

ADVERTISING: A PART OF SOCIO-CULTURAL COMMUNICATION THROUGH NEW MEDIA

Dr. Ashutosh Mandavi*

ABSTRACT

In terms of mass communication, advertising refers to the persuasive marketing of a good or service to the public in order to persuade them to purchase it or use it. Studying the effects and strategies of advertising is important to the study of mass communication because most advertising is done through some sort of mass media, like television. Advertising is the for-profit, faceless, one-way promotion of persuading information from a sponsor. The sponsor encourages the use of particular goods or concepts through mass communication channels. The message sent to audiences is completely under the control of advertisers. Advertisement increases sales and consumption of product by either introducing new articles in the market or by familiarizing people with the new uses of the old articles. It attracts attention, creates interest and awareness and arises and maintains consumer's demand. It influences the buying behavior of the prospective customers. It widens the market for a product.

Keywords: *Twitter, Facebook, Mass Media.*

Introduction

Communications comes from the Latin word 'communis', which means 'common'. We deliberately communicate ideas, information, etc. to establish a "commonality" with others. The essence of communication is to bring about understanding between the receiver and the sender. The message brings about intended behaviors' as well. Newspapers, films, radio, television, etc. are used to convey messages to the general public. Communication makes people understand each other and share joys and sorrows, problems and responsibilities. Communication is a planned and organized activity .

Wilber Schramm in his article "How Communication Works," identified three elements of communication, namely, the source, the message and the destination. Today we are living in the world of communication. Nothing moves without communication. It makes human life very convenient. Communication is a powerful tool. An eminent communication scientist Everett. M. Rogers observes: "Wherever change occurs, there flows communication." We cannot imagine our lives and society without communication. It helps people and society grow together and further. Communication, in reality, should be perceived as "human communication." Therefore, the phrase "mass communication" has been used by communication scientists. Mass communication deals with communication that is of the people, by the people, and for the people in the democratic sense.

Advertising is a "means of communicating information pertaining to products, services, or ideas by other than direct personal contact and on an openly paid basis with the intent to sell or otherwise obtain favorable consideration." Informative advertising enables consumers to secure relevant and adequate information about all rival products and their relative merits. Thus, advertising helps consumers exercise their right to choose and buy a product or service intelligently. Advertising enhances decision-making by providing information and by supporting brand names. It provides an efficient means of communication. By generating various product associations, advertising can add to the utility a buyer receives from a product.

* Department of Advertising & Public Relations, Kushabhau Thakre University of Journalism & Mass Communication, Raipur, Chhattishgarh, India.

In terms of mass communication, advertising refers to the persuasive marketing of a good or service to the public in order to persuade them to purchase it or use it. Studying the effects and strategies of advertising is important to the study of mass communication because most advertising is done through some sort of mass medium, like television. Advertising is the for-profit, faceless, one-way promotion of persuading information from a sponsor. The sponsor encourages the use of particular goods or concepts through mass communication channels. The message sent to audiences is completely under the control of advertisers. Promotions created by advertising serve as a channel of communication with people, organizations, or groups with the intention of promoting exchange by educating and persuading the audience to adopt the firm's good or service. However, it is impossible to overstate how important advertising is to the division. Along with other parts like personal selling and sales promotion, advertising is one of the crucial components utilised to promote operations within a firm. Publicity and public relations work together to achieve their objectives. Misunderstanding advertising and its significance to corporate organizations is also a really positive characteristic. In other words, advertising focuses on informing consumers about goods and services while also highlighting their value and excellence.

Advertisement increases sales and consumption of product by either introducing new articles in the market or by familiarizing people with the new uses of the old articles. It attracts attention, creates interest and awareness and increases and maintains consumer demand. It influences the buying behavior of prospective customers. It widens the market for a product. It encourages mass production and enables a businessman to enjoy large-scale economics. It reduces per-unit production and distribution costs. Optimum utilization of resources reduces costs and increases profits. Advertising is a form of commercial mass communication designed to promote the sale of a product or service. Advertising, in the sense of a communication link between a buyer and a seller or a producer and a consumer, is really as old as civilization itself. As we have known since the beginning of time in India, it was also known that the Bengal Gazette, or Hickey's Gazette, was the first newspaper in India published on 29, 1780 after its founder editor, James Augustus Hickey, and it carried advertisements. As an organized profession in India, advertising is relatively young. The first advertising agency was set up in 1907. Within the brief span of years, advertising in India has made rapid progress. It has reached a fairly high level of maturity in the advanced industrialized countries, particularly since the beginning of the nineties. Not only has its progress been very fast in the last few years, but its character has also undergone a radical change.

In recent years, various big and notable changes have been witnessed in the field of communication and media. Many new concepts have popped up, and new media advertising is one of them. India is new to new media advertising, but this concept has been around for quite a long time now. According to the most recent trends, new media advertising is the most popular and emerging medium of advertising. New media advertising is a synonym for online advertising and has taken web media with a stride. People now, instead of going for the traditional advertising trend, are giving more weightage to online advertising. This is mainly due to the fact that it is a more targeted maximum exposure. New media advertising has got a bright future. The advantage of new media advertising is that it is relatively cheaper in comparison to other media and can also be done in an attractive manner. Moreover, various small and upcoming businesses can easily go for new media advertising because it has emerged as one of the most convenient ways to promote any product and services. Advertising that is distributed through mass media channels reaches a huge audience of potential customers. Due to the high volume of impressions, it generates, this advertising is frequently expensive, and for it to be effective, a campaign must be well planned. For businesses that do not want to manage their advertising needs internally, advertising organizations with a focus on mass media marketing are accessible. A department dedicated to handling questions from clients interested in placing advertisements is found in the majority of large-scale media publications. The economic structure of the media sector is distinct from other sectors and is highly distinctive. In essence, the media is an enterprise that produces entertainment for the purpose of engrossing viewers while also airing commercials. As buyers of entertainment, viewers are therefore only exposed to these commercials incidentally. The dangers of purchasing inferior goods are reduced through advertising. It also mistreats products of poor quality. It encourages quality by providing details, evidence, and comparisons. It also enables the product's prices to remain fair by lowering costs through maximum sales.

The marketers pay for this entertainment content, so they may use the interval time to reach out to potent messenger with messages. In a similar manner, both viewers and advertisers use the media as a platform to make money. The media must convey the consumers to the advertisers, and they do this by carefully choosing the degree of advertising with Print, radio, and television dominated the media in the

20th century, capturing the attention of a large portion of the populace and enabling people to read, listen to, and watch the world in a way that they had not previously been able to. Since its creation in 1989, the World Wide Web has provided users with the ability to message, tweet, send and receive emails, images, and videos, as well as engage with user-generated content on websites like Twitter, Facebook, and a host of others. The media also has another purpose besides spreading knowledge and uniting people. It promotes services and goods while highlighting the advantages of each. Due to the media's increasing importance in contemporary culture, particularly in western countries, advertising on mass media is also a supplementary activity to programming. Due to the ongoing cultural shaping that media productions have on society, sociologists have even given this new phenomenon the name "mediated culture." People and communities are typically reached through a variety of media outlets, which inundate them with information.

Conclusion

In this communication age, advertising blossomed to its full form with the liberalization of policy, technological advancements, and the introduction of various modern electronic media, made advertising not only more fascinating and income-generating but also socio-culturally influential. Thus, we can say that advertisements have become a part of life for everyone through various mass media. Advertising plays a significant role in changing society in this day and age of information explosion and media influence. Through a variety of literature evaluations, the impact of social media advertising on consumers' purchase intentions has been examined in this study. According to numerous studies, social media advertising is only successful if it can elicit a quick and significant amount of consumer response. Customers are now more concerned with the authenticity and relevance of advertising content, and they give customer recommendations more weight than those that are provided by businesses. One of the most important aspects of customer purchasing behavior to comprehend is purchase intention. However, this study found that the common characteristics of social media marketing that affect consumers' purchase intentions include information, amusement, reward, trust, and satisfaction. Thus, the impact leads to cultural and social changes to a great extent through mass media.

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