This research work is meant to provide some basic ideas, concept and material for the study of the development of advertisements in Indian English newspaper. It draws on work from number of fields but revolvs around the core concept of communication. Much of the research work is in the form of a survey of available material, and the interview part in particular, deals with the question of method, opinion, brand recalls and future of ads in India. Advertising influences our thoughts, feelings and has almost become a part of our daily life. We need to be aware of how it operates and equip ourselves with information and ideas and how far we think it necessary and useful form of social communication. I hope, this research work will be helpful in the field of advertising and Journalism and will make people more aware of the images and volumes perpetuated by advertising, alongwith the forms and structures which carry and determine what they mean.

In developing country like India, Advertisement and newspapers have a central place in the total mechanism of mass communication system. Newspaper ad has made a significant impact on the over all socialization of the Indian masses and appears to have developed a capacity and potentiality to influence the Indian psyche in a purposive manner. Though the mass media and advertising has
Developed in the country in good measures since Independence, yet no empirical study of the impact of ad in the articulation, formulation and expression of public opinion has been attempted so far. Resultantly, we have only an impressionistic approach to the role of mass media in India. It is therefore proposed to undertake an empirical study of the role of newspaper ad as an instrument of communication in the specific context of Display Ads in English newspapers like The Times of India, The Indian Express, The Hindu, The Hindusthan Times and The Statesman.

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