**M.A. DEGREE EXAMINATION, DECEMBER – 2019**

**First Year JOURNALISM AND MASS COMMUNICATION**

**Public Relations and Advertising**

**ASSIGNMENT-2**

**Question 3**

Classify various advertisements.

**Introduction**

The word advertising came from the Latin word' advertere' means "to turn the mind toward".

According to Collins Dictionary, It is a form of paid announcement interested to promote the sale of commodity or services, to advance an idea or to bring about other effect desired by the advertiser.

**Webster’s New World Dictionary** has mentioned Advertising is 1. to tell about or praise (a product etc.) as through print media, audio and visual, so as to promote sale; 2. to make known; and 3. to call public to things for sale, for rent etc., as by printed or presented notice.

# **Ethics in Advertising**

Ethics means a set of moral principles which govern a person’s behavior or how the 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 but then there are some points which don’t match the ethical norms of advertising.

**An ethical ad is the 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 puffing is used. It seems like 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 area of interest for advertisers is to increase their sales, gain more and more customers, and increase the demand for the product by presenting a well decorated, puffed and colorful ad. They claim that their product is the best, having unique qualities than the competitors, more cost effective, and more beneficial. But most of these ads are found to be false, misleading customers and unethical.

However,Sometimes exaggerating the ad becomes necessary to prove the benefit of the product. For e.g. a sanitary napkin ad which shows that when the napkin was dropped in a river by some girls, the napkin soaked whole water of the river. Thus, the purpose of advertising was only to inform women about the product quality. Obviously, every woman knows that this cannot practically happen but the ad was accepted. This doesn’t show that the ad was unethical.

**Unethical Practices Examples**

The best example of these types of ads is the one which shows evening snacks for the kids, they use coloring and gluing to make the product look glossy and attractive to the consumers who are watching the ads on television and convince them to buy the product without giving a second thought.

Pharmaceutical Advertising - they help creating awareness, but one catchy point here is that the advertisers show what the medicine can cure but never talk about the side effects of that same thing or the risks involved in intake of it.

Children - children are the major sellers of the ads and the product. They have the power to convince the buyers. But when advertisers are using children in their ad, they should remember not to show them alone doing there 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.

Alcohol - till today, there hasn’t come any liquor ad which shows anyone drinking the original liquor. They use mineral water and sodas in their advertisements with their brand name. These types of ads are called surrogate ads. These type of ads are totally unethical when liquor ads are totally banned. Even if there are no advertisements for alcohol, people will continue drinking.

**Moral Principles**

The ads should follow three moral principles:

1. Truthfulness
2. Social Responsibility
3. Upholding Human Dignity.

**Actions for Ethical Ads**

* design self regulatory codes in their companies including ethical norms, truth, decency, and legal points
* keep tracking the activities and remove ads which don’t fulfill the codes.
* Inform the consumers about the self regulatory codes of the company
* Pay attention on the complaints coming from consumers about the product ads.
* Maintain transparency throughout the company and system.

When all the above points are implemented, they will result in:

* making the company answerable for all its activities
* will reduce the chances of getting pointed out by the critics or any regulatory body.
* will help gain confidence of the customers, make them trust the company and their products.

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# **Classification of Advertising**

Advertising is the promotion of a company’s products and services though different mediums to increase the sales of the product and services. It works by making the customer aware of the product and by focusing on customer’s need to buy the product. Globally, advertising has become an essential part of the corporate world. Therefore, companies allot a huge part of their revenues to the advertising budget. Advertising also serves to build a brand of the product which goes a long way to make effective sales.

**There are several branches or types of advertising which can be used by the companies**. Let us discuss them in detail.

1. [**Print Advertising**](https://www.managementstudyguide.com/print-advertising.htm)**-** The print media has been used for advertising since long. The newspapers and magazines are quite popular modes of advertising for different companies all over the world. Using the print media, the companies can also promote their products through brochures and fliers. The newspaper and magazines sell the advertising space and the cost depends on several factors. The quantity of space, the page of the publication, and the type of paper decide the cost of the advertisement. So an ad on the front page would be costlier than on inside pages. Similarly an ad in the glossy supplement of the paper would be more expensive than in a mediocre quality paper.
2. [**Broadcast Advertising**](https://www.managementstudyguide.com/broadcast-advertising.htm)**-** This type of advertising is very popular all around the world. It consists of television, radio, or Internet advertising. The ads on the television have a large audience and are very popular. The cost of the advertisement depends on the length of the ad and the time at which the ad would be appearing. For example, the prime time ads would be more costly than the regular ones. Radio advertising is not what it used to be after the advent of television and Internet, but still there is specific audience for the radio ads too. The radio jingles are quite popular in sections of society and help to sell the products.
3. [**Outdoor Advertising**](https://www.managementstudyguide.com/outdoor-advertising.htm)**-** Outdoor advertising makes use of different tools to gain customer’s attention. The billboards, kiosks, and events and tradeshows are an effective way to convey the message of the company. The billboards are present all around the city but the content should be such that it attracts the attention of the customer. The kiosks are an easy outlet of the products and serve as information outlets for the people too. Organizing events such as trade fairs and exhibitions for promotion of the product or service also in a way advertises the product. Therefore, outdoor advertising is an effective advertising tool.
4. [**Covert Advertising**](https://www.managementstudyguide.com/covert-and-public-service-advertising.htm)**-** This is a unique way of advertising in which the product or the message is subtly included in a movie or TV serial. There is no actual ad, just the mention of the product in the movie. For example, Tom Cruise used the Nokia phone in the movie Minority Report.
5. [**Public Service Advertising**](https://www.managementstudyguide.com/covert-and-public-service-advertising.htm)**-** As evident from the title itself, such advertising is for the public causes. There are a host of important matters such as AIDS, political integrity, energy conservation, illiteracy, poverty and so on all of which need more awareness as far as general public is concerned. This type of advertising has gained much importance in recent times and is an effective tool to convey the message.

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# **Advertising Agencies - Meaning, its Role and Types of Agencies**

“*The work of a tailor is to collect the raw material, find matching threads, cut the cloth in desired shape, finally stitch the cloth and deliver it to the customer*.”

Advertising Agency is just like a tailor. It creates the ads, plans how, when and where it should be delivered and hands it over to the client. Advertising agencies are mostly not dependent on any organizations.

These agencies take all the efforts for selling the product of the clients. They have a group of people expert in their particular fields, thus helping the companies or organizations to reach their target customer in an easy and simple way.

The first Advertising Agency was William Taylor in 1786 followed by James “Jem” White in 1800 in London and Reynell & Son in 1812.

**Role of Advertising Agencies**

1. Creating an advertise on the basis of information gathered about product
2. Doing research on the company and the product and reactions of the customers.
3. Planning for type of media to be used, when and where to be used, and for how much time to be used.
4. Taking the feedbacks from the clients as well as the customers and then deciding the further line of action

All companies can do this work by themselves. They can make ads, print or advertise them on televisions or other media places; they can manage the accounts also. Then why do they need advertising agencies? The reasons behind hiring the advertising agencies by the companies are:

* The agencies are expert in this field. They have a team of different people for different functions like copywriters, art directors, planners, etc.
* The agencies make optimum use of these people, their experience and their knowledge.
* They work with an objective and are very professionals.
* Hiring them leads in saving the costs up to some extent.

There are basically **5 types of advertising agencies**.

1. **Full service Agencies**
   * Large size agencies.
   * Deals with all stages of advertisement.
   * Different expert people for different departments.
   * Starts work from gathering data and analyzing and ends on payment of bills to the media people.
2. **Interactive Agencies**
   * Modernized modes of communication are used.
   * Uses online advertisements, sending personal messages on mobile phones, etc.
   * The ads produced are very interactive, having very new concepts, and very innovative.
3. **Creative Boutiques**
   * Very creative and innovative ads.
   * No other function is performed other than creating actual ads.
   * Small sized agencies with their own copywriters, directors, and creative people.
4. **Media Buying Agencies**
   * Buys place for advertise and sells it to the advertisers.
   * Sells time in which advertisement will be placed.
   * Schedules slots at different television channels and radio stations.
   * Finally supervises or checks whether the ad has been telecasted at opted time and place or not.
5. **In-House Agencies**
   * As good as the full service agencies.
   * Big organization prefers these type of agencies which are in built and work only for them.
   * These agencies work as per the requirements of the organizations.

There are some specialized agencies which work for some special advertisements. These types of agencies need people of special knowledge in that field. For example, advertisements showing social messages, finance advertisements, medicine related ads, etc

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**Elements of print advertising**

## Copy and Text Elements

The copy or text must communicate in clear, concise and focused language. Start with a headline that grabs the reader’s attention, sparks interest in your product and conveys your message succinctly. Potential customers have only seconds to read your billboard.

Even in brochures or catalogs, keep body copy brief and on point. Include the company signature – your identifying slogan and/or logo. Use fonts (typefaces) that complement your message and are easy to read.

## Illustration and Graphic Elements

Photography, illustration and logo symbols like Nike’s swoosh raise interest in any ad. Integrate these graphic elements with your headline and copy for maximum effect. A study by Texas State University showed that more attention goes to pictures than words and human models get the most attention in magazine ads.

This indicates the value of using models that match or appeal to your target audience to forge an immediate connection between your product/service and your potential customer. Inconsistency between your headline and your illustration will confuse the viewer and reduce the ad’s impact.

## Color vs. Black and White

Color printing costs more than black and white. Full-color printing uses four inks and four runs through the press for each page. Two-color printing is a cheaper color option, appropriate for some applications.

## Layout of the Final Ad

The layout is the way you put all the elements together to create the final ad. Your layout needs a focal point – usually the picture or headline – for readers’ eyes to land on, then the white space, graphic and text elements should lead them through the copy to the company signature. Make the final layout match the ad’s ultimate printed appearance in every detail.

## Size and Shape

Newspaper and magazine placement fees are based on ad size. The exact dimensions may vary by publication, but are priced as fractions of a page. Special locations, like the back cover, cost more. Use appropriate size and shape, linked to purpose and corporate image, for non-publication print advertising.

## Paper and Ink

For print ads other than in magazines or newspapers, choose paper with a composition, weight and finish that contributes positively to your advertising image. Traditional inks contain volatile organic compounds; consider using soy-based inks if they will give the result you want.

## Placement of the Advertising

Where you place your print advertising affects its success. An auto parts dealer will get more response running his ad in an automotive magazine or classified section than in a fashion magazine. Direct mail solicitations generate leads more effectively than magazine ads do.

1. Headline – A short piece of text; usually larger in type; designed to be the first words the audience reads; NOT the slogan but unique to the brand
2. Image – any drawing, photograph, illustration, chart, or other graphic designed to affect the audience in a purposeful way
3. Copy – actual text of an ad; particular claims are usually made and specific persuasive words are used
4. Slogan – A catchphrase that evokes some kind of feeling about the company and product; are usually motivating and empowering; rarely change
5. Logo – unique design symbol that helps identify the company visually; sometimes the company name is written distinctively and used as the logo

**Advertising Campaigns - Meaning and its Process**

Advertising campaigns are the groups of advertising messages which are similar in nature. They share same messages and themes placed in different types of medias at some fixed times. The time frames of advertising campaigns are fixed and specifically defined.

The very prime thing before making an ad campaign is to know-

***Why you are advertising and what are you advertising ?***

Why refers to the objective of advertising campaign. The objective of an advertising campaign is to

* Inform people about your product
* Convince them to buy the product
* Make your product available to the customers

The **process of making an advertising campaign is as follows:**

1. **Research:** first step is to do a market research for the product to be advertised. One needs to find out the product demand, competitors, etc.
2. **Know the target audience:** one need to know who are going to buy the product and who should be targeted.
3. **Setting the budget:** the next step is to set the budget keeping in mind all the factors like media, presentations, paper works, etc which have a role in the process of advertising and the places where there is a need of funds.
4. **Deciding a proper theme:** the theme for the campaign has to be decided as in the colors to be used, the graphics should be similar or almost similar in all ads, the music and the voices to be used, the designing of the ads, the way the message will be delivered, the language to be used, jingles, etc.
5. **Selection of media:** the media or number of Medias selected should be the one which will reach the target customers.
6. **Media scheduling:** the scheduling has to be done accurately so that the ad will be visible or be read or be audible to the targeted customers at the right time.
7. **Executing the campaign:** finally the campaign has to be executed and then the feedback has to be noted.

Mostly used media tools are print media and electronic media. Print media includes newspaper, magazines, pamphlets, banners, and hoardings. Electronic media includes radio, television, e-mails, sending message on mobiles, and telephonic advertising. The only point to remember is getting a proper frequency for the ad campaign so that the ad is visible and grasping time for customers is good enough.

All campaigns do not have fix duration. Some campaigns are seasonal and some run all year round. All campaigns differ in timings. Some advertising campaigns are media based, some are area based, some are product based, and some are objective based. It is seen that generally advertising campaigns run successfully, but in case if the purpose is not solved in any case, then the theory is redone, required changes are made using the experience, and the remaining campaign is carried forward.

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# **Advertising Copy: Definition, Types, Examples**

An advertising copy is a term used to describe the main text used in the advertisement. The text could be a dialogue, a catchy punch line or a company’s dictum. It is a print, radio or TV advertising message that aims at developing and retaining an interest of the target customer and prompting him to purchase the product within a couple of seconds.

According to the UK advertising guru, David Ogilvy, ‘people do read lengthy advertisements if they are skillfully written’. The most significant part of the copy is the headline, and sometimes even a small shift in the text brings magnanimous results. A short ad copy is the most popular in consumer-product advertising, or an artful, indigenous lengthy ad copy may work wonders too. An advertisement copy is mostly a result of extensive advertising and consumer research designed by professional copywriter’s employees by advertising agencies. Drafting an ad copy demands skill and effort. An ad copy involves a complete investigation of the target audience. There is a substantial effort that goes into making an ad copy. Companies outsource their ad campaigns. The advertisement industry flourishes when they succeed in delivering the advertisement just like its copy.

### ****ESSENTIALS OF A GOOD ADVERTISEMENT COPY****

An ad copy is made of various principles, all of which are integrated into a few lines of the copy that the advertisers are allowed to engage. It combines search engine optimisation with marketing strategies and is used in all kinds of advertisements, not only pay per click and contextual ads. The essentials of a good ad copy are as follows:

**Credibility-** An ad copy must focus on the credibility or the reliability of the ad. The copywriters should essentially flaunt an element of reliability in the ad so that the consumers are convinced to go ahead with the product. The credibility of an advertisement is the extent of honesty in the ad message. Misleading and misinterpreted ads harm the reputation of the selling house.

**Attention-**The keywords, punch lines or phrases that seize the attention of the potential consumers or some component in the ad that attracts the target audience is essential in a good advertising copy.

**Assurance of benefit–**An advertisement copy must contain some promise of the benefits that the product offers if the consumer purchases and uses the product.

**Brief and clear-**An ad copy must be brief and clear, i.e. it must be to the point. It doesn’t mean that the copy must omit the important elements of the ad. A clear copy is easy and quick to be read by the readers. It is self-explanatory, definite, and precise. Clarity makes way for interpretation.

**Apt and conforming-**The copy must be apt and must match the needs of the prospects. A copywriter has to use the most suitable USP. Every ad copy must meet the conforming standards and rules acceptable to the advertising media and the laws of the land. A copy that offends the morality challenges religious beliefs of the people is not welcomed by any media.

### ****Types Of Advertising Copy****

Technique or formula of presentation of an ad is the way in which a message is presented. Various types of advertisement copies are formulated to inform, inspire, influence, affect, engrave, and inscribe the mindset of the reader. Certain elements are significant in a copy like the attention, conviction, sentiment, instinct, and education.

The advertisement copies can be divided into six main types:

* Human interest ad copy
* Educational ad copy
* Reason why? ad copy
* Institutional ad copy
* Suggestive ad copy
* Expository ad copy

#### ****Human Interest Copy****

Human interest copy entices the emotions and senses of its prospective customers rather than the intellect and judgment. This advertisement copy defines the product to people instead of sticking to facts. Human Interest copy gets to selling part indirectly or reluctantly. It focuses on people’s undying interest in themselves, their families and friends. The most important forms of Human Interest Copy are- humorous copy, fear copy, predicament copy, and story copy.

**HUMOROUS COPY**

Humorous ad copy is a copy which is designed to make the reader laugh. This copy brings about a smile on the readers face.

**FEAR COPY**

Fear ad copy arouses a sense of fear in the reader to save their lives or to protect themselves from something. It creates interest among its consumers by instilling a sense of fear in them. Fear advertisement copies must be designed carefully as it may carry an unpleasant association on the viewer’s mind concerning the product.

**STORY COPY**

In a story copy, a story is narrated in a very interesting way to develop interest amongst its prospects. Customer experiences can also be narrated in the form of a story.

**PREDICAMENT COPY**

In a predicament copy, the copy provides a dramatic explanation about the product. This copy explains all the advantages and benefits of using the product. The predicament copy usually takes over the other three forms of the advertisement copy

#### ****Reason Why Copy****

A Reason Why advertising copy offers reasons as to why the consumers are expected to buy the product of a particular brand. The reason why copy appeals directly to the intellect or the judgment of an individual than the emotions. It tries to explain the product qualities and benefits by giving evidence in the forms of testimonials, guarantees, customer experiences, and so on.

The approach of this copy explains reasons to readers as to why the advertised product has to be purchased. The format of this copy states a fact about a product or a service in the headline and then explaining why the fact is true in its further text. This form of advertising works better in print than on media, because broadcasting an ad has a limitation with respect to time. There are good chances of the viewer missing the headline or the reasons why the headline claims to be the truth

#### ****Educational Ad Copy****

An educational ad copy attempts to inform, update and prompts its clients to buy a product by educating the prospective customers. It is designed to educate the public about the attributes of the product. Introductory ad copies are usually created in this way. It is the responsibility of every manufacturer to educate the prospects regarding the product and endure a warm welcome amongst its clients. Such an ad copy signifies the benefits and special features of the product

#### ****Institutional Ad Copy****

Institutional copy doesn’t sell its goods and services. Institutional ad copy aims at promoting the selling house. It focuses to build a strong reputation for the selling house. The main objective of this type of ad copy is to create, maintain, and increase the goodwill through its philosophy, objectives and policies so that the prospective customers register it in their minds. Institutional copy invites the target customers to the selling outlet. It is also called as prestige or corporate advertising

#### ****Suggestive Copy****

A suggestive copy suggests or attempts to convey the message to the readers directly or indirectly and prompts them to purchase the product. Suggestive ad copy works best when the reader is confused regarding the quality of the product and is juggling with decision making regarding his purchase.

#### ****Expository Copy****

Expository copy conflicts with the Suggestive copy. An Expository copy doesn’t conceal anything about the product but instead exposes the facts that are clear and apt. It describes the product features, uses, merits, operation and benefits of the products or services. Even a swift glance registers quickly in the consumer’s mind and is quite easy to remember or pick up.

Writing an ad copy is an art of putting in the words or the elements that create a strong desire to possess the product wherein the product features satiate the consumers desire to possess the product. It is the ability to eliminate the surplus and substitute it with the essential elements without jeopardising the meaning.

Action is the essential end goal of any advertisement copy, which is to receive some reaction from the target audience for the advertisement. It could be just about visiting the page of the brand on the net, enquiring or filling a form or the actual purchase itself.

**Conclusion**

Advertising is a powerful communication force and vital marketing tool helping to sell goods, services, images, and ideas through channel of information and persuasion. It is highly visible force in the society and palys a major role in the economic growth and success of any type of business and industry.

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