Chapter Nineteen. Summary
The First Chapter delineated the concept of mediated reality. In a world saturated with images, reality is not what it is, rather it is what is appears to be. But this reality is subjective since it is actively mediated through a medium controlled and operated by financial institutions hedged in within the larger social, political context as such this reality can be easily manipulated to serve vested interests. However this in no way implies that media’s messages have a direct effect on audiences or that media’s messages are like silver bullets. Quite on the contrary there may be ways through which this reality is interpreted. While some messages may be accepted others might be rejected on the ground that it doesn’t fit in with the audience’s immediate experience. But Kitzinger point out that even while the silver bullet thesis has of now been discounted by the works of Umberto Eco, Jacques Derrida, Roland Barthes and Stuart Hall, Kitzinger asserts that cultural representation and media power matters, and refusal to take it into account will render any study of the media’s content ‘doomed to failure’ (Kitzinger, 1999, p. 15). Media not only shapes our perception of reality it also ‘shapes our views and opinion about others’ (Devereux, 2007, p. 186).

The Second Chapter delineates the importance of media’s content. The media became aligned with modern system of governance and the rise of democracy. Graham Murdock pointed out media became tied up with the rise of modern capital and inclusive forms of governments. A system that seeks renewal of trust after every definite term or
period would need means to communicate with its electorate. Therefore, the media became the means through which multinational business empires and popular governments could make themselves legitimate and secure public affirmation. McQuail has pointed that the importance of the media in opinion formation has fluctuated between two extremes. While the period from 1900 to 1940 was the period of over-estimation of the power of the media, the following period saw the media’s devaluation in terms of its ability to influence and set public agenda. A more reasonable view point emerged in the 1960s; one that viewed media as imparting lasting influence rather than having an immediate short term effect. Lastly in the 80s the introduction of the encoding and decoding dynamics of media’s content imparted greater latitude to the consumers who were till then being looked upon as passive silent consumers. Denis McQuail has pointed out no less than eight reasons for the increasing scrutiny of media’s content. An advertisement has emerged as important areas of study principally because of the way it constructs fictionalized account of everyday life as reality. The study of advertising becomes all the more necessary ‘not because what advertising people do with images, but because the practice of advertising is so deeply implicated in the general contemporary public life.

The Third chapter traces the origin of advertising as an economic activity. Conditions for advertising to exist are often taken for granted. But as a means of exchange advertising is intimately tied up with the production of surplus. With no surplus to exchange there would be no need for advertising. Similarly if there are no non-economic
means of exchange of commodities such as Dana, Dakshina, or even theft there would be no need for advertising. Advertising is but a marketing tool. It cannot exist without the market. And its vicissitudes is tied up with the growth, and expansion of the modern capitalist economy. Industrial societies are marked by a profusion of goods and choices. Therefore advertising becomes the means through which products are differentiated, individual choices are made and consumer decisions exercised. In Ancient India, Dana, Dakshina were the means through which surplus was exchanges and goods transported from one household to another. But this exchange was largely religious and symbolic and had no economic basis. Material gifts brought social recognition and social acceptance. Surplus could also be exchanged through war and raids and the consequent redistribution amongst the victors.

The Fourth Chapter explores the evolution of pre-modern economic activity, agricultural surplus the emergence of city states around food granaries (agricultural surpluses), and the growth of some form of administrative control (usually council, or rudimentary form of governments) over it. The protection of surpluses gave rise to class distinctions – those who produced and those who offered protection to that which had been produced invariably leading to the appearance of armed militias, and the like. The surplus of one age afforded the 'civilizational jump' into another age. In the absence of formal means of exchange, goods were restricted in exchange and, markets remained small. Production relations kept pace with the means of production. Tribal principalities were marked small
surpluses. Empires were conspicuous by surpluses extracted from large areas often spanning continents. Human philosophies that propagated family friendly schemas of hoarding and lay stress on separate means of spiritual liberation for the monk and the householders became popular because they condemned wasteful expenditures. The introduction of currency in place of barter system allowed for greater mobility of goods across larger geographical area. The conversion of agricultural surplus into non-perishable commodity (coins, various other means of transactional exchange) further consolidated the money market. Empires simplified the money markets and spared the business community from complex and ever-fluctuating exchange rates. In the absence of better connectivity, goods produced locally circulated locally within the vicinity of their places of origin. Better goods were known specifically for their places of origin - Multani mitti, Lahori namak, buy banarsi saree, eat banarsi paan, Kabuli chana, Dehraduni chawal, Shimla mirch, etc. The Sultanates and the Mughal Age brought in the demand for luxorious goods. But these were goods could only be created through elaborate labour intensive techniques and could not be mass produced. In fact their distinction remained in their handcraftedness. The overabundance of the Industrial Revolution ushered in an age of consumerism in England, and markets overtime became impersonalized. However in India, as Tapan Raychaudhuri points, ‘the sum total of new development didn’t amount to a break from the past: continuity was still the dominant characteristic’. Limitations of the demand supply chain further strained production distorting production of goods, and reducing purchasing power.
of an already impoverished citizenry. With an over emphasis on hand-crafted goods, mechanization was ignored. Obscure social commitment to customary pursuits hindered occupational mobility, and skills and education never came together. And while Indian produced some of the greatest works of literature it lacked the means for their mass circulation which came to India only in the wake of the Christian missionaries. This printing press became the first mass production machine allowing for circulation of advertisements. As Ewan and Ewan aver, Printing thus became a tool of revolution by which world commercial networks [was] established and maintained; [and] by which a mobile economy [was] underwritten and secured \(^2\). Since business and manufacturing activities operate on information the lack of means of mass communication impeded the growth of business activities and markets remained untapped. Exotic items like chocolate, coffee, and tea from Latin America, Africa and Asia, were first promoted through the means of print in England. The Fifth Chapter explores the conditions for Consumer Culture in India. Max Weber posits that Industrial societies didn’t completely abandoned religious ideas but simply re-worked them into the new industrial mise en scène. Eastern despotism lacked in spirit not in form. Indian spiritualism diminished the interests of the traders, the merchants, and other venture capitalists, and channelized their materialism to ‘ineffective ends’\(^3\). Bayly point out that, ‘Jainism and Buddhist text were uncomfortable with display of wealth and for the merchants ‘domestic onanism was as undesirable as personal’\(^4\).
The Sixth Chapter explores the social stagnancy. Through fashion and other lifestyle pursuits and goods, social groups could aspire to and move the social hierarchy. In India quite contrarily, social customs were derivatives of caste hierarchy and guided by allegiance to caste identity. Customs stabilized and so did the social hierarchy preventing reproduction of innovative and new social conventions and practices. New consumption habits were introduced through a new social order. The English introduced Indians, to borrow words from Aldous Huxley a 'brave new world'. This modernity for Lucian Pye 'based on advanced technology and the spirit of science, on a rational view of life, a secular approach to social relations, feelings for justice in public affairs'. Modernity created the condition for new consumptive habits, since weakened old creed driven consumption habits. Sumit Sarkar points out that the Swadeshi Movement didn’t warrant the boycott of English machinery old English goods. Various socio-economic and political movements sought to loosen caste grip and rapidly modernized Indian society. Disdain of the founding fathers of the Indian Republic for advertising and the closed system of economy adopted at the time of Independence, ensured advertising and capitalism remained suspect, and under various restrictions. In the absence of TV, newspapers remained the only major means of advertising besides the ubiquitous wall graffiti and the hoarding. PSU came up to function in closed environment facing little if no competition. With few incentives advertising played a limited role. Liberalization directly impacted the Advertising industry. With the open skies policy in place, Indian television offered plentitude of TV channels. By 1999,
about 900 million people in India had access to a TV set.

**The Seventh Chapter** defines advertisements as modern myths, replete with visual shorthand, often investing things with symbolic meaning. **Chapter Eight** defines the discernible structure of research done on advertising media so far. **Chapter Nine** describes the two approaches taken for research in advertising: The Administrative and the Critical. While the administrative approach seeks to identify customers, and is invariably carried out form the end of consumer research and looks upon advertising from the view point of the marketing mix; the Critical approach envisages the approach that an advertisement should have no meaning except for the utility that goods offer. **Chapter Ten** elaborates on the theoretical perspectives, on which this research is based, namely the cultivation theory proposed by George Gerbner, that the more a person spends time consuming the media his or her world views would be as portrayed by the media. Further thaw Social Cognitive theory expounded by Albert Bandura suggests that a vast amount of social learning takes place from one’s immediate surroundings, and a vast amount of social learning such as human values, behaviour pattern is gained from the extensive modeling in the symbolic environment of the mass media. Lastly the ethnolinguistic theory posits that strength of social groups (and survival of its language) can be measured in terms of institutional support and its representation in the mass media. **Chapter Eleven** presents the review of existing literature in the concerned field of TV advertising from diverse places such as Italy, Australia, Kenya, Beijing area, Portugal, Japan, Turkey, Nigeria, Korea, Bulgaria,
Austria, Saudi Arabia, and the United States, and the significant gaps that exist currently in the study of Indian TV commercials which the present study seeks to assuage. The aim of this exploratory research as the chapter is not to establish \textit{a priori} gender stereotype but to gain insight into the representation of the various categories: the male, the female, the elderly, and the child. The aim of this study is to establish benchmarks for future studies. This chapter also reviews the representation of the elderly in TVCs, and the growing interest in the presentation and representation of children in advertisements. The chapter reviews sex in advertisements and the various ways in which sex is operationalized in TV commercials. The Chapter also notes that sex may not always mean nudity of bodily exposure but may be operationalized through a variety of means such as sexual behaviour and sexual referents. \textbf{Chapter Twelve} covers the extent of research on Indian advertising and notes the contribution (and limitations) of the research conducted by various scholars. While Mallika Das’ research is commendable, its inadequate given that the scholar has not investigates the portrayal of children and the elderly in TV commercials. The research also remains deficient in the study of body types. \textbf{Chapter Thirteen} enumerates the research questions that the current research seeks to answer. The Research methodology adopted for the present study is mentioned in \textbf{Chapter Fourteen}. Further to this effect, content analysis technique used in the study, sample size, the selection of the TV channels used in the study, the content analysis coding questionnaire. The Definition of the variables used in the study such as product category, Advertisement orientations, and the various role...
categories devised, Advert settings, Role play, Ad Appeal, Definition of sexual content and types of sexual content, body types, age profile, marital status, physical activity status, company and companion profile, absence/presence of fantasy, operational situation are defined in Chapter Fifteen. Intercoder reliability measurement and the statistical techniques used in the study are outlined in Chapter Sixteen. The reliability of the data has been reinforced through multiple reliability factors such as Scott’s Pi, Cohen’s Kappa, and Krippendorf’s Alpha. The findings of the research are presented in Chapter Seventeen.

References: