**Media and advertising**

**Introduction and Purpose of Advertising**

The term ‘Advertising is derived from the Latin word ‘advert’ means ‘to turn, the attention. Advertising aims to turn the attention of onlooker towards a product, service or idea. Advertising is known as the activity of attracting public attention to a product or business as by paid announcement in the print, broadcast or electronic media. Today, advertisements are everywhere. On television, on the internet, radio, billboards and even on the empty coffee mug of our desk. Advertising has successfully transcended from one of the most interruptive commercial medium of modern times to something that everyone wants a piece of. It performs one of the most important functions in society that is to inform; it gives people the power of choice; the power of knowledge that helps them make important decisions everyday.

**Objectives of Advertising**

In general advertising has two objectives namely, Behavioral or action objectives and Sales objectives. From the behavioral point of view, it influences the buyer behavior of consumers. It is an accepted fact that all behavior starts with motivation. Ad motivates people by arousing their dormant needs that activates behavior. Advertising is primarily used as a tool by companies with the objective to Inform people about new products and services.• Brand building• To remind customers about their brand at the right time and place• To reinforce customer confidence in purchase• To build Corporate Identity• To help their sales force become more effective• To give their brand and company a “**Personality” that makes it unique.•**

**ROLE OF MEDIA IN ADVERTISING**

In advertising the term media refers to communication vehicles such as newspapers, magazines, radio, television, billboards, direct mail, and the Internet. Advertisers use media to convey commercial messages to their target audiences, and the media depend to different degrees on advertising revenues to cover the cost of their operations. While the media are valued for their informational and entertainment functions, they also provide an important business function as a vehicle for advertising The media are usually classified into either mass or niche media. Newspapers, magazines, television and radio are considered mass media because they deliver messages to a widespread, anonymous audience. The wide coverage of the mass media makes them ideal vehicles for advertisers who need to reach a large audience. Advertising media such as cable television and direct mail are often viewed as “niche” media because they reach a narrowly defined audience with unique demographic characteristics or special interests.

**Advertising is the art of arresting the human intelligence just long enough to get money from it. *Chuck Blore, a partner in the advertising firm Chuck Blore & Don Ruchman, Inc., quoted by Ben H. Bagdikian,The Media Monopoly, Sixth Edition, (Beacon Press, 2000), p.185.***

Ever since mass media became mass media, companies have naturally used this means of communications to let a large number of people know about their products. There is nothing wrong with that, as it allows innovative ideas and concepts to be shared with others. However, as the years have progressed, the sophistication of advertising methods and techniques has advanced, enticing and shaping and even creating consumerism and needs where there has been none before, or turning luxuries into necessities. This section introduces some of the issues and concerns this raises.

**Free media channels have a cost**

Various free media such as the numerous channels available in America and other nations are naturally subsidized with advertising to help pay the costs.

As corporate competition has increased, so too has the need for returns on massive expenditures on advertising. Industries spend millions, even billions of dollars to win our hearts and minds, and to influence our choices towards their products and ideas. This often means such media outlets attract greater funds than those outlets funded through public funding or TV licenses. It can mean that such outlets can also then afford better programming of key events and programs.

## The Audience as the Product

Chomsky points out that the product is the audience, and the customers are the corporate advertisers. This at first thought doesn’t seem to make sense. However, although readers buy the paper, he argues that readers fit a demographic and it is this that is valuable information that can be used by advertisers. Hence, to the advertisers, the product that the New York Times and such companies bring to them is the audience itself and it is the advertisers that bring the money to the media companies, not the audience.

**The Different Types of Advertising Methods Available to You**

## Major media tactics used in modern advertising to reach consumers

* Share
* Pin
* Email

Advertising has evolved into a vastly complex form of communication, with literally thousands of different ways for a business to get a message to the consumer. Today's advertisers have a vast array of choices at their disposal. The internet alone provides many of these, with the advent of branded viral videos, banners, advertorials, sponsored websites, branded chat rooms and so much more.

**Here are a few examples of what's available for your media arsenal:**

## [Online Advertising (aka Digital)](https://www.thebalancecareers.com/the-different-forms-of-digital-advertising-38451)

If you see an advertisement via the internet, then it is classified as online advertising. In fact, there are ads on this very page, and most other websites you visit, as they are the primary revenue driver for the internet. Another avenue of online advertising is native advertising, which is the digital variation of the old print advertorials and sponsored content. There are many digital marketing strategies including placing ads on popular websites and social media sites.

## [Cell Phone and Mobile Advertising](https://www.thebalancecareers.com/what-trends-in-mobile-advertising-mean-for-the-industry-38956)

A dominating force in digital advertising is through mobile devices such as cell phones, iPads, Kindles, and other portable electronic devices with internet connectivity. Current trends in mobile advertising involve major use of social media such as Twitter, Instagram, Snapchat, LinkedIn, and Facebook. Mobile advertising is similar to online advertising and is increasingly gaining importance as a method of reaching new customers.

## [Print Advertising](https://www.thebalancecareers.com/print-advertising-explained-38453)

Once a huge driver of sales, print is taking a back seat to the many digital forms of advertising now available to marketers. However, if there is one thing that's certain about advertising, it's that being different is good. And when consumers tire of digital ads, a return to printed pieces and the tactile feeling and permanence they provide is definitely in the cards. Typically, print can be split into three subcategories:

**Periodical Advertising**

If it's in a magazine, a newspaper, or anything else that comes out at regular intervals, then it's periodical advertising (aka a print ad). For decades, print ads were the gold standard for advertisers and their clients. To grab the center spread of a big magazine or the back cover of a newspaper meant millions of people saw the message.

**Direct Mail Advertising**

Either of the techniques mentioned above can be incorporated into direct mail. It simply means that your printed pieces are mailed directly to the consumer. This is a technique that has been and continues to be, abused by inferior marketing agencies that have turned the craft into junk mail. If it is creative and intelligently conceived and executed, direct mail can be a fantastic way to engage the customer. Do not count it out.

## [Guerrilla Advertising](https://www.thebalancecareers.com/guerrilla-marketing-101-38530)

Also known as ambient media, guerrilla advertising (or marketing) has become prominent over the last 20 years. It is a broadly used term for anything unconventional and usually invites the consumer to participate or interact with the piece in some way. Location is important, as is timing. The driving forces behind guerrilla advertising or marketing are creative ideas and innovation, not a large budget. Quite often, you will ask for forgiveness rather than permission with these campaigns, and they will spread via word of mouth and [social media](https://www.thebalancecareers.com/best-social-media-sites-for-job-searching-2062617).

## [Broadcast Advertising](https://www.thebalancecareers.com/what-exactly-is-broadcast-advertising-38483)

A mass-market form of communication including television and radio, broadcast advertising has, until recently, been the most dominant way to reach a large number of consumers. Broadcast advertising has suffered from the popularity of DVRs and "ad-skipping" technology. However, it is still an effective way to reach millions of people, especially when the Super Bowl comes around.

## [Outdoor Advertising](https://www.thebalancecareers.com/what-is-outdoor-advertising-38452)

Also known as out-of-home (OOH) advertising, this is a broad term that describes any type of advertising that reaches consumers when they are away from home. Think of billboards, bus shelter posters, fly posters, and even those big digital boards in Times Square.

## [Public Service Advertising](https://www.thebalancecareers.com/what-exactly-is-public-service-advertising-38455)

Unlike traditional commercials, Public Service Advertisements (PSA) are primarily designed to inform and educate rather than sell a product or service. PSAs traditionally appear on TV and radio but are also heavily promoted online.

## [Product Placement Advertising](https://www.thebalancecareers.com/the-delicate-art-of-product-placement-advertising-38454)

Product placement is the [promotion of branded goods](https://www.thebalancesmb.com/business-promotion-definition-2947189) and services within the context of a show or movie, rather than as an explicit advertisement. If you have ever seen a movie and wondered, "Wow, they sure are driving a lot of Fords in this scene," or "Does everyone in this TV show drink Pepsi?" then you are noticing product placement. It's a way that these films and shows get funding, and is a great way for advertisers to reach a targeted demographic.

**Marketing communication**

One of the basic concepts of marketing is the marketing mix, which is said to be the set of controllable variables and their levels which marketer uses to influence the target market (Kotler, 1997). Czinkota & Ronkainen (2001) further address marketing communication to be the establishing of commonness between two parties in a communication process. According to Kotler (2003) it is essential to emphasize the importance of effective communication because of the geographical and psychological distances that separate companies from intermediaries and customers.

**Television Media Advertising**

With rapid growth of information technology and electronic media, television has topped the list among the media of advertising. TV has the most effective impact as it appeals to both eye and the ear. Products can be shown, their uses can be demonstrated and their utilities can be told over television. Just like radio, advertisements are shown in TV during short breaks and there are also sponsored programmes by advertisers. Television, like print, also has a vast audience it caters to, consisting of the social classes mentioned before. The language is another important factor here. It is argued by many that television is the most powerful source of advertising (Grant and O'Connor; 2005, Jasperson and Yun, 2007) and is also the most likely form of media to be remembered and discussed by the public (FordHutchinson and Rothwell, 2002,).

**Advantages**

**Advantages of Advertising are as below**:

a) Newspapers normally have wide circulation and a single advertisement in the newspaper can quickly reach to a large number of people.

b) The cost of advertising is relatively low because of wide publication.

c) Generally newspapers are published daily. Thus, the same advertisement can be repeated frequently and remind reader everyday.

d) The matter of advertisement can be given to newspapers at a very short notice. Even last minute changes in the content are also possible. This makes advertising quite flexible.

e) Newspapers are published from different regions and in different languages. Hence, they provide greater choice to advertisers to approach the desired market, region and readers through local or regional language

**Limitations**:

Advertising also suffers from some limitations as mentioned below:

a) Newspapers are read soon after they are received and then are kept generally in some corner of the houses. After 24 hours we get a fresh newspaper and this makes the life of the newspaper short .

**ADVERTISING EFFECTIVENESS**

Basically advertising effectiveness depends upon user’s response towards an ad and on their attitude towards advertising. Advertising's effectiveness lies in its capability to help stimulate or maintain sales (Eachambadi 1994; Mantrala, Sinha, and Zoltners 1992; Naik, Mantrala, and Sawyer Sethi 1998; Vidale and Wolfe 1957). Thus, advertising is frequently used as an independent variable in explaining changes in sales (Lilien 1994). In the theoretical literature there are two dominant views of the role of advertising, namely the “information” and the “market power” views.

**Media Impact on Advertising**

Advertising obviously depends on both the quality of the product being advertised and the quality of the ad itself. But the third and equally important factor is the medium in which the ad appears. The medium itself is most often viewed as a vehicle that provides exposure, or “eyeballs,” for an ad. Any consideration of the quality of the medium itself as something that might affect reactions to an ad, if considered at all, is typically based on subjective judgments of alternative, and otherwise comparable, media buys. Few studies have addressed the effect of advertising effects on sales. Little has been researched on capturing the impact of how the effects vary by creative medium or vehicle (e.g., Bhattacharya and Lodish 1994). It is well researched that consumer have very definite ideas about the media and their advertising content and they hold different expectation about different media. For example people are likely to seek information from print and entertainment form broadcast ( Speck and Elliott,1997)Television and print medium are used in different ways by the consumers: Television is a display medium with external pacing i.e. medium itself decide the time and speed of transferring information while print is search media with internal pacing, absolutely in control of consumer. or reader (Smit 1999). Besides this, people consider internet as a task performing medium rather than an advertising vehicle (Cho and Cheon, 2004) therefore internet ads are found to be most intrusive as compared with other ads.( (Li. Et. Al., 2002)