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Definition of Advertising

Advertising has been defined variously by various authors. One may shut out the world and yet find it impossible to avoid publicity in some form be it a trade display at a local store, uninvited hand bills dropped into the letter box, or cards displayed at the newsagent's or a corner shop.

S.R. Bernstein, Editor of Advertising Age defines "Advertising" as

"a combination of three basic elements as water is combination of two. There is not much use talking about water and its properties, or how to use it, until we know that we can't have water at all until we combine hydrogen and oxygen in the right quantities. In exactly the same way, there is no such thing as advertising until three elements are blended together. To have advertising at all, it is necessary to have (1) an advertiser; (2) a message; and (3) a means of communicating that message."

During World War I and II, the prevalent definition was:

"Advertising is the paid dissemination of facts or arguments for the purpose of selling or helping to sell commodities and services or of
gaining the acceptance of ideas that may cause people to think or to act in a certain way."²

The informed person today needs to study advertising, for social and economic perspectives. One major economic problem today is that of distribution. A marketing revolution during the world wars comparable to the industrial revolution, solved the problem of productive technology.

Advertising is a force of historic importance. Democracy gives us an elected government, a multi-party system, representative bodies and a constitution. Religion has as its symbols the church, temple, the masjid and the gurdwara, and is manifested through canons law and an ecclesiastical system. While science and learning find institutional embodiment in universities, with their libraries, laboratories, computer centres, faculties and other pieces of apparatus for knowledge and advertising is a product of democracy and necessary for religious and other institutions.

In the fifties, a discussion was held to arrive at the exact definition of 'advertising'. David M. Potter, Coe Professor of American History at Yale University said:

"Advertising as an institution has suffered almost total neglect. One might read fairly
widely in the literature which treats of public opinion, popular culture, and the mass media in the U.S. without ever learning that advertising now compares with such long standing institutions as the school and the church in the magnitude of its social influence. It dominates the media, it has vast power in the shaping of popular standards, and it is really one of the very limited group of institutions which exercise social control. Yet analysts of society have largely ignored it. Historians seldom do more than glance at it in their studies of social history, and when they do, they usually focus attention upon some picturesque or titillating aspect, such as the way in which advertising has reflected or encouraged a new frankness about such previously tabooed subjects as ladies' underwear. Histories of American periodicals and even of the mass media deal with advertising as if it were a side issue. Students of the radio and of the mass circulation magazines frequently condemn advertising for its conspicuous role, as if it were a mere interloper in a separate, pre-existing, self contained aesthetic world of actors, musicians, authors and script writers; they hardly recognize that advertising created
modern American radio and television, transformed the modern newspaper, evoked the modern slick periodical and remains the vital essence of each of them at the present time. Marconi may have invented the wireless and Henry Luce may have invented the news magazine, but it is advertising that has made both wireless and news magazines what they are in America today . . . . "

The interesting excerpts of advertising in the economic and historian scene, was published with the help of University of Chicago Press, which also published Professor Potter's book. But the Yale Review originally published this 'lecture' in slightly different form.

"Historian calls Advertising the 'Institution of Abundance' in New Study of American Economy."

Advertising developed in the United States during the first half of this century into marketing revolution, taking over from where the industrial revolution had left. The advancement of the economy enabled goods to be produced faster, better and cheaper. An important factor of U.S. economic structure was the steady increase of worker's income, which helped to expand the market for the increasing production of manufactured goods.

"In terms of the goods and services, the income of the average person in the United States is ten
times that of the average person in other parts of the world."^4

Economic progress and recent scientific discoveries are the main causes of the rise of 'Advertising' as a new marketing tool. The competition in the market makes it necessary to learn the art of selling more of a particular product. To entice probable customers to a new product, a relatively low cost is resorted to, but only advertising can make the advantage known to them. In free enterprise system, consumer is the king and his wants are translated into actual purchases. And during growth of the market, it's the woman that is more interested in advertising. In this context, Senator Clinton P. Anderson, Chairman of the Joint Committee on Atomic Energy, while addressing the Newspaper Advertising Executive Association, defined advertising thus:

"The main idea of advertising is to provide the millions of lines of interesting copy which will be needed to tell my wife and millions of other housewives in America what new products they should buy."^5

Advertising is not only an important part of the American way of life and business, but also a means of mass communication and persuasion. It is a social force that expands and strengthens the economy and contributes to the rising standard of living.
Advertising, which has played an important role in the modern times, came to be regarded "acceleration of civilization" as early as in 1850. Bathroom facilities, a major area of advertisement in almost all the developed countries, played a significant role in the rising standard of living.

"As an example, the first installation of a bathtub in the White House was made in 1850. Yet, in 1880, few American homes had a bathtub or running water. At that time a few manufacturers of plumbing equipment began to advertise bathtubs. But people did not want them. Several states placed a tax upon them; one state taxed each tub owner $30 a year. New York State passed a law forbidding the use of bathtubs except on medical advice."7

And gradually advertising made more people to seek better bathroom appliances. But today, the modern bathroom has become a work of art, and advertisements of tinted porcelain fixtures, with tiles, curtains and matching towels readily draw our attention. Advertising is not only an integral part

"Advertising has become an essential phase of modern marketing. It is a unit of the over-all marketing framework that persuades people to buy more and thereby give employment to more people."6
of our civilization, but it also represents many of our cultural values and reveals the many changes we have gone through.

Advertising helps bridge the gap between unutilised resources and the satisfaction of human wants. Some believe that advertising increases the value of goods to the consumer. A survey of 3,174 male and female undergraduates of 33 colleges conducted in 1940 revealed that almost 12 per cent felt that advertising was an economic waste, 32 per cent thought that it facilitated monopoly, and 49 per cent stated that it was, in general truthful. But today, that idea has changed, because advertising is a constantly changing and exacting practice, in which new influences and developments are continuously incorporated. Reg Clough, Editor of Tide has said:

"Modern advertising has become a highly departmentalized science, people with specialists. In its pell-well progress in that direction - a laudable and natural course, by the way - advertising has tended to overlook some of the fundamentals."

Advertising, as the term is commonly understood today, includes all sorts of public messages for commercial purposes paid for and avowed by those who expect to profit from them. Originally, the verb "to advertise" meant merely
to warn or to give notice. As the value of public notices as aids in marketing goods and services came to be gradually recognized, their number increased until they formed an overwhelming proportion of the total, and the term 'advertising' became generally accepted in its more limited meaning. Hence, in present century, the word "commercial advertising" germinated, implying the alternative of non-commercial advertising. From 1940 to 1946, many advertisements were used both by the Government, individuals and private companies for purposes that only indirectly were of any financial advantage to the advertisers. History tells us that

"Advertising is a flexible and versatile instrument that readily adopts itself to fit the needs of civilization at any period." \(^{10}\)

The primary reason for advertising to have become part of modern life is that manufacturers and retailers have found it to be the quickest, cheapest and most effective aid to sell their products. An advertising has helped printing presses churn out material of high artistic quality that can easily be compared to those produced for any other medium. So, "advertising is the paid disseminations of facts or arguments for the purpose of selling or helping to sell commodities and services or of gaining the acceptance of ideas that may cause people to think or to act in a certain
way." In this definition, it is very much important to note the word "paid" which is first used in the definition of advertising, which means it rules out the free publicity. It is a remarkable finding in the research of the various definitions of advertising.

The purpose of this advertisement was to persuade people to give to the Red Cross.

This advertisement was used during the World War I and II. This advertisement defined to give to organizations, such as the Red Cross to support political candidates to drive safely, to write public officials in favour of or against proposed legislations.

In this ad, the purpose of advertisement was to persuade the people in favour of the Red Cross. While the salesman is
shown continually adapting himself to the changing situations, the advertiser is trying to convey his appeal through a series of the same still picture. In the advertisement, the appeal is made to a number of people at once, while the salesman deals with one at a time. So in salesmanship jargon

"Advertising is a study in itself and is part of the work of distributing goods. To be able to advertise effectively needs knowledge of a special kind. It is however, so closely connected with salesmanship that, by a study of its general principles and methods, one will be better able to understand some of the details of the work as a salesman."

Advertising is also news, which gives some information. So, it has been said, "Advertising is news - style news - when - and - where and how - to - buy news!" It tells the story of new appliances, new materials, new conveniences and how to use them. It is a source of information on merchandise and services, and enables you, as a member of the public, to fill your desires and needs with the least possible effort. It is helpful with suggestions. Advertising has been accepted as a necessary part of modern business promotion. It has virtually won a place for itself in history. So,

"Advertising was born with civilization and grew up with it. As soon as barter was practised, some
form of advertising was necessary to let the people know what surplus goods were possessed and what the qualities of these goods were. 

These are definitions of advertising from the very early period to the 1950s. But besides these certain proverbs and sayings are also popularly attributed to it. And some of them are amazing. Aneurin Bevan has said:

"Advertising is an evil service"

and according to King George VI,

"Advertising is really a form of education".

Sir Ernest Gowers had this to say:

"Advertising agents top the list of those who misuse the language on purpose, but it is their job to excite our emotions and atrophy our thoughts."

Dr. Johnson explained:

"In an advertisement it is allowed of every man to speak well of himself."

Advertising has meant different things to different people and the following statements add colour to its definition.

W.S. Gilbert: "The advertising quack who wearies with tales of countless cures, His teeth I've enacted shall all be extracted by terrified amateurs."

Sir Miles Thomas: "When you advertise you are like a man
going bail for his behaviour on his own recognisances for a very substantial sum."

Herbert Agar : "Nobody believes the nonsense in any one advertisement."

Phineas T. Barnum : "You may advertise a spurious article and induce many people to call and buy it once, but they will gradually denounce you as an imposter."

John Burns : "The tragedy of the working man is the poverty of his desires."

Lenin : "The right words are worth a hundred regiments."

Labour Party : "A monopoly is created in so far as advertising convinces the customer that no substitute exists."

Sidney Webb : "Unless our freedom of choice is to be a mockery, all novelties must unto a certain point be actually forced on our attention. This means advertising."

Margaret Hall : "No one pays to advertise his products in order to establish the eternal verities. All advertising is persuasive in intent - The seller advertises because he thinks that it is the cheapest means of selling his goods. It seems likely that .... he is not mistaken."

Alfred Politz : "Advertising stimulates the sales of a good
product and accelerates the destruction of a bad product. To make a claim which the product does not possess merely increases the frequency with which the consumer observes its absence."

Winston Churchill: "Advertising nourishes the consuming power of men. It creates wants for a better standard of living .... It spurs individual exertion and greater production."

Lord Heyworth: "Advertising must expect to be criticised. It is part of our daily life and because it is a very public act everyone is conscious of it."

Samuel Courtauld: "Most competitive advertising is a costly extravagance."

H.R.H. The Duke of Edinburgh: "After all, advertisements are purely functional things, and therefore the criterion is their success as advertisements and not as works of art. Commercial considerations are the judges, not a panel of any number of distinguished gentlemen."

Lord Mackintosh: "If I didn't advertise I should have to treble my travellers. It would cost just as much and would be a lot more trouble. If the public lose their confidence and faith in advertising, we are all sunk."

Lord Fisher of Lambeth: "The simple word 'truth' has lost
its compelling power if it ever had it. Advertising has to enter into a field where the amount of information is very small and the amount of seductive overtones and undertones so extremely large . . . . ".

Lord Leverhume : "Probably half of every advertising appropriation is wasted, but nobody knows which half."

Professor Arthur Lewis : "... much advertising by manufactures is wasteful because it is false or misleading because buyers and sellers already know the facts."

Martin Mayer : "As on the political scene, advertising is wind on the surface, sweeping all before it when it blows with the tide but powerless to prevent a shifting of greater forces."

"Any group that seeks to mould public opinion needs watching ....... and in this case the watch should be particularly sharp because advertising revenues subsidise so much of our press and television."


Rosser Reeves, a specialist in advertising, commented : "Recently a group of commercial men, almost idly, at a luncheon table, listed thirty-seven different factors, any or all of which could cause the total sales of a brand to more up or down. Advertising was only one of these." . . . . Economists handle advertising with suspicion ; its critics
give it credit for powers that it does not possess; its supporters defend it with all sorts of nonsense", V. Finogenov asked: "Do we need advertising?", and replied in the same vein: "We need it urgently. Advertising helps the consumer to find his way through the ever greater mass of ...... products put out by the industry of our fatherland."

Professor P. Maslov has opined: "In a capitalist society the only purpose of advertising is to make the consumer spend money".

Advertising is a highly persuasive force, which warrants protective measures on and is the institution of countervailing power. Advertising has profound effects on the consumer, either conscious through or more complex processes thus having significant impact on society and the economy. Advertising often generates intense feeling, relatively little analysis and immoderate conclusions. But this idea of advertising has undergone a change now.

Today, the concept of advertising policies and practices permit the exploration of a variety of theoretical, empirical and administrative issues and, therefore, the conjunction and extension of material in a novel way. No wonder then that during the present times, consideration is given to various aspects of advertising management, effects, analysis and regulation, and to several disciplinary
perspectives; but what is being sought is a balance between the pursuit of intellectual refinement for its own sake and the necessary rigour, which must form the basis of the study of advertising. Therefore, advertising has not only attracted students of economics, business studies and marketing, but has also made policy makers and their advisers give it a serious thought. Advertising is reference, a commentary, an extensive but often dispersed literature and when need be, arguments to prove a point. The approach is primarily analytical but some more descriptive material, which is not readily available else where, has also been introduced. Marketing interest being a common phenomenon, the emphasis on economics and consumer psychology has been given more importance. By concentrating on the print media instead of radio and television, it is revealed from the study that the underlying issues can be reflected in their proper perspective without the focus on rapid and accelerating technological development that the latter would imply. Advertising presents a critical appraisal of economic analysis and examines its implications for economic policy.

The marketing view of advertising as a service has been adopted which includes price, distribution channels and the way essential characteristics are emphasised to define the product. This approach demonstrates the role of pragmatism
in advertising decisions, showing how as a communication science, it has become part of a competitive process. The nature of advertisement competition in marketing, cast in terms of a dynamic process rather than a static state, is closer to the modern view than to the traditional microeconomic concept of market structures.

Thus the definition of advertising has also changed. As it is revealed that in a modern industrial society, most people are able to meet their basic needs of food, clothing and shelter. Hence their desire to spend more or comforts. As Professor Frank H. Knight described:

"The chief thing that the common sense individual actually wants is not satisfaction for the wants which he has, but more and better wants." 14

Professor David Poter referring to advertising as "the institution of abundance" said:

"the only institution we have for instilling new needs, for training people to act as consumers, for altering men's values, and thus for hastening their adjustment to potential abundance is advertising." 15

O.J. Firestone, a renowned economist, defined advertising as:

"To the extent that advertising affects want creation and want change, it can have a
fundamental effect on the will of society to devote its efforts to material pursuits. It is an essential function of advertising to persuade consumers to buy, and businessmen do not deny that persuasion, and not information, is the main reason they employ advertising. Once growing consumer wants are translated into effective demand, markets expand, businessmen profit, the economy prospects, and continuing economic growth and development take place.  

Advertising became an integral part of both the cultural milieu and the economy. It involves literally millions of communication links between advertisements and their recipients.

"Advertising is that which challenges the advertiser to make his communication effective and at the very least, to establish some awareness of his message."  

Advertising gradually becomes a means of financing the mass media. Newspapers and magazines today depend on advertising revenue, for it provides 60 to 70 percent of their total revenue. Significantly, commercial programmes and radio broadcasting are financed entirely by advertisers, thus adding a new leaf to the definitions of advertising. The notion that "he who pays the fiddler calls the times" gives
rise to the suspicion that advertisers influence the media by suppressing and distorting news to their own advantage. In this context a formal study, A Free and Responsible Press, undertaken by the Commission on Freedom of the Press, reported:

"The evidence of dictation of policy by advertisers is not impressive. Such dictation seems to occur among the weaker units. As a newspaper becomes financially stable it becomes more independent and tends to resist pressure from advertisers." 18

The sinewy deterrent to intrusion on press freedom is perhaps because of the advertiser's dependence on the press. The advertiser's principle need is the circulation for effective advertisement. But if advertisers influence news coverage, the press would risk losing public confidence, resulting in a decline in circulation and jeopardizing the effectiveness of the press as an advertising medium. And this is really true. CBS newsman, Walter Cronkite's views are important in this matter:

"Myths die hard, and one of the myths that persists about our business is that advertisers attempt to control or influence what we say and how we say it. Or that we are responsive to sponsor eyebrow-raising and censor ourselves in order to attract or keep advertisers."
"The remarkable thing is that in a short time, relatively, the best broadcast news organizations have established a total independence from advertisers. The wall between sales and evening news content, at least in our shop, is quite impregnable. Advertisers have no rights of approval, no rights of review. Our journalistic independence of advertisers is a good deal greater than exists in many magazines and most newspapers."

"But the truly remarkable thing is not our own insistence on independence but the advertisers have come to accept this independence in broadcast journalism. Whatever difficulties we might have with others in maintaining our integrity and independence, it is an immense tribute to advertisers in general that they have come to accept, and even embrace, this fundamental character of journalism."

"I cannot recall in recent years a single example of even the most subtle attempt by an advertiser, or a prospective advertiser, to breach the wall of our journalistic independence and integrity on the evening news." 19

Advertising is the means by which we make known what we have
to sell or what we want to buy. In marketing parlance, advertising and promotion are highly interrelated, for the specialized means to inform perspective customers about products and services and persuade them to buy and avail of them. This interrelation results from the fact that they both rely on marketing communication processes for their effects, and are often used together. The word 'advertising' has its origin in the Latin term 'Adverte', which means to turn toward. And its functional translation is "Advertising aims at turning the buyer or consumer's mind toward purchase". 'Promotion', too, is originally a Latin term 'Promovere' or 'Advance' - which means "to move forward". But its functional translation is "Promotion aims at immediately stimulating purchase." 20

The famous marketing researcher and former Harvard Professor of Advertising, David Starch, was the first to mention Advertising's Latin root as a means of explaining the term. But that does not mean that his definition has stood the test of time for

"Advertising is often regarded as a process of relatively indirect persuasion, based on information about product benefits, which is designed to create favourable mental impressions that turn the mind toward purchase." 21
On the other hand 'Promotion' is often regarded as a more direct form of persuasion, based frequently not on inherent product benefits but on external incentives, which are designed to stimulate immediate purchase and to 'move sales forward' more rapidly than would otherwise occur. So, from the market research viewpoint:

"Advertising and promotion are often used as combined means of reaching the respective target customers in the consumer, industrial, trade and retail channels. Although the techniques differ, advertising's and promotion's general purposes are the same. But work, via communication, to produce target customer action in the market place." 22

Advertising tends to take an indirect, long term approach to gain customers, whereas a direct, short-term method is employed in promotion. However, advertising and promotion are forms of marketing communication designed to make prospective buyers aware of the brand, create or change brand attitudes, and stimulate purchase intentions. From these views, one can observe, how the definition of advertising differs. In the recent time, according to the brand's stage in the product life cycle and most immediately in terms of quality and price positioning and response to competition the definition of advertisement has changed. Brand is introduced in advertising and advertising on
promotion are today both be used to generate awareness, establish or change attitudes, and stimulate purchase intentions.

"Both advertising and promotion are which have the potential for building a "Consumer franchise", or relatively permanent preference for a brand, as well as for creating "non-franchise" effects, in the form of temporary preference for a brand."{23}

The advertising world is a graphic example of metaphors. To live it is to understand it.

"The world of advertising is full of creative metaphors, bombastic jargon and Diners Club diaries. The sooner you can speak it, the faster you break into the scene."{24} Advertising does influence people and that's what it's all about.

Advertising is a good business. It is ever better in the developed countries of the West. Advertising means introduction of a wide range of consumer goods to the public and thereby to support the free market economy. So, advertising can also be viewed or

"a social institution, as an art form, as an instrument of business management, as a field of employment, and as a profession."{25}

Over the years advertising has become more involved in the
manipulation of social values and attitudes and less concerned with the communication of essential information about goods and services, whereas advertising nowadays fulfils a function traditionally met by art or religion. Advertising operates in the same way a myths in primitive societies, influencing people with simple stories and explanations in which values and ideals were conveyed and people could organize their thinking and experience and made a sense of the world they lived in. Varda Langholz Leymore argues that like myth, advertising reinforces accepted modes of behaviour and acts as an anxiety-reducing mechanism resolving contradictions in a complex or confusing society. She remarks,

"To the constant nagging dilemmas of the human condition, advertising gives a simple solution that it simultaneously provokes anxiety and resolves it." 26

In a similar vein Raymond Williams called advertising

"the magic system, a highly organized and professional system of magical inducements and satisfactions functionally very similar to magical systems in simpler societies but rather strangely co-existent with highly developed scientific technology." 27

Another critic Fred Inglis described

"the advertiser as a modern-day shaman whose
anonymous vantage in society permits him to articulate a novel magic which offers to meet the familiar pains of a particular society and history, to soften or sharpen ambition, bitterness, solitude, lust, failure and rapacity." 28

Today, the management of advertising is sophisticated, analytical, and state of the art while at the same time being relevant and practical in planning, decision making and control. But the focus is on decision making, specifically these decisions connected with setting advertising objectives, launching advertising campaigns, developing media strategies, and measuring advertising results.

"The Advertising management is made up of a system of interacting organizations and institutions, all of which play a role in the advertising process. At the core of this system are advertisers, the organizations that provide the financial resources that support advertising. Advertisers are private or public-sector organizations that use mass media to accomplish an organizational objectives. It is decision to invest resources in purchasing time or space in such mass media as television, radio, newspapers or magazines that basically
distinguishes advertisers from nonadvertisers. Advertisers make use of mass media. Nonadvertisers do not. 29

Another early definition of advertising is

"The dissemination of information concerning an idea, service, or product to compel action in accordance with the intent of the advertiser." 30

The Definitions Committee of the American Marketing Association, defined advertising as

"any paid form of non-personal presentation of ideas, goods or service by any identified sponsor. It involves the use of such media as the following: magazine and newspaper space, motion pictures, outdoor (posters, signs, sky writing, etc.), direct mail, store signs, novelties (calendars, blotters, etc), radio, cards (Car, bus, etc), catalogues, directories and references, programs and menus, and circulars. This list is intended to be illustrative, not inclusive." 31

Jeremy Bullmore defined advertising as

"It is simply an available channel of communication. It is available at a price, to everyone, and allows people to make contact with one or more other people for an almost infinite
Many advertising companies and agencies have become more sophisticated in their strategic thinking, and exploit their expensive creative talent more fully to the optimum. This means cultivating the expertise and creativity of the executives who develop advertising strategy, and ensure that they make optimal use of information system to the consumers. Today, advertising agencies play a vital role to compromise between pleasing their clients, creating a shop window of high profile campaigns, winning creative awards and controlling their costs, as well as market effectiveness.

Regarding advertising agency, a new definition of advertising is

"Advertising is one of those products which is bought by one party for its effect or another. Three players are involved in advertising development - the advertiser, who pays for it, the consumer, who forms its target, and the agency, for whom the advertising represents its reputation and corporate image and important for attracting both clients and personnel. Advertising is always partly developed with the consumer in mind, but in practice the other two players often have a much more major influence than is generally recognized."
Brash, pervasive, intrusive, Ubiquitous, materialistic, alluring, dynamic, indispensable, pesky, annoying, fascinating - are among the many adjectives which are used to describe advertising. But this

"advertising is a powerful communication force and a vital marketing tool - helping to sell goods, services, images, and ideas (or ideals) through channels of information and persuasion. Advertising is also forever intertwined with the social-psychological needs, wants, and backgrounds of consumers." 34

The definition of advertising as defined by AMA in 1948 remained almost identical even in 1963 except addition of "promotion of ideas".

The American Marketing Association (AMA) recommends this definition in 1963 is,

"Advertising is any paid form of nonpersonal presentation and promotion of ideas, goods and services by an identified sponsor." 35

Advertising, on the other hand, is published or broadcasted because the advertiser has booked the time or space to tell the story of a certain product or service. Although advertising complements, or may substitute for, personal selling, it is done in a nonpersonal manner through intermediaries or media. Today, advertising is concerned
with much more for the promotion of tangible goods. In recent years, advertising has been characterized as a service economy, and banks, insurance companies, airlines, resorts, restaurants and dry cleaners advertise as aggressively as the makers of automobiles, detergents or dress materials. Advertising discloses and identifies the source of the opinions and ideas it presents.

Thus it can be explained that,

"Advertising is controlled, identifiable information and persuasion by means of mass communication media."

The content, time and direction of an advertising message are controlled by the advertiser, so, advertiser say what they want to say - no more and no less. By an identifiable source means that the receiver of the ad message is able to identify both source and purpose. Today, the newspapers, magazines, outdoor posters, direct mail and store displays deliver messages to millions of people at a time. The radio and television also broadcast the messages simultaneously to many people, even to those who could not read. While Radio makes its impression only through sound. Television combines both sight with sound.

Kenneth A, Longman defines advertising as

"Advertising .... attempts to inform and persuade
a large number of people with a single communication."\(^{36}\)

Advertising presents a totally controllable message, it delivers messages to large number of people at low cost per 'contact' and it is a fast method of communication with many people at the same time. John Wilmshurst sum up these and defines it as:

"Advertising delivers controlled messages to many people simultaneously and at low cost per message."\(^{37}\)

"Advertising is simply selling in print. It is no more than a tool, a means by which you create store traffic."\(^{38}\)

A new breed of ad man emerged in modern advertising, viz. Edward Jordan, John Orr Yung, Milton Feasley, Theodore Mc Manus and defined advertising as

"Advertising is to test, to prod; to examine and to ask themselves time after time. There is hardly a printed ad or television commercial you see today that does not bear the imprint of the work and the ideas of these men. This was where advertising came of age, where it grew up from a loudmouthed bumpkin to a serious, confident, well-informed young 'business person."\(^{39}\)
There is another definition of advertising, which is more amazing and interesting too. Today, we find advertisements are found everywhere. So advertising was defined

"Just as 'time' is, obviously, to do with clocks, watches and the movement of planetary bodies and so on, so advertising, we all of us know, is about thirty-second commercials on television for Guinness; posters for the Social Democratic Party; radio commercials for DHL courier services, magazine ads for shampoos and newspaper ads for life insurance; cinema commercials for Gordon's Gin, for Levi's jeans. These are examples of the visible, high-profile part of advertising; the advertising is that daily bombards, pesters or seduces us, with varying degrees of success or failure, to take notice of this or that product, to react or feel in this or that way."^40

The philosopher Ludwig Wittgenstein, despite being celebrated for obscurity and 'difficulty', came up with a wonderfully simple solution to the problem of pin-pointing the essence of something, i.e., saying what its common and peculiar properties are. He says,

"There are no essences; rather there exist just a complicated network of similarities, overlapping and criss-crossing like the resemblances that
exist in a family. A brother shares some features with his sister, his sister shares some of those features with her cousins and so on. But no member of the family has all the features of all the other members. Using the analogy of 'family resemblances' the problem of defining advertising is dissolved. It's just a big, sprawling family. But we know what's in its genes.\textsuperscript{41}

Thus, the word 'advertising' was defined by many personalities from various angles. David Bernstein delineates advertising as

"the origination and/or communication of ideas about products in order to motivate consumers towards purchase."\textsuperscript{42}

Another amusing definition of advertising was recorded by Georg Lichtenberg, writing in the mid eighteenth century, possibly got it about right:

"What a chattering there would be if people were determined to change the name of things to definitions. For some way-out 'chattering': Sigue Sigue Sputnik - famed for selling the blank intervals between the tracks on their album to advertisers - with their definition of advertising as the rock-and-roll of the eighties is in a class of its own."\textsuperscript{43}
Another variety of definition of advertising gives us a new look, that is the linguistic transaction of advertising. The study of language is central theme to the study of man himself. Paradoxically, linguistics has too long remained detached from the Social Sciences, uninfluenced by them, so that the rapid developments in linguistic sciences have had little or no impact on the new trends in Social Sciences. Linguistics is still the preserve of the scholar who has specialized in it. Its intricate systems, familiar only to the initiated, are still hidden within the pages of learned books on the subject. It was be realised lately that linguistics is not merely interested in hair-splitting distinctions of sound and in the complexities of syntax, but that it is essentially a quest for meaning, its importance to human studies will be better understood and it will cease to be the esoteric science that it is today. The culture and outlook of all one communities are closely linked to language and it is the aim of linguistics to throw light on language and thus influence the thinking and philosophy of a people. Increasing interest in communication studies will inevitably bring language within the scope of the study of man in his social setting and as such

"it is certainly desirable that we should cultivate an objective and critical awareness of the linguistic transactions into which we enter day by day, either as initiators or passive recipients."
Whether we are aware of it or not, it is a fact that modern man is deeply and increasingly interested in advertising.

Advertising is communication involving all the linguistic aspects of language, through which a message of an advertisement is transmitted. Though visual aids often help to amplify the message, but the language manipulates and shapes communication to such an extent that the subtle nuances of words are recorded during communication. Slightest shift or emphasis may affect the meaning considerably. Therefore advertising, where communication of the message across is of prime importance, cannot afford to indulge in the uncritical use of language, so a copy writer has to exercise extremely careful judgement in composing an advertisement.

"The heart and soul of advertising are, and in my opinion, will remain the creator of effective communication between producer and consumer." 45

Communication is achieved by the various elements of an advertisement - the specific placement in the layout or the verbal content. Bold type headlines draw the attention, while subheads reinforce the message of the head line. New ideas are being introduced in the body of the ad copy, which relates the reader with the product. The signature line is often condensed providing important information unit, or, contains a catchy slogan.
"This communication function in magazine advertising", say Taylor and Peterson, "is commonly divided into five phases: (1) attractive attention, (2) stimulating interest, (3) arousing desire, (4) supplying conviction and (5) inviting action."46

The copywriter's responsibility, however, does not cease with creation of effective communication. He has a moral responsibility too.

As a form of communication, the advertising message is communicated to its intended audience through the various media viz, newspapers, television, magazines, radio, billboards and direct mail. The main point of distinction among advertising as a form of communication and other forms of communication is that, the advertiser pays the medium to deliver the message or to communicate with the people. And the advertiser reserves the right to control the message for such payments. Within legal constraints, designed to prevent deception and assure fair competition, and within the standards of practice enforced by the media, the advertiser enjoys the liberty to communicate the way he wants to express. The advertiser has the freedom to select a particular newspaper or magazine to run the ad message. He
also enjoys absolute freedom to choose the hour and even the minute in radio or television to broadcast or telecast the ad. The important point is the style of presentation which usually identifies the message as an advertisement. If it is not readily distinguishable from a medium's editorial or programme content it is marked with the notation, "this is an advertisement" along with the name of the advertiser or sponsoring organization.

"As a form of communication, advertising is used to promote the sale of a product or service, to influence public opinion, to gain political support, to advance a particular cause, or to elicit some other response desired by the advertiser. As a form of communication, advertising is neither good, nor bad. It can be used for good or bad, but in itself it is neither. Like atomic energy, advertising can be used to advance or to subvert the welfare of mankind. Judgments of good and bad, therefore are more appropriate when confined to specific uses of advertising."^47

Advertising, a form of paid public announcement is intended to promote the sale of a commodity or service, to advance an idea or to bring about some other effect desired by the advertiser. It is essentially a form of communication
through diverse media—handbills, newspapers, magazines, billboards, letters, radio and television broadcasts and motion pictures. Advertising is ranging from a small two line entry in a newspaper or magazine to a "spread of" several full pages, or from a small sign in a shop window to a huge billboard with changing designs and coloured lights.

To a manufacturer, advertising is usually considered part of the firm's marketing programme, along with personal selling, packaging, display, pricing and product design. To the retailer, it is also a part of his so-called "marketing mix", along with display, store promotions etc. To the various media of communication it is both a major source of revenue and a means of providing informations on product and services to their audiences, and to the consumer, it is major source of information regarding products and services.

Advertising can be described as technique.

"Advertising is the technique of making other people aware of some need, and, at the same time, assuring them, and convincing them of our ability to satisfy that need."\(^{48}\)

Though the term 'advertising' means to sell more, yet there is something wrong in our attempt to sell more by way of more advertising to our clients over and above their need.

"To do this is to behave like a doctor who foists
unnecessary medical services on a patient in order to augment his fees."

Advertising is interrelated with society and an indispensable part of modern life and should be properly understood by the average person. The system known to society as advertising is simply a means to speed upon essential process between seller and buyer. The selling of goods is also possible without advertising as there are a few examples of successful branded commodities, which have established in the market with satisfactory sales without any kind of publicity. But it takes much time to build up its popularity in the market. In these cases, advertising introduce an artificial factor in the society, being simply a means of accelerating a fundamental process. The complexity of the requirements of acceleration has increased with the growing complexity of society. The complexity of advertising at any particular period is thus entirely dependent on the structure of the society of that time. Therefore,

"the advertising is an essential part of civilised life and must be extensively controlled."

Generally the word 'advertising' means to draw attention to something, or to notify or inform somebody of something. Today, in this complex society, the necessity and importance of consumer goods are well appreciated as a development of
modern world. The notice introduction of new commodities every day, but along with the commodities we need information about them, we need to know their price, function, quality, durability etc. for wise and rational consumer choices. Therefore, in the point of society,

"Advertising is economically necessary and has brought many benefits to society. It contributes to society's wellbeing and raises people's standard of living by encouraging the sales of mass-produced goods, thus stimulating production and creating employment and prosperity." 51

Ultimately, the advertising is beneficial to the society as a whole and vital for the manufacturers, business corporations.

Maslow, A.H., defined

"advertising is a measure of growth of civilisation and an indication of the striving of the human race for betterment and perfection." 52

Maslow in his holistic-dynamic theory, explains the explicit function of advertising is to make the potential audience aware of the existence of the product, service or idea which would help them fulfil their needs and spell out the differential benefits in a competitive situation. Advertising is not merely directed to selling, or for that matter, achieving the objective of gaining acceptance for a
worthwhile idea or programme. Advertising is also an instrument in developing basic motivation of creating resources for buying goods and services or generating favourable conditions towards acceptance of an idea.

Advertising is also considered as a form of social science. It is a part of the marketing and a meaningful communication.

"That is what advertising is all about, from the fig leaf to furs and beyond. Needs escalate and consumer perceptions of products and services also change. Buyers' attitude towards products may be determined not merely by products as manufactured in factories, but also by what is added in the form of packaging, services, advertising, customer advice, financing, delivery arrangements, warehousing and other things that people value." 53

Therefore modern advertising is not only the products of today it can also forecast the future. Thus, in our society, advertising has become a form of mass communication which can speak the future also. There is another important definition of advertising.

"Advertising delivers controlled messages to many people simultaneously and at low cost per message." 54

It is apparent from this definition that the advertiser pays for the space in newspapers, magazines, posters etc or for the time in radio or television in which the advertisement appears.
Advertising is also considered as an important feature of market economies having social, aesthetic and cultural aspects. Advertising is essential to create awareness among the potential consumer and to inform them about the location and features of a particular product or service provided by the advertiser. Therefore,

"Advertising is only one of a variety of selling expenses incurred by firms in the marketing of products. Yet it has certain attributes that make it an interesting facet of marketing activity and it is a pervasive feature of life in a modern market economy. One of its main features is that it is intended to be obvious. Its main channel of communication is the mass media - newspapers, magazines, radio and television. Anyone wishing to avoid advertising would have to be precluded from most of the source of entertainment, cultural exchange and information in society. However such a person would not only be escaping the masses of commercial organizations attempting to sell their wares, but also those of many other institutions; charities, pressure groups and the state all spend money on advertising." 55

The advertisement that daily pesters, seduces or bombared us can be defined as
"the advertising is not undertaken by managements of marketing just for fun or to keep media owners solvent but to achieve prosperity in sales for the company's products or services; it has something to do with creativity and art yet is not 'art' in the core sense in which a painting by Rubeur or an opera by Wagner is; it is principally involved in persuasion or advocacy even when apparently just giving us information; it typically uses mass communication channels and thus 'talks to' a mass audience, say, one million housewives or one hundred thousand business men; it uses media that are paid for, the identity of the advertiser being clear." 56

Today advertising takes a new form. As Norman Mailer pointed out that a person may be said to be advertising his lifestyle through the clothes he wears, the car he drives, the paper he reads, the drink he drinks. A punk advertiser, his or her attitude to society is exhibited through clothing and hair style and that is the message. And so on. In this way the definition of advertising changes with the passage of time.

In this chapter various definitions of advertising are enumerated, as definitions are important in any science. Indeed, without definitions, there could be no science. The
definition can be defined as to what we have all agreed to describe the idea arrived at after considerable examinations of the perceived and adduced facts in correct words. Definitions help us to project working truths clearly before us, when habit tends to make us overlook these truths. If we use human figures in advertising, we should never forget the principle - that, the aim of advertising is to cause people to buy. Making people aware of things is only a part of advertising's function. And causing people to inform about things, where no question of buying and selling is concerned, is also an advertisement, like cigarette smoking is injurious to health or family planning. In this way the technique of making other people aware of same need, and, at the same time, assuring them, and convincing them, of the ability to satisfy their need, is done only through the advertising.

From these various definitions of advertising, it can be concluded that "Advertising is dynamic". It's definition also changes along with changing markets, changing life styles, changing method of distributions and changing techniques of communications. During the past few years, there are significant developments of advertising and as a result, the definitions are changed. Advertising is an institution performing essential social and economic functions and should be recognised in the context of total
marketing strategy. Advertising becomes more sophisticated in use of research to better understand consumer behaviour and motivation. The new definitions include a more concerted effort to build favourable "brand" and corporate identities. It becomes a greater in use of information, bearing on media audiences, and a burgeoning concern about consumer welfare. Therefore, "advertising is the communication link between the seller and the buyer or the consumer and provide information about products and services and an active attempt to influence and persuade people to action or belief by an avert appeal to reason or emotion."

REFERENCES OF DEFINITION OF ADVERTISING


23. R.M. Prentice, How to split your marketing funds between advertising and promotion, Advertising Age, January 10, 1977, P-41.


49. Ibid, P-5.


