

MEDIA ADVERTISING AND IMPACT ON SOCIAL AND CULTURAL ELEMENTS

Ratish C Gupta, Daly College Business School, De Montfort University
Shruti Maheshwari, Daly College Business School, De Montfort University

ABSTRACT

Today is the age of advertising. Whether you open a newspaper or you switch on T.V. or radio you find yourself surrounded with some or other type of advertisement. Your mind is being sold to these advertisers. Advertising is the promotion of product or services. This gives companies a way to expose their products to people and hence maximize their sales. No company in the world can survive without the use of advertisements. Advertising is the mostly debated topic now. Like every coin has two sides advertising also have some positive as well some negative points. If it has some positive aspect of social and economic impact on society then it do have some negative impact also. Advertising a public welfare program has positive social impact whereas exposing woman in an advertisement has negative impact on society.

Keywords: Advertising, Culture, Media, Communication.

Advertising is a best way to reach masses. Different techniques are used for advertising which persuades the consumers that why they need the product which is being advertised. They focus more on the benefits, which consumer will get from that product, rather than the product itself. Through advertising, products can be known to public easily. They can decide which product they need and why. Thus increasing the consumption and as a result also increasing the demand of the product. Advertising is also used to create awareness among public that which product they use and to which product they can say no. It can also be used to educate people about certain diseases or danger or family planning or social evils of society.

Advertising can also be used to inform public about social events like concerts and performances. Charities can use media to advertise about the illnesses and encourage people for donations. Social organizations and NGOs can use the mean of advertisement for promoting their campaigns. Seeking help through advertisement during epidemics or natural calamities can help a lot.

There are some drawbacks of advertising as well. It plays with the emotions of general public and encourages them to think that buying and depleting are the activities of life. Materialism is being much glorified through advertisements, which can again have dangerous consequences Society is becoming ignorant towards social or world issues because we are too obsessed to satisfy our needs which are created through advertisements. Products which are heavily advertised are expensive due to the cost spent on advertising directly or indirectly fall on society. Advertisement besides creating contentment can also simultaneously create discontentment. Our society and the marketing of products depend so badly on advertisement that even its negative impact on society can't underestimate its positive social and economical effects. (Douglas et al, 2015)

FUTURE OF ADVERTISING

Advertising gives a beautiful picture of a particular product so as to gain more and more consumers and popularity in the market but as the entire world is moving on the path of development and advancement beauty products advertising cannot remain stagnant on a particular point so the future of advertising in coming years is the happening topic of the day. Historically advertisements were not treated something very common but it was a choice of big firms who could afford both time and money in these advertisements but now it is a choice of everyone. And the customers then, had no option other than watching those advertisements. Now, time has changed. Since last 10 years, there has been a dramatic change in the world of advertisement. And this will not have a stoppage in coming years. The change doesn't mean that the advertising agencies will all be shut down and firms will take over. It just means that the existing advertising agencies will have to experience a change in the industry and within. The agencies will also change for good, be capable to cope up with new challenges, new competition and new attitudes of the consumers.

Once an article was written on change in advertising in 1992 and the title then also suits now, it said - Advertising Age: Change or Die and very well said. To understand what is going to change and what will remain the same should be on the top of the list of the advertisers. There has been a rapid change in the history of advertising industry with the increase in numbers of different mediums of advertising which is just not restricted to print media or television. The change in the level of knowledge in the consumers in the past few decades make traditional means of advertisements ineffective. It is also seen that ad spending grew rapidly in last 2 decades. *“Historically, when there is an upturn in advertising expenditure, it tends to rise faster than the wider economy. So, provided economic growth can be sustained, ad spending may continue to pick up. Even the arrival of new media, like the internet, does not spell the demise of the old. Indeed TV never killed radio, which in turn never killed newspapers. They did pose huge creative challenges, but that's acceptable. The advertising industry is relentlessly inventive. The future will be in favour of the advertisers and advertisements but only at the cost of proper management and proper use of digital technologies and internet.”* (Constantinides & Stagno 2011)

This is the beginning of digital era. Earlier people used to take advertisements as a mere waste of money as during those times giving ad in radio or television was only limited to large scale manufactures but now a day these advertisements are compulsory as there is a positive relationship between advertising expenditure and respond of consumers towards these expenditures.

Now onwards, internet and technology has taken an important position. Let's talk about the mass media. Today every TV serial, all movies running in theatres and all breaks in the radio channels have fillers called ads. But in the coming years, the ads can be shown to the consumers only if they want to see and not because the advertisers want them to see it. Nowadays, no one trusts the ad industry because there is no transparency. The ethics are not being the part of ads anymore. In coming years, the bond of trust has to be again rebuilt between the consumers and the advertisers.

The advertisers will have to work hard to gain the confidence of the customers. Advertisements are the needs of modern times as they have positive effects on production, distribution, consumption and exchange of goods and services in the economy. Decrease in advertising cost will definitely attract more and more companies including even small scale

companies to select it for increasing sales of its products and contribute to increasing development of a country. (Economist, 2004)

CONCLUSION

Advertising media is an important vehicle that transmits advertiser's message to target audience. There are various kinds of media like print, broadcast, direct mail, internet; outdoor etc. the choice of media for an organisation however depends on size, mission, and levels of consumers. The most important element of a advertising media is that right message to be conveyed to right audience at the right time. There are various types of media advertising like print, guerrilla, broadcast, outdoor, public service, cell, online, film, promotional etc. Each type of media advertising is associated with some advantages and disadvantages so the choice of media has to be done keeping in view the best alternative. Media planning is the most important function of advertising media as it acts as a mediator between the organisation and potential consumers. Deciding media objective, media strategies, media selection, media scheduling comes under the scope of media planning. Media selection as a part of media planning is very important because it refers to what kind of media will be appropriate for different levels of consumers of beauty products. Media plan is the documentation of complete media planning. (Yang et al, 2012)

The success of any media plan depends on how well the advertising strategy is followed keeping in view the potential consumers. The best weapon to win the battle from competitors is advertising media. In this study researcher has focused specially on print and electronic media. Print media is the media in writing and includes newspapers, magazines, journals, brochures, and journals etc. that are aimed at targeting large and literate group of consumers. Electronic media includes T.V., Radio and internet etc. that uses audio and visual effects to capture the attention of large group of consumers. There has been a rapid change in the history of advertising industry with the increase in numbers of different mediums of advertising which is just not restricted to print media or television.

Advertising copy is an integral part of any advertising campaign that comes up with the best effective message within prescribed word limits to attract large number of potential consumers. Media is something which provides entertainment and drives our economy. Even the arrival of new media, like the internet, does not spell the demise of the old. Indeed TV never killed radio, which in turn never killed newspapers. They did pose huge creative challenges, but that's acceptable. The advertising industry is relentlessly inventive. The future will be in favour of the advertisers and advertisements but only at the cost of proper management and proper use of digital technologies and internet.

REFERENCES

- Constantinides, E., & Zinck Stagno, M.C. (2011). Potential of the social media as instruments of higher education marketing: A segmentation study. *Journal of marketing for higher education*, 21(1), 7-24.
- Douglas, J.A., Douglas, A., McClelland, R.J., & Davies, J. (2015). Understanding student satisfaction and dissatisfaction: an interpretive study in the UK higher education context. *Studies in Higher Education*, 40(2), 329-349.
- Economist, (2004) "The harder hard sell" available at <http://www.economist.com/node/2787854>.
- Yang, X., Jayashree, S., & Marthandan, G. (2012). Ideal types of strategic innovation an exploratory study of Chinese cosmetic industry. *International Journal of Business and Management*, 7(17), 78.