

Block**2****ADVERTISEMENTS**

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INTRODUCTION TO BLOCK 2:

ADVERTISEMENTS

This block proposes to survey advertising as a powerful mode of mass communication. The social and economic significance of advertisements is immense. Advertisements are not only commercial in nature but they perform a public service as well. These are called PSAs or Public Service Announcements, and are an effective means of reaching the public with information which is necessary for the citizens of a country. Therefore, one can say that while commercial advertisement is essentially a piece of persuasive paid communication, because it seeks to influence people into buying what it has to offer, PSAs are communications which urge people to support some social cause deemed beneficial to the general public.

Advertisements can appear in any medium of mass communication. In this block we will be taking up advertisements as they appear in the print media, on radio as well as on television. Mass Media has the power to effect and manipulate society. For this reason it should be used with a sense of responsibility. Advertising must have an ethical value and be subservient to ethical principles.

In Unit 1 we take up Types of Advertising

In Unit 2 we take up Public Service Advertisements

In Unit 3 we take up TV Ads, and Story Boards and show you how to prepare advertisement and storyboards for TV.

In Unit 4 we speak about Ethics in Advertising

We hope you enjoy reading this Block.

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THE PEOPLE'S
UNIVERSITY

UNIT 1 TYPES OF ADVERTISING

Structure

- 1.0 Objectives
- 1.1 Introduction
- 1.2 Advertising
 - 1.2.1 What is an Advertisement?
 - 1.2.2 Who Advertises?
 - 1.2.3 The Best Medium
 - 1.2.4 Types of Advertising
- 1.3 Headlines in Advertisements
- 1.4 Direct Mail Advertising
 - 1.4.1 Leaflets and Letters
 - 1.4.2 Folders and Brochures
- 1.5 Idea Advertisements or PSAs
- 1.6 Let Us Sum Up
- 1.7 Answers to Check Your Progress

1.0 OBJECTIVES

In this unit we shall introduce you to a powerful mode of mass communication, namely advertising. Here we shall be chiefly concerned with advertising as it appears in the print media such as newspapers and magazines. We shall also give you a chance to look at a number of advertisements as well as talk about direct mail advertising.

After reading this unit, you will be able to judge the:

- objectives of advertising;
- types of advertising;
- social and economic significance of advertising;
- language used in advertising; and
- merits of direct mail advertising.

1.1 INTRODUCTION

If you are looking for a suitable small apartment in a big city like Delhi or Chennai, what do you do first? Perhaps you go to your friends and colleagues for help, who in turn ask around, talk to apartment owners and finally fix you up in a cozy corner. But what do you do if this strategy doesn't work? You may think of the advertisement column in the daily newspaper. You look at various advertisements for houses available on rent (the concerned column is entitled "Accommodation Available" or "To-Let"); you make your choice and reach for the telephone or contact the advertiser in other ways. With some good luck and the right kind of property owner, you do find something to your satisfaction.

The help that the advertisement column provides is by no means confined to a selection of houses; it also extends to other spheres of life--jobs, choice of a bride or bridegroom, sale and purchase of property, business offers, consultancy, etc. Depending upon your needs and requirements, you choose the appropriate item and get in touch with the advertising party. Very often it works. It brings the advertiser a potential customer, and it brings the customer the goods and services he requires. You feel obliged to the whole business of advertising which, in this vast society with its multiplicity of problems, comes to your rescue in your hour of need.

Advertisements may be short or long, clear or vague, in small or big boxes, spread over half a page or a full page of the newspaper or the magazine. Why do so many advertisements appear every day in newspapers? To whom are they addressed? What colossal amounts of money are spent by advertisers as fees to get their items published and why? These are important and interesting questions, and we shall consider them in this unit.

1.2 ADVERTISING

Advertising is a powerful form of social and commercial communication through any of the established mass media such as press, radio, television and film. It has developed in modern times as a necessary accompaniment to commerce and industry all over the world. In fact, it has become an industry in its own right. Consider the large number of professional advertising agencies and the vast sums of money involved in running them or utilizing their service.

Think of all the space advertisements occupy in the daily newspaper. Look at the regularity, often irritating, with which advertisements appear on the TV screen. You will begin to realize the magnitude of the advertising industry soon.

1.2.1 What is an Advertisement?

An advertisement is essentially a piece of *persuasive* communication – persuasive because it seeks to influence public opinion by coaxing people into accepting what it has to offer. An advertisement is also a paid announcement intended to promote the sale of a product or service, to advance an idea or bring about some other effect desired by the advertiser. It is a general message, not forcing anyone to buy anything, but inviting everyone to identify, understand and adopt the use of goods, services and ideas. The advertiser pays the medium (press, radio, television, etc.) to deliver the message. He chooses the paper, or a number of papers simultaneously, or the issue of a magazine that will publish his message. If the medium chosen is TV or radio, he enjoys the freedom to select even the timing of the broadcast. But he has to pay heavily for exercising his choice. In this sense, newspapers, if not the other media, owe their existence to advertisers.

The product advertised may vary from matches and toothpaste to farm houses and automobiles. The services may range from restaurants and laundries to foreign tours. The ideas may be as simple as personal integrity and love-thy-neighbor themes, or they may be issues that affect society at large, such as fire prevention, afforestation, rehabilitation, of the old and disabled, traffic rules, drug abuse, crime control and universalisation of elementary education. Whatever the product, service or idea advertised, the advertisement seeks to point out its qualities so that it becomes attractive to the group of consumers whom the advertiser wishes to influence.

Check Your Progress 1

Note: a) Space given below the question is for writing your answer.

b) Check your answer with the one given at the end of this unit.

- 1) Define an advertisement, as you find it in print, in two or three sentences of your own.

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- 2) What do you think are some of the broad objectives of advertising?

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- 3) In what sense does a newspaper owe its existence to advertisements?

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1.2.2 Who Advertises?

Who are the possible users of advertising? Let us begin with individuals. You and I can put a small advertisement in any newspaper wishing a friend a happy birthday, or offering our services as teachers, doctors and skilled workmen. Some of us may advertise our qualifications inviting others to consider us for suitable jobs. Then, a department store may advertise to keep its regular customers informed of the availability of its wares. A restaurant may advertise to build and improve its patronage. The manufactures of a toothpaste or a soap may wish to motivate consumers to prefer their brand. Big business houses may advertise to prepare suitable markets and to elicit appropriate consumer responses with regard to their products. Banks, insurance companies, government bodies and voluntary organizations may advertise their services and ideas to educate the public, thereby improving the quality of life and in the process making their names well-known and highly respected. The motive in almost all the cases is to awaken the people to the merits of what is being advertised, and to motivate them to make use of it in the long run. The motive is both commercial and educative. It is commercial in the case of products and services and educative in the case of ideas.

1.2.3 The Best Medium

A number of advertising media are available, but it is difficult to say which one of them is the single best medium for all advertisers. A medium may be good for one advertiser but it may have its limitations for another.

Once again newspapers with their varied items of information and entertainment come to mind. On account of their wide circulation, and the growing rate of literacy among people, they are likely to reach the remotest corners of the country. Thus, they seem to have the potential for acting as a good medium for most advertisers. They have also the advantage of combining business with pleasure – advertisements interspersed with news of what is going on in the world and the editor’s comments and features of entertainment. An advertisement in a newspaper or a magazine becomes part of the general reading matter. It is printed permanently. One can’t ignore it. If one misses it in the morning, one may glance at it in the evening. And lastly, depending upon the space the advertisement occupies, newspapers are by and large the most economical medium for advertising and, therefore, are within the easy reach of most advertisers.

Check Your Progress 2

- Note:** a) Space given below the question is for writing your answer.
- b) Check your answer with the one given at the end of this unit.

1) State two reasons why newspapers can be the most suitable medium for most advertisers.

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2) Which of the two advertisements is likely to be more effective – a newspaper advertisement in black and white or an illustrated advertisement in colour published in a magazine? Why?

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1.2.4 Types of Advertising

How many types of advertisements do you find in newspapers and magazines? Is there any difference between the ones published in newspapers and those published in magazines? As you might have noticed, one obvious difference between that two is that a magazine advertisement is generally in colour and therefore more attractive. Very often it is illustrated also. Since magazine paper is of superior quality, the advertisements appear glossy and bold. Most of these are normally large size ads covering the entire page. The typical newspaper advertisements are the ones which

occupy, though it may not always be the case, the second page of the paper (except on Sunday when they run into several pages); they are set in small print and have nothing attractive or aesthetic about them. They are concerned with utilitarian motives such as announcing jobs, houses to let, motor vehicles for sale, poultry and farming, and other mundane areas of our day-to-day life. It is only the highly motivated reader who would go through them with interest and enthusiasm. Their main purpose is to provide information about opportunities available.

The other type of newspaper advertisement is the one which appears in bold letters arranged in a box. It looks much more prominent than anything else on that page, unless of course there are too many boxes of the same size. It also costs much more than the routine 14 word small-type ad on the second page. There are some still bigger than the box item and occupy half a page, even a full page, of the newspaper.

Let us now put advertisements in broad categories according to the messages they convey. The following are a few categories:

i) **Classified advertisements:**

These are the 'Want' ads in newspapers. They are short statements set in very small type. Some of them may be larger than others. They appear dull, but they are the ones most sought after. When you complete your studies, you would also want to look at them regularly in the daily paper. The message of these advertisements is: Get in touch with me for what you want.

ii) **Product advertisements:**

They are intended to present goods and products, point out their qualities, and promote their sale. The product may be soft drink, soap, or toothpaste. The message is:

Buy our product. It is the best in the market.

iii) **Institutional advertisements:**

The objective here is not to introduce or sell a particular product but to build up the image of the manufacturing company or firm. The main purpose is to acquaint the public with the name of the institution, and what it is doing, and how its services are better than those of others, thereby stepping up the prestige of the institution or firm. The general message is: Know us and how good and efficient we are.

iv) **Non-commercial or 'Idea' advertisements:**

Government bodies, charitable institutions and other voluntary organizations, etc. often publish advertisements in newspapers and magazines. Their main objective is to acquaint the people with the 'cause' or the 'idea'. They wish to inform and educate the public. Sometimes they wish to raise donations also. To follow traffic rules, to avoid smoking and drinking, to keep your city clean, to improve the quality of life: these are some of the ideas advertised by different agencies. The message of such advertisements is: Accept our idea or help our cause.

Advertising flourishes most in profit-oriented and market free societies (societies where the production and distribution of goods and services is not directly or solely controlled by the state, but is open to private enterprise also). Advertising promotes competition among producers and brings about awareness among consumers. It

quickens the pace of distribution and consumption of products and thus helps to raise the general standard of living.

Check Your Progress 3

- Note:** a) Space given below the question is for writing your answer.
- b) Check your answer with the one given at the end of this unit.

1) Read the following and then answer the questions.

I am the senior Partner of the well-known firm of Surveyors and Estate Agents.

I cannot think how I can attract a fully-experienced secretary to apply for an arduous and challenging job which calls for a high output of first-class shorthand and typing, responsibility for other secretarial staff and considerable P.A. duties.

If you telephone my present secretary, she may be able to explain how she survived 8 years and has enjoyed the work and is leaving only to be married shortly.

She may attribute this to the high salary, fringe benefits, pleasant working conditions and a convenient location.

If you are interested, telephone her and she will arrange your interview.

i) Who is the letter addressed to?

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ii) What is being advertised?

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iii) What are some of the requirements?

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iv) What makes the offer attractive?

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v) What do references to the present secretary prove?

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vi) Is it a good advertisement? If so, why?

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vii) Which sentence in the letter do you like best, and why?

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viii) Change this letter into a normal advertisement in the classified column. Do not omit any important point.

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2) Write two or three sentences to say what you understand by institutional advertising.

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3) Look at the following headlines from ads:

a) Hello! Its time you got connected to more places through direct dialing.

b) Good News Travels Fast: Apollo Tyres

i) How is 'a' different from 'b'?

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ii) Which one is a product ad?

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iii) Which is better from the point of view of language? Justify your answer.

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4) Read this:

Nurse a sapling each –

i) What is being advertised?

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ii) What type of an ad is it?

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iii) How is it different from 3 'a'?

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iv) Does the headline bring to your mind something other than trees? If so, what?

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1.3 HEADLINES IN ADVERTISEMENTS

Into how many parts can you possibly divide an advertisement? Generally it consists of three parts – the headline, the copy (reading matter that follows the headline), and an illustration. The illustration may or may not be there, but the headline and the copy are essential items. The copy is arranged differently in different advertisements. Some of it may be above, and some below the illustration. Part of it may be on either side of the illustration. It may be just a phrase, or a sentence, or a few sentences, but it is always there to clarify and reinforce the main idea embodied in the headline.

The most important part of an advertisement is its headline – call it the telegraphic message which the advertiser puts in big print for the public to read. The majority of people, it seems, read little else. That shows the importance of the headline in an advertisement.

A combination of a good headline and an attractive illustration is what makes the advertisement click. The reader will be compelled to read the copy if the headline is catchy and the illustration is attractive.

A good headline should have the following features or qualities:

- i) it appeals to the reader's self-interest – in other words it offers the reader exactly what he wants.

- ii) it gives something new – either a new angle/idea or a new product. In other words it has news value.
- iii) it arouses the reader’s curiosity so that he is compelled to go on to the rest of the matter.
- iv) it suggests a quick and easy way out of the tight spot the reader may be in – baldness, failing eyesight, how to invest one’s savings.
- v) it uses simple, direct, interesting and effective language.

Check Your Progress 4

Note: a) Space given below the question is for writing your answer.

b) Check your answer with the one given at the end of this unit.

- 1) What are the three most important components of a successful headline, as discussed in this section?

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- 2) It has been observed that in advertisements language is often used creatively. Explain in very simple terms what you understand by a creative use of language.

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1.4 DIRECT MAIL ADVERTISING

What is direct mail advertising? It refers to all the printed matter—cards, letters, leaflets, folders, booklets, and brochures—that is sent directly by mail to individual ‘prospects’, that is, persons whom one hopes to have as buyers of one’s goods. It is an effective way of attracting individuals’ attention to the message advertised. The advertiser feels fairly certain that his material will be at least partly read by the recipients and that it will be read on the date it is received. If the letter is addressed to the recipient by name, the message becomes personalized and has a better chance of appealing to the recipient’s interest than if it had appeared elsewhere as a non-personal announcement. Often the language and style of the letter is very close to that of a personal letter laying a special claim to the addressee’s attention and magnanimity.

Sent to school, office or home, direct mail provides the advertiser with effective timing and presentation of the message, and a way of selling directly to the people.

1.4.1 Leaflets and Letters

Leaflets

A leaflet is a single sheet of paper which carries printed matter on it with or without a design or illustration. Its purpose is to inform the recipients of the availability of goods or services in a particular area. Its circulation is limited, often confined to a single locality within a radius of one or two kilometers. (Some leaflets can be of a general nature and are sent to people everywhere.) The reading matter (copy) is usually better and in bold type. Such leaflets, it is noticed, are not very imaginatively or carefully prepared in our country. You may come across spelling mistakes and other signs of indifferent printing in them.

Mostly there are no interesting headlines, nor is there such reading matter (copy) as would immediately capture the readers' attention. It seems the advertiser has tried to economise on composing, editing and printing. Such leaflets come with the morning paper, and very often get thrown away without the courtesy of a careful look. But they do serve the purpose of the sender, or else they wouldn't be there at all. Someone may casually look at them, and may inform others of the services advertised.

This is not to suggest that all leaflets are ineffective or indifferent as the ones spoken of above. If you go to a reputed department store (the stores often mail their advertising materials to people directly also), you may be given, at the entrance, a leaflet that gives details of an interesting scheme initiated by that store. You require some time to go through its contents, which eventually interest you.

Letters

Like the leaflets, letters are also mailed or distributed to people by advertisers. Carefully drafted and neatly printed, these letters are essentially informative in nature. Their tone is polite and persuasive and the message is clearly and directly presented.

Such letters are not mailed indiscriminately. The advertiser carefully chooses special groups of recipients who may have a professional interest in the services offered. Depending upon what is being offered, the language of some letters may be technical or jargon-ridden while that of others may be similar to that of private communication.

1.4.2 Folders and Brochures

Folders

A folder can be best described as a folded circular. It can also be a small file or an envelope for holding loose sheets. It is sent by mail to people, or can be given directly to them at shops, emporia, concert halls, etc. A folder serves the same purpose as a leaflet or a letter, only in greater details and more methodically. As pointed out earlier, it can come as an enclosure with a letter.

Most folders are commercial. Their main aim is to persuade people to buy goods and services. Magazines issue folders to their readers to promote their sale by offering new schemes, or to introduce a new magazine or supplementary material like audio/video cassettes.

Brochures

A brochure is a pamphlet or booklet which contains summarized or introductory information about an institution and its programmes. The institution can be an academic one like a college or university, or it can be a tourist organization which

conducts individual or package tours in or outside the country, or it can be a consultancy office or any private or public undertaking. For instance, the Delhi Development Authority (DDA) issues, from time to time, brochures about its schemes of house-building and house allotment. So do all colleges, universities and other academic and research organizations publicizing their work and programmes.

The purpose of a brochure is to inform the people of the services organized by the institution which prepares and releases it. In other words, it is advertising. But a brochure is very different from a usual advertisement that appears in a newspaper or a magazine. For one thing, it is far too big in size to be published in a newspaper; for another, it is meant to be carefully studied, and may be more than once, for the useful information it contains. A brochure is carefully prepared and clearly presented. It is meant for wide circulation and large specialized readership. Its quality of printing, which reflects the status and prestige of the institution, is usually of a high order. It is difficult to come across an indifferently prepared brochure issued by a prestigious organization.

A brochure is an advertisement in spirit though not in form. It advertises things and ideas in the sense that it creates awareness among people by informing and educating them, and also by inviting them to join the organization in carrying out its ideas and programmes. A good brochure is an interesting piece of extended writing. Since a brochure is like a very short book (booklet), it has a title, which is a substitute for a headline in an advertisement. It may or may not contain pictures, but it must have instructions at the end as to how the services offered can be utilized, the addresses of officials to be contacted and their telephone numbers. By its very nature, a brochure is a complete, though short, document on a given topic.

1.5 IDEA ADVERTISEMENTS OR PSAs

Given below are some 'idea' advertisements for you to read. They appeared in *The Times of India* recently, and contain very useful ideas for the public. Notice that none of these has an axe to grind (nothing to sell or propagate). There is no sales talk. Yet they are very important from the social point of view. The main objective is to educate the people, to awaken them to some important social issues. We are asking you to read them with attention so that you may understand (a) what 'idea' advertisements are like and (b) what kind of 'idea' are advertised by different agencies, and how they can be useful. The advertisers are Indian Cancer Society, Delhi Water Supply and the Ministry of Welfare, Government of India.

Advertisement 1

Are you forcing your child to smoke?

Every time you smoke, your loved ones are forced to breathe in the dangerous air you breathe out.

Cigarette smoke contains over 100 deadly chemicals. These poisons slowly destroy your family's health, corroding the lungs, weakening the heart, and bringing on heart attacks, paralytic strokes, and cancer of the throat, lungs, pancreas and bladder.

Stop smoking. After all, do you love cigarettes more than your family? Go for a cancer check-up today, and follow it up once a year.

Indian Cancer Society
Early discovery, early recovery

*Advertisement 2***Don't Waste Water****Save it**

Here are some ways we can save water.

- Check your taps. : A slowly dripping water wastes about 4 gallons of water a day.
- Close taps during shaving and brushing. : Use a mug instead.
- Sweep and mop floors. : Don't wash the floors with drinking water
- Hold back the hose. : Wash your car or scooter with a sponge or a piece of cloth and a bucket of soapy water.
- Wash vegetables and fruits in a bowl. : Avoid cleaning vegetables under a running tap. It wastes water unnecessarily.
- Public Hydrants. : Close the tap when it is not in use.

Delhi Water Supply and Sewage Disposal Undertaking

(Times of India, 30 June, 2017.)

*Advertisement 3***By the time you get to the fourth paragraph you're hooked.**

It begins as a lark. Someone, probably a friend, offers you an experience. It's Smack. You're not too sure, but what the heck, you only live once. It's pleasurable, you discover, drowsy, dreamy. You do it again. But you're not going to get hooked, you resolve.

Of course you're not getting hooked. You're only getting to like it more and more. Smack lulls you into a floating high. You may lose some friends, but so what? You've now got a different gang. If college, work or games suffer, it's okay, you'll get around to them.

You need more. The same pleasurable drowsiness needs more Smack. You're listless. Your mouth feels dry all the time. Your body feels warm all the time. You want Smack all the time.

It's too late . You crave for the stuff. If you can't get it, your body gives way. You vomit, shiver, sweat. There's an excruciating pain in your bones. Your eyes and your nose water all the time. It feels like a living death. You're hooked, because it's time for a fix.

It's like sliding quickly into quicksand. You sink deeper and deeper. Life is one fix after the other. Somewhere along the line, you lost your parents, your family, your friends. And what you thought was paradise, becomes a living hell. And the loneliness hits you like a sledgehammer. It's time for a fix.

You're doing things you'd not even dreamt of doing earlier. Stealing money from home, pawning valuables, borrowing. It's that fix. You need it at any cost. Physically

you're a ghost of your former self. You have lost weight; your clothes hang on you. Your mind is screaming at you to have the will. But the voice gets fainter and fainter.... It's time for a fix.

Smack

It's quicker than quicksand.

Stay away from drugs. It is never too late, to help yourself or to help someone afflicted with Smack or any other drug addiction. Contact any of the de-addiction centres for counseling and therapy. (*Time of India*, 16th June, 1017)

1.6 LET US SUM UP

In this unit we have discussed the aims and objectives of advertising along with various types of advertisements. We have also discussed the social and economic significance of advertising as well as the importance of headlines in advertisements. We have also spoken about direct mail advertising. We have reproduced three 'idea' advertisements or PSAs for you to read and think over. Hope you have enjoyed going through the unit.

1.7 ANSWERS TO CHECK YOUR PROGRESS

Check Your Progress 1

- 1) An advertisement is a group of words published in a newspaper or a magazine to publicise a commodity, a service or an idea. Often words are accompanied by an illustration.
- 2)
 - i) to produce awareness among consumers,
 - ii) to create a liking and preference for a particular product, service or idea,
 - iii) to stimulate thought and action about it.
- 3) A great deal of money is earned through advertisements, without which the printing cost of the paper would be impossible to meet. Money paid by advertisements keeps the price of the paper very low, so that everybody can easily buy it.

Check Your Progress 2

- 1)
 - a) They have a wide circulation.
 - b) Their rates are not as high as those of other media.
- 2) The coloured and illustrated one. It is bigger. It looks better. It stays in one's memory longer than the usual black-and-white ad. The illustration makes the idea look concrete and the ad effective.

Check Your Progress 3

- 1)
 - i) It is addressed to anyone who is qualified for, and interested in, the post of Secretary in a firm of Surveyors and Estate agents.
 - ii) the job mentioned in (i)
 - iii) shorthand and typing, previous experience as Secretary, managing other secretarial staff, P.A.'s duties, etc.

- iv) high salary, other benefits, good working conditions, convenient location of office, and perhaps a good boss to work with.
 - v) She was very happy with her work and salary. So will the new Secretary be! She is leaving not because of job dissatisfaction but for personal reasons Only someone efficient like the present Secretary can be appointed.
 - vi) It is an unusual advertisement. It is very good because it is very clear. It is likely to stimulate a good response.
 - vii) The sentence about the secretary surviving 8 years and enjoying the work too. It is a very nice way of saying she has successfully completed eight years of services and gets good salary.
(You may make your own choice.)
 - viii) Wanted an experienced Secretary for a firm of Surveyor and Estate Agents Good shorthand and typing essential. Experience of personnel management and duties of Personal Assistant also essential. High salary, pleasant working conditions and other benefits. Telephone secretary for interview.
- 2) Institutional advertising is directed mainly at image building. It also seeks to inform the public of what the institution is doing or can do for the betterment of all. Such an advertisement can appear in the form of an appeal or notice also.
- 3) i) 'a' has news value, whereas 'b' is publicising a product. 'a' is a 'service' advertisement and 'b' is a 'product' one.
- ii) obviously 'b'. Tyres are being talked about so that they should sell better.
- iii) Both are good. 'b' is more idiomatic. 'Travel' and 'fast' indicate speed. Tyers are also associated with speed. 'News travels fast' followed by 'Apollo Tyres' gives us a complete picture. The use of language in 'b' is creative.
- 4) i) Afforestation, or planting trees is being advertised
- ii) It is an 'idea' advertisement.
- iii) 3 'a' is announcing a service. This one is advancing an idea or a cause.
- iv) 'to nurse' someone is 'to look after someone with care and affection'. It also means 'to help someone regain health'. One may think of nurses and patients and health. One may also think of parents looking after their child. The word 'each' may bring to mind the small family consisting of mother, father and one child.

Check Your Progress 4

- 1) Self-interest, curiosity and news.
- 2) In a creative use of language, words are often not used for their literal meanings but for their connotative meanings. For example, 'rose' is a flower, but in a particular context it can suggest a beautiful, but shortlived object, or the springtime. The image and pictures that a word or a group of words in a given context is capable of evoking is its connotative meaning.

UNIT 2 PUBLIC SERVICE ADVERTISEMENTS

Structure

- 2.0 Objectives
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2.0 OBJECTIVES

After studying this unit, you will be able to:

- define advertisement and state its need and function;
- explain the two types of advertisements: commercial and public service;
- describe the different social themes taken up for public service campaigns;
- state the differences between radio and press/TV advertisements; and
- script a radio advertisement.

2.1 INTRODUCTION

In the previous unit we spoke about advertising with special reference to print advertising. Here we are going to take up Public Service Advertisement—mainly for radio.

Radio has a significant role to play in the shaping of our society. This is especially true of our country where more than 95% of the population listens to the radio. Till

a few decades back, radio was primarily used as a medium for mass entertainment and for broadcast of news and features. But today it is being increasingly used in the service of the public to communicate important messages, announcements and information. In this context, we shall discuss the effective use of radio for public service announcements and commercial advertisements. You are well aware of the strengths and limitations of radio as a medium of mass communication. We shall also discuss the specific use of language in the preparation of the copy for radio advertisement and announcements.

2.2 THE ADVERTISEMENT: NEED AND FUNCTION

What is advertisement? It is a means of communicating to people on a nonpersonal basis. It uses the media of mass communication such as radio, television, newspapers, magazines and public display hoardings. Advertising is defined as "...paid, nonpersonal communication through various media by business firms, nonprofit organizations and individuals who are in some way identified in the advertising message and who hope to inform or persuade members of a particular audience." (S.S.Dunn and A.M.Barban p.8)

From the above definition, it is clear that advertising is not restricted to **products** but encompasses **services** and **ideas** also. It is also evident that the two basic functions of advertisement are (1) **to inform** and (2) **to persuade**. Thus advertising leads to **promotion of sales, change of attitude and arousal of awareness**. Because of its persuasiveness, advertising has to be specially concerned with the economic, social ethical and moral issues of advertising.

2.2.1 Advertising Campaign

There are many types of advertising campaigns. But basically any campaign strategy has to address the following questions:

- 1) Who is advertising?
- 2) For whom is the advertisement intended?
- 3) What is being advertised?
- 4) What is the purpose of the advertising campaign?
- 5) Which geographic area does it cater to?
- 6) Which medium is to be used?

The process also involves five important decisions to be made—namely, advertising objectives, estimation of the budget in the selection of the medium, creative strategy as to how to communicate the message, media strategy with reference to the delivery of the message and evaluation of the effectiveness of the message.

2.2.2 Advertising Classification

Advertising can be classified into a few broad categories. These are:

- 1) **Product Reputation Advertising:** Here the word "product" includes both goods and services. Firms that produce or distribute goods or provide a service devote the major portion of their advertising efforts to selling these. (Examples: Consumer goods, Courier Services etc.)

- 2) **Institutional Advertising:** Here advertising is towards selling ideas. There are three forms of Institutional advertising:
- a) **Patronage Institutional Advertising** which sells the ideas of patronizing a producer or retailer other than specific product merits. For example “**Ford** has a better idea” without mentioning the individual product (Car/ Truck/Bus) tells the listener the importance of the manufacturing firm FORD, so that he or she patronises the firm.
 - b) **Public Relations Institutional Advertising:** Designed to improve a firm’s image or reputation either through presentation of the firm’s point of view in any labour dispute or through an elaboration of the benefits and utilities for the public by the firm’s concern. Examples are the advertisement releases given by major Public Sector and Private Sector firms such as BHEL, OIL INDIA, Larsen and Toubro etc.
 - c) **Public Service Advertising:** This is a means of using advertising to promote non-controversial causes in the interest of the public such as road safety, cleaner environment, hygiene, family planning, child welfare etc.

2.3 PUBLIC SERVICE ANNOUNCEMENTS

Radio, more than any other medium of mass communication reaches more than 95% of the public and hence its use in making Public Service Announcements (PSA) is more effective than that of newspapers and television. If PSAs are carefully and precisely worded for broadcast over the radio medium they are likely to reach a large segment of our population and to be equally well understood by it.

2.3.1 What is PSA

The main purpose of a PSA is the dissemination of information on a public problem and in the public interest.

For example,

“THERE IS ONLY ONE INDIA. IT BELONGS TO ALL OF US. WE THE PEOPLE MUST ACT FOR UNITY” (National Integration Campaign)

“SIGHT — YOUR CHILD’S MOST PRECIOUS GIFT. PROTECT IT”.
(Eye Donation)

These are advertisements issued in national/public interest.

Communications which urge its audience to implement or support some kind of social or economic cause deemed beneficial by the consensus of the general public is Public Service Advertising. It is also likely that most of the PSAs do urge some kind of action.

2.3.2 Difference between Commercial Advertisement and PSAs

In elementary terms, we can say that commercial advertisement seeks to share the market while PSA seeks to share the mind. By advertising specific consumer products, commercial advertisement satisfies a felt need of the consumer. In contrast, PSA provokes the audience to recognize a need. For example, by advertising a slogan “Save Water” the PSA makes its audience recognize the need to save water for a dry season. So the arousal or awakening of one’s awareness is primarily a

function of the PSA, while the commercial advertisements cater to the felt need of the consumer. PSA is created by advertising professionals and exhibited free of charge by the media which donates both space and time. Many business firms sponsor PSAs without any reference to their own sale products. This is a manifestation of the new philosophy of business.

PSA by Eleemosynary institutions: Besides business firms, PSA is done by charitable institutions, known as Eleemosynary institutions such as Helpage, Care, Unicef etc. Their messages are sometimes contributed to by business concerns, but more often, they are funded by these charitable organizations themselves.

PSA by Government: Developing countries have the need for an informed citizenry. PSAs are effective means of reaching the public with necessary information. Such advertising is used to promote issues without any bias and partisan slant in the interest of public good.

2.3.3 Themes in PSA

We can look at the theme from three aspects — regular PSA, current PSA and Public Service Campaign. They all deal with affairs related to our daily living, social issues and information on essential matters. Through electronic media, these PSAs reach out to all segments of society all over the country. For the PSAs to make an impact on the listeners and for them to be effective, the time of broadcast, and its duration are of considerable importance and the message has to be precise and in unambiguous terms. Often it is said that television, being an audio-visual medium, can prove more effective than radio which has no visuals to support it. But television can only cater to a few inches of one's imagination but the appeal of radio gives full scope for the free play of imagination.

2.3.4 Regular PSA

- 1) Railway bulletins
- 2) Inter-state bus timings
- 3) Employment news
- 4) Weather bulletins
- 5) Market rates/Bazaar rates
- 6) Announcement of new policies, programmes and proposals on important days.
- 7) Book reviews/ New publications
- 8) Lost persons
- 9) Highlights of the day's broadcast programmes

While preparing the text for such announcements, care is to be taken to provide correct information and details so as to leave no doubt in the minds of the listeners. In preparing Railway bulletins, the name of the train — mail or express, the destinations, both to and fro, the number of the train and the time are to be given in a serial order. Instead of making announcements in terms of "a.m." and "p.m.", it will be better to give the time in figures. For examples, 4 p.m. can be stated as 16 hours. If there is a delay in the arrival or departure of a train, the original scheduled time and the new time have to be given.

All India Radio has a special form to be filled in for "Lost Persons" announcement.

This form has the following format:

Name of the person	: Mahesh
Father's Name	: Sunderlal
Age	: 10 years
Name of the place where he disappeared from	: Kanpur
Dress worn	: Blue shorts and checked bushshirt
Identification Marks	: A cut on the right cheek
Colour	: Wheatish
Height	: 4 feet
Places where he is likely to be found	: Kanpur, Lucknow and Allahabad
Address for intimation	: Sunderlal, House No. 32, Gali No. 22, Station Area, Kanpur

The copy to be made for the announcement from the above form will run thus:

Shri Sunderlal informs that his son, Mahesh, aged 10 has been lost since April 23, 2018 from Kanpur. He is of wheatish complexion and is four feet tall, with a cut on his right cheek. He had worn blue shorts and a checked bush shirt. If you have any information about his whereabouts, please pass it to Shri Sunderlal at the following address: (Address)

The following points are to be borne when preparing the announcement:

- Easy language — simple and direct sentences
- Precise and clear diction
- A certain degree of friendly appeal without being casual and informal

2.3.5 Current PSA

Under this category, information and announcements relating to basic daily amenities are given:

- 1) Water supply at low pressure in certain areas
- 2) Dates of examinations/results
- 3) Security warnings to workers in factories
- 4) Warning about weather— floods/storm/hurricane/earthquake etc.
- 5) Latest sports results
- 6) Blood donation for a patient in need in a hospital
- 7) Power cuts
- 8) Road and traffic jams and diversions

On the radio, there are specific times allotted to such PSAs. Usually these announcements are sandwiched between two programmes i.e., at the conclusion of a programme and before the commencement of the next programme. The most important announcement is given precedence over the others and the rest made according to their order of importance. If there is time left at the end of all these announcements, the first and the most important one is repeated. Here is an example of a current PSA:

This is All India Radio, Gwalior. Here is an important announcement.

Jiwaji University, Gwalior announces the 2017 B.A. and B.Com. examination dates. They are to begin from March 24, 2017. Candidates have been sent all information regarding time and place of the examination along with their respective hall-tickets. Those who have not received our mail can contact the University directly and get the necessary information. (Contact number and university e-mail ID to be included)

This can be given a second repeat before the end of the programme announcements.

2.3.6 Public Service Announcements/Campaigns:

This does not provide information, but is more in the nature of persuasion. The aim is to make the listeners aware of certain basic issues and principles governing the health and welfare of the society. For example, given below are a few of such PSAs:

- 1) Use/Waste of water
- 2) Observation of rules (traffic)
- 3) Blood donation
- 4) Eye donation
- 5) Family welfare
- 6) Health and environment
- 7) Wild life

In preparing these slogans, the following points have to be kept in mind:

- 1) Absolute precision
- 2) Clarity of expression
- 3) Appeal to emotion
- 4) Friendly intimacy

For example, on “Eye donation”, we have these slogans: (1) “All that stands between darkness and him is your signature” (2) “Set your sights on the nearly blind. Give” (3) “They walk by faith, not by sight, let us give that they may see”.

“Blood donation” “Your blood...someone’s life-blood.”

On “Helmet wearing” :”Accidents get either your head or your helmet”/ “Keep your head, wear your helmet”.

2.3.7 Audience Research

For a successful campaign on the radio, audience research has to be made at frequent intervals with reference to important announcements. The research should relate to

- 1) The area covered by the broadcast
- 2) The degree of clarity of the message in its apprehension by the audience
- 3) The percentage of audience who listen to the message
- 4) What special groups have felt its impact
- 5) The utility value of such PSAs

In India, PSA on radio have been less than adequate in comparison with PSAs through the other media. For example, the cyclone warning for fisherman on radio

or farm news for the farmers have not had as much desired impact on the respective class of people for lack of forceful and mind penetrating copies.

Check Your Progress 1

Note: a) Space given below the question is for writing your answer.

b) Check your answer with the one given at the end of this unit.

i) What do you understand by the term Public Service Announcements? How does it differ from commercial advertisement?

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ii) Prepare a copy for a PSA on radio on a free eye clinic to be held on 24 October, 2018 at Govt. Boys' School, Napier town, Jabalpur.

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2.4 RADIO ADVERTISEMENT VIS-À-VIS PRESS/ TV ADVERTISEMENTS

Advertisements, as you have seen, have two functions—to inform and to persuade. They draw the attention of the audience (listener/viewer/reader) to any particular issue and then give the relevant information. A successful communication is measured by the degree of persuasion it achieves. On All India Radio, advertisements are broadcast on the Vividh Bharati channel and they are made between programmes either at the commencement or at the conclusion of a programme. This maximizes the number of listeners for they tune into the radio for those programmes. Some of the important PSAs are now made through the primary channel as well. Advertisements are made through all the major media of mass communication—the most important are newspapers, cinema, radio, television and hoardings both on public sites and buses.

But radio, amongst all these, has got its own characteristics with its plus and minus points, its limitations and scope. Even though radio suffers from its lack of visual appeal, it has certain distinct advantages which gives it an edge over the other media in relation to advertisement. Let us see the difference between radio advertisement and press advertisement:

Radio Advertisement

Press Advertisement

- | | |
|---|---|
| 1) On the radio, time is precious. Advertisements are time-bound. | 1) Here, space is precious. Advertisements are space-bound. |
| 2) Music and sound are used. | 2) Cartoons and pictures are used. |
| 3) Radio advertisements reach all segments of people. | 3) Press advertisements are only for the literates. |
| 4) Audio medium | 4) Visual medium. |
| 5) Does not call for concentrated attention to hear the advertisements. | 5) To read the advertisement, you need concentration and time. |
| 6) Advertisement announcements are fleeting | 6) One can pick up the paper advertisements any time and read them. |

Let us see the difference between Radio and TV advertisement:

Radio Advertisement

TV Advertisement

- | | |
|--|--|
| 1) Only an audio medium. | 1) Both an audio and visual medium. |
| 2) You can listen to it even outside your room/home. Even when you are moving, | 2) You have to sit before your TV set to follow the advertisement. |
| 3) Sound is important. | 3) Visuals are important |
| 4) Music and sound are used. | 4) Here also sound and music are used. |
| 5) Jingles are specially made for radio advertisements. | 5) Jingles are used, though they are not very essential. |
| 6) Time factor is significant. | 6) Time factor is equally significant. |
| 7) This is an inexpensive set. | 7) TV is an expensive item. |
| 8) Production is less expensive. | 8) Production is very expensive. |

Check Your Progress 2

Note: a) Space given below the question is for writing your answer.
 b) Check your answer with the one given at the end of this unit.

- i) Give three distinguishing features of Radio, TV and Press advertisement
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2.5 SCRIPTING THE ADVERTISEMENT

Advertisement is a form of communication. Communication, says Wilbur Schramm, the noted communication specialist, “is a fundamental social process.” It is a relationship between the sender and the receiver, “an act of sharing”. This means

that the receiver is not a passive decoder of information and the effort should be to get the message through, getting it accepted and getting it decoded in approximately the same form as the sender intended.

Thus the communication objectives are a two way process and the advertiser (sender) has to meet the objectives and felt needs of the audience (receiver).

2.5.1 Target Audience

Radio reaches a large segment of the lower income groups and, therefore, is a very effective medium for dissemination of information to the illiterate poor. The PSAs over radio can make this group aware of issues and motivate it towards action. So those who write and design advertisements — commercial and PSAs – must know the consumers who are expected to listen to them. The target group should be measured both quantitatively and qualitatively.

2.5.2 Creative Strategy

Creative strategy is related to the content of the message. The basic message content is to be understood and analysed before preparing the copy. The creative message is usually based on such questions as

- 1) What features of the product are unique to the product? (in the case of PSA, what features of the message are to be highlighted?)
- 2) What features or attributes of the product are important to the consumer?
- 3) What attributes of the product are to be highlighted in relation to other comparable brands?
- 4) What 'position' has the product in the consumer's mind?
- 5) What benefits are the consumers likely to get?

The creative process of a copy involves six phases:

- 1) Orientation: Pointing to the problem.
- 2) Preparation: Gathering pertinent data.
- 3) Analysis: Breaking down the relevant material.
- 4) Hypothesis: Piling up alternate copies to convey the ideas.
- 5) Synthesis: Putting the pieces together.
- 6) Verification: Judging the resultant ideas.

2.6 THE SELLING APPROACH

The basic purposes of advertising messages (commercial/PSA) are to inform, to persuade and to remind. All advertising messages have one or two or all these elements embodied in them. The objectives of the messages are **to stimulate** a demand for a commercial product and develop awareness (PSA), to **promote** a brand/idea and **to cause** direct or indirect action to be taken by the consumer (buy/motivate to act).

The role of the informational aspect of an advertisement is to build awareness in the consumer. This is done by introducing a product or an idea. The persuasion aspect concentrates on why the consumer should buy the product/idea. The consumer is first made aware of a problem and then he is told how to solve the problem. The goal here is to influence his attitudes. The reminder advertising is to make the

consumer take, not necessarily, direct and immediate action, but to bring a gradual change in his attitudes so that he takes to a new idea through his own reasoning.

Any strategy for advertising a product or an idea has to have (2) Appeal strategy, (2) Humour strategy and (3) Comparison advertising.

2.6.1 Appeal Strategy

Advertisement, if it has to have an appeal, should engage the attention of the consumer, create interest in the idea or message, promote his desire or awareness and motivate him/to take action. For example, a statement “Tomorrow morning when you open your eyes, think of those who can’t” arrests the attention of the listener. He wonders what the message is aiming at. After a pause, comes the rest of the PSA: “Sight”. “A gift only you can give.” Yet another begins thus: “On your birthday, give the earth a present”(pause) follow it with “Plant a tree”. A few more examples:

“Don’t just practice, Preach”(Pause) “Tell someone who is less aware, less experienced, less educated how simple it is to plan a family”

“Your daughter will never be as good as a son” (Pause). “unless you give her a chance”

“We are two; we are three” (Pause) “We are one. Let us act for unity.”

“The only thing Priya can do with her eyes....is cry” (Pause) “You can give her sight.”

2.6.2 Humour Strategy

Humour as a strategy enhances the audience’s attention, at least when they listen to the advertisement, for the first few times. Those who advocate humour in an advertisement, say that the consumer will accept the message. There is the opposite view that humour detracts attention from the message.

The advertiser who prefers humour as a creative strategy should bear in mind the following points:

- 1) Humorous messages attract attention.
- 2) They may detrimentally affect comprehension.
- 3) Humour increases persuasion.
- 4) Humour tends to enhance source credibility.
- 5) A humorous context may increase liking for the source and create a positive mood.
- 6) To the extent that a humorous context functions as a positive reinforcer, persuasive communication placed in such a context may be more effective.

One of the effective slogans with humour as its creative strategy is that of Limca, which presents the conversation of a few collegians. One of them tries to give a rational explanation as to why he drinks Limca — because it contains isotonic salts....He is intercepted by another who gulps Limca down saying “I drink Limca because I like it” followed by laughter. Onida’s advertisement with the devil beating the drums to the chant of “give us work”, suggesting that Onida TVs don’t require after service care, is equally humorous and stays in the viewer’s mind.

2.6.3 Comparative Advertising as a Creative Strategy

While in commercial advertisement, this strategy generates heated controversy in respect of advertising ethics, in PSAs, this comparative strategy does enhance the audience's attention. In the family planning advertisements, the comparison between a planned family household to the disadvantage of the latter is more effective than a slogan that says "a small family is a happy one". The slogan can be an effective punch line, but its message gets credibility and authenticity through an institution of comparison between the two types.

2.6.4 Samples of Radio Advertisements

In conjunction with the strategies given above, let us see what are the different kinds of radio advertisements that prove effective:

Simple and direct slogan: "The tyre that never tires" (Modi tyres)
 "Utterly, butterly delicious – Amul"
 "Neighbour's envy – Owner's pride – Onida"

Dialogue/Dramatisation: This can be a 30 seconds ad. With two or three engaged in a conversation. This is useful more in PSAs than commercial. Example: Limca ad (see 2.6.2)

On Eye Donation:

- A: "If your heart goes out to the blind during your lifetime
 B: Let your eyes go out to them after death
 C: Donate your eyes today
 D: It may be the most important gift you can give."

Jingles: Sung to the accompaniment of music, jingles prove effective.

Example: "Don't let litter spoil the glitter"

"Don't tap your life in ashes. Devote it to your country"

(anti-drug campaign)

"Keep your house clean. Keep your country green".

"Keep your head. Wear your helmet"

"Woman is more than man's equal-

If it weren't for her, he wouldn't be here"

"Mango Frooti fresh and juicy"

On the whole, the points to remember while preparing radio advertisements are:

- 1) Use of short simple sentences to make the maximum impact.
- 2) Clear and simple diction that can be easily understood.
- 3) Conversational tone to increase sense of involvement and participation.
- 4) Appeal both to emotion and intellect.
- 5) Urgency to invoke action.
- 6) Presentation with maximum conviction.

Check Your Progress 3

Note: a) Space given below the question is for writing your answer.
 b) Check your answer with the one given at the end of this unit.
 Make copies for radio advertisement for the following products/issues:

i) A detergent powder

.....

ii) Promotion of awareness about environmental pollution

.....

iii) Communal harmony

.....

2.7 LET US SUM UP

In this unit, you learnt about:

- The need and function of advertisement.
- Advertising campaign strategy.
- The definition of public service announcements and the difference between commercial advertisement and PSAs.
- The themes taken for public service announcements.
- Radio advertisements and their distinct characteristics vis-à-vis press and TV advertisements.
- How to write a copy incorporating three strategies appeal, humour and comparative advertising.

2.8 ANSWERS TO CHECK YOUR PROGRESS

Check Your Progress 1

- i) PSAs i.e. Public Service Announcements disseminate information on a public problem and in the public interest. They differ from commercial advertisements in the sense that PSAs provoke the audience to recognize a need whereas commercial ads satisfy a felt need of the consumer. In short the awakening of one’s awareness is the primary function of PSAs while commercial ads cater to the felt needs on the same lines.
- ii) Read 2.31 again and prepare a PSA on the same lines.

Check Your Progress 2

- i) Radio Ads: On radio, time is precious, music and sound are used; announcements are fleeting.
- ii) TV Ads : Visual medium, expensive medium, time factor is important.
- iii) Press Ads: Space is precious; press ads are only for the literates; Visual medium.

Check Your Progress 3

For this you will have to let your creative juices flow.



UNIT 3 TV ADS AND STORY BOARDS

Structure

- 3.0 Objectives
- 3.1 Introduction
- 3.2 The 'Idiot Box'
- 3.3 Pictures and Words
 - 3.3.1 Writing Pictures
 - 3.3.2 Painting Words
 - 3.3.3 Reinforcement and Counterpoint
- 3.4 Selling Line
 - 3.4.1 Copywriting
 - 3.4.2 Storyline
- 3.5 A TV Advertisement
- 3.6 Structuring a TV Advertisement
- 3.7 A Storyboard
- 3.8 Let Us Sum Up
- 3.9 Answers to Check Your Progress

3.0 OBJECTIVES

In this unit you will be introduced to the format of TV ads. We shall also analyse what makes a TV advertisement tick and how it has become a distinctive genre. At the end of this unit you should be able to:

- distinguish a TV ad from a film or print ad;
- visualize an 'ad'; and
- provide the matching copy.

3.1 INTRODUCTION

Advertising (L. *advertere*; ad-to *vertere*-turn)-to turn one's attention; inform, give public announcement or commendation of; any device for obtaining public favour! Advertising is an integral part of selling. Ever since man began to sell, he wanted another to buy. He exhorted the buyer through gestures, signs and words. He extolled the virtues of what he was selling and this in turn became the process of selling. The need to manufacture (or procure), sell and consume, became a condition of the human existence. With industrial growth and the organisation of the manufacturing process, we have now moved into the era of consumerism. The effort is on to find audience in order to sell products to mass clientele. The content of our lives is to a large measure conditioned by media messages of what we ought to buy- from junk foods to everlasting peace. Advertising has come to stay.

With over two billion people watching it everyday, television is unquestionably the prime advertising vehicle of our times. It is the ultimate opinion maker, and it holds captive an amazingly diverse and huge audience in previously unknown communion. Within the charmed magic circle of this idiot box the essence of an insidious sales message descends and perhaps settles.

3.2 THE 'IDIOT BOX'

Television has been derisively called the idiot box. It is also known as the tube, the telly, simply 'TV' and by many other such names. Some of these names and definitions have a pejorative connotation, some others—grudgingly admiring. But, almost universally, we are still a bit overawed by the technology which brought moving pictures into our houses for collective viewing. We still regard this box as something of a visual oracle. Whether we are complaining or complacent at times, we still do not turn off our sets. It is a habit hard to beat and we follow it like zombies. Unthinking, automatic. The term 'idiot box' has stuck and it will perhaps never come unstuck. We have come to regard the box as a thing that cannot lie; for is not seeing believing? A twentieth century phenomenon which is essentially technological in nature, television basically consists of electronic transmission of picture (and sound) from one place to another.

This can be done in a variety of ways like:

- Broadcast mode transmission
- Cable TV
- Closed Circuit TV (CCTV)
- Facsimile transmission (FAX)
- Satellite transmission
- Optical Fibre transmission, etc.

Broadcast TV (which may include one or several of the above modes in combination before, or in conjunction with, final wireless transmission) is now mostly known by the generic term TV. It has grown rapidly into a prime communication medium in just over half a century, creating its own grammar and identity in the wake of its phenomenal growth. In some countries, TV is controlled by the government, while in others, it has been given to private organizations. But, all in all, TV has become a major medium of mass communication all over the world. From its earliest days it has attracted commercial messages (ads.). Actually, the roots of these messages go back to the days before television. In USA, commercial radio was the natural outcome of the growth of stations in the early 1920s. President Herbert Hoover stated that he could not envision the corruption of this new medium by commercial appeals, but sales promotion through radio began for the first time in USA in 1921. The returns funded the then burgeoning industry. When TV became a national system of communication in the US in the 1930s, it simply borrowed the concept from radio. This was reinforced in part by the fact that advertising through film clips was an accepted and well-known practice by that time. These clips would be shown in movie theaters and were also used in field situations during World War-II, as messages for enlisting in the army.

The advertising-television nexus had begun. It was soon realized that film clips meant for movie halls were not particularly well suited to the new medium, the idiot box. It required a different selling line.

3.3 PICTURES AND WORDS

When Eadweard Muybridge made multiple pictures of a single object in the early days of photography, he used exposures measuring fractions of a second and multiple cameras to study locomotion. These were dramatic stop motion pictures of people

in movement which when seen together, gave an idea of locomotion. These were eloquent pictures and had scientific applications besides. The earliest ‘tachyscopes’ produced the illusion of movement in a series of scenes mounted on a rapidly rotating disk. These were quite common in the late 19th century and were the natural precursors of the cinematheque of the brothers Lumiere. A series of pictures seen in rapid succession seem to blend into a seamless whole since a rapid flicker produces persistence of vision. Television is achieved by a highly complicated form of intermittent visual stimulus. The picture is built up in strips (scan lines) which are designed to keep flickering at a rapid enough level to achieve an image without annoyance.

With moving pictures, a whole new sensory experience unfolded for man. With the concept and refinement in editing, largely due to the work of D.W. Griffith, a complex psycho-physiological area of visual stimulation took shape. The work of Eisenstein and Pudovkin explored this area further and helped delineate its basic parameters.

With the integration of sound and motion pictures, the so-called ‘talkies’ arrived. It was natural that these concrete inputs (pictures and sounds) suggested independent manipulation and rearrangement of the audio-visual structures. This created a cinema language. And the biggest beneficiary was the ‘smallest’ film—the ad film.

3.3.1 Writing Pictures

Suppose I want to sell a pair of shoes. How do I begin to sell it? A close scrutiny of its physical form would suggest the initial sales pitch. I have begun the process of writing pictures! An object can be seen from many angles, in different light, in many settings and with varied incidental detail or positioning. When we structure these inputs to match our target market and highlight a particularly strong selling point—we have a pictorial representation of a sales promotion activity. This is a basic substrate.

3.3.2 Painting Words

When we speak eloquently about the virtues of a particular object, its beauty and charm—we are arousing a basic human instinct—the instinct to own. It is not perchance that most of the advertising copies use adjectives. Free association of ideas, evocation of a mood, reflections of human impulses—these are all tools when one writes words for an advertisement. Using words in conjunction with pictures and other sounds provides an almost infinite possibility (theoretically) of creating an adroit or artistic mix. You can paint words using the whole palette of the lexicon, sometimes unconventionally and very often in an unorthodox manner.

3.3.3 Reinforcement and Counterpoint

When a verbal (or aural) cue runs concurrently with a visual cue, it can reinforce the latter positively. A pastoral scene with the sound of a flute in the distance is a compelling mix. At times the cues may cancel each other out—providing negative synergy. Structuring sounds and pictures in a manner where they reinforce each other provides positive synergy. This synergy can be achieved through a parallelism in the sets of cues, a serial succession or a deliberate distancing. This latter case is known as counterpoint and can be very telling if used properly. Its use should, however, be kept to a minimum. In a party scene where sounds of clinking glasses, convivial laughter and music is heard, the picture of a crying child is accompanied by silence! The synergetic message here is ‘Don’t neglect children’. Conversely, the same party scene is accompanied by a sound track of a person recounting the travails caused by drought and here the message is ‘Adopt austerity!’

3.4 SELLING LINE

Through the ages the subconscious has expressed itself pictorially, Symbolism in painting is as ancient as in literature. Men have used sculpture and painting of thousands of years to capture the image of what they see. Also what they feel. Cave paintings and modern graffiti are expressions of the same kind. It is not unusual that man wanted to verbalize his pictures as well. To him the two share the essence of being pictorial. Before the advent of the spoken word in films, captions were used rather freely. The practice of having posters and billboards has been as old as organized commercial activity. With the integration of sound and pictures in cinema, the aural selling line left the domain of the megaphone advertising travelling circuses and became an important input in cinema of the market-place—the vocalized selling line. The text of a film or TV ad is not always mouthed. Some of it may be used as a caption or one might use both the caption and voice sustaining the same text. The total text (mouthed or otherwise) of an ad is known as the copy.

3.4.1 Copywriting

Writing copy is arguably the most creative aspect of an ad film. Juggling with words, making the perfect choice, using the perfect conjunctive, playing on meaning, punning on words, using double entendres which fall just short of being risqué—this is the stock in trade of the copywriter. He is, typically, never without his thesaurus and is armed with a dozen reference tomes and innumerable clippings of print ads he would have wanted to write. Actually, the copywriter is a creating writer who has perfected the technique and craft of writing successful copy through endless years of routine hard work. His is a two-fold brief—to hawk his wares in the most comprehensible, distinct and lucid manner, and to create a dramatization of ideas through a fresh insight, a haunting image or a daringly different symbol. This has to be done in rarely more than three or four short sentences and almost entirely through inner play of words. This a daunting task indeed and it is often impossible to blend the two briefs in a harmonious manner. The copywriter who is satisfied with his own work is rarely popular with the client. Also vice-versa—such are the vagaries of the market-place.

In a consumer society where durables and perishables tend to replicate, there is hardly any Unique Selling Proposition (USP) that can serve as a peg for our copywriter to hang his copy on. Yet a copywriter must start with the USP as his basic reference. He has also to know his submarket and the positioning of the product therein, to choose the right cues. We shall know more about this when we structure a TV ad.

Let us try to identify some of the literary devices most frequently used in copywriting. All examples are taken from existing print ads.

Alliteration: Is a universal favourite of copywriters. In their quest for catchy alliterations, unorthodox coinages or conjunctions are often used.

Example: Tingling, tangier taste!; Better buy Binatone.

Rhyme: Another favourite. Goes well with pithy messages.

Rhymed copy set to music is called a jingle.

Example: Stayfree...that's the way you ought to be!

Assertion: Usually with direct address mode.

Example: In every party that I host, the chief guest is Amul Cheese.

Endorsement: By a personality; direct mode of address.

Example: ‘I have just one complexion. And so, no ordinary soap will do. I trust only ‘Lux’.

Punning: Quite popular with copywriters. Requires careful handling.

Example: Now, another addition to the hit list. Fine Things-the latest bestseller!

Circumlocution- just to be different.

Example: We don’t have to say anything. Products with an identity need no headlines!

Check Your Progress 1

- Note:** a) Space given below the question is for writing your answer.
 b) Check your answer with the one given at the end of this unit.

List all the adjectives in a bunch of print ads and arrange in the following manner:

- 1) Repeats or pairs
- 2) Opposites
- 3) Adjectives used in alliteration with other words
- 4) Unconventional usage

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3.4.2 Storyline

A copy is only a part of a storyline, much like the skeletal structure of a body. The body of an ad is its storyline. It is where the ad is conceptualised and capsuled. In a film or TV ad, in particular, a storyline may consist of little or no copy and yet be a complete communication. A storyline is a setting. An evocation. It is what the French call a *misen scene*-a mounting. It is within this mounting that we must embroider our words and pictures, our sounds and random utterances. How does one make a storyline?

To answer this question, we have to understand some marketing principles. When a manufacturer decides on manufacturing a product he undertakes a market analysis. Only after being convinced that his product has a market does he think of formulating it. The formulation is done on the basis of a submarket segmentation—identifying the actual potential buyers, their class characteristics, purchasing power, level of literacy and need of buying. A survey of competitive products is undertaken. An attractive price is formulated and within these economics a product starts taking shape. Its wholesale marketing possibilities are carefully assessed. A launch is slated after the test formulation and manufacture. A trial launch usually proceeds a full-scale marketing activity. This is done in selected locations and the results are carefully monitored and the feedback used for appropriate changes in the product or marketing strategy. This can be illustrated in the following manner known as the:

Market Specifications → Design Specifications (Formulation) → Prototype
Manufacture → Product testing → Feedback

A full-scale launch is usually preceded by an advertising campaign which may consist of hoardings, neon sign display, radio and TV ads, cinema hall ads, print media advertising and display at retail outlets. The TV ad is a part of the whole campaign and has to work in close tandem with other forms of advertising. This coordinated activity is undertaken in cooperation with the manufacturer by a specialized agency—the ad agency. The agency has copywriters, visualisers, creative artists etc., on its staff but may use the services of independent professionals as well.

The basic information, besides the product name and target market, is the strongest selling point which makes it distinct from other such products. This is called the Unique Selling Proposition (USP). This may be in the form of a lower price, better attributes or, a new feature. This is where a storyline begins. One may not start with a USP in the linear structuring of a storyline. As a matter of fact, it is usually saved for the last as a punch line, yet its influence on the storyline is seminal. This quality suggests a variety of settings or moods which are consistent with the cultural values of the target market. A language gets suggested and a plot develops. The storyline is basically a graphic description of an ad incorporating copy.

3.5 A TV ADVERTISEMENT

What is a TV ad? How is it different from a film ad? An ad created for cinema hall audiences (theatre release) is sometimes aired on TV. Does it become a TV ad? Can it be called a TV version? Let us try and answer these questions.

These are fundamental questions that have been carefully researched over the years. The answers are by no means standardized or universally applicable. For the most part, client or agency preferences, budget constraints and the success of earlier campaigns play a major role in the airing of theatre release ads over TV. Some salient features are, however, noteworthy; and these have dictated the structuring of TV ads in the recent past.

Television is an intimate medium. It responds well to intimate, personalized messages. Mystique does not work very well on TV.

- Television, because of its size, is a medium of close ups and detail. Panoramic views do not create the same feeling as they would on a large screen.
- Television magnifies blemishes. It does not gloss over them.
- Television has immediacy to it. Short, crisp, fast paced messages work well on it. A twenty or thirty second ad is ideal.
- Television ads aired at fixed time slots make for best recall values.
- Television works best when it is unpretentious.

Television commercials are usually very short, so that the trickier they look, the better. A technical device can easily be abstracted from its context and duplicated in whatever terms are desired. What cannot be stolen, on the other hand, is the precise imaginative context in which the device appears, for that context is the original art—that is, the very opposite of a technical device. Interestingly, in the context of political advertising in U.S., it is increasingly the view that thirty second

‘spots’ should be replaced by longer commercials so that sloganeering is kept to a minimum.

3.6 STRUCTURING A TV ADVERTISEMENT

Let us structure a TV ad. Let us suppose that M/s Pluto industries wants to launch an instant coffee. They tentatively call it ‘gold blend’. They have Nescafe as their competitor. Nescafe has a near monopoly in the market as an instant cent- per- cent coffee. Most other brands are coffee-chicory blends.

Product profile: What is the USP? It is a coffee with higher aroma. A cent- per- cent premium coffee.

What is the price? Slightly higher than Nescafe.

What are the distinctive features?

What is the wrapper colour scheme? Blue and white. Also white lid.

Let us structure a framework. With the given inputs in the product profile, we have tried to structure a suitable campaign for the market segment identified. It is reasonable to assume that literacy will be fairly high among the market segment in question—i.e. the Indian urban, upper middle and upper class. The choice of the medium of the ad is thus made automatically—English, which also reinforces the product identification with occidental cultural values that appeals to the target segment.

This literate group is able to respond better to incidental triggers than direct cues. If the film is slick and competent it should at the same time guard against being spectacular. Surfeit of special effects and gimmickery are usually relegated to the realm of science fiction by the target market. Our suggestion is a refined, aristocratic, slightly understated film.

The USP has been given as a “coffee with a higher aroma. “The word “aroma” is stronger in specific association of ideas, unlike the word “flavor”. Since the USP is non-visual, associative ideas can be used as trigger cues. Again aroma is a word with typical masculine orientation. This gives us the referential aspects of the film. Colour scheme of the wrapper and lid tend to suggest visual aristocracy. This is also in tune with the pricing. A few observations:

- 1) Higher Aroma is strong USP in the case of any coffee. The reinforcement would be complete if the coffee is called **Aroma**.
- 2) Incorporating certain incidental visual cues on the label would create positive synergy. Examples:
 - a) The acronym TM (Trademark) just after the brand name
 - b) Computer classification stripes
 - c) Prominent display of the word **Instant**
 - d) An airtight lid (which requires pressing before unscrewing).

Let us now work on alternative storylines incorporating copy. Please note the way music is used. Atmosphere sound effects also play an important role. Also note the variations in copy. The following five storylines broadly represent different genres of TV ads. Note the use of close-ups and attention to detail. Each storyline is of 30 secs. duration.

STORYLINE-1 One shot only – 30 secs.

Exterior. Late afternoon. Portico of a very impressive house. The door is gleaming mahogany and brass. A liveried footman (face is not seen) is standing on the steps leading to the door. A luxury limousine glides into view. The sound of car doors opening and closing and firm authoritative footsteps going up. The persons are not seen. The door opens (opening sound). Camera glides past the car fender taking in, in incidental detail, the gleam and high polish of the car—preferably light blue – and ascends the steps in a fluid unbroken movement. Going into the house it encounters impeccable taste in flooring, walls, objects fixtures etc. Also music. Each visual cue encountered by the camera signifies taste. The music builds up.

Camera lazily pans. A beautiful male hand is in the process of moving across the field of vision. Elegant shirt cuff and a cufflink are also seen. The hand moves towards the background revealing a jar of coffee from which he has just withdrawn coffee in a spoon and put into a cup. A liveried hand enters the top of the frame with a silver coffee pot. Pours steaming water. Music goes lower and on the sound of the pouring water a voiceover:

THE AROMA OF GOOD LIVING GOLD BLEND-THE PREMIUM COFFEE
(Freeze)

STORYLINE -2

Exterior. Late afternoon/early evening. The rolling lawns of a private estate. A horse with a rider—handsome, not so young, and macho looking—comes into view. The horse is paced at an easy canter-NOT galloping. The rider comes towards the camera and dismounts. He hands the reins to a syce and joins a girl who, like him, is dressed for outdoors. They link hands and go towards a table set in the shade of a tree. Beautiful table linen, a food hamper, distinguished crockery etc. They settle down to a repast. Not a word has been spoken. NO MUSIC. Only natural sound and sound effects, occasional laughter.

The girl makes coffee for the man and for herself, handling everything with loving care. Coffee jar is seen in closeup. The horse neighs in **far** distance, very low.

VOICEOVER-THE AROMA OF GOOD LIVING GOLD BLEND THE PREMIUM
COFFEE

STORYLINE-3

Interior. Early evening. A table set alongside a French window of Highland Park Hotel at Gulmarg-Kashmir. A panorama of hills and meadows is visible beyond. Soft music playing—can be a jingle. Misty feeling indicates autumn.

A man and a woman-sitting at the table frame the panorama beyond. A waiter's hands are seen in the foreground (leading edge of the table) making coffee. He pours out the water after taking coffee from the jar with a spoon. He asks –out of vision-'Milk ma'am?' She nods slightly—looking up. The man looks up and says 'No milk for me.' The waiter adds milk to one cup and places the cups in front of the two. Withdraws. The emphasis and play is on the vapour issuing from the cups. The man inhales deeply. The girl smiles. Camera is shuttered down till the couple appear in silhouette, at the same time getting the jar in the foreground in sharp focus.

VOICEOVER—FOR THAT SPECIAL AROMA GOLD BLEND THE PREMIUM COFFEE

STORYLINE-4

A well-known personality is weighing two jars in jeweller’s scales. One jar is GOLD BLEND. The label of the other is averted. GOLD BLEND side is heavier. The man is puzzled. He addresses the camera:

‘How could it happen? Well! It is not as if one is more by weight than volume. They are both coffees and both are instant. Same weight too. But wait-aren’t these quality scales?

Now obviously **this is having** a problem, (points to the lighter jar).

Several shots of product, coffee in closeup heaped on a spoon. Dissolving under a stream of water in a cup etc. Music.

VOICEOVER-(same person as above)-GOLD BLEND is not just another coffee. It is **the** higher aroma premium coffee.

Closeup of product slowly revolving. The final freeze comes when the product is perfectly in head-on position.

VOICEOVER-2

ENTER THE WORLD OF AROMA GOLD BLEND

POSSIBLE MODEL CHOICES;

- Nawab of Pataudi Saif Ali Khan
- Kabir Bedi
- Sunil Gavaskar
- Amitabh Bachchan

STORYLINE -5

Several coffee jars are lined up together. The labels do not show the trade name. We see drawings representing facial features. The bottle at the end has its label averted.

Each lid pops open in turn and the mouth on the label gets animated on voices (All female)

Bottle 1-I am filter coffee

Bottle 2- I am south Indian coffee

Bottle 3-I am smooth

Bottle 3-I am creamier coffee

Bottle 5-I am select.

The sixth bottle swivels around. We see the product with the label representing the tradename.

VOICEOVER—Base Male VOICE— GOLD BLEND THE AROMA COFFEE

Check Your Progress 2

- Note:** a) Space given below the question is for writing your answer.
 b) Check your answer with the one given at the end of this unit.

1) Write a 30 sec. TV ad for Chery Blossom shoe polish based purely on music and effects. No voice.

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2) Write a 30 sec. TV ad (endorsement) for Cherry Blossom shoe polish without music and effects.

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3) Write a 30 sec. TV ad for Cherry Blossom shoe polish without models. (No human beings)

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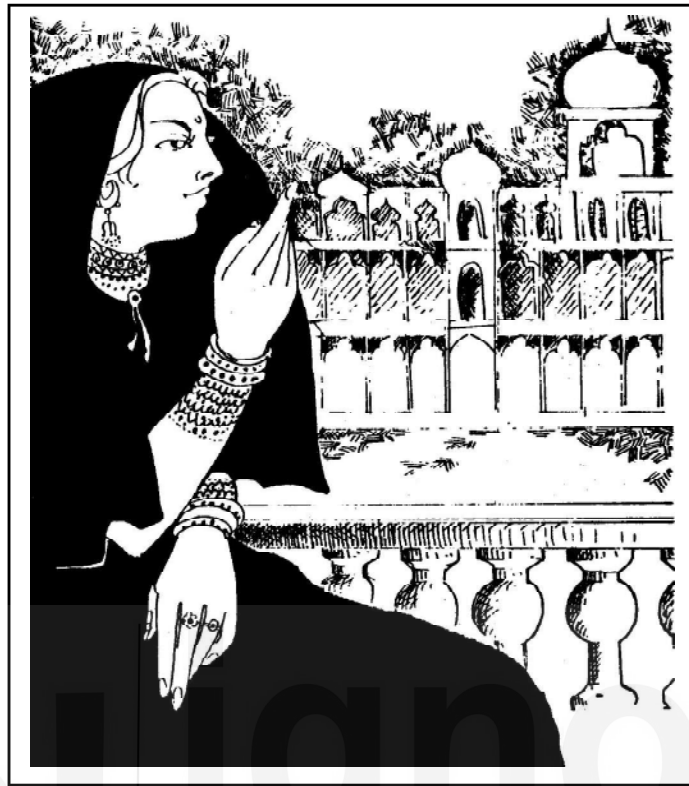
4) Write a 30 sec. TV ad for Cherry Blossom shoe polish using a jingle.

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3.7 A STORYBOARD

A complete storyboard for the promotion of handcrafted Indian jewellery exported by H.H.E.C. to the Middle East under the Gold Export Scheme is to be shown on Middle East TV. Time: 35 seconds.

Note: no overt representation of the female form or figure allowed due to religious and cultural reasons.



SCENE 1: Exterior, Closeup. The contours and a female face in silhouette. Background suggests that she is sitting on a parapet at Fatehpur Sikri near Agra. A slightly displaced veil. The right-hand of girl glides up and into the frame to adjust the veil. A narrow shaft of light illuminates the wrist, covered and wearing a bracelet set with precious stones. Slow dissolve to scene 2.

Sound: Music, Single pluck instrument, preferably rabab.

Time: 3 seconds, dissolve over 1 second: total 5 seconds.



Scene 2: Interior. Lal Qila. Diwan-e-Khas. Long shot a regally dressed woman, fully veiled, sitting on the central platform. Camera tracks in –taking the splendor of the setting. As the camera moves up close, the veil is drawn back a little revealing the lower half of a face and a covered neck, primarily with elegant white lace-but poised over it majestically an exquisite handcrafted necklace in meena, kundan and inset with rubies. Slow dissolve to scene 3.

Sound: Music. Rabab continues. Strains of desert flute lending a faraway quality in time with the camera tracking in.

Time: 7 seconds, dissolve over 2 seconds: total 9 seconds.



SCENE 3: Interior. Closeup. A beautiful feminine hand with delicate tapering fingers is bare except for a glittering diamond ring. No nail paint, only neutral gloss. The hand is in the process of closing a beautifully ornate book bound in red leather and gold embossed margin line on the outside suggestive of Islamic calligraphy. No text. The book is closed ceremonially, almost! Dissolve to scene 4.

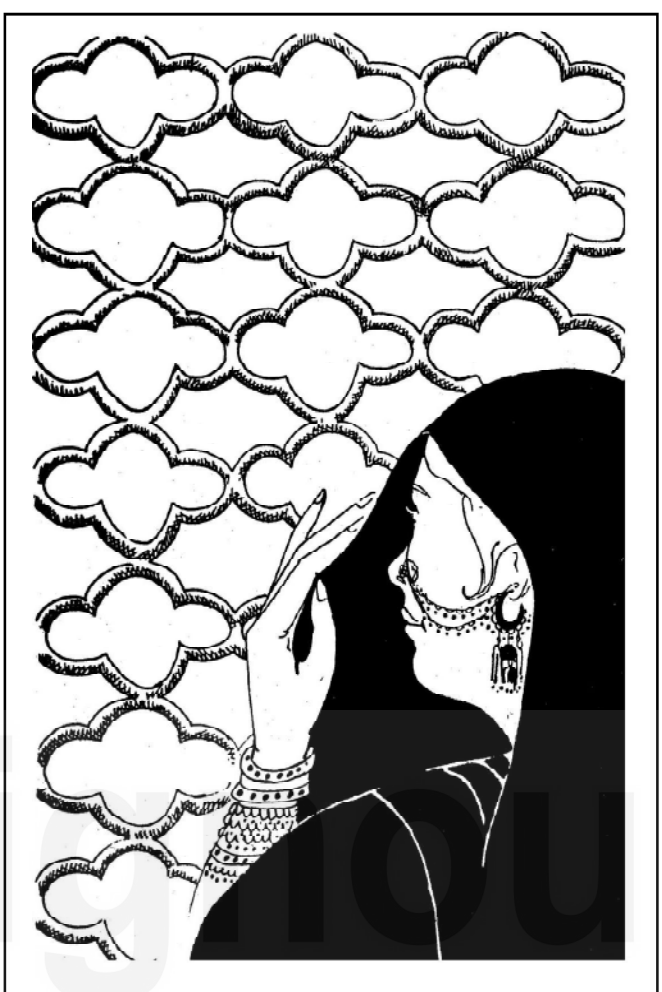
Sound: Music continues. Female voiceover: Royal splendor

Time: 3 seconds, dissolve over 2 and half seconds: total 6 and half seconds.

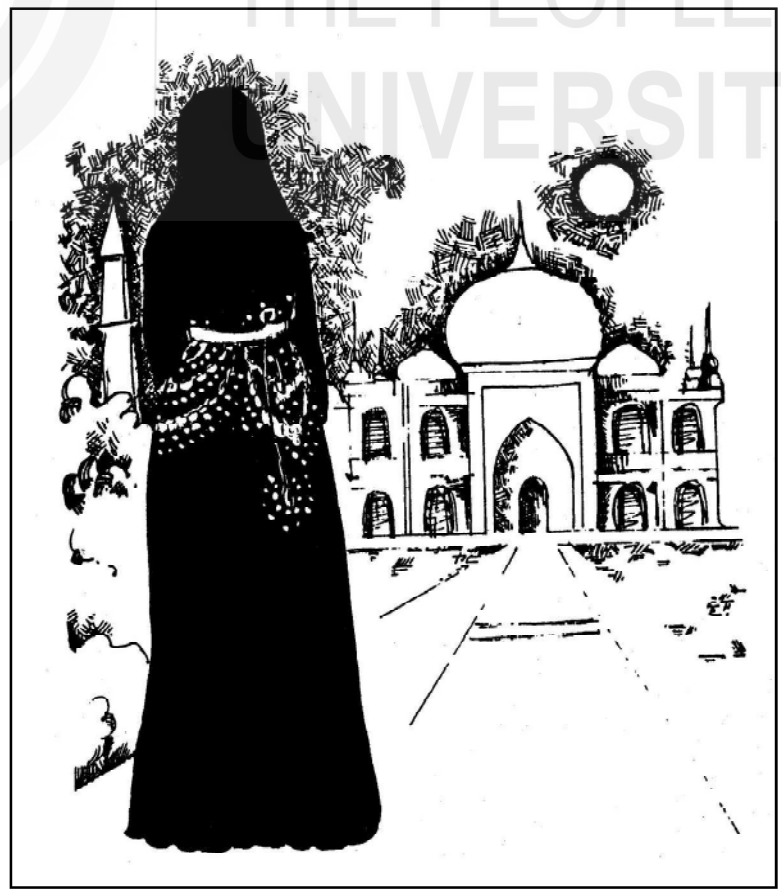
SCENE 4: Interior. Taj Mahal. Closeup. Marble latticework on one of the chamber walls. A female face enters the frame from right. The face is seen only in a fuzzy profile in a silhouette. As camera focuses on the face, its outline, still in silhouette, is seen sharply. As this happens, a pencil beam of light gets faded in to light up only a small portion in the region of the ear showing a beautiful earlobe and a handcrafted earring dangling from it. Slow dissolve to scene 5.

Sound: Change in the tempo of music. Music continues. Female voiceover:

Traditional handcrafted jewellery, specially created.



Time: 8 seconds, dissolve over 2 and half seconds: total 10 and half seconds.



SCENE 5: exterior. Moonlit night. Taj Mahal. A girl is walking away from the camera and towards the monument. Wearing a full robe she looks like an ethereal presence gliding towards the monument. She starts from close to the camera when the frame is filled with an ornate and elegant cummerbund which she is wearing. On her way she walks through crisscrossing shafts of light all along her path. As she recedes, the only visual cue that stands out besides the monument is her shimmering and glittering cummerbund. To achieve this effect the cummerbund will be strapped on a specially designed belt which carries numerous point sources of light powered by a battery contained within the belt. These point sources will light up the tones from behind.

S/I Assorted items of jewellery zoomed in from distance and out of frame. S/I HHEC Logo. Fade out.

Sound: Music towards crescendo. VOICES: Brought to you directly from India by HHCE.

3.8 LET US SUM UP

This unit introduced you to TV ads and their genesis. It showed you how, either the ad appeals to a need already there or creates a need, if the product is relatively new. The visual and the aural—both aspects are important in a TV ad. The illustrations are merely suggestive and not prescriptive. Basically, if you are able to sketch matchstick figures, you can conceptualise an effective ad. We strongly suggest that you continue to collect TV ads—the script and the visuals (Sketched briefly) and maintain a file. This is the only way you can do the Check Your Progress exercises given in this unit.

3.9 ANSWERS TO CHECK YOUR PROGRESS

Check Your Progress 1

- 1) Stunning, yet Stylish—Double Bull
- 2) Neighbour's Envy, Owner's Pride
- 3) Tyres that never Tire
- 4) Money is merely Printed Paper.

Check Your Progress 2

Please refer to the five storyline examples given in 3.6 and structure your ads on similar lines.

UNIT 4 ETHICS IN ADVERTISING

Structure

- 4.0 Objectives
- 4.1 Introduction
- 4.2 Broadcast Advertising
- 4.3 Outdoor Advertising
- 4.4 Advertising Ethics
 - 4.4.1 Moral Principles
 - 4.4.2 ASCI
 - 4.4.3 Advertising Some Products
- 4.5 Some Model Advertisements
- 4.6 Let Us Sum Up
- 4.7 Answers to Check your Progress
- 4.8 Appendix: General Rules of Conduct in Advertising

4.0 OBJECTIVES

Our aim through this Unit is to introduce you to what is ethical as well as unethical advertising. After reading this unit you will be able to differentiate between an advertisement that is ethical and one which is not. You will also be able to get a sound knowledge of broadcast as well as outdoor advertising. You will also be qualified to judge what products should be advertised and what should preferably not be advertised. We have also given examples of some advertisements which are progressive and promote social causes.

4.1 INTRODUCTION

Advertising is a form of marketing communication used to persuade people to buy a particular product or service. It is extremely important that whatever has been advertised in the commercial is true. For this reason, organizations such as Federal Trade Commission (FTC) are there to monitor the commercials on television and radio. This ensures that the advertisers are not making any false claims to lure consumers to buy their products.

What is ethics? Ethics means “Good Conduct” or “Conduct which is right in view of the society and the time period”. By common consent, various modes of behavior and conduct are viewed as “good” or “bad”. In other words, we can say that Ethics are moral principles and values that govern the actions and decisions of an individual group. Ethics is a choice between good and bad, between right and wrong. It is governed by a set of principles of morality at a given time and at a given place and in a given society. Advertising has ethical value. The mixing of art and facts in advertising communication are subservient to ethical principles. In today’s competitive and buyer’s market, advertisements have to be truthful and ethical. If an advertisement is misleading, the credibility of the organization is lost. To view the truth in advertisement, it has to be seen from a consumer’s point of view rather than from a legal point. The advertising industry has been frequently criticized for putting out misleading or exaggerated claims in respect of products, goods and services.

Mass media has the power to effect and manipulate society. For this reason, mass media should be used with a sense of responsibility and in accordance with judicial restriction. This is also valid for advertising which gives messages to society and tries to convince them. The message of an advertisement is no different from the news or comments in a paper or a program on TV. The responsibility expected from mass media should be in conformity with ethical values and within judicial limits. The same responsibility is also expected from the advertisers. In the advertising sector, the core values stem from personal, organizational and professional ethics. The source of personal ethics is primarily an individuals' conscience. Each advertiser should determine the positive and negative effects of advertising messages for the social structure and humanity in his own conscience. If an advertiser personally determines his own ethical values and presents his own ethical codes, it is always easier to determine organizational and professional ethical values.

4.2 BROADCAST ADVERTISING

Generally speaking, broadcast advertising is radio, television, and Internet advertising. The commercials aired on radio and television are an essential part of broadcast advertising. The role of broadcast advertising is to persuade consumers about the benefits of the product. It is considered as a very effective medium of advertising. The cost of advertising on any channel depends on the time of the commercial and the specific time at which it is aired. For example, the cost of an ad in the premium slot will be greater than in any other slot. The broadcast media like radio and television reaches a wider audience as opposed to the print media. Radio and television commercials fall under the category of mass marketing as the national and global audience can be reached through it.

A radio ad must be aired several times before it actually sinks into the minds of the consumers. Thus the frequency of the ad is important. The target audience is also important. Therefore, one must do a research on which type of audience listens to which channels if they want the ads to be successful.

Television advertising is usually considered appropriate for advertising for the big corporate sectors, though even small businesses can benefit from it. A strong audio and video combination is a must for the success of the commercial. But it is also important that the audio and video should function well without each other. For example, if a person is not viewing the TV but just listening to it, s/he should get the idea and vice versa. Most of the radio and television advertisements are paid for, though there are some public service ads which can be aired for free. The advertisers usually have to pay for the spot which lasts for 40 to 60 seconds.

These days radio and television ads are prepared by advertising agencies for their clients. They understand the need of the client and make the commercial keeping in mind the current state of affairs. Broadcast advertising has become a very essential part of marketing in recent times. Companies allocate specific budget for radio and television ads and make an estimate of how much revenue they can earn through broadcast advertising. For example, marketing consultants are hired to determine the return on investment for spending on radio and television ads. Sometimes the marketing consultants of these businesses run sample ads to judge its popularity among the viewers.

Internet or online advertising uses the Internet or the World Wide Web for the purpose of attracting consumers to buy their product and services. Examples of such advertising include ads on search engine result pages, rich media ads, banner ads,

social network advertising, and email marketing and so on. Online advertising has its benefits, one of them being immediate publishing of the commercial along with the availability of the commercial to a global audience. But along with the benefits come some disadvantages too. These days, advertisers put distracting flashing banners or send across email spam messages to people on a mass scale. This can annoy the consumers and even real ads might get ignored in the process. Whatever the mode of advertising, broadcast advertising is an inherent part of any advertising campaign these days. Therefore, ethics in advertising is very important for it to be successful.

Check Your Progress 1

Note: a) Space given below the question is for writing your answer.
b) Check your answer with the one given at the end of this unit.

1) What is advertising?

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2) How would you define broadcast advertising?

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4.3 OUTDOOR ADVERTISING

Outdoor advertising communicates the message to the general public through highway billboards, transit posters and so on. Outdoor advertising is a very important form of advertising as the ads are huge and are visible to one and all. The important part of the advertising is that the message to be delivered should be crisp and to the point. Though images can be used, they should not be used in excess. Everything should be presented to the viewer in such a format so that the viewers make up their mind to buy the product or service.

The message to be delivered can be an advertisement to buy a product, take a trip, vote for a politician, or donate to a charity. According to a recent survey done in Delhi this year, it was seen that millions of rupees are being spent on outdoor advertising each year and the figures are expected to grow. This is due to the fact that outdoor traffic keeps on growing every year and hence the target audience for outdoor advertising is ever increasing.

Even though print and newspaper advertising takes up a huge part of an advertising budget, outdoor advertising is unique in its own way. It is an extremely cost-effective

method of advertising. All you need to do is to design a billboard and get it printed, as compared to television advertising where an entire 40 second commercial has to be designed. If the outdoor advertisements are strategically placed, it can guarantee substantial exposure for very little cost. That is why outdoor advertising is very cost-effective.

Different industries make use of outdoor advertising in their own different way. For example, eating joints and eateries on the highway make use of highway billboards to draw the customer to have a bite and rest a little at their joint. McDonald's and Subway are excellent examples. The automobile and tourism industries make use of billboards to advertise their products and tourism plans. These are also very successful because of the fact that people on the highway are on the lookout for such information.

Apart from the billboards, there are several other forms in which outdoor advertising can take place. For example, beverage companies make use of sporting events and arenas to showcase their products. For example, Coca Cola was one of the FIFA World Cup sponsors. Other places where you can see outdoor advertising are taxicabs, buses, railways subways and walls on which murals are painted. All these forms of outdoor advertising are very popular and extremely cost effective.

Check Your Progress 2

Note: a) Space given below the question is for writing your answer.

b) Check your answer with the one given at the end of this unit.

- 1) Outdoor advertising is both an effective way to advertise as well as cost effective. Do you agree?

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4.4 ADVERTISING ETHICS

Ethics means a set of moral principles which govern a person's behavior or how an activity is conducted. And advertising means a mode of communication between a seller and a buyer.

Thus ethics in advertising means a set of well defined principles which govern the ways of communication taking place between the seller and the buyer. Ethics is the most important feature of the advertising industry. Though there are many benefits of advertising, there are also some points which don't match the ethical norms of advertising.

An ethical advertisement is one which doesn't lie, doesn't make fake or false claims and is in the limit of decency. Nowadays, ads are more exaggerated and a lot of puffery is used. Puffery is a promotional statement or claim that expresses subjective views rather than objective ones. Puffery puts up an exaggerated image of what is being advertised. These views are not to be taken literally. Sometimes the advertisers

lack knowledge of ethical norms and principles. They just don't understand and are unable to decide what is correct and what is wrong.

The main interest for advertisers is to increase their sales, gain more and more customers, and increase the demand for the product by presenting well-decorated and colorful advertisements. They claim that their product is the best, having more unique qualities than the competitors, along with being more cost effective, and more beneficial. But many of these ads are found to be false, and unethical. They only serve to mislead customers. The best examples of these types of advertisements are the ones which show snacks for children. These advertisements use bright colors and glossy pictures to make the product look attractive to the consumers who are watching the advertisements on television and convince them to buy the product without giving a second thought to the nutritional value of the food being shown.

Ethics also depends on what one believes. If the advertisers make the advertisements on the belief that the customers will understand, think, and then act on their ads, then this will lead to positive results and the advertisement may not be called unethical. But at the same time, if advertisers believe that they can fool their customers by showing impractical things, like "just clicking your fingers will make your home or office fully furnished" or "just buying a lottery ticket will make you a millionaire", then this would be unethical advertising.

Check Your Progress 3

- Note:** a) Space given below the question is for writing your answer.
- b) Check your answer with the one given at the end of this unit.

1) What is ethical advertising?

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2) How is it different from unethical advertising?

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4.4.1 Moral Principles

Advertisement should follow three moral principles - Truthfulness, Social Responsibility and Upholding Human Dignity.

Honesty and Truthfulness: Advertisements should be so framed that they do not abuse the trust of consumers or exploit their lack of experience or knowledge. The

elements affecting the purchase decision of consumers should be presented in a proper way to the consumers. Advertisements should be truthful and never have misleading messages. In advertisements, expressions, sounds and visuals which may mislead the consumers by wrong information or by creating ambiguity or claiming exaggerated messages should not be used. The principle of honesty and truthfulness are really important in advertisement as the consumers firstly expect trust from the brands. The image and prestige of brands will be damaged by abusing the trust of consumers.

Social Responsibility: Advertisements should not give any message that promotes discrimination, based upon race, nationality, religion, sex, age, social and economic status or disability. Nor should they in any way undermine human dignity. Advertisements should not play on fear, appear to condone or incite violence, nor abuse the suffering of people. Ethical principles remind the advertisers of their social responsibility and underline that they not only sell goods or services but also protect the society. In the last few years, applications in digital media platform have increased and most of these applications have started to disturb the consumers. In this sense, some practice such as unwanted e-mails, including consumers' name in marketing lists have grown. These need to be strongly kept in check.

4.4.2 ASCI

In order to ensure ethics in advertising, in India we have the Advertising Standards Council of India (ASCI), which has one major aim—to maintain and enhance the public's confidence in advertising. The ASCI sees to it that all advertisements conform to certain basic principles, like honest representations. This implies that the ads should convey a truthful and honest message to the consumers and even to competitors. Advertisements should also remain within the bounds of generally accepted standards of public decency and propriety and be non-offensive to the public. Ads should not be used indiscriminately for the promotion of any products which may be harmful to society or any individual. There should not be any plagiarism in advertisements which means that the advertisements should be original in their creativity and subject matter. According to the ASCI, advertisers are encouraged to show ads which promote safe practices, eg. Wearing of helmets, using seatbelts while driving, not using mobile phones while driving etc.

Another area that needs constant supervision these days is the educational sector. Education has become a major commercial activity these days and educational institutions spend huge amounts on advertising their educational programmes. These need to be monitored carefully so that parents do not get cheated while choosing an educational programme for their children.

Yet, another area that needs a lot of monitoring is food and beverages. Advertisements can have a positive influence by encouraging a healthy well-balanced diet and good eating habits while stressing on appropriate physical activity. Therefore, it is imperative that only healthy foods should be advertised and not ones that contain high quantities of fat, salt, sugar and other substances that may be harmful to the health of the consumers.

4.4.3 Advertising Some Products

Pharmaceutical Advertising helps to create awareness about latest medicines and other innovative medical procedures. However, there are certain issues that one needs to be very careful about here. The advertisers show what the medicine can

cure but never talk about the side effects of the same or the risks involved in the intake of it. This should be checked and both pros and cons of the product should be communicated. Also drug companies don't advertise their cheapest products. They promote the more expensive ones. Ethical advertising requires that if you promote the benefits of your medicine, you must also reveal any significant risks or side effects. Recently it was seen that a weight-loss drug introduced in the market had to carry a disclaimer. The medicine worked miracles, but the company was also obliged to mention its unpleasant side effects.

Many advertisers wrongly feel that women and children have the power to convince the buyers. Therefore, they use them in their advertisements indiscriminately. But when advertisers use children in their ads, they should remember not to show them unattended, doing their work on their own, like brushing teeth, playing with toys, or infants holding their own milk bottles as everyone knows that no one will leave their kids unattended while doing all these activities. So showing parents also involved in all activities or things being advertised will be more logical. As for women, they have been majorly exploited for advertising products that they have nothing to do with. For example one often comes across advertisements for cars or other unrelated things which have scantily clad women endorsing them. This is gross violation of the female gender and should be checked.

Alcohol, cigarettes and tobacco should never be advertised as consumption of these things is directly responsible for cancer and other severe health issues. These advertisements are already banned in countries like India, Norway, Thailand, Finland and Singapore. However an alarming trend these days in India is on the rise. Liquor companies are coming up with mineral water or sodas in their advertisements under the same brand name. These ads are called surrogate advertisements and are totally unethical, because under the garb of water/soda they are actually promoting alcohol.

Advertisements for social causes are ethical and are accepted by the people and should be shown frequently in order to provide direction to the society towards progressive change. Advertisers spend a lot of time trying to anticipate what their audiences will want and how they'll react. Many times their efforts bear fruit, but sometimes the advertisements they come up with, turn out to be completely unethical and in bad taste. Looking at all these points, advertisers should start taking responsibility by self regulating their ads by:

- Designing self regulatory codes in their companies based on ethical norms, truth, decency, and legal points.
- Keeping track of their advertising activities and removing advertisements which don't fulfill the codes.
- Informing the consumers about the self regulatory codes of their company.
- Paying attention to the complaints coming from consumers about their product advertisements
- Maintaining transparency throughout the company and their systems.

If all the above points are implemented, it will result in making the company answerable for all its activities and will reduce the chances of getting caught out by the critics or any other regulatory body. This will help gain the confidence of the customers, and make them trust the company and the product.

Check Your Progress 4

Note: a) Space given below the question is for writing your answer.

b) Check your answer with the one given at the end of this unit.

1) What role does the ASCI play as far as Indian advertising is concerned?

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2) What are some products that need constant supervision while advertising?

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4.5 SOME MODEL ADVERTISEMENTS

Advertising is often criticized for being a very insidious vehicle for pushing agendas to sell products to unsuspecting masses. However, every now and then an advertisement comes out with a strong social message attached to it. It tells such a powerful story that the message and the brand stays on in our heads.

One such advertisement is for a popular soap brand. Every year, millions of children in rural India under the age of 5 years, die due to infections like diarrhea and pneumonia and from unhealthy living practices. This advertisement film is set in Thesgora, an Indian village with one of the highest rates of diarrhea in India. The ad starts with a man walking on his hands, followed by his son Muthu, and then slowly accompanied by a big mob. He walks miles and finally reaches a temple to thank the god and priests as his son has reached five years of age. It is significant to note that none of his previous children lived to the age of 5 years. This advertisement is of a brand of soap and promotes healthy hand washing habits. For some time during the viewing one is not sure where it is heading. But once the ad film reaches the end, the message is not only clear but the horrifying statistics of child deaths jolts one out of ones comfort zone and sense of complacency.

Then there are a series of ad films which are promoting social causes in a big way. They are breaking new grounds and leading to a great deal of progressive thinking. An example could be taken from the ad films by Havells, a popular brand for appliances. Their catch phrase of their advertisements is “Hawa Badlegi.” This series of ads is a classical example of overcoming the boundaries and stereotypes imposed by society. In one instance, a newlywed couple walks into the registrar’s office in which the husband wishes to adopt the last name of his wife. In the second instance, a baby girl is delivered to a Hindu-Muslim couple and the father explains that the girl child can adopt any religion she wishes to when she grows up. In yet

another incidence, a domestic servant is asked to dine in with the rest of the family. This series crosses the boundaries of gender, religion and class. It depicts that it is time to move on from certain orthodox beliefs and make society a better place to live in. Finally, a coffee maker advertisement by the same brand takes up the cause of women empowerment. The advertisement shows a typical Indian setting where the prospective groom's family has come to "see" a girl. The boys' overconfident mother states with complete arrogance that they want an early marriage as her poor son is tired of making coffee for himself—implying that they now need a bride to do this job of coffee-making. The girl quickly hands him a coffee-making machine and says cheekily that it would come in handy for him as clearly he has no need for a "wife" since it is only coffee that he apparently wants. She goes on to say that she is no household appliance!

Another very effective advertisement is by a popular jewellery brand which features a dusky skinned mother getting married. Her little daughter walks along with her to the *mandap* for the traditional '*phas*'. The daughter asks if she can join her mother in the *phas*. Amidst a stunned silence, the groom steps up and lifts up the little girl and carries her during the *phas*. The advertisement, very subtly displays a message of the meaning of true love. It does not see colour or age. It is solely based on emotions. Being a second marriage for the lady, the advertisement beautifully exhibits the possibility of happy endings and second chances. The social message of the skin colour being of no importance is aptly displayed. Also, in the Indian society, divorce is still looked upon as a matter of shame. This advertisement counters and challenges the stereotypes associated with divorce and exhibits the benefits of ending an unproductive marriage to move towards a new, productive one. Thus it breaks new ground and leads to progressive thinking.

Another ad by the same jewellery brand shows popular actress Deepika Padukone buying jewellery while her mother is busy with household chores at home. When she reaches home the mother is a little upset that Deepika has no time to spend with her. However, Deepika Padukone hands her the box of jewellery which she had actually bought as a gift for her mother. The advertisement very subtly reminds us that the bustle and stress of daily life often sees many of us falling behind in our duties towards our parents. Through this advertisement we are reminded of the necessity of remembering and celebrating our parents.

There may still be some fairness-advertisements that equate success and happiness with the skin tone of a woman but by and large Indian advertisements are really coming of age and are addressing vital social issues. The Indian advertising industry is talking business today. It has evolved from being a small-scale business to a full-fledged industry. It has emerged as one of the major industries and has broadened its horizons, be it the creative aspect, the capital employed or the number of personnel involved. The Indian advertising Industry in very little time has carved a niche for itself and placed itself on the global map. Indian advertising has every reason to celebrate. Businesses are looking upto advertising as a tool to cash in on lucrative business opportunities. Growth in business has led to a consecutive boom in the advertising industry as well.

4.6 LET US SUM UP

In this Unit we have spoken of the importance of ethics in advertising. Mass media plays a very important role in influencing societies. Hence it is imperative that only things that have a positive influence on people be shown. Things that have a negative impact should not be advertised.

4.7 ANSWERS TO CHECK YOUR PROGRESS

Check Your Progress 1

- 1) Advertising is a form of marketing communication used to persuade people to buy a particular product or service. It is a mode of communication between a buyer and a seller.
- 2) Broadcast advertising is radio, TV and internet advertising. The commercials aired on radio, TV or the World Wide Web for the purpose of attracting consumers all come under the purview of broadcast advertising.

Check Your Progress 2

- 1) Yes I agree. Outdoor advertising immediately catches the attention of consumers. The cost proves to be less than an advertisement on TV, the cost of which is much higher even for a 40 second advertisement.

Check Your Progress 3

- 1) Ethical advertisement is clear about its intentions and refrains from messages that have hidden agendas.
- 2) Unethical advertisement often distorts or misrepresents its product to influence people.

Check Your Progress 4

- 1) Advertising Standards Council of India (ASCI) sees to it that all advertisements conform to certain basic principles like truthfulness, social responsibility and the promotion of human dignity.
- 2) Food and beverages, education, pharmaceutical products, among many others, need a great deal of supervision while advertising.

4.8 APPENDIX: GENERAL RULES OF CONDUCT IN ADVERTISEMENT

General Rules of Conduct in Advertising – Please see AIR advertising for Commercial broadcast 2008.

(Verghese Committee Report, 1978)

- 1) Advertising should be so designed as to conform to the laws of the country and should not offend the morality, decency and religious susceptibilities of the people.
- 2) No advertisement should be permitted:
 - i) Which derides any race, caste, colour, creed, nationality except wherein such usage would be for the specific purpose of effective dramatization, such as combating prejudice;
 - ii) Which is against any of the objectives, principles, or provisions of the Constitution of India;
 - iii) Which will tend to incite people to crime or to promote disorder, violence or breach of law;
 - iv) Which presents criminality as desirable, or furnish details of crime or imitation thereof;
 - v) Which would adversely affect friendly relations with foreign States;

- vi) Which exploits the national emblem, or any part of the Constitution, or the person or personality or national leaders or state dignitary;
 - vii) On cigarettes and tobacco products;
 - viii) No advertisement shall be permitted the objects whereof are wholly or mainly of a religious or political nature; advertisements must not be directed towards any religious or political end or have any relation to any industrial dispute;
 - ix) Advertisement for service concerned with following are not acceptable:
 - (a) Money lenders; (b) Chit Funds and saving schemes other than those conducted by nationalized or recognized banks; (c) Matrimonial agencies; (d) Unlicensed employment services; (e) Fortune-tellers or sooth-sayers, etc. and those with the claims of hypnotism would be excluded from advertising on T.V.;
 - x) Betting tips and guide books, etc. relating to horse-racing or other games of chance shall not be accepted;
 - xi) No advertisement shall contain references which are likely to lead the public to infer that the product advertised or any of its ingredients has some special property or quality which is incapable of being established, e.g. cure for baldness;
 - xii) Scientific or statistical excerpts from technical literature, etc., must be used only with a proper sense of responsibility to the ordinary viewer. Irrelevant data and scientific jargon must not be used to make claims appear to have a scientific basis they do not possess. Statistics of limited validity should not be presented in such a way as to make it appear that they are universally true;
 - xiii) Advertisers or their agents must be prepared to produce evidence to substantiate any claims or illustrations;
 - xiv) Advertisements should not contain disparaging reference to another product or service;
 - xv) Imitation likely to mislead viewers even though it may not be of such a kind as to give room for legal action or be deemed as breach of copyright must be avoided;
 - xvi) Visual and verbal representations of actual and comparative prices and cost must be accurate and should not mislead on account of undue emphasis or distortion; and
 - xvii) Testimonials must be genuine and must not be used in a manner likely to mislead the viewers. Advertisers or the agencies must be prepared to produce evidence in support of any testimonial and any claims it may contain.
- 3) In all other aspects, the DG AIR/DD be guided for purposes of commercial broadcasting and telecasting on AIR/DD by the Code of Ethics for Advertising in India issued by the Advertising Council of India, as modified from time to time.
 - 4) Notwithstanding anything contained herein; this code is subject to such modification/direction as may be made/issued by the Government of India from time to time.