CHAPTER 1
Advertising means drawing attention to something or notifying or informing somebody of something. Every day we are exposed to some kind of advertisements be it audio or visual. Even if we don't read a newspaper nor watch a television but move around the streets with our eyes down, we will find it impossible to avoid some form of advertisement in the form of a trade display at a local store, uninvited handbills received through the letter box or card in the form of display in the show windows of the shops. We usually take advertisements for granted because they are all pervasive, but many people, not least among them the advertisers themselves, claim that they have much influences in our daily lives. Advertising is the 'official art' of the industrially advanced nations of the West as well as developing countries like India. It fills newspapers and is plastered all over the urban environment; it is a highly organized business sector, involving many artists, writers and art directors, and comprises a large proportion of the output of the mass media. It also influences the policies and the appearance of the media and make them of prime importance to the economy. Advertisements advance and perpetuate the ideas and values which are indispensable to a particular economic system. Advertisers want us to buy things, use them, throw them away and buy replacements in a
cycle of continuous and conspicuous consumption.

The main function of advertising is to introduce a wide range of consumer or industrial goods or services to the prospective buyers thus to support the free market economy. Over the years it has become more and more involved in the manipulation of social values and attitudes and less concerned with the communication of essential information about goods and services. Advertising nowadays fulfils a function traditionally met by art or religion.

People who criticise advertising in its present form argue that advertisements create artificial need and thereby encouraging production and as well as consumption of goods. This is incompatible with the fulfilment of genuine and urgent human need. Advertising, it is claimed, is an irrational system which appeals to our emotions feelings and nothing to do with the goods offered. Advertisements usually suggest that private acquisition is the only avenue to social success and happiness - they define private acquisition and competitiveness as the primary goal in life, at the expense of less tangible rewards like better health care and social services. The consumer economy divert funds from socially useful and human needs and lure us to be greedy, materialistic and wasteful.

On the contrary, those who defend advertising, opine that
it is economically necessary and brought enormous benefits to society. It contributes to society’s wellbeing and raises people’s standard of living by encouraging the sales of mass production, thereby stimulating production and creating prospect of employment and prosperity. Those who would do away with advertising, are accused of ignoring the cheaper brand and services. Furthermore, the champions of advertising propagate that people are absolutely free to ignore advertisements and those are not designed to brainwash people as number of advertising campaigns fail to attract customers.

Indeed, it is true that consumer goods have brought comfort and pleasure to a large number of people but it is equally true that it have alleviated the need and hardship to which I disagree and do not consider this as morally bad. In a developing country like India, consumer goods are necessary and important and on the whole it is a welcome development to the modern world. But with the introduction of new commodities, we need more information about them, about their price, function durability, quality etc, as such information will help to decide in favour of wise and rational consumer choice.

There are various types of advertising. Commercial consumer advertising is perhaps the kind most visible in our society. It commands more expenditure, space and professional skill
than any other type and is directed towards mass audience. Therefore it is the focal point of this research work.

In order to survive, commercial interests must keep constant touch with the public and try to persuade them continuously. Advertisers use the media of mass communications, i.e., the national and local press and magazines, radio and television, in line with their goal. Originally advertising was used by newspaper owners as a necessary and manageable support cost. Today it suffuses the whole system of mass communication and some economists argue that the media are in fact not just a part of the economy but its servants. The media convert audiences into markets, because they exist through selling audiences to advertisers. Normally they preclude the services which the media could perform such as providing adequate consumer information to the public.

Advertising also affect or modify the 'look' of media production. Colour supplements of newspaper provide a good example to modification. Newspaper advertising is an avenue for consumer approach and influence economic living, business growth and community progress.

Advertising is not only a business activity but also a social institution and a process as it affects everyone in the society by its sweeping sway. Culture of life and
standard, are ever changing due to influence of social, political and ethical aspects. A cultural impact is quite obvious when we see how a saree was perceived by a woman some fifty years back and now, and in future. Values of life and living also change, viz, the skirts of the past were just above ankles, now it is much above the knees. It is also visible in male fashion of loose or tight trousers, hot pants, bobby pants, joggy pants, bell and narrow bottom pants and uni-sex and see through apparels. It is the time span that decides the shape of the pant, skirt, hat, a pair of shoe, breadth of ties and so on, to name a few.

The cultural function of advertising is to understand, reflect and accept the value structure of society well before it diminishes. Advertising within the limits set by culture creates new expectations for the consumers. The current world moves on basis of the parameter set-out by advertising. With its educative value, provoking phenomenon and invoking tinge, it affects thoughts, gestures and behaviours of the people caught in the spotlight of advertising. Consumer attitudes, habits, likes and dislikes, fashions, actions in every walk of life are greatly influenced by advertising.

Advertising is a social science and hence not exactly like chemistry or mathematics. It deals with the human psychology and behaviour. Advertising is also an effective
art form as there is considerable scope of creativity.

In this introduction I have tried to outline a general critic of advertising within the dominant context of its. In the chapter 1, I analyse the methodology adopted for this study and the previous research works in Journalism and Advertising in India and abroad. The 2nd chapter deals with the various definition of advertising which provides the outline of 'what is advertising'? Chapter 3 is concerned with the origin of advertising. This analysis which gives information of the early advertisements of the world, the first English newspaper ad and the interesting past of ad world. The history of Indian press advertisement has been narrated in in Chapter 4. First Indian press ad and various other earlier ads with illustrations have been discussed in this segment. The ethics of advertising with a survey and the opinion of the students regarding ads are the subject matter of Chapter 5. The trend of Indian Press ad has also been analysed here with illustrations. Is the sexually illustrated ads influence people much? Who prefers sexually illustrated ad, men or women? 'Sexual ad and non sexual ad' - which can be recollected first? All these are discussed in Chapter 6, "Sexual illustration and their effect on Recall". Chapter 7 deals with 'Advertising - How it changed in India'. In this chapter some advertisements have been analysed in respect of headlines, content, subject
matter, colour etc. In chapter 8, I have scanned 10 case studies of different consumer items along with illustrations. Chapter 9 says about 'Recent trend in Indian Advertising' i.e., press advertising with compared to Indian television advertising. The conclusions of the research work has been discussed in chapter 10.

In the bibliography I have mentioned some sources of information and reference material on the subject of advertising which were used in this research work and giving some insight into the world of advertising. It provided guidelines for the analysis of advertisements.

It is important to keep in mind that however attractive or amusing ads may be, they are responsible for both economic and ideological functions in our society. Even if we do not actually believe what they say about this or that product, nevertheless their influence is pretty strong. Advertisements provide pictures of reality and define the kind of people we could be and the kind of lives we could lead. It is hard to break with the values and ideals represented by advertisements, although there are signs that women are used in worst forms and misrepresented in ads. It is doubtful whether advertising can accommodate criticism of its way of communicating other than in small, superficial ways. It is a powerful tool of existing economic and social relations and as such has to purvey the values which
perpetuate and endorse the current socio-economic structure - a structure which frequently pays scant regard to alternative values such as a fairer redistribution of resources and power in society, and the ways of achieving this; ways which could be more humane and democratic and less wasteful of valuable resources.
RESEARCH METHODOLOGY

This is a social research, based on logical and systematized techniques, aimed at (1) discovery of new facts, verify and testify old facts; (2) analyse their sequences, interrelationships, and causal explanations which were derived within an appropriate theoretical frame of reference, (3) develop new concepts which would facilitate reliable and valid study of human behaviour. This study is basically a social research because social research is a systematic method of exploring, analysing and conceptualising social life in order to "extend, correct, or verify knowledge, whether that knowledge aid in the construction of a theory or in the practice of an art."

Further, this research work is an original contribution to the existing stock of knowledge. It is a Descriptive Research work, as it includes surveys and fact finding enquiries of different kinds. It is also Ex post facto research of descriptive studies as I have no control over the variables, I have only reported what has happened or what is happening. This method had been adopted as I never knew what would be the reaction of the interviewees regarding survey. It can also be regarded as a qualitative research work as it is designed to find out what people think about advertisement as a whole and sexually illustrated advertisement: in particular, in case of attitude or
opinion research. I also concentrated on qualitative research because it is specially important in the behavioural science and through such research, I did analyse various factors which motivate people about their liking or disliking to Indian newspaper ad. It may be noted in this context, that to apply qualitative research in practice, is relatively difficult job. This research work is also empirical research as the evidence collected through experiments or empirical studies. It is considered today, to be the most powerful support available for a given hypothesis. It is also formalised research study with substantial structure and with specific hypotheses to be tested. A part of this research work is Historical Research as it utilized historical sources like documents, old newspapers etc. to study events and ideas of the past.

For this research work I used to visit different Libraries for analysis of historical records and documents by way of these techniques viz, recording of notes, Content analysis, Statistical compilation, reference and abstract guides. In case of field research I adopted the method of Participant observation by using tape recorders and photographs. I also undertook Opinionnaire method by using techniques like attitude scales and projective techniques. The method of personal interview was also taken and used a detailed schedule with open and close questions. The Focused interview was also taken to focus attention upon a given experience and its effects on brand.
recall. I have analysed 10 case studies of different consumer products by cross sectional collection of data for intensive analysis and longitudinal collection of data of intensive character.

The primary data are collected through survey by personal interview. Then the data are arranged under statistical control so that the collected information is in accordance with the pre-defined standard of accuracy. Then the classified data are put in the form of tables. The analysis of data after tabulation is based on the computation of various percentages, coefficients etc., by applying various well defined statistical formulae. In the process of analysis, relationships or differences with the hypotheses are tested through the use of statistical tests to ascertain whether such a difference is a real one or is the result of random fluctuations. Chi-square test and probability test have been taken to test the hypotheses depending upon the nature of the object.

Randomized Block design is applied where subjects are first divided into groups known as blocks, so that within each group the subjects are relatively homogeneous in respect to some selected variable. The variable selected for grouping the subjects is one that is believed to be related to the measures to be obtained in respect of the dependent variable. The number of subjects in a given block would be
equal to the number of treatments and one subject in each block would be randomly assigned to each treatment. Five blocks are classified as Extremely Negative, Negative, Indifferent, Positive and extremely Positive.

**Simple Random Sample** has been taken and each item selected for the sample is made in accordance with the listing of random numbers.

**Likert Scale** has been used to study the social attitudes. In this Likert scale, the interviewee is asked to respond to each of the statements in terms of several degrees, here five degrees of agreement or disagreement is used. The interviewees were asked to express opinion about the various aspects of ads and the interviewees responded in any one of the following ways: (i) Firmly yes; (ii) Yes; (iii) Don't know; (iv) No; (v) Firmly No. These five points constitute the scale. The response to various statements are scored in such a way that a response indicative of the most favourable attitude is given the highest score of 5 and that with the most unfavourable attitude is given the lowest score, of 1. Then the total score of each interviewee is obtained by adding his scores that he received for separate statements. I have taken Likert-type scale as it is more reliable than that of the Thurstone-type scale, as under Likert scale, the interviewee's answer to each statement is included in the
instrument and as such it also provides more information and data than the Thurstone-type-scale. I used to present the typed questionnaire to interviewee concerned with a request to answer (✓ mark) the questions and return the questionnaire right then and there. The interviewees had to answer the questions on their own. So it was free from the bias of the interviewer and the answers were in interviewee's own words. By applying this method, large sample had been collected and therefore the result is more dependable and reliable.

I have taken structured questionnaires in which there are definite, concrete and predetermined questions. The questions are presented with exactly the same wording and in the same order to all the interviewees. Resort is taken to this sort of standardisation to ensure that all interviewees reply to the same set of questions. The form of the question is closed, i.e., of the type 'yes' or 'no'.

A consumer panel was made who were interviewed. That was a transitory consumer panel which was set up to measure the effect of ad and was conducted on before and after basis. Initial interviews were conducted to record the attitude of the consumer. A second set of same interview was carried out after a week to find out the "Brand Recall" of same ads.
I have taken Thematic Apperception Test (T.A.T.) as pictorial techniques to find the brand recall of ad. In this research work the TAT consists of a set of pictures, (some of the pictures are ordinary and same are sexually illustrated) which were shown to the interviewees and asked their choices to test their attitudes towards ad.

In the content analysis, I analysed the contents of documentary materials, such as books, magazines, newspapers and the contents of all other verbal materials which could be either spoken or printed. Regarding this analysis I made a review of the content of published research articles of Journalism and Advertising in abroad and India.

Secondary data were collected from various publications of the Central and State governments; various publications of foreign governments or of international bodies and their subsidiary organisations; technical and trade journals; books, magazines and newspapers; reports and publications of various associations connected with ad business and newspaper business etc., public records and statistics, historical documents and other sources of published information.

According to the views of W.I. Thomas and A.T. Adorno and Historiography of the Social Science Research Council I studied the early history and origin of ad as this has been
recently recognized as a problem of the first priority. These topics were introduced as an after thought in the final stage of the analysis. It is not possible to evaluate anything without knowledge of the cultural heritages and the historical developments of the ad and the social systems. In this research work historical documents like advertisements are used not of generations but of centuries past to analyse the history of ad from reliable sources. The historical data were collected from old Indian English newspapers and in case of origin of ad, it was assembled from English and American old newspapers and other historical documents.

Statistical Tables:
Statistical tables have been referred to as the "Shorthand of statistics." The advantages of presenting statistical data in tabular form are so obvious as to make any extended comment unnecessary. I have prepared various tables as the tabulated data can be more easily remembered. Some are general purpose table which are designed to include large amounts of source data in convenient and accessible form. Some are special purpose tables which are illustrated to emphasize significant relationships in the data.

Bar Diagram
I used Bar Diagram because it is simple, flexible and effective techniques for comparing the size of coordinate
values. The basis of comparison is linear or one dimensional. This means that the length of each bar is proportional to the value portrayed. The bars are arranged horizontally in Bar diagram. Group Bar Diagram and grouped column diagram drawn in oblique projection are illustrated. The bars are arranged in some systematic order with uniform width according to magnitude, starting with the largest.

Testing of Hypothesis
A hypothesis may be defined as a proposition or a set of propositions set forth as an explanation for the occurrence of some specified group of phenomena either asserted merely as a provisional conjecture to guide some investigation.

In the context of statistical analysis, the null hypotheses and alternative hypotheses were taken. The null hypotheses and the alternative hypotheses are chosen before the sample is drawn. If we are to compare men with women about their attitude towards sexually illustrated ads, and if we proceed on the assumption that both men and women are in favour of sexually illustrated ads, then this assumption is termed as null hypothesis. As against this, we may think that men are more interested in sexually illustrated ad than the women, we are then stating what is termed as alternative hypotheses.
The null hypothesis is generally symbolized as $H_0$ and the alternative hypothesis as $H_a$. The set of alternatives to the null hypotheses is referred to as alternative hypotheses. If $H_0$ is accepted then $H_a$ is rejected and if $H_0$ is rejected then $H_a$ stands as accepted.

The level of Significance

I have tested the hypotheses with the 5 percent level and 1 percent level of significance which means that I take as much as 5 percent and 1 percent risks of rejecting the null hypotheses when it ($H_0$) happens to be true. Therefore the significance level is the maximum value of the probability of rejecting $H_0$ when it is true and I have taken this in advance before testing the hypotheses.

Chi-Square Test

$x^2$ test is based on chi-square distribution and as a parametric test is used for comparing a sample variance to a theoretical population variance.

When we have to use chi-square as a test of population variance, we have to work out the value of $x^2$ to test the null hypotheses (viz, $H_0: \sigma_s^2 = \sigma_p^2$) as under

$$x^2 = \frac{\sigma_s^2}{\sigma_p^2} (n-1)$$

When $\sigma_s^2 = \text{variance of the sample};$
$\sigma_p^2 = \text{variance of the population};$
$(n-1) = \text{degree of freedom, n being the number of items in the sample}.$
Then by comparing the calculated value with the table value of $\chi^2$ for (n-1) degrees of freedom at a given level of significance, we may either accept or reject the null hypotheses. If the calculated value of $\chi^2$ is less than the table value, the null hypothesis is accepted, but if the calculated value is equal or greater than the table value, the hypothesis is rejected.

I have applied $\chi^2$ Test as my observations are recorded and are collected on a random basis and all the items in the sample are independent and the overall number of items are reasonably large. $\chi^2$ Test is used for testing hypotheses and is not useful for estimation. In my research work I intended to test the hypotheses. This test is correctly applied in this study in preference to any other method because $\chi^2$ test is applied only when the individual observation has no effect upon the occurrence of any other observation in the sample under consideration. On the other hand this test is an important non-parametric test as no rigid assumptions are necessary in regard to the type of population. There is need of parameter values and invalues less mathematical details. The statistical methods are taken for proper analysis of the research work.

To establish continuity in this research work and to maintain relationship within the collected data I had to study from the origin to recent trend i.e. 1992. The
interpretation can be considered as a device through which the factors that explain what has been observed during the research work in the course of the study can be better understood and it also provides a theoretical conception which can serve as a guide for further research. In the analysis "Advertising - how it changed in India", I have specifically discussed about distribution of headline in ad copy and changing of types of headline, illustration of advertising copy, changing types of ad copy, colour and size of ad copy and seasonal impact on appearance of advertisements. The newspapers considered for study are taken from the year 1970, 1980 and 1990 because the body of the advertisements prior to seventies were quite different from that of 1990. Further, many of the products which were available between 1947 to 1969 became obsolete in modern days. So to draw a comparative study regarding the development of ad copies over the years the advertisements of 1970 to 1990 have been taken for consideration. Recent changes would not have been manifested, unless the ads of 1990 are analysed in the light of 1970 and 1980. Therefore, it is necessary for proper analysis and interpretation to include 1990 which recorded the recent trend effectively. Hence it was essential to incorporate 1990 in this study. Therefore, the extraneous information which were collected during the study should be considered essential to interpret the results of research study as it
is proved to be a key factor in understanding the problem.

Case Study Method

The case study method is a very popular form of qualitative analysis and involves a careful and complete observation of a social unit. So I have discussed 10 Case Studies to analyse the entire newspaper display ad community, as it is a method of study in depth rather than breadth. The case study places more emphasis on the full analysis of a limited number of events and their interrelationship. In this research work, case studies are essentially intensive investigations of the particular advertisement. The object of the case study method in my research work is to locate the factors that account for the behaviour patterns of the newspaper display advertisements as an integrated totality.

In this study under case study method the behaviour pattern of the concerned unit is studied directly and not by any indirect and abstract approach. Today, in social science, the case study method is a widely used systematic field research technique. Dr. William Healy considered this case study method as a better method over and above the use of mere statistical data. I have applied this method to study the natural history of the advertisements concerned and this method enables us to understand fully the behaviour pattern of the newspaper display advertisements. This
method also enables to trace out the natural history of the display ads published in English newspapers and its relationship with the social factors and the forces involved in its surrounding environment.

This method facilitates intensive study of social units which is generally not possible if I use either the observation method or the method of collecting information through schedules. That is the main reason why Case Study method is being used, particularly in this research work. This method is a means to well understand the history of the advertisements of some consumer durables because of its emphasis on historical analysis. Besides, it is also a technique to suggest measures for improvement in the context of the present environment of the concerned social units.

This method makes possible the study of social changes. On account of the minute study of the different facets of a social unit, one can well understand the social change, then and now. This also facilitates the drawing of inferences and helps to maintain the continuity of the research progress. In fact, it may be considered the gateway to and at the same time the final destination of abstract knowledge.

This research work in Journalism contributes to social science by providing the kind of convincing evidence of the
usefulness of advertising to society which is necessary for continuous support by providing data and ideas, which eventually may speed up the process of generalization. This work aims to discover the common characteristics in types of general social situations among persons or groups. This search for knowledge has a definite relation to people's basic need and welfare. The advertisers earned good profit by such work and can draw a substantial array of data for experimental purposes from the concrete factual materials of social units.

Studies of ads reveal the essential structure, the characteristics of the people, system of belief, hierarchy of social institutions, tensions, stresses, and changes in modes of living, social problems and their impact on the population. This study offers a rich fund of useful practical knowledge as well as a theoretical basis for social planners, advertisers and social reformers.

All these techniques and methods have been adopted in this study as research methodology.
Previous Research Works

A brief summary of other relevant research works in abroad as well as in India, are stated below so that the present study can be assessed in that context.

There are some research works on newspaper advertisement outside India. But those are not identical to this research work so far as subject matter is concerned. The excerpts of some of such research works are narrated below to provide an idea on the subject, i.e., Advertising and Journalism.

1) Creative decision taking within client advertising agency relations. Michell, P.C.N. Brunel Ph.D 1983.

Creative advertising decisions are placed in the context of client agency relationships and differing perceptions of advertising creativity.

Analysis of 1924 accounts billing > 100,000 + shows much greater volatility in account switching on 'new' accounts that previously estimated. . . . . Advertising creativity is shown to be multi-faceted, thirteen normative approaches are determined, but discriminant analysis distinguishes differing client-agency perception towards creativity.

2) Representation and ideology: reading advertisements, with special reference to selected British magazine
It is argued that advertisements constitute a semiotic social resource. A communicative practice is realised using this resource which is part of the commercial function of advertising. However, this communicative practice is shown to be a limited production.

Advertising is theorised as a discursive social practice in which a communicative practice has become dominant. The discursive practice works ideologically, not simply communicatively or commercially.

The ideological operation is understood as the address of social subjects in local historical situations. Advertisements present a unified position from which the text can be understood as communicative. The position is imbricated with representations constituted by the text, as the other of the ego.

The ego is imbricated with an order of discourse, which is a field of unevenly developed discursive practices. Through the overdetermination of the text in discursive social practice, the imbrications are hierarchised to construct representations of the 'real'. The 'real' is socially constituted. It is not a simple ontological priority.
The institutional intentionality of marketing practice authorises the communicative practice. Thus, the authorised practice is enacted and resisted, or deconstructed, through a series of readings of advertisements from British magazines between 1956 and 1964. That period is considered to be one in which advertising was consolidated, both in corporate strategies and technologically in the public media. The deconstructive reading reinstates the discursive productions marginalised by the communicative practice.

Advertisements are not simply reciprocal conversations freely developed between ego and other. Advertising as discourse is developed in the context of economic corporations strategies.

Advertisements evoke, reiterate and constitute social subjects, through overdetermination, in relations of power. Ideologically, when formed as a communicative practise, advertisements join social subjects with an hegemonised order of power relations, which are realised in an extended social order in whose 'real' economic institutions are dominant.

3) Reflection of consumer involvement in advertising.

The abstracts was not available.
4) Relerance theory and the language of advertising. 
Byrne, B.A., Trinty College, Dublin M. Phil, 1989.

The abstract was not available.

5) Advertising development in China since 1979. Shen L. 

This research has been carried out to examine the structure 
and control of the advertising industry in China. In 
addition it examines the characteristics of media, 
agencies, advertisers and consumers in social political and 
economic circumstances.

A cross media survey was carried out mainly in Beijing to 
discover details of advertising, including volume, method 
and style of advertising.

A survey was carried out in June 1987 to study the 
advertisers and their advertising budgets, view of agencies 
and the media and the characteristics of different 
advertisers.

A consumer survey was carried out in Beijing in August, 
1987 to calculate the rate of ownership of TVs, their use, 
the audience's rate of recall of TV commercials as well as 
their opinions of the advertisements, the influence of 
advertising, which products were advertised and the rate of 
ownership of some consumer goods.
The key points, and findings in the previous chapters have been put into 12 sections to illustrate the development of characteristics of advertising China.


Managing the advertising function for established brands requires an understanding of the nature of the advertising sales relationship. Historically, both experimental & non experimental approaches have been used to investigate this relationship, but the impressive amount of literature in this area seems to have identified only a number of broad generalizations. In part, this is due to the inadequacies of the different methodologies and data sources that have been used, which make difficult a comparison of the reported studies for the purpose of establishing guidelines for strategic advertising management. Continuous panel-based experimental research seems to offer greater potential for providing further insights into the nature of the advertising sales relationship.

The research first investigates the appropriateness and sensitivity of a number of models in identifying and
quantifying the effect of changes in advertising strategy on sales, using the Test Marketing Group's (TMG) consumer diary and scanner panel data. It is shown that the ability to identify an advertising effect, referred to as the system's sensitivity, is significantly influenced by a number of factors, and that it can be predicted from the number of purchase transactions of the test brand.

By using one specific model, thirty five advertising strategy tests are analysed at the aggregate, panel level, in order to estimate the probability of causing an advertising effect on all panelists, and to identify factors that influence the effect. Application of this methodology represents the first consistent analysis of a collection of historical data with the object of developing a knowledge base regarding advertising strategy making and testing. It is found the probability of causing an advertising effect does not differ between copy and weight tests, but that a change in copy carries a significant risk of causing a negative effect. Increases in weight are particularly effective in causing a positive effect for small share brands. Among the tests that are analyzed there is 37.1% probability of observing an advertising effect at the panel level, which is lower than the probability observed in the literature.

Subsequent analysis of the same texts examines the effect of a change in advertising strategy at the disaggregate
level, that is, on certain segments of panelists. The results of this analysis show that significant advertising effects are observed more often, thereby increasing the probability of observing an advertising effect to 60%.

Thus, by applying one methodology consistently across a set of panel-based advertising strategy tests, it is possible to identify a number of empirical norms that can aid managers in determining effective advertising strategies for their established brands. This so far has been difficult to derive from reported advertising studies. It is also suggested that further insights into the advertising sales relationship can be obtained by increasing TMG's ability to specify advertising exposure. An experimental data collection system developed and tested on the basis of this further research is presented and evaluated (D77109).

7) The social consequences of advertising. El Nady, H. Salford M. Phil, 1988 (Marketing, Sales Management, Retailness)

Pervasive as modern advertising is, and notwithstanding the fact that advertising rightly claims a long history, the fact remains that many people in the industrialised West have experienced its development within their own lifetime. During the Second World War, in Europe
advertising goods and services were very largely replaced by war time publicity and propaganda, from appeals to grow more vegetables to exhortations to help keep the nation fighting fit by avoiding coughs and sneezes. It is true that some commercial advertising continued, mostly designed to maintain brand loyalty rather than to create new demand, an outstanding example was the regular advertising of Dubonnet in the newspaper of the "Free French" forces in Britain, advertising which repeated the pre-war jingle "Dubo Dubon - Kubonnet" through the years when the drink itself was unavailable. It is equally true that in the United States and Canada the economic constraints of the war effort actually stimulated depressed economics and goods and services were advertised; but on a scale much less than that associated with the post-war development of television advertising. Thus, as the industrialised West began to switch from a war economy and as the ravages of the war itself were made good, and as government provided social welfare and full employment generated standards of living well above those of the years before the war, advertising began to play an increasing role in economic society, to the point where it became a pervasive element in the culture of the West.

It was not, however, an element that obtained universal acceptance, and partly to defend themselves as well as to promote their own importance, advertising practitioners
founded associations, created journals, and generally sought ways and means of convincing the public that their endeavours were truly in the public interest. Much of the material used in the writing that follows is drawn from the studies, polls, research conference papers emanating from the advertising industry itself; it is hoped that it leads the dispassionate reader to the realisation that advertising in neither insidious nor sinister, but rather a healthy manifestation of a universal craving for a full and good life.


New product introductions are at the best of times a risky business. For technology intensive products and processes the risks tend to be greater still because of high uncertainty in their markets and typically high development costs.

This thesis examines the problem of how to successfully introduce new technology intensive products and processes to the market by investigating on an empirical basis how managers responsible for marketing this type of product or process have launched them in the part.

A range of launch strategies and the conditions in which they are used are indentified from an empirical study. The
conclusions of this study are tested with a sample of technology producing companies. Finally links between the way a product is launched and its commercial success or failure are examined.


Content analysis of television advertising have delineated two images of women, constrained by their domestic and sexual roles. The focus of this thesis is on portrayals of sexuality in advertisements, targeted at female consumers. A scholastic approach to the study of the media is advocated, which involves analysis of the media, the viewer and the nature of the interaction between the two.

Sexuality advertisements were content analysed using quantitative and qualitative categories. A distinct subset of these advertised beauty products. Analysis revealed that women are portrayed in a way which stereotypes their sexuality. Furthermore, the use of various persuasive devices indicates more subtle forms of sexism.

The importance of developing sexuality to the female adolescent is discussed. It is argued that media must have personal relevance in order to produce any effects. Teenage girls were therefore chosen to act as subjects in
experimental studies. Linear approaches to media effects are criticised and a circular model adopted in which concern with personal sexuality will make media portrayals of sexuality more salient. This saliency will, in turn, increase the probability of advertising images being used as role models. It is argued that perceptions mediate effects, therefore a before - and - after methodology is rejected for an investigation of attitudes towards and perceptions of advertisements.

Initial findings indicate an individual approach to decoding of advertisements. Evidence was found for two approaches. Advertisements could be perceived from reality or marketing perspectives. Mere exposure to portrayals of female sexuality does not ensure their saliency to viewers. Norms of sexuality are not accepted uncritically but evaluated in terms of personal reality. An analysis of personal characteristics of adolescents indicates that only a proportion are preoccupied or concerned with their own sexuality. Evidence is presented to suggest that a personal concern with sexuality may lead to sexual images being more salient and accepted as desirable normative types.

A study of the future evolution of the main actors of the advertising industry - agencies, media and advertisers - examined at the European level and at the level of the seventeen countries described. Structural changes (mainly concentration) and technological changes (new broadcasting techniques) are emphasised as well as the new relationships developed in the industry.

Particular attention is given to the strategic choices made by international companies at the dawn of 1992: the choice of an agency and of an advertising direction (location/standardisation) is explained by means of examples and theoretical opinions.

The research is based on literature and interview.


Retail change in the convenience food sector has been a dramatic feature of the United Kingdom since 1945 and of the 1970s in particular. The impact of such change on manufacturers is an area that is under developed both in economics and business research. This thesis aims to examine the effects on manufacturer advertising and brand variety of two of the most notable features of retail change, retail concentration and own label.
After an examination of the changing retail environment in chapter one, the literature review in chapter two reveals that despite strong theoretical expectations of retail structure having an impact on manufacturers there is little empirical work on the subject. The empirical work on retailer-manufacturer interaction has been concerned with manufacturer profitability almost exclusively.

Chapter three and four explore the existing theory and evidence on the structural determinants of advertising and variety. This exploration helps identify structural variables to be included with retail variables in the empirical part of the thesis.

Chapter five develops the specific hypotheses regarding the effect of retail concentration and own label penetration on manufacturer advertising and brand variety both at firm and market level.

Chapter six describes the sample and variables to be tested. The sample is for two periods, 1970 and 1981, which enables an analysis of change to be made as well as static cross sectional analysis.

Chapter seven reports the results of the tests on advertising and chapter eight the results on brand variety.

Chapter nine provides a summary of the results whilst
chapter ten concludes by suggesting that the strong expectation of retail structure having an impact on manufacture advertising and variety is given limited support by the empirical results. The importance of further works, the need for improvement in data provision and specific areas for research are then identified.


A major premise of this study is that people often assume more information from messages than is literally stated in the text and that they remember this inferred information as having been asserted. Inferencing of this nature is a normal, useful and often essential feature of human information processing. However, it is argued that when dealing with persuasive texts such as advertisements this processing activity may cause problems for the receiver. Whilst inferring information from ads does not necessarily lead to misunderstanding of the advertiser's intended meaning, it may lead to misunderstanding about the nature and quality of the advertised product or service. Previous studies appear to view the consumer (especially the young consumer) as in need of protection from exposure to these persuasive messages. The present study represents the
search for a more positive solution. The crucial focus for concern, here, is education.

Firstly, in order to gain information as the actual form and content of advertising messages we examine the advertisements themselves, using a specially collated corpus of 400 recent television commercials. Whilst acknowledging the importance of visual/nonverbal communication, we focus almost exclusively upon verbal messages, drawing upon work in linguistics/pragmatics on sentence-meaning and implicature. In order to further reveal how the complex messages of ads are likely to be interpreted and understood, theories of information processing and inferencing are considered. Insights gained from these methods of enquiry are used to design further experimental investigations to be conducted in schools.

It is suggested that the consumer needs to adopt a special approach when interpreting advertisements - suspending the natural tendency to read between-the-lines (inferring information) and, instead, paying more attention to the literal content of the message. Is it necessary and is possible, we ask, to teach people to develop this ability? To whom would such training be of most benefit? And could/should such instruction be included within the normal school curriculum?
Previous Research works in Journalism in India

In India, there are 45 research works for Ph.D Thesis have already being registered in Journalism, may be a few more are in the offing. I append here the topic of research in seriatim.

1972


1980-1981

No. 782. Lakshmana Reddy, V.
The Origin growth and development of Telegu journalism Nagarjuna (Telugu) 1978-80.
Prof. T. Donappa, Head Department of Telugu, Nagarjuna University, Nagarjunagar, Andhra Pradesh.

No. 783. Moharanjan, P.A.
Growth of printing and publishing industry pertaining to Tamil Language upto 1900, Madras (Tamil) 1974-81.

No. 784. Pantawane, Gangadhar Vithobaji.
A critical study of Marathi journalistic writings of Dr. Babasaheb Ambedkar, Marathwada (Marathi) 1978-81.

No. 85. Punjani, Kawal Kantilal.
Hindi Ka patra Sahitya. Department of Hindi, M.S. University of Baroda, Baroda.
No. 786  
Santha, A.  
Journalistic techniques of daily 'Thanthi', Madurai (Tamil) 1973-81.  
Dr. M. Shanmugam Pillai, Prof. (Retd) Department of Tamil, Madurai Kamaraj University, Madurai.

No. 787  
Sen Prabir, India's freedom struggle and the nationalist English press of Bengal (1857 - 1907) with special reference to Hindoo patriot, Bengalee and Amrita Bazar Patrika, Calcutta University.  
1981-1982

No. 977  

No. 978  
Gill, Labh Singh.  
Dr. N.S. Sandhu, Department of Education, Punjab Agricultural University, Ludhiana.

No. 979  
Mathan, Keshab Chandra  
Bengal mein Hindi Patrakarita Ka Vikas.  
Magadh, 1981.
No.980  Mote, Nagnath Apparao.
Dr. L.R. Nashirabadkar, Department of Marathi, Shivaji University, Kolhapur.

No.981  Nirmale, Harishchandra Sidram,
Dalitachi marathiteel niyataklike : EK Vivechak abhyas. Shivaji (Marathi) 1975-82.
Dr. L.R. Nashirabadkar, Department of Marathi, Shivaji University, Kolhapur.

1982-1983

No.1002  Dube, Meena, 'Hans' aur Pragatisheel andolan, 1930-36 (Hindi) Jawaharlal Nehru, 1982,
Dr. B.M. Chintamani, Centre of Indian Languages, Jawaharlal Nehru University, New Delhi.

Dr. A. Dutta.

No.1004  Sinha, Asha, Balmukund Gupta Kee Hindi patrakarita, Magadh (Hindi) 1976-83.
Dr. Birendra Kumar Singh, Department of Hindi, Gaya College, Gaya.
1984-1985


No.1104 Kumara Devi, S. Telugu vartha patrikalla bhasha swaroopaprayogulu, Krishnadevaraya (Telegu), 1984. Prof. T. Koteswara Rao, Head, Department of Telugu, Sri Krishnadevaraya University, Anantapur.

No.1105 Manonomoney, T. Kumudathin Edazhial Uthigal. Madurai, (Tamil) 1985. Dr. M. Israel, Prof and Head, Department of Linguistics, Madurai Kamraj University, Madurai.


No.1107 Sam, N. Literary journals in Malayalam : A Study Kerala, (Malayalam) 1980-85. Dr. P.V. Velayudhan Pillai, Reader, Department of Malayalam, University of Kerala, Kariavattom.

No.1109 Singh, Kailash Chandra. Unabinsha satabdi Oriya Patra patrikare - bibhinna dharmar dhara, Utkal, (Oriya) 1981-84. Dr. Ashutosh Pattnaik, Reader, Department of Oriya, Utkal University, Bhubaneswar.

No.1011 Behera, Kurshna Chandra. Language agitation in Orissa and contribution of old periodicals from 1803 to 1903. Utkal (Oriya) 1982-85. Dr. G.C. Mishra, Prof. and Head (Retd.) Department of Oriya, Sambalpur University, Sambalpur.


No.1014 Mehendale, V.N. A critical study of editorials of Lokmanya Tilak in Kesari, 1881-1920. Bombay (Marathi) 1979-86, Dr. V.D. Kulkarni, Department of Marathi, University of Bombay, Bombay.

No.1016 Purandare, L.N. Marathiteel mulanchi masike (Sandarbh Anand) : EK abhyas, Poona (Marathi) 1986. Dr. G.N. Joglekar.

No.1017 Sharma, Radhika. Bharatendu Yog Kee Sahityik Patrakarita : Vikas aur Upalabodhi. JNU (Hindi) 1985. Dr. K.N. Singh, Centre of Indian Languages, Jawaharlal Nehru University, New Delhi.


No.1019 Talawar, P.G. Studies on the characteristics of publication in the field of electronics with special reference to semiconductor technology and their role in information flow in research development and industry. Karnatak (Library Science) 1985.

1986-1987

No.1150 Adhikari, Manoj Kumar. Narayan Patrika-O-Bangla Sahitya. Burdwan (Bengali) 1982-86. Prof. J.B. Sinha Roy, Department of Bengali, University of Burdwan, Burdwan.

No.1151 Dubey, Rajiv. Mahakaushal eram Budelkhand Kee rajnitik eram samajik jagriti mein Hindi patrakarita kee bhoomika, san 1905 se 1942 tak. H.S. Gour (History) 1982-86, Dr. D.B. Trivedi, Reader, Department of History, Dr. Hari Singh Gour Vishwavidyalaya, Sagar.

No.1152 Narasa Reddy, P.V. A comparative study of Hindi and Telugu journalism, Andhra (Hindi) 1978-85. Dr. V. Satyanarayana, Reader, Department of Hindi, Andhra University, Waltair.


No.1154 Shaikh Abdus Salam. Bangladesh mass media and the profile of India, U.S.A. and USSR with special attention to India, in them, Poona, 1986-86.

1987-1988


No.1471  Maiti, Sisir Kumar. Samayikpatra-O-Rabindranath, 1292-1321. Calcutta (Bengali) 1987. Dr. N. Bhowmick, Reader, Department of Bengali, University of Calcutta, Calcutta.

It is apparent from the available documents that no such Research work has ever been undertaken, either in India or in abroad, on this particular subject matter "Development of Newspaper Advertising in India". Hence, it may be considered as original research work of this kind.
References to Previous Work

2. Ibid, Volume 37, Part-3, P-1013, No.37-4931/B9f
10. Ibid, Volume-40, Part-1, P-119, No.40-0570/B9f