CHAPTER-1
INTRODUCTION

“One picture is worth a thousand words. Yes, but only if you look at the picture and say or think the thousand words”

William Saroyan

1.1 INTRODUCTION

Advertising today has become one of the most important aspects of all businesses and to imagine the world without advertising is almost impossible. Advertising was quite ingenuous a few decades ago, as the technology was not so complicated. With limited media choice advertising did not face much competition. However the simplicity in advertising did not continue for long. It is the time for advertisers to search for the right medium to reach the customers. Apart from the traditional media, many other media options are now available. The production technology can now provide special effects to the advertisements.

Now-a-days visuals are more important and more used in advertisements. Apart from visuals, signs and symbols are also frequently used in advertisements. There is even a British advertising agency called Semiotic Solution, which uses semiotic methods to design advertisements, while semiotic analysis has been used in the past for a critique of advertising. It can also be used in the industry to help make advertisements more effective, because we live in the age where we are exposed to the vast amount of the information and much of it shown by visuals. So visual communication plays very important role in our daily life. The process of sending and receiving messages through images is called visual communication. It is the communication of ideas or information through visual display of information or through sign, symbols, images and graphics. It is primarily associated with two dimensional images. It includes alphanumeric, art, signs and electronic resources. Visuals in advertisements are not for decoration only but communicate the message of
the advertisements more effectively and have more recall value than text in advertisements. As it is said that a picture is worth a hundred words. So sometimes visual symbols are used in place of words to express an idea or to generate a feeling or a mood inside us. It is imperative for the viewers to be able to understand the message. Visual images are becoming the prominent form of communication in not only television advertisements but also in print advertisements, because the eyes are always attracted to colourful elements before black and white elements, to isolated elements before elements in group and to graphic before text. Reader even read text by scanning the shape and size of groups of letters. So communication through visuals is a discovery into the idea that memorable visual message with text have the greatest strength to inform, educate and persuade the target audience because visuals depends both on eyes that function and on the brain that make sense of all the sensory information received. The relationship between the media of mass communication and advertising is symbiotic like one feed to the other. Without advertising there will not be any mass communication as we know it today and vice versa. The economic and business relationship between the two is not only undeniable but unavoidable. Mass media operates on mega budgets. They need 24 hours of programming. The programmes have to be either sponsored by some huge business corporations or supported by commercials from various manufacturers and service providers. No modern medium can function efficiently without advertising support. We can say that the business of advertising is the basis of media business. If there are no commercials on radio and television, people cannot get their programmes free. Newspaper circulations will not be high if the cost of newspaper is high. It is advertising that ensure that people get their newspaper and television at affordable price.

Advertising today is one of the fastest growing sectors in the media industry. In contemporary times with the fast changing communication technology, economic expansion and in fact the happening of globalization new experiments are made for a better marketing. We encounter new advertisements every other day but how much the advertisement completes its desired objective, is a big question. Advertising is a paid form of communication. In order to understand advertising communication better we need to comprehend the process of advertising first.
1.2 HISTORY OF ADVERTISING

“The meaning of the word, advertise was originally ‘mark’, ‘consider’, ‘take note of’. By the beginning of the 18th century, the meaning changed to ‘persuade’. Persuasion is a primary element of advertising.”

The factor that influence advertising are global advertising, national and local economic changes, changes in technology, changing in people’s attitude to the very idea of buying and selling as an integral part of living, creative concepts that exert marked influence on people who generate buying and selling ideas and principles of marketing.

We can say that advertising started from the time the economic practice of buying and selling started. Oral advertising is the earliest form of advertising but it is prevalent even today. “An example of ancient non verbal advertising was a drawing the picture of a cow in the house wall of milk vendors. Actually in ancient Rome, the niche on the front wall of a house carried a picture of a cow or a goat indicating that milk would be valuable there.” Such spots on the walls painted with pictures were called albums.

Printing became widespread in the 15th century Europe by following Johann Gutenberg’s large scale promotion of movable types. Many thousands of books were printed in all over Europe in the 15th, 16th and 17th centuries. Towards the end of the 18th century, newspapers and periodicals of various frequencies were common in Europe and America.

“India’s first newspaper, James Augustus Hicky’s Bengal Gazette has a subtitle; Or Calcutta General Advertiser”. First issue of this newspaper came out on January 29th 1780. The first issue of this newspaper had only advertisements on first page. Even in 19th century and during 20th century, British newspapers followed the practice of carrying only ads on the front page. The Hindu followed this practice until the early 1950’s.”
1.3 ROLE OF ORAL COMMUNICATION IN ADVERTISING:

In most of the early societies, the poets, teachers and tribal storytellers slowly first circulated the information and knowledge through oral traditions. “As alphabets and the written word came into being, however gradually a manuscript culture began to complement the oral tradition and then overshadow the oral communication. Written and transcribed by philosophers, monks and stenographers the manuscript culture served only the ruling class. Working people were usually illiterate and there was a big gap between peasants and rulers. These eras of oral and written communication existed over many centuries. Although, exact times frames are disputed historians generally consider these eras to be a part of civilizations pre-modern period, spanning the epoch from 1000 BC to the mid-fifteenth century.”

Oral communication is important for advertising also. Radio is the best example of this type of advertising as radio was most popular is its initial days. People use to listen to radio not for entertainments purpose only but they enjoyed listening to radio jingles too. Some of the best example of radio jingles which were very popular at that time were; Washing powder nirma and Hamara Bajaj. After the advent of television the popularity of radio lost its ground. However after the introduction of FM channel, radio has made a comeback and is still popular not for entertainment only but for advertising also. It is a cheaper form of advertising too as compared to other forms of advertising.

1.4 ROLE OF PRINTED COMMUNICATION IN ADVERTISING:

The invention of the printing press in the fifteenth century provided the industrial seed that produced modern mass communication. From the time of Johannes Gutenberg’s inventions, it took nearly four hundred years for the era to evolve and to eclipse the oral and written traditions.

“The printing press, made many contributions to the communication process like introduction of a method for mass production. Presses and publications grew rapidly across Europe in the late 1400s and early 1500s. Many early books were large, detailed and expensive taking months to illustrate and publish. These books were
usually purchased by wealthy royal families, church leaders, prominent merchants and politicians. Gradually, the printers reduced the size and cost of books making them available to more people."

With the onset of print revolution, the book became the first mass marketed product in history. The printing press combined three necessary elements for this innovation. First-they introduced duplication or copying and replaced the dull document system in which scribed hand-copied a text several times to produce multiple copies. Second, duplication was made possible rapidly, producing mass quantities of the same book. Third, the faster processing of multiple copies to bring down the cost of each unit, making books more affordable to less wealthy people. These three basic innovations, assembly-line production, modern capitalism and the rise of consumer culture in the twentieth century provided the much needed momentum for the Industrial Revolution.

Campbell said, “The printing press also made the way for major social and cultural changes by transmitting knowledge across national boundaries. Mass produced printed materials helped in spreading information faster and farther than ever before, extending communication outside the kingdom of an isolated community life. Such widespread information mentored the concept of nationalism allowing people to think of not merely as members of families or tribes but as a part of a country with broader interests than local or regional concerns.”

Printing communication is the oldest form of communication. James August Hickey’s Bengal Gazatte was the first newspaper in India. This newspaper had only advertisement on its first page. Print advertising is as old as print communication or print media in India. Even after introduction of different new mediums of advertising, print advertising till today is the first choice of advertisers as well as its readers as print advertisement is credible and cheaper than other advertising media. Earlier print media was limited to newspaper and magazines only but today it includes pamphlets, brochures, leaflets, fliers etc. With time print media has changed itself a lot in terms of content as well as designing. Now newspaper content consists not only political and crime news but health, lifestyle, career, education, property, horoscope etc. Apart
from the main newspaper, every newspaper bring out a supplement daily for its specific audience like Dainik Bhaskar brings baal bhaskar for children, madhurima for women, saanjhi for farmer, josh for students on different days. Print advertising has evolved many folds over time. The advertisers now have a choice to place their advertisements according to their target audience in different print media.

1.5 CULTURE AND ADVERTISING:

In order to understand the role and impact of the advertisements in our lives we have to understand the context of the culture in which the advertising operates. Usually, culture is emblematically spelled with a capital C and is related with art, the distinct forms of representative expression that give delight and raise awareness about what is true, good and beautiful.

According to Campbell (2000), “the broad way in which people live and represent themselves at particular historical times is called culture. This thought of culture includes fashion, architecture, religion, science and fashion as well as mass media. Though we have permanent cultural forms in the way of novels or songs in various historical times but culture is always changing. It encompasses art, customs, beliefs, traditions, technologies, games and institutions of a society. It also includes the models of communications; the process of creating sign/symbol system that tells meaning and information (for example meta code, language systems computer codes or films)”

Advertising and culture are interrelated. Whatever is shown in advertisement is easily accepted by members of society and it becomes a trend. For example “thanda matlab coca cola and magi pichku” are some popular advertisement which is easily remembered by people. In order to make advertisements effective and popular, famous terms of culture is generally used by advertisers. The culture plays an important role in the interpretation of the advertisement. The famous term of a culture used in an advertisement may work for that particular culture but have a high probability of being misinterpreted by the people of other culture.

Advertising is made up of two products. One and more important is the advertising communication that creates those products and reflects a culture varied
values and second is society’s fashion. So, advertising can be defined as symbols of expression that individual groups and societies use to make sense of daily life and to express their values. As per this meaning, when we see an advertisement, watch television or listen to music, we are not asking ‘Is this art’ instead we are trying to identify or connect with someone or something. In other words we can say that we are allocate meaning to the advertisement, Television programme or the song. Advertising therefore is, a delivery process of values of a society through meaning making forms or advertisements.

“Culture carries a society’s values and mass media help spread those values. We can say that mass media are the channels of communication that produce and distribute novels, newspapers, songs, online computer services, songs and other cultural products to large number of people. The historical development of media can be traced through several overlapping eras in which newer forms of knowledge and technology disrupted and modified the older forms. There eras, which still affect society are oral, written, print, electronic and digital. The eras of oral and written communication refers to the tribal or feudal communities and agricultural economies. The last three phases feature the development of mass communication; The process by which we design and deliver cultural messages and stories to large and different audiences through media channels as old as books and as new as internet. With the speedy growth of modern technology, mass communication accompanied the steady shift of rural populations to urban settings and the rise of a computer culture.”

1.6 THE PROCESS OF ADVERTISING:

The process of advertising includes a source, a message and a receiver of the advertising message. When the advertiser interacts with its audience, then this process of advertising communication is going on. From one point of view, we may study the advertising through fastening on parts (factors) of the process and seeing how they affect the creation and understanding of messages. It is important to remember that any one of these facts within any advertising process will affect the content and treatment of its message. If advertising process includes the idea of messages, then the idea of message includes the notion of meaning.
Referring to certain elements of advertising communication which are necessary to make an effective advertisement is as under:

- **Source:** Advertiser or ad agencies are the source of many types of advertisements messages that we receive. These advertisements may be responding to events and opinions in society at large. So we need to look at their characteristics, at the way they operate at their reason for communicating, in order to understand how and why the messages are shaped in advertising.

- **Need:** All advertisement answers have some need in the sender or the receiver. We will also look at the receivers, whether advertisement message satisfies their needs within overall process.

- **Encoding:** All advertising messages have to be put together (encoded) in some form of communication. How messages are put together is bound to affect how they are understood. For example, if we have pictures of an event, they provide an immediate sense of action and background of being there.

- **Message content:** All messages can be defined in terms of what they say and how they say it. Every message conveys some kind of meaning to the recipient. But how the message is handled has an enormous effect on how it is understood, and indeed on what is understood.

- **Decoding:** The way one unfolds a piece of advertising communication to understand its meaning obviously affects the kind of meaning that he/she gets. To make a basic point most of us decode the message of advertisement through the filter of our own experience and indeed our prejudices.

- **Context:** All advertisement is carried on in some kind of physical or social context. The context always affects how the advertisement is understood, and may be how it is put together in the first place. On a simple level, one of the reasons why duration of advertisement is kept short, it is because the viewers can watch short advertisement in between their choice programs without affecting their programs. The other example of long duration of advertisements on television, which is received in the context of our own
homes. It has to compete with family chats and distraction, children's programming is organized around the assumption that the audience will be at home, at a certain time to watch the volume on advertisement is turned up, so that they will be at least heard, if people start talking between programs or even go out to make a cup of tea.

- **Feedback**: Like all communication advertising also gets a response in some form like increase in sales of a product by its advertisements or getting feedback through toll free numbers. In some advertisements product use is being shown by the audience itself in the advertisement. For example in Harpic toilet cleaner advertisement the model goes to different audiences in different and ask questions about their product and takes feedback regarding their product.

- **Noise**: Anything that distorts the advertisement message is noise. It can be external or internal to the source and the receiver of the message.

These all elements have to be taken care of while advertisement production is done. If any of the elements is missing than the advertising communication would be incomplete and ineffective.

The word process refers to something which is active, dynamic and which has continuity. Advertising through different media is not something like a little set of packages being delivered. It is rather more like a continuous flow. This advertising process involves the different advertising interacting with each other through Newspapers, magazines, TV, internet etc and come to know what kind of advertisement is suitable in what media. It involves the advertisement interacting with society at large, as when the advertisement pick up current social issues and events and weave them through their storylines.

So, the idea of advertising process leads one to look at the sequence of events in which meaning are created and received by the audience, with reference to particular advertisement in particular media. This process requires us to look at the wider social context in which the meanings of the messages are created and understood by the audience.
1.7 ROLE OF ADVERTISING

Advertising also can be explained in terms of the four roles it plays in business and in society:

(a) The Marketing Role- A process by which businesses satisfy consumer wants and needs through goods and services is known as marketing. A particular consumer at whom the company directs its marketing effort comprise the target market. The tools available to marketing include the product, its price and the means use to deliver the product or the place. Marketing also includes the method for communication or promotion. These four tools are collectively referred to as the marketing mix or the four P’s. Marketing communication consist of several related communication techniques including advertising, sales promotion, public relations and personal selling. The role of advertising within marketing is to carry persuasive messages to actual and potential customers.

(b) The Communication Role- advertising is a form of mass communication. It transmits different types of market information to match buyers and sellers in the market place. Advertising both informs and transforms the product by creating an image that goes beyond straightforward facts.

(c) The Economic Role- There are two view points on how advertising affects an economy. First, advertising is so persuasive that it reduces the likelihood that a consumer will switch to an alternative product, regardless of the price charged. Just by showing positive qualities and avoiding price, the consumer makes a decision on various non-price benefits.

The second approach views advertising as a tool which help consumers assess value, through price as well as other elements such as quality, location and reputation. Rather than demeaning the importance of price as a basis of comparison, they view the role of advertising as a means to provide price/value information objectively, thereby creating a more rational economy.

(d) The Social Role- Advertising also has many social roles. It informs us about new products and helps us to compare products and features and make
informed consumer decisions. Advertising tends to flourish in societies that enjoy some level of economic abundance, in which supply exceed demand. In these societies, advertising moves from being informational only in creating a demand for a particular brand. Advertising can help to improve our society. Companies, government, agencies and non-profit organizations can also use advertising to distribute information about their social programs and motivate their target audience to respond.

1.8 TYPES OF ADVERTISING

1.8.1 Print Advertising

Print media is a popular advertising option. Advertising products through newspapers or magazines is a common practice. Additionally, the print media also provides options like promotional brochures and fliers for advertising purposes. Newspapers and magazines sell the space for advertising according to the position in the publication for example-front page/middle page, above/below on the newspaper. Area occupied by the advertisement, as well as the readership of the publication decides the rate of advertisement.

For example, an advertisement in a comparatively new and less popular newspaper will cost far less than an advertisement in a reputed newspaper which has a high readership. The quality of the paper and the supplement in which advertisements appear also affects the price of print advertisement. For instance, an advertisement in the shiny and trendy supplement of a newspaper will cost more than one in a supplement which uses average quality paper.

1.8.2 Billboard or Outdoor Advertising

This type of advertisements attracts the customer by outdoors advertising. Outdoor advertising makes use of several tools and techniques. The most common examples of outdoor advertising are billboards, displays, and also events and trade-shows organized by a company. Billboard advertising is very popular. However, in order to invite the attention of passersby. So it has to be concise and catchy. Apart from providing an outlet for the company's products are an effective advertising tool
to promote the company's products by organizing special events or sponsoring them making an excellent advertising opportunity and strategy. A company can organize exhibitions and even trade fairs for advertising their products. If not this is not possible, the company can organize several events that are closely associated with the field of their business. For example, a company that manufactures sports goods can sponsor a tournament to advertise its products. Mobile billboards are a newer form of this old advertising technique, where a large display screen or billboard is attached to the back of a van or a flatbed truck, and taken to different locations within a city or neighborhood.

1.8.3 Radio Advertising

It is one of the oldest forms of advertising. The advent of 20th century saw radio taking center stage in many Indian homes and businesses realizing that they can use this medium to reach a huge audience for their products and do not have to rely only on print media such as newspapers and pamphlets.

Advertisers can buy airtime anytime from a radio station to air their ads, and prices depend upon the duration, time of the day, and the programs during which the ads are aired. In rural area, radio is still very popular medium for entertainment.

1.8.4 Television Advertising

Television advertising has remained the holy grail of advertising for more than 50 years and it still remains the most sought after mode of advertising in the 21st century. It has various programming schedules wherein advertisement content can be inserted and can be reached to the maximum number of target customers. This is an expensive type of advertising, as reflect revealed by the high price for ad spots during sporting events such as the IPL or the World Cup. The trend of placing banners in the background while a program is playing is also popular to increase the visibility of advertisements. Computer-based graphics are also used to generate ads, which run in the backdrop of high-profile events such as sporting events and movie premiers. Television jingles for popular products such as 'The Complete Man' (Raymonds) and 'Chutki mein chipakaaye’ (Quikfix) are already of legendary status.
1.9 MODERN TYPES OF ADVERTISING:

Some of the modern types of advertising are as under;

1.9.1 Online Advertising

Online advertising or internet advertising has come a long way in the past decade. When the Internet was first breaking out into the mainstream, advertisement became available to consumers at their own computer. Many early attempts of internet advertising got limited success because the advertisers did not know the opportunities and limitation of online advertising. Today the situation is totally changed. Now every company has started advertising its product online as well as they has their own websites also. Now it is very simple and common for advertisers to place their advertisement on internet. Advertisers generally depends on the website’s visitor figures to get an idea that how many people actually saw their advertisement but even then every product has its online version also.

1.9.2 Covert Advertising

A unique technique of advertising in which a product or a particular brand is incorporated in some media channel or entertainment like television shows, movies or even sports is known as Covert Advertising. As such in the entertainment, there is no commercial advertising, but the brand or the product is cleverly or sometimes clearly showcased in the entertainment show. Some of the famous examples for this sort of advertising have to be the use of Scorpio car in the every installment of movie Singham and appearance of brand Nokia which is displayed on Akashy Kumar’s mobile in the movie Baby. We may come across many such examples if we attentively watch movies, Television shows or a cricket matches.

1.9.3 Surrogate Advertising

Surrogate advertising is mainly used for advertising a particular product which is banned by law. Advertisements for products which are injurious to health like cigarettes or alcohol are prohibited by law in several countries. So, these companies manufacture several other products with the same brand name, and indirectly remind people of the cigarettes or alcohol of the same brand, by advertising the other
products. Common examples include Fosters and Kingfisher beer brands, which are often seen to promote their brand with the help of surrogate advertising.

1.9.4 Social Advertising

An advertising technique which makes an effective use of advertising to convey socially relevant messages about important matters and social causes like energy conservation, deforestation, political integrity, AIDS, poverty, illiteracy and so on is known as public service advertising.

David Ogilvy, considered to be one of the pioneers of advertising and marketing concepts, had reportedly encouraged the use of the advertising field for a social reason. Once he said, "When used in the public interest- Advertising justifies its existence - it is a very powerful tool to use only for commercial purposes." These days public service advertising has been increasingly used in several countries across the world in a non-commercial fashion in order to promote various social causes. In India, lots of public service advertisements are aired on television and radio channels.

1.9.5 Celebrity Advertising

We can see today that the audience is getting smarter by the day. The modern-day consumer is getting hooked to the inflated claims made in a majority of advertisements, there still exists a section of the advertisers who still bank upon celebrities and their popularity for advertising their products. The celebrities are used for all sorts of advertising including television or even print ads after signing up celebrities for particular advertising campaigns. Each consumer has to himself decide the effectiveness of this type of advertising. In this study also, we will try to find out the effect of celebrity in print advertisements.

1.9.6 In-store Advertising

It is an advertising technique popularized by giant store chain such as Walmart, Big Bazaar, Vishal Mega Mart and Easy Day. It is popular advertising method for large malls and departmental stores. It is also known as 'point of purchase advertising, herein the products are normally attractively packaged and prominently displayed at checkout counters. Rather than actively creating a need for the product, here the aim is to influence the customer to make an impulse purchase. Other forms of
in-store advertising can be putting banners inside the store announcing new schemes, price cuts or fresh arrivals and placing the product where the customer can easily see them.

1.9.7 **Coffee Cup Advertising**

It is a relatively new form of mass advertising. In this technique promotional material or small ad is placed on to the tabletops, on the plates or on paper cups. This technique was initially used by the Australian companies and it is now gaining recognition in the metro cities as well as in semi urban areas of India.

1.9.8 **Digital Advertising**

It is a new type of advertising and is gaining effectiveness and recognition as a quick way to get the customers' attention. Digital out of home advertising has many forms. It is a systematic arrangement of media at different locations across a geographic location, where there is a heavy crowd such as bars, cafes, metro stations, and railway stations etc. With the arrival of digital video recorders such as TiVo, the viewers can skip ads shown on television which causes a significant loss in revenue to the sponsors and advertisers. Now-a-days this problem has been dealt with by the advertisers by using digital broadcast systems in outdoor public places. They are using LCD screen which has customized software and is generally found in public places for example subways, railway stations and malls along with digital televisions. They have also included it with Point of Purchase advertising wherein many stores have LCD screens equipped with stand alone systems, where the customer can have information regarding any product and can even make a purchase by using debit or credit card.

1.10. **THE FUTURE OF ADVERTISING**

1.10.1 **Digital Signage**

It is a technique of advertising wherein an LED or plasma screens are installed in public places such as cafes, retail stores, airports, railway stations, hotels and many other similar places. It is used to transmit a very wide form of information in both private and public areas. The digital signage technique is becoming more prevalent
day by day as it is a cheap alternative as compared to the costly excesses of television commercials.

1.10.2 Mobile Advertising

The mobile phone industry is an ever-growing industry and changing day by day. It provides the advertisers a fertile ground for advertising in the form of mobile connectivity. Both the network providers and phone handset manufacturers provide applications carrying brand and product information for services they are offering. The games which are downloaded on the mobile platforms show ads when connected to the internet. Now-a-days the advertisers are working hard to make ads which are adaptable to smaller screens and are available on all operating systems such as Android, iOS, Windows etc.

1.10.3 Niche Advertising

These are the specific areas of consumer demands which the companies try to fulfill with their own personalized or innovative products. It deals with these select groups of customers with custom made ads. There are companies who are taking advantage of online blogs and websites which cater to special content such as exotic travel or wines or regional cuisine and using these as platforms for advertising their products. Internet marketing is a tool used by advertisers for their niche offerings by ensuring that potential customers are exposed to their ads whenever they search for linked terms or log on to a particular website.

1.11 PURPOSE OF ADVERTISING

The basic and foremost purpose of advertising is the delivery of the proper message to present and prospective customers. The main purpose of advertising is convincing customers that a particular company's services or products are the best, enhancing the image of the company, point out and create a need for a their companies products or services, showcase new uses for established products, make announcements on new products and programs, highlight the sales person’s individual messages, attract new customers to the business and to hold on to the existing customers.
“Social networking advertising is a new form of advertising which is growing swiftly these days. It is online advertising through social networking sites. Though it is a relatively young market, but it has shown a lot of potential as advertisers are able to take advantage of the demographic information the user has provided to the social networking site. Online advertising will be a more specific advertising term to be used in context of social network advertising because here people are able to directly send advertisements toward others using social network services”\textsuperscript{10}

The newer forms of mobile ads include banner ads, coupons, Multimedia Messaging Service (MMS), picture and video messages, ad games and pop ups.

“As the mobile phones became a new mass medium of advertisement since 1998 when the first paid downloadable content came out on mobile phones in Finland followed by Mobile advertising. Mobile Advertising was also launched for the first time in Finland in 2000. Now the value of mobile advertising has reached around $200 billion and providers such as Admob delivered billions of different mobile ads”\textsuperscript{11}.

1.12 FUNCTIONS OF ADVERTISING

Apart from accomplishing the unique goals of the advertising campaign and its sponsors, advertising performs three basic functions;

(a) Provide brand and product information-The main function of the advertising is to provide relevant information to the consumers helping them in their decision making. The information given in the advertisement depends on the need of target audience. For example, if we want to purchase new shoes, the much needed information might be price of the shoes and outlet location. For technical products the information is expected to be very comprehensive.

(b) Provides incentives to take actions- On various occasions, consumers are not ready to change their buying behaviour even if they are not satisfied with their current product because as they say “Old habits die hard”, here a habit has been established and learning about a new product will be a new experience and it could be difficult. Advertising sometimes helps a consumer to switch the brands if their aim is, convenience, high quality,
lower price and warranties. These all are stressed in advertising by the companies.

(c) Provide Reminders and Reinforcement- Most of the advertising is aimed at keeping the present customers. Consumers generally forget why they bought a particular product? The advertising must be such that it continuously reminds the consumer about the name of the brand, its benefits, its value and so forth. These all messages showed in advertisements help in reinforcing the consumer’s decisions. Most Television advertisements provide this information.

1.13 ELEMENTS OF PRINT ADVERTISEMENT

Print advertising encompasses sales brochures, fliers, business cards, coupons, billboards and ads in newspaper and magazines. This is the successful medium mainly used by the advertisers by first defining the advertising goal than identifying target audience and lastly focusing on advertisements message. Each of the seven elements of print advertising has to increase the advertisement’s effectiveness.

1.13.1 Copy of an Advertisement

The copy or the text should be such that it communicates in clear, concise and focused language. It should start with a headline which catches the reader's attention and generates interest in the product and informs the message of the ad in a few words. Potential customers give only few seconds to see or go through the advertisements. Even in magazines or brochures, the advertisers should keep the body copy brief and to the point. It should include the company’s signature along with its distinct logo and slogan. Advertisers should use eye catching fonts which are easy to read and complements advertisements.

1.13.2 Graphic Representation

Photograph, illustration and logo symbols like Audi, Jaguar generates interest in the advertisement. Advertisers should incorporate the graphic elements with their headline and copy to get maximum effect. “A study by Texas State University depicted that in magazine ads, human models get the maximum attention followed by pictures and words”. It means that using models that appeal or match to target audience have more value and establish an immediate connection between the
product/service and the prospective customer. The contradiction between the headline of the advertisement and its illustration will puzzle the viewer and reduce the overall impact of the advertisement.

1.13.3 Layout of an advertisement

It is the way the advertiser put together all the elements in order to create the ultimate advertisement. The layout of an advertisement has to have a central point. Usually it’s a picture or a headline as the readers' eyes directly lands on to it and then on the white or the blank space then on graphics and finally the text elements should lead them through the copy to the company signature or logo. The last layout should match the advertisements final printed appearance in every single detail.

1.13.4 Heading

The Title usually known as header attracts the most attention towards the advertisement and it allows the readers to find out what is there in the copy. The header should intimate a crucial benefit described in the advertisement for example limited period offer or discount sale. It may also help in finding a solution to a problem a reader might have. The title is generally the strongest element of a print advertisement and determines if the readers read the complete advertisement.

1.13.5 Visual

If we put an image on the top or in the middle body of an advertisement, it creates anxiety and communicates what a viewer will learn if he continues to read the advertisement. Newspaper advertisements are generally black and white but a color image possibly enhances the impact of the overall advertisement. The ad makers need to choose a relevant and strong image related to product or service for sale and keep the advertisement simple.

1.13.6 Body Copy

The main part of an advertisement is generally known as its body. The body describes on the concept of the header and builds interest in the product or service. Print ads should be very well organized. We should use sub headers or bullet points wherever appropriate in order to make it easier for the viewer/reader to understand the information in the advertisement.
1.13.7 **Size of an advertisement**

The fee of the advertisement in a newspaper and magazines are based on its size. The exact dimensions may be different as per the publication but the prices are as fractions of a page. The front page would cost more than the back page as it a special location. A suitable shape and size must be used which links the purpose and corporate image to make it an effective advertisement.

1.13.8 **Quality of the paper**

The print advertisements should use glossy paper for magazines. The composition, weight and finishing positively adds to advertising image.

1.13.9 **Placement of an Advertisement**

The place where the advertiser places its print advertisement affects its success. A health drinks dealer will get more response by placing its ad in a health magazine than in any other magazine.

1.14 **ROLE OF COLOUR IN ADVERTISING**

Colour is a very important element in advertising. Advertising started in black and white but with time and technology it has evolved itself accordingly. In today’s advertising eye catching colours are used to invite more attention of its viewers. Colour in advertisement is decided as per the objective and target audience of an advertisement. For example pink colour is generally used for girl products as pink colour is associated with girls universally. In an advertising process colour also conveys a specific message. For example; in Airtel, advertisement their logo and red coloured background only conveys the complete message. Colour in advertisement increases it recall value. Sometime people remember advertisements through their colour only.

According to Beasley and Danesi (2002), “The human eyes are sensitive to different colors and the degrees of activation of the sensory channel of communication with the brain are different for different colors. There are three primary additive colors; red, yellow and blue. All other colors can be made up by different combinations of these primary colors.” For instance, red and blue constitute violet; blue and yellow make green; yellow and red make orange color etc.
Sometimes advertisers prefer color contrast and sometimes color matching depending upon the situation. “Referring to the match for the three primary colors and three secondary colors, the colors in the opposite quadrants are called contrasting colors. For example; red contrasts with green, blue with orange and yellow with violet. Color contrast is also called complementary harmony.”\(^\text{13}\)

The psychological impact of different colors as per Beasley and Danesi is given below—

“\text{white} stands for purity, goodness, innocence, \text{black} refers to death, evil, indecency, guilt, \text{green} is linked with life, trust, hope, plants, naiveté, \text{red} is tied to anger, danger, sexuality, \text{blue} related to the sky, the sea, mystery, calmness, \text{brown} reminds of earthiness, constancy, naturalness and \text{grey} presents mistiness, dullness, etc.”\(^\text{14}\)

\subsection{1.15 COMPONENTS FOR EFFECTIVE ADVERTISING}

A well-designed ad provides an edge over the competitor. Efficient ads should include the following elements:

\subsubsection{1.15.1 Attention-inviting headline}

Many studies have depicted that ads have about 5-7 seconds to catch attention of its readers/viewers. In this case it is the headline has to grab viewer’s attention swiftly in these few seconds. It can be a brands punch line for example “2 minute Maggie!” or a benefit like “maximum selling price.” By playing with words or comedy can be effective for grabbing attention in advertisements.

The headline has to be the first element seen by the eyes, therefore it must be readable, in good contrast to the background used and should be big enough to control the space.

\subsubsection{1.15.2 Convincing image}

The image helps in creating a style and mood for an advertisement. So it has to be very convincing. It can depict the product or something manufactured using the product. “Mostly one image is more effective than several images”. 
The quality of the image especially the photo is very important. A low resolution image for the advertisement in the printed newspaper or magazines will not delight the viewers.

The electronic representation makes the low resolutions images on websites look fine. Generally, the advertiser does not take an photo or trademark from a website and imitate it in their print advertisement. Stock photography can be a very effective option in such cases.

**1.15.3 Profit Assurance**

We must point out the benefits of the product to the customer rather than listing its features while writing a copy for an ad. Usually the buyers don’t worry about what advertisers sell. They are only concerned about how it is going to help them.

Instead of “Double coated” say “Free you from electric shocks.” It is not required to mention the complete product range you sell instead use a simple statement like “You’ll get everything at one place”

**1.15.4 Unique Selling Point**

The advertiser should know about the unique selling points of their products. They should compare it with the competitors’ products and understand “Why would someone prefer to buy from us?” Unique Selling Point generates interest and influences buying behavior of consumers. Advertisers should advertise the differences of their product and can attract the customers.

**1.15.5 Call to Purchase**

The element of an advertisement which pushes the buyers from interest only into action is known as call to purchase. Advertisers should use a expression such as “Call today for a free sample” or “Visit our website and get 10% off” or “E-mail us and request a free copy or kit of facial”.

**1.15.6 Good copy and white space**

The copy has to be readable but all the texts are not easy to read. If the advertisers highlight the main information in their ads then they should use bold letters in bright color and a contrasting background.
1.15.7 Concise advertisement’s copy.

If a copywriter chooses word carefully and makes every word count than few words would do the whole work. Advertisers should use command words like “fast, new, free and easy.” It makes them a quick and universally understood benefit promise. Limited copy is usually more effective. All the space in the advertisement should not be filled as space provides for the eyes to focus on the important.

1.16 COMPONENTS OF A PRINT ADVERTISEMENT

The normal advertisements will have the following components but many times, it will find slight variation, because of the simple reason – to be different in the crowd. The print advertisements are designed with different elements like:

1. Name plate 12. Text
2. Heading/Sub-heading  --Language
3. Background:border  --paragraph
4. Punch line/Slogan  --Sentence
5. Logo  --Words
6. Visual  --Font type
7. Body copy  -- Color combination
8. Appeal  13. White Space
10. Signs/symbols  15. Theme
11. Size/Placements  16. Illustration/Photograph

When confront with a print advertisement, most prospects spot the visual first, then read headline and then pursue the body copy in that order. So the visual carries so much responsibility for an advertisement’s success. Research indicates that 70% of people only look at the visual in an advertisement, whereas only 30% read the headline.

1.17 SOME CREATIVE TYPOGRAPHY IN PRINT ADVERTISEMENTS

The advertisement of a product or company plays an important role in deciding its success. An effective message has to be delivered through advertisement
that invites the consumer’s attention. With selecting correct typography in print ads the advertiser can convey an effective message to its target audience. In this review some international contemporary print advertisements are displayed in which creative and different typography is used.

McDonald’s McFlurry: Mona

McDonald’s McFlurry: Thor
Chupa Chups: Lollypops, 3

Imposible que salga de tu boca.
A HAPPY ENDING IS WHEN THE RIGHT ONE IS CRYING.
Small World, Language Studies Worldwide: How are you?

WMF Knives: Apple
Todo mundo já foi aí por um dia.
If you don't like our programme, wait it to the next wall.
In here, you won’t hear anyone say they miss the old days.
Have you ever seen a trout cut through water? That fish has moves. Although, he’ll never know the pleasure of jumping from rock to rock and scrambling up a slope of scree to get to a sweeping, mountain-top view, will he? But don’t pity the trout. Get in there with it. Walk hand in fin. Because you’re wearing the Nike ACG Blazerboat. And that means your feet have gills that breathe water in and drain it right back out again.

We’ve evolved a lot in twenty years. Now get out there.

Amphitiously yours, Nike.
Bexomer: Rat

Energia School: Solid Foundation, $E=mc^2$
Jung von Matt: Anatomy of a great idea
Come out and celebrate a more perfect union at the first-ever Slurpee summit on November 18th, 2010 at City Center DC from 4 to 8 PM. For details visit facebook.com/skurpee.

Complot Creativity School – Typography Course: D
Regaine: Thinner

There are some places a woman does not want to be thinner.

Over a third of all women will suffer from hereditary hair loss. Fortunately, Regaine can help. It’s clinically proven to slow down or prevent hereditary hair loss in 4 out of 5 women.

Visit regaine.com.au to find out more.

Toyota: Efficiency

Efficiency
Brighton Language School: Espanol

Refresh your forgotten

US Preventive Medicine / The Prevention Plan: Scorpion

Learn your health risks now and they won't be so scary later.
Si no existiera la tipografía
para cuidar de las letras un día la
habrían de ser fuertemente quedada
Cambiaria de trabajo
y vendría sus
sin crujidos como
entonces

Nadie
podría hablar nunca más
ni expresar sus sentimientos

No sería
condenada

A vagar
sin rumbo por
tierras inertes.
Adobo Magazine: Haagen Dazs-(ice cream)

Burger King: Wrap
Burger King: Fries

Burger King: Burger

Panasonic DVD Theater: Boom
Kiss Radio: For those with a picky tongue
REFERENCES


5. Ibid.

6. Ibid.

7. Ibid.

8. Ibid.


13. Ibid.

14. Ibid.