PREFACE

The concept of this work 'Social audit of advertising' originally sprang up out of the lively discussion with Professor Dr. B. K. Basu, Department of Commerce, University of Calcutta. The concept of advertising is not a new one but its social impact, perhaps, is a newly originated concept in India. No human being, living in the society, can deny the impact of advertising. Generally, advertising is treated as a 'sales promotion' technique. In India, Professor Dr. Basu is the pioneer who tries to audit the impact of advertising on the society and he delivered lectures on advertisement and its social impact from time to time at different parts of India on National Seminars.

In this study, I tried, to the best of my ability, to measure the importance and effectiveness of advertising on daily life style of human beings considering its limitations. Now-a-days, it is observed in actual practices that the consumers' desires are shaped by the objectives of the advertiser and in most cases the consumers' loose their personal choice only for the rapid, growing and unplanned advertising. In this situation, the advertisers are more interested to persuade rather than to inform merely. The work 'social audit of advertising' ensures to highlight the contribution of advertising for social well-being and national development.
First of all, I pay my deep debt of gratitude to my research supervisor Professor Dr. B. K. Basu for whose counselling the research work has come into light. It would not have been possible for me to finish this work without his kind co-operation and valuable guidance in every steps of my work.

I convey my heart-felt gratitude to my grandmother Smt. Ashalata Saha, father Sri Nirmal Kumar Saha, mother Smt. Sandhya Saha and other members of my family for their encouragement during the period of work.

I am specially indebted to Dr. Subhas Roychowdhury and Dr. Suraj Kumar Debnath for their helpful attitudes.

At last but not least, I am very much greatful to many distinguished authors and experts of international repute of my country and abroad whose books, articles and writings have been used as references to this work. I solicit their blessings of my success.

Nilay Kumar Saha.

Chandpara Bazar
North 24 Parganas
October 23, 1995 Dewali.