

RESEARCH ARTICLE

# Advertisement and its influence on our Daily lives

---

Dr. Rajesh Kumar Pandey, Assistant Prof. (English) A.S.D,BTKIT (Govt. of U.K.) Dwarahat Almora, U.K.

## ABSTRACT

Advertising is a means of communication with the users of a product or service. It has become an integral part of our daily life. An advertisement is the promotion of a product, brand or service to a viewership in order to attract interest, engagement and sales. Advertisements come in many forms, from copy to interactive video and have evolved to become a crucial feature of the app market place.

**Keywords:** Advertising is an easily accessible persuasion tactic.

Actually, advertising includes all the activities performed by the enterprise to present the goods and services to the consumer and to motivate them to buy these goods and services. It is non – personal form of communication, which is paid for the marketer (sponsor) to promote his goods and services? The term ‘advertising’ has been defined by many eminent authors as according to William J. Station “Advertising consists of all the activities involved in presenting to a group, a non-personal oral or visual openly sponsored message regarding a product or service or idea, this message is called advertisement, is disseminated through one or more media and is paid for by the identified sponsor”.

The most standard definition of advertising is as “advertising is the non-personal communication of information usually paid for and usually persuasive in nature about products, services or ideas by identified sponsors through the various media”.(Bovee, 1992, P.7).

Advertising is always present, through people may not be aware of it; in today’s world advertising uses every possible media to get its

message though. It does this via television. Print ( newspapers, magazines, journals etc ) radio, press, internet, direct selling, hoardings, mailers, contexts, sponsor ships, postures, clothes, events, colours, sounds, visuals, and even people (endorsements). Every day we come across hundreds of advertising messages, which tell us about various products. It is perhaps the most commonly used tool of promotion by an organization.

Selling proposition, maintaining a good image, teamwork, brand building, changing customer’s attitudes etc are the objectives of advertising. For broadly speaking, advertising can be classified into two broad categories viz: Product advertising and Institutional advertising. Product advertising is that advertising whose main purpose is to inform and stimulate the market about the advertiser’s product or services. This advertising usually promotes specific branded products in such a manner as to make it more desirable in the eyes of prospects than competitor’s brand. Advertising helps in spreading information about the advertising firm, its products, qualities and place of availability of its products, and so on. It helps to create a non-personal link between the advertiser and the receiver of the message. The significance of the advertising has increased in modern era of large scale production and tough competition in the market. It is needed not only the manufacturers and traders but also for the customer and the society.

For the effective advertising, sound and sight play an important role. Sound is extremely useful for advertising. It can be used in variety of media, from radio and television to the new technology of binding micro-sound chips magazines

**RESEARCH ARTICLE**

to present 20-second sales messages. It is also capable of preserving words and “theatre of the mind.” This means that sound can conjure in the listener’s mind images and actions that not necessarily exist. Thus, sound in the form of word and effect, is quite useful in the advertiser in affecting a listener.

Sight is arguably the most useful of the communication channels available to the advertiser. Through sight, it is possible to use both words and images effectively. A visual representation can quickly and concisely show a customer what the advertiser want him to see. The basic aim of an advertising campaign is given as below.

1. Attention
2. Interest
3. Desire
4. Action
5. Satisfaction

Advertising provides employment to person engaged in writing, designing and issuing advertisements. It promotes the standards of living of the people by increasing variety and quality in consumption as a result of sustained research and development activities by the manufacturers. Advertising sustain the press, and other media. It provides an important source of income to the press, radio and television networks. The customers are also benefitted because they get newspapers and magazines at cheaper rates. The publishers of newspapers and magazines are benefitted because of increased circulation of their publications.

Advertising is not always used for company’s benefits. It is meant for helping customers to make the right choice of product. It educates people about availability of new products, its features and qualities, price, services and other related aspects. Such information is instrumental for purchasing suitable products. Advertising is for everybody including kids, young and old. There are some social issues which advertising deals with like child labour, liquor consumption, girl child killing, Smoking , family planning education, etc. The objective of advertising is nothing but to sale the product or idea or a service. The real role of advertising is to increase awareness among the consumer about the seller’s product.

Thus, we can say that any message created with the aim of instigating people to respond in specific manner, i.e. buying the product sponsored, is called advertising.

**REFERENCE:**

- [1] Nicholas Mirzoeff , The visual culture reader , Routledge, 2002, p.510.
- [2] Bernays, Edward (1928). Propaganda. P.52.
- [3] “Commercial Acting- science of the business ”. SOCIABILITY. February 17,2017.
- [4] TFG Coates: Mr Thomas J Barrat “The Father of Modern advertising” Modern Business, September 1908, Pp 107-15.