

# PICTURES IN PRINT ADVERTISEMENTS

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## Abstract-

Since remote times pictures remained essential tool of effective communication. When language was not invented by man then gestures, signs and symbolic sounds were used as communication language. Then around 3500 BC in Mesopotamia, cylindrical seals were used to create prints on official records and documents. Then wood block printing developed in China and the journey of printing pictures thus began. Pictures in print media are included to enhance the message appeal that can in turn promote the meaning up the desired inclination, they also add to the aesthetic appeal of the message construction. Pictures can arouse the emotional appeal in the audience or can convince to brood rational or moral message thus churning up the desires or thoughts and emotional appeals that are aided with the pictorial presentations.

**Key words-** Print media and pictures, emotional appeal in media, pictures as a tool of communication, Printing pictures for creating desires, thoughts and pictures.

## Introduction-

From pre - historic times pictures have remained the essential tool of communication. Perhaps in remote times when, even language was not developed 'making signs' or 'pretending gestures' was the method of communication. These signs or rather simplified pictures were posted on the walls of the caves of residing as cave paintings, thus marked as first pictorial narration of mankind. Through the ages the artists and craftsmen worked hard creating images as the method of conveyance – the message conveyed by God, by ruler or as the vox populi. Arts of all the ages consisted these messages as there essential content. To convey the specific message – image to the large population it became necessary to reproduce them in required numbers. The process of reproduction was achieved through printing. Today printing exists as the oldest but dominant traditional medium of advertising and the pictures are inseparable part of them.

*A picture is enough to express thousand words and that is the main reason why print advertisement has not lost its charm over the years. Print advertisement can mostly be seen on magazines, journals and billboards to name a few. It's not that all the print ads are adored equally. The basic mantra of advertising is to present something eye catchy and unique to get attention. (By Sunalini Rana in her blog)*

Around 3500 B.C. cylindrical seals were used in Mesopotamia. They were rolled on wet Tablets of clay and the text including the figure and the signature of the owner was imprinted on it later this tablet was dried and baked to make the inscription permanent. They used to print official letters or orders and for keeping records. The woodblock printing began in China in 220 AD. This technique of printing developed and from Arabic Egypt it reached to Europe where vast and elaborated pictures were printed on cloth for religious purposes. In 1400 with the availability of paper the size reduced to small woodcut images. Block-books with text and pictures became

cheaper alternative of the manuscripts. Popular prints promoted Hatching and engraving, thus evolved the art of Print making.

Printmaking is the process of making artworks by printing, normally on paper. The process is capable of producing multiples of the same piece, which is called a '*print*'. Each piece produced is not a copy but considered an original since it is not a reproduction of another work of art and is technically (more correctly) known as an '*impression*'.

Prints are created by transferring ink from a matrix or through a prepared screen to a sheet of paper or other material. Common types of matrices include: metal plates, usually copper or zinc, or polymer plates for engraving or etching; stone, aluminum, or polymer for lithography; blocks of wood for woodcuts and wood engravings; and linoleum for linocuts. Screens made of silk or synthetic fabrics are used for the screen-printing process. Multiple impressions printed from the same matrix form an edition. Since the late 19th century, artists have generally signed individual impressions from an edition and often number the impressions to form a limited edition. Prints may also be printed in book form, such as illustrated books or artist's books.

Some important Names of Print makers are- *Albrecht Dürer*, who brought the Western woodcut to a level that, arguably, has never been surpassed, and greatly increased the status of the *single-leaf* woodcut (i.e. an image sold separately); *George Baxter* patented in 1835 a method using an intaglio line plate (or occasionally a lithograph), printed in black or a dark colour, and then overprinted with up to twenty different colours from woodblocks; *Edmund Evans* used relief and wood throughout, with up to eleven different colours, and latterly specialized in illustrations for children's books, using fewer blocks but overprinting non-solid areas of colour to achieve blended colours.

In the 19th century a number of different methods of colour printing using woodcut (technically Chromoxylography) were developed in Europe. In the 20th century, *Ernst Ludwig Kirchner* of the *Die Brücke* group developed a process of producing colored woodcut prints using a single block applying different colors to the block with a brush *à la poupée* and then printing (halfway between a woodcut and a monotype). A remarkable example of this technique is the (1915) *Portrait of Otto Müller* woodcut print from the collection of the British Museum. Artists using Lithography technique were- *Honoré Daumier*, *Vincent van Gogh*, *George Bellows*, *Pierre Bonnard*, *Edvard Munch*, *Emil Nolde*, *Pablo Picasso*, *Odilon Redon*, *Henri de Toulouse-Lautrec*, *Salvador Dalí*, *M. C. Escher*, *Willem de Kooning*, *Joan Miró*, *Stow Wengenroth*. Etching was invented by Daniel Hopper, Germany, who decorated armour in this way, and applied the method to printmaking. (it is part of the intaglio family along with engraving, drypoint, mezzotint, and aquatint.) Artists using etching technique were *Albrecht Dürer*, *Rembrandt*, *Francisco Goya*, *Whistler*, *Otto Dix*, *James Ensor*, *Edward Hopper*, *Käthe Kollwitz*, *Pablo Picasso*, *Cy Twombly*, *Lucas van Leyden*, *Carlos Alvarado Lang*.

The art of printing developed through ages from wood block printing to printing press, offset printing and recently Laser printing and digital printing. (Digital prints refers to images printed using a digital printer instead

of a traditional printing press. These images can be printed to a variety of substrates including paper, cloth, or plastic canvas. Artists using Digital printing technique include Istvan Horkay, Ralph Goings, Enrique Chagoya) This development in the printing technique includes the attention to the clearer and sharper image thus making the impressions more attractive. Certainly, modern developments in printing have revitalized the role of illustrations. For centuries Pictures in print were created by master print makers either for book Illumination or as illustrations even as advertisement or poster . It is with the upsurge of advertising pictures found their way in modern print advertising. Advertising in its present form was not used until about 200 years ago. It evolved as the tool of marketing communication with the industrial revolution and this also changed the concept of pictures in prints. With the perfection of printing techniques the advertising developed as an industry the signs were replaced by written words and messages used earlier in middle ages.

Ads started appearing for the first time in print in Hickey's Bengal Gazette which was India's first newspaper. Studios mark the beginning of advertising created in India as opposed to being imported from England. Studios were set up for bold type, ornate fonts, fancier, larger ads. Newspaper studios trained the first generation of visualizers and illustrators

Major advertisers during that time were retailers like Spencer's, Army & Navy and Whiteaway and Laidlaw. Retailers' catalogues that were used as marketing promotions provided early example. Patent medicines: The first brand as we know them today was a category of advertisers. Horlicks becomes the first 'malted milk' to be patented in 1883.

B Dattaram and Co. claims to be the oldest existing Indian agency in Mumbai which was started in 1902. Later, Indian ad agencies were slowly established and they started entering foreign owned ad agencies. Ogilvy and Mather and Hindustan Thompson Associate agencies were formed in the early 1920s. In 1939, Lever's advertising department launched Dalta – the first major example of a brand and a marketing campaign specifically developed for India. In the 1950s, various advertising associations were set up to safeguard the interests of various advertisers in the industry. In 1967, the first commercial was aired on Vividh Bharati and later in 1978; the first television commercial was seen. Various companies now started advertising on television and sponsoring various shows including *Humlog* and *Yeh Jo Hai Zindagi*.

In 1986, Mudra Communications created India's first folk-history TV serial Buniyaad which was aired on Doordarshan; it became the first of the mega soaps in the country. Later in 1991, First India-targetted satellite channel, Zee TV started its broadcast. 1995 saw a great boom in media boom with the growth of cable and satellite and increase of titles in the print medium. This decade also saw the growth of public relations and events and other new promotions that various companies and ad agencies introduced. Advertising specific websites were born, one of them being agencyfaqs now known as afaqs.

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In spite of the challenges posed by the Modern mediums of advertising for example-online (internet) and mobiles- blogs and social networking sites, LED video billboards, these include digital formatting and craftsmanship and attract a specific generation or population strata, besides they also become tool in 360 degree advertising, the Pictorial illustrations in the traditional media of print advertising have dominant approach among the traditional popular target groups. Today with the facilities of modern printing techniques, in the print advertisements pictures can be included as a drawing, a rendering, a work of painting, a photograph or even a digital art works as illustration. Actually Advertising is the marketing tool to transmit a effective message from the marketer to the group of individuals. It aims at drawing attention to an product it seeks to create an awareness about the existence of advertised products which promotes the desire to posses the product with convincing arguments in favour of the product, leading to the buying inclination and picture adds to this effectiveness of the given message. The Message should accomplish the three tasks – a- it must gain the attention of the receiver; b- must be understood; c- must stimulate the needs of receiver, thus it should create the appeal in forms- rational, emotional or moral. The stimulation is achieved by the construction of the desired appeal in the message format. It includes the organization, style, plan , and type of message. It is the structure of the strategical construction of the message. In print advertisement the elements of message format are-head line, the position of the picture, The colour scheme, the size of letters, the body of message, the arrangement of text and picture, therefore pictures are significant element of the message format in print.

Words or text in a message can create a concept but the image included with it has the capacity to turn the creative imagination of the beholder up to the desired level. Therefore the strategical purposes to include image as an illustration –

- 1 to draw the attention of the readers at the first hand
- 2 to create the brand image of the consumer good or service
- 3 to convince the audience to read the text message
- 4 to message the benefits and special characteristics of the proposed products
- 5 to create the desired social relationship
- 6 to concrete the brand image

Pictures in print media are included to enhance the message appeal that can in turn promote the meaning up the desired inclination, moreover they add to the aesthetic appeal of the message construction. The aesthetic sensibility in selecting the picture is essential and while selection the target group should be considered. Pictures can arouse the emotional appeal in the audience or can convince to brood rational or moral message thus churning up the desires or thoughts for e.g. the fear, humor, family togetherness, desire to be different or desire for prestige are all emotional appeals that are aided with the pictorial presentations.

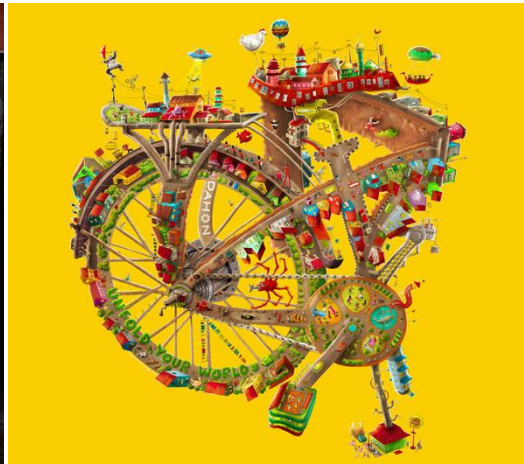
In an advertisement of a motorbike the picture of bike is shown integrated with the masculinity whereas in advertisement of a soap the picture may suggest femininity or the beautiful skin thus the target audience who is

to be appealed through the advertisements finds place to attach him or herself at some point to the product. While illustrating motorbike as masculine need the picture goes on describing the efficiencies that are the promises about the qualities of the product, thus a rational appeal also makes one inclined towards the product.

How can anybody ignore the fear of tooth decay, or the financial insecurity of old age? The humor of Utterly-Butterly Amul has an appeal that makes us smile.



1. Ernst Ludwig Kirchner, *Portrait of Otto Müller* Woodcut (1915)
2. "The sleep of Reason creates monsters", etching and aquatint by Francisco Goya*La Goulué*,
3. Lithograph poster by Toulouse-Lautrec.
4. The Three Crosses, etching by Rembrandt
5. Rembrandt van Rijn, *Self-portrait*, etching, c.1630
6. Charles Marion Russell's *The Custer Fight* (1903)..



7. We can't do it ourselves
8. The Earth day
9. Amul

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