

## THE ROLE OF ADVERTISING IN SOCIETY: A SOCIOLOGICAL ANALYSIS

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### ABSTRACT

*It is an accepted proven fact that sellers the planet over, including the now defunct 'Red-Block' must survive, so need to recourse to aggressive advertising. Selling campaigns, regardless of what the merchandise or service is, require advertising. It might be as tiny as a pin or as big as a piano, airplanes, computers industrial plants, tourism etc. and even the politicians must be marketed. The success of the merchandise or services goes to the well-planned campaign and not most even to the merchandise quality. Sales-publicity is an integral a part of our lives. Ed Nay, former chairman of the large American agency Young and Rubican, points out that as recently because the mid-seventies many companies still accustomed have furious discussion - "Should we advertise or not ?". Those days aren't any more. Further Nay says "It is going on because the success has proven that advertising works." Advertising today, is invasive. Our life-styles aren't any longer our own. They're determined by the copy-writers and psycho analysts. An oversized segment of consumers made of the 'Me Generation' who regards advertising as a well-liked sort. The super abundance of products and services survive only due to giant strides taken by the ad world and not necessarily on the idea of merits and quality of the merchandise. Advertising is in the limelight all the time. This makes it a straightforward target for social scientists. Advertising does influence the society but at the identical time mirrors the pictures of the society.*

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**Keywords:** Advertisement, Economic, Social, Children, Communication, Life Style.

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### Introduction

People have for hundreds of years exchanged their ideas and their needs with each other through communication oral or written. They need sold houses, employed servants and employees, sold goods, expressed ideas and engaged in a very wide selection of social and economic activities through advertising and publicity. But advertising is not any longer just restricted to goods and services. Government communicates with citizens, the politicians with their constituents, corporations with their shareholders, employers with their employees, managers with their subordinates and charitable organisations persuade us to support their cause. Advertising is different from of these sorts of communication because it attempts to tell and persuade an oversized number of individuals in one single attempt. It's become one among the nice vehicles of 'Social Communication' during this century, everywhere the globe. Advertising has become more insidious, more persuasive a part of way of life because it's visible and unavoidable. It's even as much a fact of life today, as say paying taxes and there's no way to flee from it. Advertising now interrupts radio, television programmes and crowd the pages of newspapers and magazines and now and then disfigures the town and country side further. Everybody feels that they are doing not believe m it completely, it always appeals to the less agreeable aspects of attribute greed, vanity, insecurity and materialism. These aspects of attribute are permanent inspite of all recent growth and development in advertising. Advertisers deal basically with the

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consumers, their hopes and fears. William Bernbach on advertising business has said that "Human nature has not changed in a very million years and cannot change in future, till the tip of this civilization". John Caples, the noted American copywriter commented "Times have changed, but people won't change. But now, there are winds of change. The changes within the industrial development, economic progress, social patterns etc. have gradually changed attribute also, but at a way slower speed. These changes are making and can still make advertising a less attackable force in our lives.

### **Role of Advertisement**

Every day, we still absorb the messages put out by advertising, whether we prefer it or not. As Time' magazine has put it, - "Advertising works, but without our knowing, that it's acting on us. Good advertising works with still greater care and calmness. Today's advertisers have the capacity to be all invasive. Kim Rotzoll, professor of advertising, at University of Illinois, says "Advertisers don't have the facility to compel, irrespective of how vast their promotional efforts are. But however, they are doing have the ability to prevail in our magazines, newspapers, prevail on our radio and TV sets, future windows and especially to prevail on our priorities. It's a known and accepted fact, today advertising is becoming increasingly global and more scientific in its methods. It's a life-blood of capitalism. Americans, the high priests of capitalism and advertising have an ongoing 'love-affair' with advertising. Its all permitting influence on our lives is increasing at break-neck speed and then it's almost impossible to flee from its clutches. Advertising is that the cornerstone of a free society. If we study attribute and consider advertising history carefully, the counter question involves mind - Who doesn't need it? The best and reputed broadcasting news service like BBC also must advertise to survive to require care of its financial problems. In the previous couple of years, even the Vatican and Charles have relied on advertising agencies for image building. All the political parties in the majority the countries within the world require advertising to push their leaders and win elections. The consumers too want it, to create fair and balanced decisions. Intense competition compels advertisers to use it to capture maximum market share. Some win, some lose this battle. As someone has said "The Russians have the amazing athletes because they compete, but awful cars and fashions because they do not." So virtually everyone advertises and everybody needs it, and it's become an element of our social fabric.

### **Impact of Advertising on Day-To-Day Life**

Taken individually and superficially, advertisements promote goods and services. But if we examine full, the ways within which the messages are presented in advertising, they reach deeply in our serious concerns. Hence, the irony the more we are bombarded by advertising, the less we notice, and yet, certainly the more we are affected. In social surveys, if the respondents are asked about the facility of advertising, most agree that it works, not on them, but on others, as they claim to be immune from it. Advertisements have also influenced our interpersonal and family life, family relations, our sense of happiness and contentment, sex roles and stereotyping, the employment of affluence, the fading of our culture traditions, influence of younger generations, role of business in society, persuasion and private autonomy and lots of other persuasion aspects of life. Advertising is one amongst the dominant forces within the twentieth century and its influence is probably going to extend within the next century. It's become a pillar of popular culture. Advertising stands level with TV, sports, movies pop-music and medium. Even babies sing advertisement jingles before they begin singing nursery rhymes. They learn the meaning of words and about new and unknown objects through advertisements. Among grown-ups, anyone who has not seen television advertisements may be a misfit publicly, as he has no idea of the advertisemantal context of the jokes". There are many theories about how advertisements influence the human mind. The one formulated by Dr. Herbert Krugman, head of research for General Electric's Corporate advertising for several years, argues that the special power of advertising lies at the sub-conscious level'. So we don't have our protective defences against it. We expect that we don't concentrate to that. However, messages are taken in, and are kept able to be triggered into action at the correct moment.

### **Social and Ethical Issues in Advertising**

Advertising is consistently attacked by various sections of the society for its ability to influence social, ethical and moral standards of the society. Advertisers comply with advertiser's ability to influence, but they fail to measure the extent of their influence. Ethical and social considerations have introduced a replacement dimension in advertising. But the admen who are busy attaining higher technical standards, fail to require note of important subjective standards. This important issue requires rather constant attention from advertisers. The extent of deception introduced by the advertisers could be a perennial subject of debate. Majority of individuals felt that advertisements make tall claims, which they fail to

satisfy. If the consumers purchase the products on the premise of claims made within the advertisement all the time, they're going to come to grief, another problem which troubles the advertisers is a way to balance between information and persuasion aspects of the copy. Most delicate issue from the consumer's point of view is bad taste in advertising. While watching the TV or reading the pages of the newspapers, suddenly an advert assails our mind then again setting standards in grandeur may be a herculean task. Other issues which raise the eyebrows of the critics are stereotyping and touching the insecurities that the consumers feel. Advertising has many positive features like spreading of knowledge and entertainment value. Most people have our favorite advertisements. But yet, we cannot ignore the damage that's caused by this powerful and highly talented industry, which keeps us eternally vigilant, since we are their target. At any point of time, we cannot relax and consider it to be harmless. It's not in any respect, just the reflexion of society. But it's an influence to form crafty, delicate and complicated changes within the social and moral standards of society and alter its values.

### **Need of Control on Advertisement**

Advertisements are a well-recognized phenomenon. Their extent and pervasiveness make them an integral part of both, the culture of society and economy. The familiarity with them is such it's easy to over-look simple undeniable fact that it involves literally countless communication linkages between advertisements and their recipients. But it's this familiarity with advertising that challenges the advertiser to create his communication effective and to determine some awareness of his message. within the mass audience, the precise effects of any person advertisement generally remains obscure though every now and then, the advertiser will seek to assess the effectiveness and also the recipients may question the results. In the process of striving for recognition and for greater effects, an ad on occasions contravenes some standards in compliance. But what are these standards? From where do they derive? What's the aim and status? It's necessary to check the answers to all or any these questions. Advertisers operate, within the legal frame work like several other business, additionally to which, there exists a full structure of voluntary restraints. Advertising practitioners often reply to the proposals of restrictions, labeling themselves, because the most regulated industry. But until the start of this century, trading laws were supported the principle of principle "let the customer beware" this implies, it absolutely was the responsibility of the purchaser instead of the vendor to confirm that goods and services, he was buying were really definitely worth the price asked for. Over the years two systems have evolved to shield consumers against advertisements that aren't quite legal, honest, truthful or perhaps decent. Either advertisers exercise degree of self-discipline or refrain from placing those advertisements that don't indicate to the voluntary controls. Such an advertiser who has did not observe the laws on the matter are called to account at the earliest and afterwards charged accordingly. This unique combination of voluntary and statutory controls forms the idea for advertising. Today's advertiser is faced with tremendous pressure and difficult task of drive that may sell the merchandise, idea, or service while trying to cope-up with laws and regulations. Failure to follow these restraints may prove to be very expensive in terms of damages and bad publicity. Overall, the laws and self regulatory codes are concerned with the factual and physical characteristics, contents and purpose, of advertisements. The final principles that appear to underline the laws, is that the avoidance of advertisements which deceive or falsely permit an unfair advantage to be gained over others, whether or not they be fellow advertisers, or consumers. Also advertising itself shouldn't be detrimental to the well-being of vulnerable groups, especially children and sick. The means adopted are the restrictions on certain sorts of copy and prohibition of advertising by certain advertisers or in relevance particular products. But however, there are considerable difficulties in framing legislation to forestall abuse and in setting deterrent penalties commensurate with other offences.

### **Conclusion**

One cannot deny the increased importance of advertising industry in influencing the lifestyles, cultures, economies. During this long transition, the impact of advertising on consumers has become controversial in free economies. The dissemination of knowledge about goods is an important accompaniment for the distribution /of goods. This function is fulfilled by advertising. Together with it, advertisement provides colour and entertainment in life. Even, if by magic, all advertising disappears, the full process of its evolution would begin everywhere again and would continue a world without it's inconceivable. Furthermore, advertising would still grow, both in quantity and In the quality of impact, it's on our lives. So rather than finding faults, one should learn to measure with it by eliminating its adverse effects. Advertising survives only in democratic countries, where there's a freedom of economic speech. So a widely known theme about democracy are often written with little variation 'Advertising of the people for the people and by the people". To know the consequences of advertising on consumers, it's

necessary to check the role of the media in advertising, consumer attitudes, importance of motivational research, 'psychoanalysis. This helps us to grasp the socio-ethical effects of advertising, various sales gimmicks and suggestive indecency in advertising. With this framework in mind, we will study how the society will be shielded from adverse effects of advertising. However Advertising like all other enterprise is bound by the legal framework, together with the support from well structured, self-imposed restraints. Advertisers think that the times of 'buyers beware' are history and now they're accountable to consumers. The Supreme Court realizing that the advertisers will perform their activity during a responsible manner, has entrusted them with the liberty of business speech under constitutional protection. Advertising is controlled by a Jist of regulations to hide the troubled areas of advertising like truth, decency, substantiation, endorsement, comparative advertising, right of privacy, copyrights and surrogate advertising. Though there are number of laws to hide, these troubled areas, advertisers are still tempted to urge into trouble with the law. The foremost important acts within the list of laws are Consumer Protection Act 1986. The Monopolies and Restrictive Trade Practices Act 1969, Drugs and Medical Remedies Act 1954. Many advertisers are pulled-up under these laws, yet there's a requirement for more laws to effectively control advertising. Nevertheless, it's clearly the government's responsibility to confirm that customers are protected against the practices which are objectionable. Advertisers should also act with more responsibility alternatively they're going to invite censorship.

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