



Advertisement - A Necessity

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Abstract- Advertisement is a means of communication through which any kind of services, event, brand and product etc. is made available to the general public. Through advertising, the public's attention is attracted so that it gets influenced by the advertisement and gets complete information about that product and buys it. Advertisements should be simple, clear, effective, informative and concise. Now a day, everything like phone number, what's App number, email address etc, is written in the advertisements, due to which any person can easily get the information related to the advertisement by taking a photo of it. In the city of Vadodara, mostly people are fond of all new items like clothes, shoes, jewellery, to be purchased from the market and for that they read and see the advertisements in the newspaper, Television, local Gujarati channels, etc. For any other information regarding the education, coaching institutes, they read the newspapers. In the modern era of mass communication revolution, the relationship between journalism and advertising has become very important. If a journalist of all aspect related to advertising, than he is successful in doing his work with full efficiency.

Key words- Advertisement, journalism, business, influence, competition.

Introduction- There would be no exaggeration if we call today's era the era of advertising. In this era of day by day increasing industrialization and business competition, advertising has assumed a special place. Due to the increasing influence of advertisement, today advertising has started developing as a special branch of study and training. Flip through the pages of any newspaper or magazine and we will see many beautiful faces, pictures or graphics scenes attracting us towards a particular object through an attractive combination of visuals and words. From the simple, flat, simple life of villages, cities or metros to the busiest fast-paced and mechanical life, we can have a direct encounter with the multi – dimensional world of advertisement at every place, radio at home during leisure or working hours. Press the phone or TV button. The pleasant sound and picturesque visuals combined with words, music and pictures will sometimes inspire us to drink tea, coffee soft drinks etc. of a particular trademark or request us to clean our teeth with

toothpaste or toothpaste of a particular name sometimes a film actress will tell us that if we take bath with the soap of her choice we will always remain fresh.

Methods-

Primary Data Collection Method: Online Survey, Observation method, Under this method, primary data was collected through direct interview, online interview, questionnaire and single process study techniques.

Secondary data collection method- According to this method of data collection, data has been collected by collecting information published in previously written books, research papers, journals, monthly magazines and newspapers.

Results and discussion - Today advertisement has become an essential part of our daily routine. Advertisements are made with the main objectives of growing the business maintaining the demand for one's product in the market, introducing a new product to the public, increasing sales and maintaining the reputation of one's establishments, etc.

In the present era, as a result of industrial revolution, consumable goods are being produced in large quantities. Advertisement plays an important role in their marketing. Television, radio, signboard, posters, handbills .Advertisement is done through many mediums like network, cinema slide, internet and balloon etc. but till now newspaper is considered to be the most efficient and useful. Advertisements printed in newspapers have a reaction on the eyes, the mind is attracted and attention becomes focused towards a particular object. In fact, the function of advertising is to attract the attention of the general public towards a particular product or service or person.

Today advertising is used as a means to promote any product service or idea. Today's era is also the era of advertising. From books to magazines, from roads to homes, advertisements are seen in all means of communication.

Advertisement – Advertisements are used to change the preconceived notions of the listeners or viewers and to inform them about new inventions every day. Advertising is used to promote a particular service or brand. Mass communication is a strong medium which is clear and reliable; hence the general public trusts advertisements.

The meaning of Advertisement: The word advertisement is formed by using the prefix 'V' in the word 'Vigyapan' 'Gyapan' means to make known or inform and the prefix 'V' is used in the sense of special. Hence, advertisement means to provide special information about a fact.

Advertisement is such a means of communication through which any kind of service, event, brand and product etc. are made available to the general public. The attention of the public is attracted through advertisement so that they get influenced by the advertisement and get complete information about that product and buy it. Advertising is the simplest and easiest means of reaching your business to more and more people.

Today, most businessmen are making business progress by reaching their brand to the general public through advertisement. In other words, advertising is a business strategy that conveys the message about

products, services and events to a large group of people through TV, newspapers, magazines, digital media, YouTube, billboards and other social media platform. In simple words, advertising is a medium between the customers and the product with the help of which the customer can choose the product of his choice. Born on 23rd June 1911 in the UK, David Mackenzie Ogilvy is known as the father of modern advertising. He made a significant contribution in the field of marketing. He said that we are selling an emotion and not a product, so advertising should be rational, based on psychological principles and scientific approach. Many books written by him are worshipped like the Bible in the business world.

Objective of Advertisement: To develop the business progressively, to maintain the demand of the product in the market, to introduce new products to the consumers and to increase the production by popularizing them among the masses advertisements are used. In fact, the function of advertising is to attract the attention of the general public towards a specific product or service. Some great experts have expressed their views regarding advertising as follows: According to Brihad Hindi kosh, “Advertisement means understanding, giving information, advertisement, request or prayer.”

According to Cannon and Wichert, “Advertising includes those visual and verbal messages which are given in newspapers, magazines, movies, radio, and television means of transport or outdoor boards and for which advertisements pay. Their aim is to influence the purchasing behavior of the consumer.”

“The purpose of advertising is to benefit the producer, educate the consumer, help the seller, and attract business by eliminating the competitions and most importantly to create good relations between the producer and the consumer.”

Advertising is any announcement made for the sale of any product or promotion of any service at a cost. Today, many revolutionary changes have taken place in the field of journalism in India. Many new platforms have come up for the expression of one's thoughts including youtube, instagram, twitter, blog, face book and whatsApp etc. Through which every person in India can express his feelings. One can convey his thoughts to others and can also market his brand. Advertisements play an important role in the field of mass communication. Pictures, colors, words and lines are used to promote one's brand. The method of promoting self made goods through advertisements was also seen in ancient India. Culture was promoted through sculpture, music and craftsmanship.

At present, advertising and journalism can be considered complementary to each other because a new change in the field of journalism is coming from advertising. There is no dearth of talent in India, new talents are emerging in every field which is changing the form of the past and strengthening the present. The world of advertising is all inclusive. In these artists, journalists and businessmen get an equal opportunity to work in it.

In the modern era of mass communication revolution, the relationship between journalism and advertising has become extremely important. If a journalist is aware of all aspects related to advertising, he is able to do his work with full confidence.

While working in the field of journalism the biggest challenge is to understand the feelings of the general public and to fulfill their aspirations accordingly. If a journalist enters in this field after understanding the nuances of the advertising world, it becomes easy for him to face the future possibilities and challenges related to them. Advertising and journalism are related to each other. Journalism education is based on integrity, reliability, effectiveness, ethical values and reality. Misleading advertisements false information, false claims etc can question the credibility of a journalist in the field of advertising. Today in the business world, new products are constantly being launched in the market and the most sagacious means of reaching them to the customer is advertising. Today, even big media houses are also being bought by paying money for advertisements.

Be it a political party or the business world, the field of advertising is playing an important role in running the media houses and paying the employees of media houses. Astrology, numerology, medical consultation, artificial intelligence all today are conveying their message to the general public through their advertisement via mass communication. Advertising is a very important part of journalism. It is used to promote a particular service or brand. Advertisements are used to change the preconceived notions of the audience or viewers and to inform them about new inventions every day. Mass communication is a strong medium basis clear and reliable. Hence, the general public trusts advertisement. Clothes jewellery footwear, cosmetics etc come in new designs in the market every day for which large advertising flares or banners etc are put up for promotion. Today in the age of materialism, the general public pays more attention to display outside. Buying good branded clothes, footwear, jewellery, car, eating in a restaurant, going out for tourism is considered a social status.

When any person or group of persons manufactures any item, then that item is called a product. Different methods are adopted to reach the consumer through the market. Advertising is also a medium to reach the product to the consumer through the market. Advertising is also a medium to reach the product to the consumer. Today in the era of communication revolution, Smartphone is the simplest device using which a person can get information about any fact from any place in the world and can also do comparative study of products.

Utility of advertising in social life when seen from a social point of view, it is known that all kinds of products are available in the market as per the requirements of man, seeing which the desire to buy them arises in the mind of the customer. New products also come in the market every day. If there is any deficiency in the previous products and the customer does not buy the product due to this, then in future new products are made by fulfilling those deficiencies. In this way, the process of research and testing also continues. To get many facilities in a single product, customers also abandon old things and buy new things. The customers have the right to buy a product with maximum facilities in the least amount of money in short it can be said that advertising has both positive and negative effects but an intelligent person is the one who fulfills the current needs by using advertising correctly.

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