UNIT 2 : ADVERTISING AND PUBLICITY

UNIT STRUCTURE

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2.1 LEARNING OBJECTIVES

After going through the unit you will be able to

- describe the concept of publicity and propaganda
- define the advertising media
- discuss the advertising in print, radio and television
- explain the role of ASCI

2.2 INTRODUCTION

In the previous unit i.e. unit 1, we have dealt with the concept of advertising, objectives, functions, classifications, etc. There we have got an outline on the various elements of advertising also. In this unit, that is Unit – 2, we will consider the concept of publicity and propaganda, advertising media, which includes print advertising; radio advertising, television advertising and then we shall analyze the role of ASCI.

Advertising is primarily a one-way communication whose purpose is to inform the potential customers about products and services and how to obtain them. Every major media including television, radio, movies,

videos, the internet, billboards etc. is used to deliver these messages. The print media includes newspapers, magazines, brochures, pamphlets and all printed materials that fall under the purview of advertising.

The concept of advertising agency, different types, activities and functions of advertising agencies, role of ad manager and the concept of marketing etc. will be considered in the next unit i.e. unit 3.

2.3 PUBLICITY AND PROPAGANDA

2.3.1 Publicity:

The publicity is to reflect the performance and get public acknowledgement and appreciation. Many organizations of the new era use publicity to promote their ideas, concepts or products. Publicity has become an essential function of PR. PR executives to the media provide the contents of news. The media decision makers may or may not use these sets of information. PR expert Cutlip defined publicity as "——information from an outside source that is used by the media because the information has news value. It is an uncontrolled method of placing messages in the media because the source does not pay the media for placement". Good public relations start with good performance as viewed by the public. The function of publicity is to reflect the performance and get public acknowledgement and appreciation for it. It is a communication tool, which is concerned with dissemination of information about an organization to attract attention, to gain recognition, to build image and to win the approval of the target public.

According to the *Handbook of Journalism and Mass Communication*, we can broadly categorize publicity into seven types:

(1) News:

The most common type of publicity is news of local, regional or

national interest. There are two types of news publicity - **spontaneous news** and **planned news**. Spontaneous news publicity originates from an unplanned event, such as a strike in an organisation, major accident, fire, explosion, flood or drought etc. News media are notified and they may send reporters, photographers and camera crew to the news source. Planned news publicity originates in the day-to-day developments and occurrences within organization, which may be of news value and public interest. News releases are prepared and distributed by public relations staff at the headquarters.

(2) Business feature Articles:

Business feature articles are an important type of publicity published by business, trade and technical media, prepared by industrial firms to support their marketing objectives. A business feature defines problems common to an industry and describes solutions to these problems. A business feature may be developed from speeches discussing product applications. Independent, or freelancers, writers and photographers, whose work is coordinated by a member of the public relations staff, prepare many business features.

3) Service Feature Article:

Service Feature Article is written to provide newspaper and magazine readers with information, advice and suggestions on home, fashion, health, food, beauty and care etc.

4) Financial publicity:

Financial news releases feature, annual and quarterly reports, annual meetings, new products and other financial news, which are the examples of many news releases and feature articles appearing on the financial pages of daily newspapers and financial magazines, these are a kind of financial publicity.

5) Product publicity:

Product publicity gives information about complex technical product or service to the consumers to enable them to choose intelligently from the wide variety of products on the market.

6) Pictorial Publicity:

It is a publicity through pictures in still photographs by newspapers and magazines. Many companies maintain cameramen for photographic covering of special events.

(7) Emergency Publicity:

To ensure proper handling of media relations during an emergency, the Public Relations department should prepare, in advance, a carefully considered emergency publicity programme.

Publicity Media:

Newspaper is the major medium of publicity. They are read by a large number of people and they influence public opinion. Newspapers appeal to the target audiences providing opportunities for product publicity.

Magazines are an important medium for product news, feature stories and pictorial publicity. It affords space to tell a complete story. Magazines are particularly suitable for service or educational publicity articles. The attractive appearance, good paper and five-color combination of magazines make them ideal for picture publicity.

Radio and television publicity has developed rapidly in the country. Radio covers 95% of the geographical area while the TV covers 80%. TV is becoming one of the most effective media for publicity because of its audiovisual character.

Good relationships with editors, editorial writers, publishers, columnists and news broadcasters are vitally important to secure publicity. Personal contacts, Press conferences, mainly of news

readers, media previews, media management launchers and media kits are the most effective weapons of publicity.

2.3.2 PROPAGANDA

An important influence on public opinion is propaganda. It is a deliberately evolved and guided campaign to influence people to accept a given view, sentiment or value (W. Schramm, '*Process and effect of Mass Communication'*). In the propaganda process opposing views are dumped in a dustbin. It is a thrust upon the masses to create positive attitudes towards it without caring for its rational or moral insinuations. Generally it can be said that propaganda is a communication process intended for audience through enlightenment, persuasion, or dedicated religions, charitable, political and social service institutions to influence the thoughts and actions of others for their best interests. Propaganda alters or modifies the uses of people by influencing their emotional attitudes and feelings. Its objective is to implant an attitude in the minds of people that is deemed natural and logical. Propaganda leads to collective actions. It is different from advertising in the sense that advertising tries to influence the actions and thought process of individuals. Propaganda influences the thought process of groups. Hence, Schramm opines that propaganda operates to put an end to discussion and reflection. During the elections, the political parties resort to propaganda campaigns to malign the images of their opponents.

W. Schramm outlined some methods of Propaganda, such as —

(1) **Define the facts**: misrepresenting facts and supplying wrong sets of information to the public through Propaganda.

(2) **Use in-group out-group attitudes**: Two opponent groups create the feeling of dissent. The groups also teach their own members to spite other groups. This is called in-group out-

group attitude. The Propagandist creates positive feelings in the minds of the groups.

(3) Use emotional attitudes: Propagandist can identify the emotional attitudes and prejudices that are already present in people. If he is able to associate his views with some favourable attitudes or prejudices of people, if opposing views are associated with unfavourable attitudes, they are likely to be eschewed. Hence, the propagandist to create a favourable impression for his thoughts smartly uses the preexisting opinions and attitudes of the people in question.

Encarta Encyclopedia describes Propaganda as the tool of dissemination of ideas and information for the purpose of inducing or intensifying specific attitudes and actions.

Propaganda may be disseminated by or for individuals, businesses, ethnic associations, religious organizations, political organizations, and governments at every level. No matter what its objective, propaganda attempts to persuade through rational or emotional appeal, or through the organization of personal opinion. Efficient use of the communication media is central to these efforts.



CHECK YOUR PROGRESS

Q.1. What do you mean by propaganda?

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Q.2. Explain at least three types of publicity.

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Q. 3. What is news?

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Q. 4. What do you mean by publicity?

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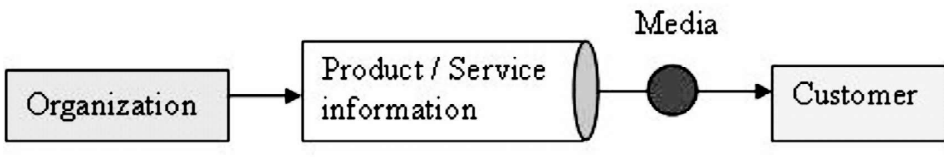
ACTIVITY - 2.1

1. Open a daily newspaper and try to identify various news which are published as some publicity.
2. Visit a nearby private educational institution and collect information on their publicity plan and try to prepare a report on it.

2.4 ADVERTISING MEDIA

Concept

Advertising is an effort to influence the buying behaviour of the customers by offering a persuasive selling message about the products and services. In recent years, with the spread of the media reach advertising has attained a much wider popularity. The communication channels used for advertising, including television, radio, newspapers, magazines, cinema and outdoor advertising are popularly known as advertising media.



We can consider four elements in an advertising process. These are : organization, product information, media and target audience or



Media : literally media is the plural form of medium. It stands for the tools or channels of communication.

Advertising media : The communication channels used for advertising including television, radio, the printed press, and outdoor advertising.

prospective customer. As described in the model, an organization disseminates an information regarding their product or the services to the target customer through various media in the form of advertising. In the absence of any of these elements, the process can not be successful. Let us discuss various media, through which we can disseminate advertising message to the target audience.

2.4.1 PRINT ADVERTISING

As we have discussed in the earlier courses of BMC First year, print media is one of the most effective media all around the globe. The print media includes newspapers, magazines, brochures, pamphlets and all print materials that fall under the purview of printed advertising.

Newspaper is the most popular form of print media. A newspaper is a written publication containing news, information and advertising. The newspaper may be daily or weekly or fortnightly. The newspaper can be classified as shown below in terms of size, frequency and language.

A. Size: 'Broadsheets' and 'Tabloid' are the two types of newspapers according to the size.

- Broadsheets: 600 mm by 380 mm (23½ by 15 inches and 8 columns wide); generally, it is the standard size newspaper.
- Tabloids: Half the sizes of broadsheets at 380 mm by 300 mm (15 by 11¾ inches) and these newspapers cover more features in contrast to broadsheets.

'The Statesman ', 'The Assam Tribune ', 'Amar Asom' belong to the standard category while English weeklies, such as 'The Sun', 'The Sahara Times' and Assamese weeklies, such as 'Asom Bani', 'Sadin' etc. are in the tabloid category.

B. Frequency: The time or the frequency of publication of

newspaper differs from organization to organization. The Assam Tribune, The Sentinel etc. are the daily news papers but there are so many weekly news papers like 'Asom Bani', 'Janambhumi', 'Sadin' and fortnightly newspaper like 'The Gursons Times' etc. A daily newspaper is issued every day. Sunday editions of daily newspapers tend to be larger, include more specialized sections and advertising inserts, and cost more.

C. **Language**: We can classify the newspaper according to language as Hindi (Purbodoy), English (The Assam Tribune) and other regional language (Asomiya Pratidin, Ananda Bazar Patrika) etc. As English has become the international language of business and technology, many newspapers published earlier only in regional languages have also developed English-language editions.

When we consider the newspaper as an advertising medium, we have to asses the advantages of the newspapers as it provides more flexibility than other media do. It is possible to convey rapidly and quickly the sales message, which can be changed or modified to suit the target group. Newspapers reach diverse sections of people. Customers of a particular group can be selected by placing the advertisement in a special interest section. Here we can say that if the product is sports related then it is better to advertise in the sports page. If it is a cooking related product then it should be advertised in the special supplements where there is a scope for discussing recipes etc. The cost of advertising message per reader is lower in a newspaper than in any other medium. Besides, newspapers are carriable. The messages can be read any where, at once at home or outside.

However, despite the several advantages, there are also some limitations of advertisements published in the newspapers. One of them is the short life span, may be for a few days only. Most studies indicate that the average reader spends between 15 to 20 minutes

on a newspaper. This means the advertisement has to make its impression quickly. So, a poor presentation may reduce the impact of advertisements on readers.

Newspaper advertising can be distinguished as follows-

1) **Display advertising**: This type of advertising is placed with great importance. It has strong attention value because of the illustrations, the arrangement of headings and the body text, the white space, colour or other visual devices.

2) **Classified advertising**: As the name implies, such advertisements are placed in a special page i.e. classified page of the paper. For example, 'matrimonial', 'vacancies' etc. On the other hand, some display classified advertisements are also published by the newspapers, which allow more flexibility of arrangement than the regular classified including borders, different font style and type, white space and photographs.

3) **Special advertising**: The government and the political parties mostly give this type of advertising. For example, the tender notice, 'Gohari', government clarifications etc.

Magazine Advertising:

A magazine is a periodical publication, consisting of sheets of paper folded in half and stapled at fold. Generally magazine carries features, articles, stories, current affairs, advertising etc. The presentation of the materials in a magazine is different from that of newspapers. A magazine can be classified as follows in terms of its—

(a) **Size**: There are different kinds of magazine with different sizes. As 'Readers Digest', 'Wisdom' are totally different in size from 'The India Today', 'Outlook'.

(b) **Frequency**: Periodicity can be considered in this regard. There

are so many magazines with different kind of frequencies like weekly ('The Week'), fortnightly ('Prantik'), monthly ('Competition Success'), bimonthly or quarterly.

(c) Audience: Based on the target audiences, the magazines can also be classified. Such as women magazine –'Femina', teenage magazine 'the Eclectic', fashion lover magazine 'Women's Era', 'Vogue', entertainment based magazine 'Film Fare' etc.

The target audience cannot be differentiated in the newspapers. But most of the magazines are published for different category of people. Therefore, if an advertiser wants to disseminate the message of a women related product then the magazine advertising will be more beneficial than newspaper advertising. Magazine ad also lives more days than that of a newspaper. The printing quality and paper quality are some other advantages in magazine advertising.

On the other hand, the magazine has very selective circulation and giving ad in magazine is quite expensive. The rate structure of the magazine is decided according to the size of papers - partial page and full page. The extra exposure, the outer cover of a magazine with colour printing is always considered a preferred or premium position and commands a higher rate than the inside pages.

Direct mail Advertising:

As its name indicates, the direct mail is one of the media of communication that brings the product message directly to the notice of the individual through mail or personal delivery. This is personalized communication, addressed directly to the recipient by name to draw his personal attention towards the product or service.

The pamphlets distribution is the early stage of direct mail ad. It is one of the effective ways to send the sales message to the

target audience through postal system.

There are different kinds of direct mails. For example—-

(a) Sales letters

(b) Postcards

(c) Leaflets

(d) Folders

(e) Booklets

(f) Catalogues

(g) Gift novelties

(h) House Journals

Direct mail is one tool that can be used as a part of a marketing strategy. To target a specific type of potential customer, direct mail can be more cost-effective than the other advertising media.

The advertisers get some other advantages also at the time of using the direct mail. Direct mail is more personal in nature than other ad media. Through direct mail a business person can keep contact with his dealers and customers more frequently and can disseminate the important information to them at a minimum cost.

In spite of these positive factors, direct mail advertising has some disadvantages as well. The direct mailing programme depends upon the quality of the mailing list. To prepare a quality mailing list is not an easy task. Another important point is the cheap quality text portion without proper editorial or entertainment material may create a negative impact on consumers' mind. Direct mail also needs a regular investment in stationery, printing and posting. On the other hand, it cannot be denied that sometimes frequently used direct mail makes the consumers feel bored.

2.4.2 RADIO ADVERTISING

The radio is a major and the most popular medium of advertising.

Its coverage area is more than 90% of India's total land mass. To give the advertisement in radio one has to buy the time. It is a time-oriented medium. The sound alone must accomplish the communication job.

The radio ad rates structure depends upon the day, date and time. Rates change according to the **prime times**, holidays, programme to programme. The radio offers some advantages to the advertisers. It can disseminate instantly the ad message to its particular target audiences. The radio is a practical and low-cost vehicle. It needs less effort and concentration of the listener. On the other hand, literacy is not a barrier to understand the ad message. A radio costs not a huge amount and without electricity we can run the radio with the help of battery. So radio is a very successful medium for an advertiser to reach the rural people.



Prime Time is that part of a radio or television schedule expected to attract the largest audience. Means the time period when the television or radio audience is the largest in number.

But there has been certain amount of reluctance by the advertisers to use the radio largely because it cannot be watched and physically evaluated like other media. If a product needs demonstration to deliver the ad message to its target audience, it is not the perfect medium for that product, because the product quality cannot be exhibited, one can only hear about it. Frequency is very important when considering an advertising schedule in radio. Listeners tune in and out, change stations - channels, and are often engaged in some other activity while the radio is on. People need time to get used to hearing the brand name, particularly if new, and then they need to hear what type of product or service is all about. That is why continuity is very necessary in radio advertising. Now the FM culture has become popular in the cities and it has changed the advertising scenario for utilizing FM transmission.

2.4.3 TELEVISION ADVERTISING

The television advertising is a form of advertising in which goods,

services, organizations, thoughts, etc. are promoted via the medium of television. Most advertisements are produced by an outside advertising agency and the time is purchased from the TV channel or from the broadcasters. TV has already caught the market and holds a large number of viewers in many different demographic groups. Advertisers always prefer TV as the most effective medium for advertising.

The TV advertising serves some advantages to the advertisers. Television has wide impact on the target audiences and can disseminate the product message effectively. One visual footage is equal to thousands of words. So the visual footages with product information influence the people's mind easily. With the help of sound, action with colour, the advertiser can easily show the product quality. Receiving the information at home within an entertainment atmosphere, commercial breaks are always well accepted.

There are several types of TV advertising as political TV advertising (ad for some political party before election), ad on income tax clearance, customer and central exercise information etc., product and service information, social awareness advertising, promo (ad of a serial or movie such as *'Saat Phere'* or '*Star Voice of India'* is given in the other programme in that particular channel), sponsorship (in a television programme there are several sponsors, who are seen in the screen at the time of starting and ending) etc. The rate structure of television advertising depends upon the period or prime time as well as on the quality and popularity of a programme being broadcast.

There are also some disadvantages of television advertising as well, such as, it is a much more expensive medium and does not reach a sizeable audience. It is not a suitable medium to disseminate an information to a specific target audience.



CHECK YOUR PROGRESS

Q.5: What do you mean by advertising media?

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Q.6: How can we classify news papers?

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Q.7: What is the difference between display advertisements and classified advertisements?

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Q.8: What is direct mail? What are the tools that we can use for direct mail?

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Q.9: What is the basic difference between radio ad and TV ad?

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Q.10: Write the answer of the following—

a) AIR stands for what?

I. Air India Radio.

II. All India Radio.

III. America India Radio.

b) Coverage area of AIR is more than 90 % in India. Yes/No

c) The print advertisements specially in the news papers measured on the basis of –

a. cm X cm

b. column / cm

c. only column

d) Advertisement rate varies in audio visual medium on the basis of time. Yes/No



ACTIVITY- 2.2

a) Open today's newspaper and mark all the advertisements. Now note down how many spaces are acquired by them?

b) Listen to the radio advertisements at 7 pm to 8 pm and note down how many advertisements are broadcast.

c) Watch the television also and compare the advertisements according to the way of presentation with that of radio.

2.5 Advertising Standards Council of India (ASCI)

An advertisement is defined as a paid for communication, addressed to the public and its purpose is to influence the opinions or behaviour of those to whom it is addressed. But sometimes some advertisers do not obey ethics in advertising, being concerned only with own profit. They want to influence their target audience by disseminating some irrelevant and misleading message through advertising. Advertising Standards Council of India works as the watch dog in the Indian advertising industry.

The ASCI & its Consumer Complaints Council (CCC) deal with complaints received from consumers and industry against advertisements, which are considered false, misleading, indecent, illegal, leading to unsafe practices, or unfair competition, and consequently in contravention of the ASCI Code for Self-Regulation in Advertising.

ASCI is a voluntary self-regulatory council, registered as a not-for-profit Company under section 25 of the Indian Cos. Act. The sponsors of the ASCI, who are its principal members, are firms of considerable repute within the industry in India, and comprise advertisers, media, ad-agencies and other professional services connected with advertising practice.

In 1985 the Advertising Standards Council of India (ASCI) adopted a Code for Self-Regulation in Advertising for maintaining honesty in advertising and fair competition in the market. It stands for the protection

of the legitimate interests of the consumers and propagates its code and a sense of responsibility to all concerned with advertising - advertisers, media, advertising agencies and others who help in the creation or placement of advertisements.

ASCI encourages the public to complain against advertisements with which they may be unhappy for any reason and ensures that each complaint receives a prompt and objective consideration by an impartial committee, the Consumer Complaints Council (CCC) which takes into account the view point of the advertiser, and communicates an appropriate decision to all concerned.

This Code applies to advertisements read, heard or viewed in India even if they originate or are published abroad so long as they are directed to consumers in India or are exposed to significant number of consumers in India.



CHECK YOUR PROGRESS

Q.11: Write the full form of ASCI?

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Q.12: When was ASCI formed?

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Q.13: Write the correct answers of the following—

a) Advertising Standards Council of India is a self regulatory voluntary organization of the _____.

b) The _____ of the ASCI is spelt out clearly in the literature provided.

c) ASCI endeavors to achieve compliance with its decisions through reasoned persuasion and _____ _____.



2.6 LET US SUM UP

In this unit you have been introduced to the various advertising media. Let us summarize.

In recent years, with the spread of the media, advertising has also attained much popularity. Advertising is the process to send information about a product or service to the customers by the organization through a medium. Newspaper, Magazine and other commercial advertising media including wall paintings, billboards, printed flyers, shopping carts, sky writing, bus stop benches, stage shows, platforms and trains, stickers posters etc. are playing a very important role in the ad world. Radio is a major, very healthy and most popular medium of advertising. Its coverage area is more than 90% of India's land mass. On the other hand, television is the most effective electronic media in present society. A television advertisement is a form of advertising in which goods, services, organizations, thoughts, etc. are promoted through the medium of television. In 1985 the Advertising Standards Council of India (ASCI) adopted a Code for Self-Regulation in Advertising for maintaining honesty in advertising and fair competition in the market. Self-Regulation Codes are important because advertising has a great importance in social, economic, cultural and political part of our lives.



2.7 FURTHER READING

- Advertising Management - C.L.Tyagi & Arun Kumar
- Advertising Management: Concepts & Cases - Manendra Mohan
- Advertising Management - Rajeev Batra, JohnGMyres, David A Aaker

2.8 ANSWERS TO CHECK YOUR PROGRESS

Ans. to Q. No. 1: The communication channels used for advertising, including television, radio, newspapers, magazines, cinema and outdoor advertising are popularly known as advertising media.

Ans. to Q. No. 2: Newspaper can be classified in terms of—

- **Size**
- **Frequency** or periodicity and
- **Language**

Ans. to Q. No.3: Display advertising: This type of advertising is placed with strong attention value because of the illustrations, the arrangement of headings and body text, the white space, colour or other visual devices. It sometimes may take two full pages or one full page and some times half page. On the other hand classified advertisings are placed in a special page of the paper i.e. classified page. Such as matrimonial, job ads etc.

Ans. to Q. No.4: The direct mail is one of the media of communication that brings the product message directly to the notice of the individual through mail or personal delivery. This is personalized communication, addressed directly to the recipient by name to draw his personal attention towards the product or service.

Ans. to Q. No.5: Give the right answers from the following—

i) AIR stands for what?

Answer : All India Radio

ii) Coverage area of AIR is more than 90 % in India. Yes/No

Answer: Yes

iii) The print advertisements especially the news papers are measured on the basis of –

Answer: (b) column/ cm

iv) Advertisement rate varies in audio visual medium on the basis of prime time.

Answer: Yes.

Ans. to Q. No. 6: Media buying is the function of an advertising agency in buying 'space' or 'time' in a media to place an advertisement of a product or a service.

Ans. to Q. No. 7: A space seller for any media based organization, performs the task of:

1) Interacting with prospective advertisers.

2) Convincing them to use the organization's medium to place their ad.

Ans. to Q. No.8: Advertising has an enormous influence on the society. It tells the consumers that it is the purchasing of only that product only that would make them happy. It tries to create the urge for it in us. It also helps the economic growth in our society. Advertising may also have an impact in politics. It gives the chance to the opponents to respond quickly to charges against them. Finally, we can not deny the impact of advertising on the culture of a society. Now we cannot imagine a society without advertisements.



2.9 POSSIBLE QUESTIONS

Q. 1: What do you mean by media? What is the relation between media and advertising?

Q. 2: Do you think the rapid expansion of internet advertising has hindered the growth of other electronic media advertising?

Q. 3: What are the advantages of classified advertisements?

Q. 4: 'Direct mail advertising is more beneficial for a small firm'- Comment.

Q. 5: How can radio advertising influence the people of remote areas?

Q. 6: Discuss the concept of media buying and media selling.