The principal effort in this study is to bring out the trends of the newspaper advertisement after independence with special reference to some selected English newspapers.

First of all it is necessary to know the meaning of advertising and how the idea and theme of advertising undergone a change from time to time. And for that reason various definitions of ads are studied, as definitions are important in any research based on scientific approach. After studying various definitions as it is recorded over a long period, it can be said that "Advertising is dynamic". Its definitions also change along with changing market condition, changing life styles, changing method of distributions and changing techniques of communications in relation to changing product line. During the past few years, there were significant developments of advertising and as a result the definitions also changed. The new definitions include a more concerted effort to build favourable "brand" and corporate identities. "What is advertising", this can be clearly understood from the various definitions of advertising. Accordingly advertising is the communication link between the seller and the buyer or the consumer and provide information about products and services and considered to be an active attempt to influence and persuade people to action or belief.
by an avert appeal based on reasoning or emotion.

In any study, the history should be considered first to trace the origin of the main stream. Advertising is perhaps as old as civilization and to get a clear idea about the trend of English newspaper advertisement after independence, the origin of advertising had been studied from the available documents. It is very interesting to note that the earliest written advertisement was issued about 1000 B.C. The oldest form of advertising appeared as crude pictures and symbols on the walls and obelisks of ancient Egypt. Initially signs and symbols were used for advertisement, like a bunch of grapes used to signify a wine cellar, a striped pole, a barbar shop; three balls, a pawnbroker; the pestle and mortar, a drugstore. These signs could be identified by the illiterate also. This shows that in primitive times advertisements were really a form of news. The close connection between news and advertisement are apparent as can be seen in an ancient cave drawing wherein a goat and a horse stand on a steep slope signifying "danger ahead". Although the drawing is antiquated, the message is clear. It is a warning that the slope is too dangerous for horses. But this drawing is news and is in fact can be considered as an ancient road sign. This was the forerunner of poster advertisement. Signs over shops and stalls made of stone or terracota were found on the walls of the houses and buildings of the ancient city of
Pompeii. Those were preserved as the advertisements of 79 A.D., nearly two thousand years ago when this Roman resort town was wiped out in volcanic ashes from Mount Visuvias. From these advertisements in the form of 'graffiti', we came to know the kind of business that were carried on in Pompeii - the drycleaners, the fruit sellers and from which the earliest trade marks system started.

In the Middle Ages, criers were introduced to advertise. Many traders engaged men to tout for customers by shouting the price and variety of goods available. And the streets resounded with the strident calls of each shopkeeper. These criers were also found in the weekly street markets and in the daily shops. The minstrels, street musicians, ballad singers along with the bellmen who carried bells and horns to attract the attention of the consumer were the advertising force in England, France and other European countries. Another attractive and exited divulge was the voice of pedlar who used to travel from place to place to sell goods but with news and gossips. A fifteenth century poet described the advertised goods of that time like 'Hot peascods', 'cherries in the repe' 'straw berry rype' and 'Rybbs of Befe'. Orlando Gibbous, a musician of sixteenth century composed some ad cries, for ink, good sausage and etc.

There were trade signs illustrated by pictures also. In 1584, Thomas Creede, a bookseller used the sign of the Eagle and
Child in the Old Exchange. Whereas from 1388, the red and white blood stripped pole was introduced to indicate barber's shop.

In 1472, the first ever English advertisement was printed which was a handbill or poster announcement written by William Caxton and ad started its voyage through printed medium. New methods of advertising are now available in the form of printed posters, handbills, signs, pamphlets, books and newspapers. The use of the term advertising was seen in the writings of French essayist, Mantaigne in 1580 and later in the writings of Shakespeare in 1599. Advertising started its modest beginning with eminent journalists like Defoe, Swift, Addison and Steele and their dexterity gave advertisement a new trend. During the period, most of the ads in the newspaper were of books and sale of remedies. London papers advertised the first advertisement of a book which was the essays of John Mitton. In 1611, some publicity officers advertised various products and advertising agency business started. Types of advertisements as found in the early newspapers were people requires servants, announcements of runaway slave, slave listed for sale, authors of pamphlets, publication of articles of association for public companies and formation of deeds of partnership etc.

The first newspaper of England also contained
advertisements. In 1622, the first English Press advertisement appeared. This was the advertisement for the Newes printed by Nicholas Browne and Nathaniel Butter. This advertisement informed the public about the continuity and availability of the pamphlet. The first advertisement was purely informative in nature but soft, decent and dignified. Whereas other advertisements of earlier period were full of exaggeration. Those were mostly ads of cosmetics, patent medicines and beverages but were given an important place in the early media.

Some advertisements in the weekly papers including the first offering of coffee (1652), chocolate (1657) and tea (1658) were also quite interesting. The word advertising did not come into use in its modern meaning until 1655. In June 1666, the London Gazette No. 62 announced the first advertisement supplement. Today, we often find the newspapers with full of ads. But its beginning was way back in May 1657. The Publick Adviser was the forerunner of all modern weekly advertising papers. In April 1652, the Faithful Scout first published the illustrated press advertisement. It contained fine drawings and description of two lost jewels. In March, 1703, the Daily Courant published first illustrated trade advertisement. That was a small woodcut illustrating an invention of making chocolates. The subject matter of press advertisement of 18th century
Benjamin Franklin is known as the father of advertising in the United States. He introduced advertising before editorial as a mast head of the first issue of the Pennsylvania Gazette in 1729. The press advertising and its development in America is essentially a follower of British newspaper advertisements.

From its very inception until 1730 the design and layout of the ads were backdated as they used long sentences, superfluous linking passages and the generally long-winded style of advertising language. There were not much space between sentences and type sizes were not accurate and symmetrical. But the art of copy writing sprang to life and made a noteworthy contribution to the language in coining and invention of new words. Around mid-eighteenth century, we observe a new kind of fashionable printing, some eye-catching statement in bold type followed by the remainder of the message in small type. The first advertisements, both in English and American newspapers had little to distinguish typographically, from the regular news item. At times they were set in italics and sometimes in a smaller type size than the body matter. Usually each ad began with an initial capital letter.

To understand the development of English newspaper
advertisement it is necessary to have an authentic background of ancient ads from which modern ad derives. As we realise today that advertisement grew and developed along with civilisation, therefore advertising cannot be the product of modern marketing. It originated from the early civilisation and is a part of our heritage. From its inception, the newspaper increased its page size to accommodate large amount of advertisements, not for news. Therefore, advertisement has an important role from the very beginning of the newspaper's history throughout the world.

Indian advertising has a history of about 5,000 years as the Indus Valley Civilisations having proofs of advertising in its crudest form between 3,000 and 1,530 BC. The earliest forms of advertising were mostly used for religious purposes. Advertising was used in the form of propaganda. The King Emperor Ashok of Kalinga set up rock and pillar edicts all over the Indian territory between 563 and 232 BC. These rock and pillar edicts can be called as the forerunners of poster advertising of today. Therefore, it was outdoor advertising that came in existence with the point of sale display in market places.

Till the advent of British rule in India, advertising was not considered for business purpose. Advertising efforts were required to popularise British goods, particularly luxury items. It was made possible through print medium.
In 1780, the first Indian newspaper Bengal Gazette was started by James Augustus Hicky in Calcutta, and was full of advertisements. Many of the earliest papers had an additional title to attract the advertisers. Bengal Gazette had the title like Calcutta General Advertiser, India Gazette had Calcutta Public Advertiser and Calcutta Gazette had Oriental Advertiser.

At the end of 18th century English newspapers were used to advertise. During 19th century advertisement was extended to Indian languages. At the beginning of 20th century the first ad agency was established in Bombay. Till the outbreak of First World War, the advertising was planned, placed and executed by foreign manufacturers. World War I gave impetus to advertising because of flooding of Indian markets were flooded with foreign goods. After World War I the Indian ad agencies failed because of foreign competition. The Great Depression of 1929-33 badly affected the business in general and advertising in particular. All India Radio was born in 1936 and I.E.N.S. was formed in 1939. In fact, 1930s were considered as the years of consolidation in the history of Indian advertising as "Swadeshi" movement gave special fillip to popularise Indian goods.

Between World War II and Independence of India, India emerged as reliable supplier of industrial and commercial
goods to the middle and far east countries because of political hegemony between the great powers and this encouraged Indian advertising to a great extent. In 1945, A.A.A.I. was formed. Immediately after independence in 1947, the Indian Government faced the challenges of good shortage and partition. A.B.C.I. was formed in 1948 and in 1959, television services were inaugurated. From 1967, radio went for commercial ads and TV emerged as the powerful mass communication media.

Advertising became aggressive and acrimonious due to ever increasing competition. Therefore, each advertiser wanted to excel his rival in techniques by spending more on advertising. In this state of acute competition there are chances of concealing truth to promote sales in order to make more profit. But the advertiser has the social and moral obligation towards the consumer because it is the consumers who ultimately bear advertising expenditure by way of purchase. It is not possible for any advertiser to make fool all the consumers, all the time. The credibility of advertising has been under criticism for decades. And for that reason the attitude of the consumers towards advertising was tested from time to time.

The empirical survey conducted for this study reveals that majority of the interviewees (72%) were in favour of advertising in general. The sex, rural/urban background,
schooling background, medium of instruction in school, level of studies, parent's occupation and monthly income had no influence on the behaviour of the undergraduate and post graduate students towards advertising.

The specific behaviours of the interviewees relating to the role and development of advertisements and ethical aspects were also examined. Regarding the statement "Advertisements create treacherous and fallacious demands", - 48% responses were in favour and 41.5% were not in favour of this statement. On the other hand 72% of the interviewees disagreed with the contention "Advertising is usually done for undesirable products". It is remarkable that majority of the interviewees (96%) were almost equally divided in their opinion regarding "Advertisements influence the people to buy unwanted products". The majority of the interviewees (63%) agreed that "Advertisements from 1947 - 1991) in Indian English newspapers were of bad quality", which means the advertisement is of poor taste in India. The majority of the responses (66%) agreed with the argument that "Advertisements increase confidence in buying products." A very large portions of the interviewees (85%) agreed that "From early thirties, advertisers used film stars, sportsmen as undue advantage to popularise their products". A large majority interviewees (78%) agreed that "Most of the advertisements are overstated". And an overwhelming
majority of the interviewees (83.5%) disagreed with the statement that "Advertisements have no utility or role (from 1940 to 1991) in the society".

The opinions of male and female are different in respect of advertisement. Majority of the female interviewees agreed that "Advertisement create treacherous and fallacious demand". While the male interviewees showed an entirely different behaviour, as majority of them did not agree with the debate. A majority of both male and female interviewees and a majority of the interviewees from each low middle and high income groups agreed that "Advertisements have educative value". A majority of the interviewees both males and females agreed that "Advertisement influence the people to purchase unwanted products". Moreover, majority of both male and female interviewees agreed that the "ads from 1947 to 1991" in Indian English newspapers were of bad quality."

The interviewees were equally divided, irrespective of their rural and urban background and parent's income in respect of the statement "Advertisement create treacherous and fallacious demand" and "the advertisements influence the people to purchase unwanted products."

A majority of the interviewees both with rural and urban backgrounds and of low, middle and high income groups agreed that "Indian English Newspaper Advertisements" are of bad quality. It is important to note that majority of the
interviewees were in favour of advertising in general. From their opinion it can be concluded that advertising plays an useful and educational role in society and it helps to make better buying decisions. It is not true that advertisements are always used for objectionable products. Advertising in India are of poor taste and the advertisers took undue advantages of popular personalities like film stars and sportsmen. Therefore, in future advertisement should be presented in such a way that it should not mislead and exaggerate, by using unfair methods and exploiting the sentiments of the public. The advertisement should be informative, educative and should maintain a good taste.

The rate of sexual illustrations are making rapid in road in the advertisement world specially in consumer goods. A majority of the interviewees (69%) were in favour of sexually illustrated ads and only 15 percent interviewees did not like sexual ads and 16 percent interviewees were indifferent towards sexually illustrated ads. Backgroundwise, there were no significant difference in the attitude of rural and urban interviewees towards the sexually illustrated ads. The income levels had remarkable effect towards the attitude of the interviewees and the people belongs to high income groups were found to be more linear to sexually illustrated advertisements than the lower income groups.
Men were more responsive towards sexual ads than that of the women. The women had more negative attitude towards sexual ads than that of men. Sexwise, there were significant differences in attitudes towards sexually illustrated ads.

The use of sex in advertising had remarkable effect on the recall capacity of the interviewees, as majority of them could remember and recollect the brandnames having sexual illustrations. On the spot analysis, there was increasing trend of recall of sexual ads and after a week, the recall of sexual ad was even more than the nonsexual ads after a week. Therefore, the sexually illustrated ads were more responsive to draw the buyer's attention. Sex appeal in advertisements help the buyer to remember the brand name and such appeal has also a long term effect on the consumer's mind, although ethically, such exploitation of sex should be avoided.

While evaluating the newspaper ad copy, it becomes visible that headlines of the ad appearing at the top and the content type headline are being used more in number. This trend confirms that people require more information in the headline itself. The use of sexually attractive female figure in ad copies is increasing alarmingly and has become a common practice for consumer durables, even for those items which are not at all used by the ladies. During 1990, the text of the advertising copy was associated mainly with
product quality, outlook, size and containing information about retail outlets. Quality of the product occupied top priority in 1990. The Text of the ad copy had undergone a considerable change from that of 1980. The outlook and size of the advertisement also changed and received more importance in 1990. During 1990 advertisers were more interested to display pictures of their retail outlets. Convenience and handling of the products also received importance in the ad text after the quality of the products. The significance of straight selling copy has increased in 1990 compared to 1980 and 1970 along with the use of more than two colours in the ad copy. It is an important trend in English newspaper advertisement that colour ad was gradually taking place of black and white ad. There is a increasing trend of half page advertising followed by quarter page. Such change in the ad copies influenced the illustration as well.

The advertisements of consumer goods could be seen throughout the year and there was no seasonal effect on the appearance of advertising copy in different English newspapers in different months from 1947 to 1990. During the festival seasons the advertisers used to give a few more insertions after 1990. An interesting feature, price reduction, was introduced which influenced the consumer's purchasing behaviour and quick buying decisions. The rate
of colour ad was increased to capture the advertising market as the multi-colour advertisements were more eye catching than that of the black and white.

From 1932 to 1992, the trend of advertising undergone a remarkable change which is apparent from 10 case studies. It is noticed that the most important subject matter for image building was product characteristics followed by growth and business responsibilities. Social responsibilities received more importance along with customer service and satisfaction which also gained much prominence. Regarding social responsibility, the companies try to create image by publishing their achievements related to social obligation. The effective ad is that which is especially true to its corporate image. Simplicity is a prime necessity for visual communication and design. Relevancy is the second attribute. Design and graphics should essentially be pertinent to the nature of the company, its products, services and markets etc. Functionalism is vital as it should be adaptable to all subsidiaries, divisions and products. Indian companies, in these case studies, cleared the hurdles with basic trademark, signature and design scheme flexible enough to register both the Indian manufacturer and their division identities, but still promoted individual product. It was found that from 1932, distinctiveness and individualism set forth the Company's
visual communication system apart from competition. Impact and memorability were also there as those received immediate attention and also in the long run. A distinctive visual communication in advertising is one of the most prominent and most marketable corporate assets. Even the superlative product may flop without it. Mere repetition of attractive design, however, is not enough. The successful plan requires skilful implementation of unique, contemporary identity which will indicate the product qualities, product distinction, vigorous management, the organization and brand specialisation.

The year 1990 was a turning point for Indian advertising, as a modest media which spend about Rs 75 crore in the early '70s, the figure crossed Rs 1,500 crore mark in 1990. Such kind of growth rate, probably never been witnessed anywhere in the world. It is more interesting that there seems no indication of slowdown in this trend.

In India advertising sustains the press. In 1989, the press advertising increased by 17% compared to 1970. But in proportion of ad space, there was a decline of ad across all periodicity and languages. Ad space ratio increased only in Hindi weeklies. The decline in the ad space proportion of dailies including English and Hindi, however, bound to have serious implications in newspaper economics. It can be concluded that the impact of television on press advertising
is no longer in doubt. Various product categories shifted from press to television because as a media T.V. is more attractive. By analysing various dailies of India, it can be said that some ads shifted from press to television. The decline in the percentage of space allotted to ad in a newspaper, was mainly due to increase in the number of pages. In the case of English, Hindi, Assamese, Bengali, Gujarati, Urdu and Malayalam Dailies, the percentage of space devoted to ad decreased, in consideration of the total space. In 1990, the "space marketing" had become a major concern for publishing houses.

Another interesting feature is that from 1990, there was a shift from English to other regional language dailies. The emergence of television would not have caused to reduce the share of the dailies in respect of total press and together with monthlies weeklies and fortnightlies between 1988 to 1990. Breakdown of press advertising in case of product or service category is surprising. The biggest shock was that the contribution of consumer goods advertising dropped steeply. Although, the classified ads, Government ads, legal notices, employment ads, increased considerably. The religion based ads trebled from 1988 due to current state of politics.
In comparison to television, Indian press faced serious problem regarding ad. Regional programmes of television also picked up local ads. An analysis of the ad pattern in press and TV in respect of selected consumer products, highlight the fluctuations of seasonal influence during festivals. In case of press advertising October - December recorded optimum expense while January, July and August registers the lowest levels of advertising.

With the growing consumer base, access to new technology, delicensing and liberalisation, product proliferation will be an obvious corollary in case of press advertising in future.