1. SELECT LAWS GOVERNING ADVERTISING IN INDIA

All those engaged in advertising are strongly recommended to familiarise themselves with the legislation affecting advertising in this country, particularly the following Acts and the rules framed under them:

- Drugs and cosmetics Act, 1940.
- Drugs Control Act, 1950.
- Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954.
- Copyright Act, 1957.
- Trade and Merchandise Marks Act, 1958.
- Pharmacy Act, 1918.
- Prize Competition Act, 1955.
- AIR/Doordarshan Code.
- Code of ethics for Advertising in India issued by the Advertising Standard Council of India.
- Code of Standards in relation to the Advertising of Medicine and Treatments.

(The list is illustrative and not exhaustive.)

2. ADVERTISEMENT ETHICS AND CODE OF MEDICAL STANDARDS OF INDIA AND EASTERN NEWSPAPER SOCIETY

The following Advertisement Ethics and Code of Medical Standards have been approved by The Indian and Eastern Newspaper Society for members' guidance:

- Society Members shall not favour direct advertisers by giving them better facilities such as lower rates, longer credit periods, preferential positions, commissions, discounts and supplying art work at nominal rates.
• Member papers shall not give commission, or any form of rebate to any direct advertiser. Any advertising agency not accredited or a canvasser may be allowed commission not exceeding 10 per cent.

• Member papers shall take all reasonable precautions to ensure that all advertising accepted by them is legal, clean, honest, and truthful and that such advertising is in respect of reputable goods or service.

• The Society, through its members, undertakes to use all possible measures to develop the qualitative and quantitative factors of their publications so as to render the best possible service to the public and to advertisers.

• Member publications shall strictly observe the rules passed by the Society from time to time and published in the Society Hand Book in respect of all advertising agencies accredited by the Society.

• No advertisement will be accepted by the newspapers represented in The Indian and Eastern Newspaper Society which contains matters:

  • Claiming to procure the miscarriage of women, birth control except contraceptives or measures approved by law and by recognised authorities, or regulation of menopause,

  • dealing with the treatment of habits associated with sexual indulgence or of any ailment associated with such habits.

  • using any of the following expression: cloudy discharge, sexual disability, sexual virility, impotence, night losses; excreta, loss of manhood, wet dreams, rejuvenation and any other words which offend good taste.

  • recommending the treatment of any ailment by omulets; talismans or other means of similar nature.

• No advertisement will be inserted containing a testimonial other than one limited to the actual views of the writer, nor any testimonial given by a doctor other than a
recognised Indian Medical Practitioner unless it is manifest that the writer is not a Doctor of medicine.

- No advertisement will be accepted containing claims or illustrations which are distorted or exaggerated in such a manner as to convey false impressions or containing statements of a ‘knocking’ or extravagant nature.

- No advertisement will be accepted which in any way may lead persons to believe that the product recommended emanates from any hospital or official source, or is other than a proprietary medicine advertised by a particular manufacturer for the purpose specified, unless the advertising agent submitting the copy declares that the authority of such hospital or official source had been duly obtained.

- No advertisement will be accepted by the newspapers represented in the IENS which offends the provisions of the Drugs and Magic Remedies (Objectionable Advertisements) Act 1954, The Emblems and Names (Prevention of Improper Use) Act 1950, The Weights and Measures (Enforcement) Acts of various States, The Prize Competitions Act 1855, The Prohibition Acts of various States, Reserve Bank of India Rules and Regulations, The Lotteries (Control & Tax) and Prize Competitions (Tax) Act applicable to various States and/or any other relevant Acts that are in force.

3. CODE OF THE ASCI
THE CODE OF ADVERTISING PRACTICE

To Ensure The Truthfulness and Honesty of representations and claims made by Advertisements and to Safeguard against misleading Advertisements.

- Advertisements must be truthful. All descriptions claims and comparisons which relate to matters of objectively ascertainable fact should be capable of substantiation.

- Where advertising claims are expressly stated to be based on or supported by independent research or assessment, the source and date of this should be indicated in the advertisement.
Advertisements should not contain any reference to any person, firm or institution without due permission, nor should a picture of any generally identifiable person be used in advertising without due permission.

Advertisements shall not distort facts nor mislead the consumer by means of implications or Omissions.

Advertisements shall not be so framed as to abuse the trust of consumers or exploit their lack of experience or knowledge.

Obvious untruths or exaggerations intended to amuse or to catch the eye of the consumer are permissible, provided that they are clearly to be seen as humorous or hyperbolic and not likely to be understood as making literal or misleading claims for the advertised product.

4. ADVERTISING AGENCIES ASSOCIATIONS OF INDIA
CODE OF STANDARDS : RULES OF ADVERTISING ETHICS

Rules of Conduct Vis-a-Vis the customer

Advertising should be so designed as to conform not only to the laws but also to the moral and aesthetic sentiments of the country in which it is published.

No advertisement likely to bring advertising into contempt or disrepute should be permitted. Advertising should not take advantage of the superstition or credulity of the general public.

Advertising should tell the truth and avoid distorting facts and misleading by means of implications and omissions.

No advertising should be permitted to contain any claim so exaggerated as to lead inevitably to disappointment in the mind of the consumer.
**Rules of Ethics between Advertisers**

**Rules of Conduct**

- Methods of advertising designed to create confusion in the mind of the consumer as between goods are unfair and should be renounced. Such methods may consist of:
  - the imitation of the trade mark or name of the competitor, or the packaging or labelling of goods; or
  - The imitations of advertising devices, copy, layouts or slogans.

- Advertising should endeavour to gain the goodwill of the public on the basis of the merits of the goods or services advertised. Direct comparison with competing goods or firms should be avoided and disparaging reference in no circumstances permitted.

**Rules of Ethics governing Advertising Agencies and Media**

**Rules of Conduct**

- Advertising agencies and media should avoid disparagement of their competitors;

- The accepted regulations governing the agency business in any country should be strictly observed by every agent doing business in that country.

- Misleading or exaggerated statements to an advertiser concerning the carrying out or probable effect of a campaign should not be permitted.

- The purchaser of advertising in any publication or other media is entitled to know the number, general character and distribution of the persons likely to be reached by his advertisement and to receive genuine cooperation in this respect from media.

- A clear and full statement of the rates and discounts applicable to various classifications of advertising should be published by every medium and adhered to.
# Advertising Expenditure

Advertising expenditure in local currency at current prices

(Rupees in million)

<table>
<thead>
<tr>
<th>Year</th>
<th>Total</th>
<th>Print</th>
<th>T.V.</th>
<th>Video/Cable TV/Star TV/Zee TV/ATN</th>
<th>Radio</th>
<th>Cinema</th>
<th>Outdoor</th>
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<tr>
<td>1983</td>
<td>3,370</td>
<td>2,630</td>
<td>200</td>
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<td>160</td>
<td>200</td>
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<td>1984</td>
<td>3,810</td>
<td>2,950</td>
<td>280</td>
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<td>240</td>
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<td>1985</td>
<td>4,870</td>
<td>3,650</td>
<td>600</td>
<td>-</td>
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<td>130</td>
<td>300</td>
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<td>1986</td>
<td>6,240</td>
<td>4,500</td>
<td>1,000</td>
<td>-</td>
<td>220</td>
<td>120</td>
<td>400</td>
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<td>1987</td>
<td>7,900</td>
<td>5,400</td>
<td>1,500</td>
<td>-</td>
<td>280</td>
<td>120</td>
<td>600</td>
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<tr>
<td>1988</td>
<td>10,080</td>
<td>7,000</td>
<td>1,750</td>
<td>-</td>
<td>300</td>
<td>130</td>
<td>900</td>
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<td>1989</td>
<td>12,950</td>
<td>9,000</td>
<td>2,200</td>
<td>-</td>
<td>320</td>
<td>130</td>
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<tr>
<td>1990</td>
<td>15,040</td>
<td>10,500</td>
<td>2,540</td>
<td>-</td>
<td>400</td>
<td>100</td>
<td>1,500</td>
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<tr>
<td>1991</td>
<td>16,400</td>
<td>11,000</td>
<td>3,000</td>
<td>170</td>
<td>530</td>
<td>100</td>
<td>1,600</td>
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<td>1992</td>
<td>18,830</td>
<td>12,500</td>
<td>3,600</td>
<td>300</td>
<td>580</td>
<td>100</td>
<td>1,750</td>
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<tr>
<td>1993</td>
<td>21,790</td>
<td>14,500</td>
<td>4,000</td>
<td>600</td>
<td>680</td>
<td>110</td>
<td>1,900</td>
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<tr>
<td>1994</td>
<td>25,480</td>
<td>17,000</td>
<td>4,500</td>
<td>1,000</td>
<td>770</td>
<td>110</td>
<td>2,100</td>
</tr>
<tr>
<td>1995</td>
<td>28,880</td>
<td>19,000</td>
<td>5,200</td>
<td>1,400</td>
<td>870</td>
<td>110</td>
<td>2,300</td>
</tr>
</tbody>
</table>

5) 12 Famous Ads Campaign

a) Campaign : Surf (The Lalitaji Series)
Agency : Lintas : India
Year of Launch : 1984

b) Campaign : Liril (The Waterfall Series)
Agency : Lintas : India
Year of Launch : 1975

c) Campaign : Thums-Up (Taste The Thunder)
Agency : Ambience
Year of Launch : 1987

d) Campaign : Pepsi (Yeh Hi Hai Right Choice Baby!)
Agency : Hindustan Thompson Associates
Year of Launch : 1992

e) Campaign : Voltas Mega Laundretie (Yeh Ho Nahi Sakta!)
Agency : Ulka Advertising
Year of Launch : 1995
f) Campaign : Titan (You Owe It To Yourself!)
Agency : Ogilvy & Mather
Year of Launch : 1986

g) Campaign : Onida (The Devil Series)
Agency : Advertising Avenues
Year of Launch : 1984

h) Campaign : Maggi Sauces (It's Different)
Agency : Hindustan Thompson Associates
Year of Launch : 1989

i) Campaign : Cadbury (The Read Taste Of Life)
Agency : Ogilvy & Mather
Year of Launch : 1994

j) Campaign : Bajaj Scooters (Hamara Bajaj)
Agency : Lintas : India
Year of Launch : 1989

k) Campaign : Raymond's (The Complete Man Series)
Agency : Nexus Equity
Year of Launch : 1992

6) Statistics regarding Advertisement

a) Table 1

<table>
<thead>
<tr>
<th>SHARE OF EXPENDITURE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
<tr>
<td>Print</td>
</tr>
<tr>
<td>TV</td>
</tr>
<tr>
<td>Radio</td>
</tr>
<tr>
<td>Cinema</td>
</tr>
<tr>
<td>Outdoor</td>
</tr>
</tbody>
</table>
b) Table 2

INCOME LEVELS

(Average Monthly Household Income, in Rupees, by Socio-Economic Class or sec)

<table>
<thead>
<tr>
<th>Sec</th>
<th>1990</th>
<th>1995</th>
<th>Growth in (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>3,180</td>
<td>5,230</td>
<td>64</td>
</tr>
<tr>
<td>B</td>
<td>1,900</td>
<td>3,620</td>
<td>91</td>
</tr>
<tr>
<td>C</td>
<td>1,440</td>
<td>2,580</td>
<td>79</td>
</tr>
<tr>
<td>D</td>
<td>910</td>
<td>1,770</td>
<td>95</td>
</tr>
<tr>
<td>E</td>
<td>680</td>
<td>1,380</td>
<td>103</td>
</tr>
</tbody>
</table>

(Income groups, in million households)

<table>
<thead>
<tr>
<th>Monthly Income</th>
<th>1990</th>
<th>1995</th>
</tr>
</thead>
<tbody>
<tr>
<td>Over Rs.5,000</td>
<td>1.2</td>
<td>1.5</td>
</tr>
<tr>
<td>Rs. 3,001-5,000</td>
<td>2.7</td>
<td>6.7</td>
</tr>
<tr>
<td>Rs.1,501-3,000</td>
<td>10.5</td>
<td>14.8</td>
</tr>
<tr>
<td>Rs.751-1,500</td>
<td>12.8</td>
<td>13.4</td>
</tr>
<tr>
<td>Under Rs.</td>
<td>11.6</td>
<td>750 5.4</td>
</tr>
</tbody>
</table>

38.8 million households

44.8 million households

(C) TABLE -3

READER PROFILES OF SOME ENGLISH MAGAZINES

(Readers of specific magazines, in per cent, broken up by socio-economic groups)

<table>
<thead>
<tr>
<th></th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Society</td>
<td>51</td>
<td>25</td>
<td>18</td>
<td>5</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>51</td>
<td>30</td>
<td>10</td>
<td>7</td>
<td>2</td>
</tr>
<tr>
<td>Reader's Digest</td>
<td>46</td>
<td>30</td>
<td>18</td>
<td>4</td>
<td>2</td>
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<td></td>
<td>51</td>
<td>31</td>
<td>12</td>
<td>5</td>
<td>1</td>
</tr>
<tr>
<td>Femina</td>
<td>59</td>
<td>22</td>
<td>16</td>
<td>3</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td>55</td>
<td>29</td>
<td>11</td>
<td>4</td>
<td>1</td>
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<tr>
<td>Savvy</td>
<td>55</td>
<td>22</td>
<td>17</td>
<td>3</td>
<td>3</td>
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<tr>
<td></td>
<td>55</td>
<td>33</td>
<td>8</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>All Adults</td>
<td>Male</td>
<td>Female</td>
<td></td>
<td></td>
</tr>
<tr>
<td>----------------</td>
<td>-----------</td>
<td>------</td>
<td>--------</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Radio Listener</td>
<td>30.0</td>
<td>30.4</td>
<td>29.6</td>
<td></td>
<td></td>
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<tr>
<td>Any English Newspaper</td>
<td>31.8</td>
<td>39.3</td>
<td>22.9</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Any English Magazine</td>
<td>35.6</td>
<td>44.4</td>
<td>25.0</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Any Hindi Newspaper</td>
<td>28.1</td>
<td>33.5</td>
<td>21.7</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Any Hindi Magazine</td>
<td>28.7</td>
<td>31.5</td>
<td>25.5</td>
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</table>
The present study is an attempt to know how the advertisements have appeared in different sources of print media and what importance is given to the advertisements by the print media. It is often said that real strength of print media lies in circulation and gross revenue through advertisements. From this point of view the research has studied the advertisements in print media and the extent to which the change has occurred in the ads in print media.

The research has collated 2298 ads from different sources and almost covering a period of five decades. In common parlance also five decades is a very long period. It is almost a period that concerns the two generations and thus changes the social moral and ethical value of the society to a great extent. Thus it is difficult to find out what changes really occur at the micro level in a social structure by studying only one particular aspect of social status. However, a useful understanding can always be gained which is helpful to make broad observations regarding the micro level changes.

The number of ads and their distribution is presented in the table:

From the table it is clear that the ads for 1947 are limited in no. (22). However, since 73 to 97 sufficient no. of represented ads are collated from different magazines and other sources of print media. The no. of ads in 1973 are 12% of the total ads whereas in the year 81 & 85 the ads are just 2 & 5% whereas in 1997 the no. has increased to 50%. In other words, the distribution is uneven.

Even if one considers the sources of print media maximum no. of ads are from A & M, Femina etc. The total no. of ads taken from A & M are (14%) followed by B. India (10%). The smallest proportion of ads taken from the front line (16) and Times of India (18).

Thus it is clear that the composition of ads is from 18 no. of magazines and makes a good representation of various forms of print media.
Table No.1
No. of Ads studied

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<tbody>
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<td>Hindustan Times</td>
<td></td>
<td></td>
<td>50</td>
<td>41</td>
<td></td>
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<td>Tribune</td>
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<td></td>
<td>22</td>
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<td>Times of India</td>
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<td>18</td>
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<td>Economics Times</td>
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<td></td>
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<td>94</td>
<td>94</td>
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<tr>
<td>Ile. Weekly</td>
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<td>95</td>
<td>50</td>
<td>7</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>152</td>
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<tr>
<td>Reader Digest</td>
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<td>200</td>
<td>47</td>
<td></td>
<td>66</td>
<td>161</td>
<td>149</td>
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<td>728</td>
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<td>A &amp; M</td>
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<td></td>
<td>131</td>
<td>192</td>
<td></td>
<td>323</td>
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<tr>
<td>Femina</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>121</td>
<td>80</td>
<td></td>
<td>201</td>
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<tr>
<td>Savita</td>
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<td>17</td>
<td></td>
<td></td>
<td>40</td>
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<td>Woman's era</td>
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<td></td>
<td>94</td>
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<td>41</td>
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<td>16</td>
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<td>Sport Star</td>
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<td>14</td>
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<tr>
<td>Times Inter.</td>
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<td>3</td>
<td>9</td>
<td>10</td>
<td>15</td>
<td></td>
<td>37</td>
</tr>
<tr>
<td>Total</td>
<td>22</td>
<td>250</td>
<td>291</td>
<td>56</td>
<td>54</td>
<td>130</td>
<td>460</td>
<td>1035</td>
<td>2298</td>
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<tr>
<td>Grand Total</td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>2298</td>
</tr>
</tbody>
</table>
TABLE. NO. 2
DISTRIBUTION OF ADS

In order to understand for what kinds of product the ads are issued by the advertiser and what is the proportion of ads in total ad. counting in print media. For these purpose the researches has classified the ads in following categories :-

a. Food.
b. Consumer goods.
c. Consumer Durables
d. Textiles
e. Interior Decors
f. Drugs
g. Services and
h. Non Profit organisation

These categories are just to indicate for what kind of product line the ads are used for promotional purposes. The data is presented in the table.

From the data gathered it is clear that in the advertisement there is a dominance of advertises who are promoting consumer goods, durables and services. Very small no. of ads are related with food products are issued for food products, drugs and non-profit organisation.

The growing expenditure of company on consumer goods, durables advertisements can be nightly understood. These companies are creating a promotional culture by giving relaxation of hidden needs. As these companies have to create demand they have to spend more on advertisements.
<table>
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<tbody>
<tr>
<td>Foods</td>
<td>-</td>
<td>32</td>
<td>25</td>
<td>9</td>
<td>2</td>
<td>4</td>
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<td>23</td>
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<tr>
<td></td>
<td></td>
<td>(12.8)</td>
<td>(8.59)</td>
<td>(16.07)</td>
<td>(3.70)</td>
<td>(3.07)</td>
<td>(2.60)</td>
<td>(2.22)</td>
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<tr>
<td>Consumer goods</td>
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<td>8</td>
<td>20</td>
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<td>310</td>
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<td></td>
<td></td>
<td>(4.54)</td>
<td>(20)</td>
<td>(20.61)</td>
<td>(21.42)</td>
<td>(14.81)</td>
<td>(15.38)</td>
<td>(31.52)</td>
</tr>
<tr>
<td>Consumer durables</td>
<td>10</td>
<td>45</td>
<td>75</td>
<td>11</td>
<td>10</td>
<td>58</td>
<td>190</td>
<td>261</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(45.45)</td>
<td>(18)</td>
<td>(25.77)</td>
<td>(18.64)</td>
<td>(15.51)</td>
<td>(44.61)</td>
<td>(41.30)</td>
</tr>
<tr>
<td>Textiles</td>
<td>-</td>
<td>35</td>
<td>39</td>
<td>6</td>
<td>10</td>
<td>58</td>
<td>190</td>
<td>261</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(14)</td>
<td>(13.50)</td>
<td>(10.71)</td>
<td>(18.51)</td>
<td>(44.61)</td>
<td>(41.30)</td>
<td>(25.31)</td>
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<tr>
<td>Interior Decoration</td>
<td>-</td>
<td>25</td>
<td>21</td>
<td>3</td>
<td>2</td>
<td>3</td>
<td>14</td>
<td>30</td>
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<tr>
<td></td>
<td></td>
<td>(10)</td>
<td>(7.21)</td>
<td>(5.35)</td>
<td>(3.70)</td>
<td>(2.30)</td>
<td>(3.04)</td>
<td>(2.89)</td>
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<td>-</td>
<td>24</td>
<td>26</td>
<td>5</td>
<td>2</td>
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<td>15</td>
<td>25</td>
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<td></td>
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<td>(8.93)</td>
<td>(8.92)</td>
<td>(3.70)</td>
<td>(1.53)</td>
<td>(3.26)</td>
<td>(2.41)</td>
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<td>Services</td>
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<td>35</td>
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<td>9</td>
<td>20</td>
<td>40</td>
<td>60</td>
<td>300</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(45.45)</td>
<td>(14)</td>
<td>(13.74)</td>
<td>(16.07)</td>
<td>(37.03)</td>
<td>(30.76)</td>
<td>(13.04)</td>
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<tr>
<td>Non Profit</td>
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<td>4</td>
<td>5</td>
<td>1</td>
<td>-</td>
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<td>(4.54)</td>
<td>(1.6)</td>
<td>(1.71)</td>
<td>(1.78)</td>
<td>(176)</td>
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<td>22</td>
<td>250</td>
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<td>56</td>
<td>54</td>
<td>130</td>
<td>460</td>
<td>1035</td>
</tr>
</tbody>
</table>

* Fig in paranthesis indicate % of agg. in each group.
TABLE NO. 3.

COLOUR OF ADS

The variation of colour of the advertisements often depend on the nature of product, the theme of product, the advertiser objective of promoting a product, his promotional policy and even the advertising budget. The selected medium is also often a major factor that decide the colour of the advertisements from these angles the researcher have tried how the ads in the print media are published. The details are presented in the table no. 3.

From the data it is clear that though there was a dominance of Black & white advertisements in the early period. Since 1970 the dominance of two colour and multi colour is growing. This is mainly because change in printer technology, readers atithnds, advertiser objective and even change in promotional strategy.

If one considers the product category than it can be seen that B/W style dominance for consumer galess semier category and their % are as follows:

<table>
<thead>
<tr>
<th>Category</th>
<th>% of B/W</th>
<th>% of Two Colour</th>
<th>% of Multi Colour</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consumer Goods</td>
<td>70%</td>
<td>25%</td>
<td>5%</td>
</tr>
<tr>
<td>Interior decoration</td>
<td>80%</td>
<td>10%</td>
<td>0%</td>
</tr>
</tbody>
</table>

Where as two colour ads are dominant in following product:

Now profit gainsat & Interior decros.

The growth of multi coloured ads is specifically seen in case of products like consumer goods, products & foods.
TABLE NO. 3.

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TABLE NO. 4
TOP HEAD LINES

The theme of the ads is usually indicated by the head line that figures in the total copy. A good layout of an ad is basically a layout with appropriate matching of head line, lago, lateral feature, massage and the bottom line. In print media the views attention can usually be attracted by having an appropriate Read line. For these purpose attention is usually focused on the selection of head line.

A head line usually indicates the nature of ad, the product it wants to promote and even the standing of the company. The head line is often reflection of the appeal selected by the advertiser depending upon product function, salient features of the product and consumers cydogy as well as presaption of the advertisement by the viewers.

In print media the success of the ad often depends on head lines as it decides how effectively it will attract a consumer, the viewers attention. From these points of view the researcher has standied the head lines of the ads related. The data is presented in the table no. 4.

It is clear that out of total ads 2298 1173 no ads have direct head line. Where as 1125 have indirect head lines. It is clear that direct last fireduades though many changes have occurred in pattern of advertisements. Still the importance of direct lines has not diminished. On the contrary because of the uniqueness of the appeal associated with direct head lines, it is still a popular aspect of advertisements.

If one considers year product categories & headlines that is is noticed that in case of consumer goods & durables direct head lines have always an upper hand. This is because of the fact that these products need a contrat theme that can attract the buyers and potential customers. Similarily in case of advertisements of consumer durables, consumable, much attention is given to the product features & superiority of a product. Over others in terms of technical Superiority, valuation etc. Here again direct head line is more important.

In case of drugs, services, now profit organisation indirect head line are used to a great extent. The motto behind using a direct advertisement is to fetch attraction by creating inquisititions these ads create a feeling of quiscity, distinction and being different or unique in nature. To create these sense indirect head lines are often useful.

In certain cases combination of both direct and indirect head lines is used. This is mainly in case of products where the consumer progenerence, his specific requirements are the issues that figures in the ad., then the products speriority. Some time to remove doubts for creating awareness a combine head line is created,
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Often the right message about the product is given by Head line. The head line indicates what the seller wants to offer as to what the buyer expects from the product. Many good advertisements usually pay attention to head line more than any other aspects of advertisements. From these angles the message of the head line becomes more important. In this study the ads were calculated from seven different category having three different head lines “direct”, “indirect”, and “Combine” head lines.

The data is analysed as follows:

1. In case of advertisements having direct head lines, food products usually are advertised with direct head lines. It is quite natural also as these kinds of head lines appeal to the uses directly and also help the marketer to put the product in the right manner belong the uses. Direct advertisements is also adopted significantly in case of drugs and textiles because here also the use of the product is the main feature on which the seller wants to commentate.

   Direct head line usually has lesser importance on “non-profit-organisation”, “interioe decor product” and in some case “consumer durables.” If one study the year wise pattern of direct advertisements, then it can be seem that slowly the importance of direct head line is growing, specially in the case of products like drugs, food products and consumer durables. This is mainly because advertising is becoming more and more aggressince and direct.

2. “Indirect head lines” often are used by product like institution and companies in volved in the business of service marketing, consumer goods etc. However it appear that indirect head lines are not a much popular form of advertising. Further indirect head lines do not impress the Indian eye because of its limited appeal.

3. The combination of “Direct and Indirect head lines” is still not a popular form as it can be seen from the data rather it appears that these type of ads are used in frequently and they are done for the specific kinds of products.
This type of head line indicates how the product is positioned from the advertising point of view. Here again the head line are classified into the four forms :-

i. News form of head line.

ii. How to form of head line

iii. Quotation from of head line

iv. Command form of head line

These are the popular form used in different contest keeping in mind nature of the products, utility of the product and the target user class. The analysis of the data made in table reads following facts :-

“News form” of head line are most popular followed by command “and how to” & “quotation”.

A news pattern of head line is more popular in case of food products, drugs and consumer goods and durables, where as the command form of head line is popular in case of consumer goods and service related artefacts.

“How to” type of head line are used more frequently in case of consumer durables and interior decorator where as quotation are used in service and non - profit organisation.

If we considers year wise periodicals changes in the type of “news head line” then is noticed that advertisees are usually switching over to more innoeativoe form of head line such as “news and how to” are the form that are becoming more popular.

The command pattern is not frequently used and in some case quotation types are used because of their unique application.
TABLE NO. 6
HEAD LINE TYPE

This type of head line indicates how the product is positioned from the advertising point of view. Here again the head line are classified into the four forms :-

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TABLE NO. 7
SEX APPEAL

The researcher has devoted the separate chapter to study projection of woman in print media. However the researcher has tried to find out what kind of sex appeal is used in the advertisement and how the advertisers. There any relevance in using woman as an ad symbol is predict utility? is it necessary to portray nudity or shoppy images of woman for product promotion, whether these woman is justify in an ad as a symbol. For these purposes the data is presented in table no. 7.

From the data it is clear that in the yearly period of post independence a vary conservative approach had been adopted by the advertisers while selecting woman as an ad symbol for product promotion. In case of woman especially as sex appeal has become significant only after 1975. It is indication of a change great in the trend of a new trend has been set up by introduction of new kinds of appeal.

The no. of woman as ad symbol was vary minimal in the early period especially to the first two decades. Where as a gradual change is noticed after 70, the use of woman is increasing rapidly and the no. of ads used woman is continuously increasing. The concept of sex appeal is almost established now the use of woman in ad has become feature in print media. In many cases there is an over exposure for woman as ad symbol causing damage to the limits of circuit & moral standards. In case of consumer goods and durables the use of woman or woman have been used on a large scales as ad symbol. In many cases especially is consumer goods, exploiting the sex appeal of woman has been the primer pal aspect of the advertisement. In case of textiles and in case of food products though woman have been used as ad symbol or appeal hardly much attention in case of nonproft organisation, services etc. The sex appeal aspect is not at all considered because the vary purpose of the advertisement is significantly different than regularly commercial ads.
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TABLE NO. II

TYPE OF AD COPY

The term ad copy is defined as:-

Accordingly the main features of ad copy are :-

Keeping the features in mind is one studies various type of ad copies are that has been used in different sameplestanding than the sample collected can be dinaded into fine categories :-

i. Reason why ?
ii Informative,
iii Descriptive,
iv Testimonials 

The researcher has tried to find out which copy of ad has been used widely & reson behind them. The data was collected and is presented in following table.

It is noted that out of 2298 no. of ads the majority of ads (in 35%) were based on Reason why type of copy.

The major causes of using informative ads are as :-

1. It helps to project the product rightly in the minds of readers.
2. It also halps the reader to understand major product features.
3. It also helps in proper positioning of the product.
4. It can also be used for comparatively advertisement with the competitive products.
5. Ongarmative advertisement are simple copy designing.

Descriptive ads are also quite popular & features second in no. The reasons of descriptive ad copies are also traced ant. They are as follows:-

a) The descriptive ad is bit modified form of informative advertisement.
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i. Reason why ?
ii Informative,
iii Descriptive,
iv Testimonials &
v Narrative.

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a) The descriptive ad is bit modified form of informative advertisement.
b) It helps to give necessary details about the product.

c) It also helps in making how to use or die it your say copy.

d) Descriptive ads are also useful to impress upon the readers to main
strength of particular products.

The reason why ads rank third in no. The reason why copies explain following aspects :-

i. product superiority

ii. Specifive use of product.

iii. Uniqueness

iv. Superior or sense.

v. distinctive featue and 

vi. for a strong comparative

Appeal.

*** one analyse the adverteser anaviding the product category.
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As the present study is related with various source in print media, The researcher has elaborated the source that he has used for collection of advertisements. The ads are collected from different magazine publish in different type period A detailed table explaining is used along with their no. is as under.

From the table it is clear that in ad 191 magazine & other print media resource are used. The maximum no. of news paper is 25. (Hindustion Times) Times of India & ribume & Economic Times are the your major newspaper have been used as the base source of print media specially in the newspaper category, where as different magazine are also used which includes read Digest, A & M etc. are use in 1997 followed by 1993, 1989 and as well as 1973.
Table No. 9
Distribution of Number of Issues of Each Magazine & News Paper

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<td>2</td>
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<td>Sarita</td>
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<td></td>
<td></td>
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</tr>
<tr>
<td>Women's Era</td>
<td>7</td>
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<td></td>
<td></td>
<td>1</td>
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<tr>
<td>Business World</td>
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<tr>
<td><strong>Total</strong></td>
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<td><strong>16</strong></td>
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<td><strong>13</strong></td>
<td><strong>26</strong></td>
<td></td>
<td><strong>113</strong></td>
</tr>
</tbody>
</table>
The change in the copy of Advertisement indicate the changing pattern of advertisement whether any change has occurred in this span of 50 years is standied by the resercher. For this purpose the resercher has classified the ads in three category :-

i. Straight selling copies

ii. Institution copy &

iii. Reminder Copy

The ads are classified on these basis on year wise pattern and the data is presented in the table. From the data it is clear that institutional copies are most dominant followed by straight selling copies. (%) Reminder copies also appear in Sizable proposition.

Though hitinally in the early period stories are on straight selling copies, it appears that a slight chank has occurred as their is a suight arc the institution copies. The reason for this popularity of institution copies are as :-

i. to attract the attention of reiver towards the company offereing in a particular product/Service.

ii. To creat brand and company boyality.

iii. The strong attempt of instution image building can be achieved through there copies.

iv. Institutional copies project both institution as well as product.

The straight selling copies is popular choice because of following reasons :-

i. It directly points out the major product features.

ii. It works as a quick promotional policy.

iii. It hits at the reades eyecology as a user.
Table No. 10

Types of Copy of Advertisements appeared in Selected Magazines in different years

<table>
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<tr>
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<tbody>
<tr>
<td>Straight Selling Copies</td>
<td>7</td>
<td>150</td>
<td>165</td>
<td>35</td>
<td>26</td>
<td>85</td>
<td>295</td>
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<td>56</td>
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A charge in the text of advertisement indirect a change in the approach of advertisement. These change is a regulation of changing tests of people, changes in the product features advertisement strategy as well as changes in the over all advertisement gament in the print media.

From these angles the researcher has tried to find out what changes has occured in last time dreades in the text as well as in the form of advertisement. The data so collected is presented in table.

For these purposes of these study the parameters indicating change in text of advertising used were:

1. quality
2. outlook & coy
3. price
4. Product Speci Action
5. Service after sale
7. Durability
8. Convence & Handling
9. Salient Acatures &
10. Retail outlets.

It one studies the year wise pattern of changes in the advertisements it can be noticed that quality was a secondary issues in the early 50's & 60's but now in 70's it has become the most prominent issue.

The importance of quality and advertisement feature has continuously on rise. The consumer has become more conscious about quality & product standin strength of product has always been appreciated by the viewers. Quality a logically symbol and expression for advertisers.

Next to quality equally important aspects in the advertiser is salient Acatures of product. An advertisement has unique features or has distinguish features enjoys as special status over others. This is matter of comparison.
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superiority & distinction over others. For comparativaly advertisement an 
adveracy compaign is seatures of uniqueness beecome paramount importance.

It is also noticed that after sale service has become 3 no important 
features in the ad strategy. However its importance has grown only since 70's .
This may be due to growing competition and changing strudtures of market.
Product speciaficates, is another aspect that has a special importance in the ad 
copies Ad advertiser claiming that his product has certain merits or ddistinct 
features imidiate attrats the attention of readers. Hence the ads is no more 
important promotion but it becomes an important matter with a news realee.
Comparison of media effectiveness

- **Chance to Listen/See**
  - Radio: 79
  - TV: 79
  - Newspaper: 68

- **Actually Did Listen/See**
  - Radio: 47
  - TV: 48
  - Newspaper: 35

- **Special Recall**
  - Radio: 28
  - TV: 16
  - Newspaper: 21

Bar chart showing comparison of media effectiveness.
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Taxonomy of Advertising

(A) The type of ad. it attempts to appeared to
   - Primary ad. (Not brand based but)
   - Selective ad. (Brand based.)
   - Product Pub. Service Advt.
   - Informative Persuasive Reminder oriented

(B) Objective based advt.
   - Consumer Advt.
   - Industrial Advt.
   - Non Profit Advt.

(C) The Audience to which it is directed.
   - Trade Advt.
   - Retailer Advt.
   - Whole Saler Advt.

(D) The timing of the response it elicits.
   - Direct action
   - Indirect action

(E) The number & type of sponsors of the Advt.
   - Single Advt.
   - Co-operative Advt.
   - Horizontal
   - Vertical

(F) The extent of its geographical coverage.
   - Local
   - Regional
   - National

(G) According to medium it utilizes.
   - T.V., Radio, Magazine
   - Outdoor, Periodicals
   - Newspaper, Direct mail
SELF REGULATING BODIES IN AMERICA CONTROLLING ADVERTISING

NAD

NAD EVALUATES

NAD DISMISSES

ADVERTISER CONTACTED

SUBSTANTIATION REQUESTED

NAD DISMISSES

ADVERTISING SUBSTANTIATION

SUBSTANTIATION NOT ACCEPTABLE ADVERTISER ASK TO CHANGE OR DISCONTINUE MESSAGE

ADVERTISER AGREES NAD DISMISSED

ADVERTISER DISAGREES MATTER APPEALED TO NARB BY NAD OR ADVERTISER

NAD CHAIRMAN APPOINTS PANEL

PANELS FINDS ADVERTISING NOT MISLEADING DISMISSES

ADVERTISER ASK TO CHANGE OR DISCONTINUE MESSAGE

ADVERTISER AGREES PANEL DISMISSED

ADVERTISER REFUSED MATTER REFERRED FOR FURTHER ACTION

NAD - NATIONAL ADVERTISING DIVISION
NARB - NATIONAL ADVERTISING REVIEW BOARD
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<td>Capitalised Billings 91/92</td>
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The news daily is not considered as alike ads are in black and white

* Fig in parenthesis indicate % of total in each group.
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