



“बेटी बचाओ, बेटी पढ़ाओ”

JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

(Format for Preparing E Notes)

Faculty of Faculty of Education and Methodology

Department of Fine Arts

Faculty Name- JV'n Arbaz Khan (Assistant Professor)

Program- 5 Semester / 3 Year

Course Name - Advertising Art Theory I

Session No. & Name – Advertising Communication Model

Academic Day starts with –

- Greeting with saying ‘**Namaste**’ by joining Hands together following by 2-3 Minutes Happy session, Celebrating birthday of any student of respective class and **National Anthem**.

Lecture Starts with-Advertising Communication Model.



- **Advertising Communication**

Advertising is a fundamental component of communication that involves the promotion of products, services, ideas, or brands to a target audience. It is a form of marketing communication that aims to persuade and inform potential customers about the value and benefits of what is being advertised. Advertising utilizes various media channels and creative techniques to reach and engage the intended audience. Here are some key aspects of advertising in communication:

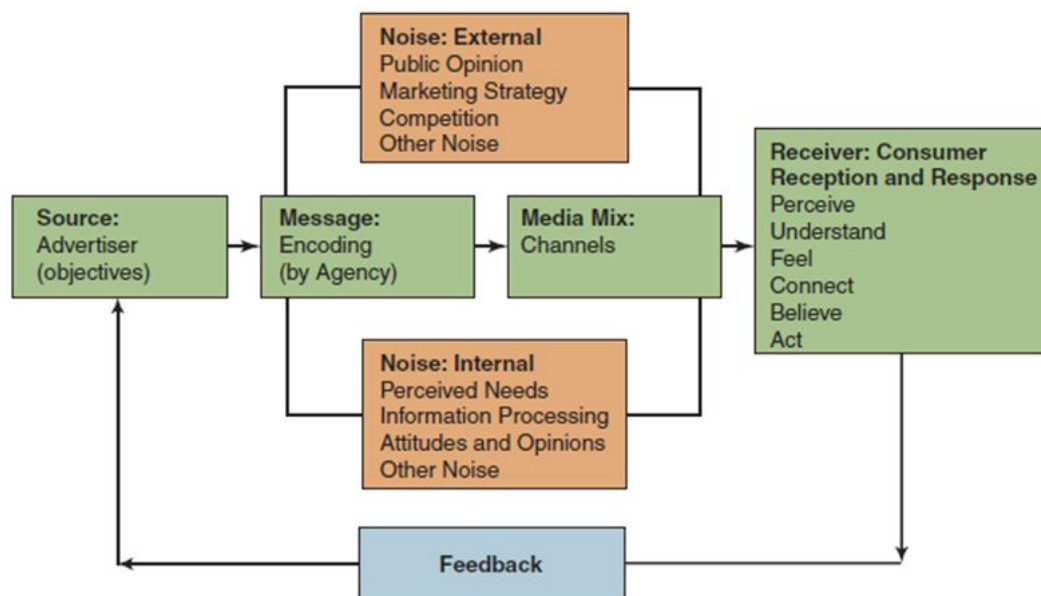
Advertising communication includes:

- Any material published using any medium or activity undertaken by or on behalf of the advertiser over which the advertiser has minimal control.
- Something that attracts the attention of the public in a way to promote directly or indirectly a product or a service.

It does not include:

- Labels or packaging on the products.
- Corporate reports including public affair messages in the press release and other media statements and annual reports.

Advertising Communication Model



The model explains the key factors in an effective advertising communication process. The sender must be aware of his target audience and the kind of responses he wants. They must be skilled enough to encode the messages and consider how the audience usually decodes the message. The communication process in advertising involves sending or passing on a message from the source or the sender to the receiver or the audience through a channel.

1. SOURCE

- Advertising communication process begins with the sender, who is also called the communicator or the source. A source is an origin or the point at which the message originates in an advertising communication system.

- The person who initiates the communication process is normally referred to as the source. The source or the sender develops ideas, encodes and transfers them to the receiver.
- The source must transmit the message through efficient media that reach the target audience.
- The sender must encode the message in a form that can be understood and then transmit it to the receiver.
- Senders must also develop channels for feedback.

2. MESSAGE

- Message refers to the content, idea, thought, feeling or the opinion that the sender wants to convey to the receiver.
- It is a key that triggers the recipient, to respond to the sender.
- The sender must ensure that the message conveyed must be clear and specific. The message can be conveyed to the receiver in some ways, like humour or fear.

3. MEDIA

- Media refers to the various channels or a medium that is used or to be used to convey your message.
- Medium is the means by which a message is transmitted to the receiver.
- The medium may include verbal channels like telephone or a word-of-mouth communication or a non- verbal communication such as e-mail or text messages.
- Each channel has its pros and cons.
- Written communication may be used to convey messages to a small group of people whereas oral or verbal communication means can be chosen to convey messages to a large group of people.
- The channels in the advertising communication system include television, radio, newspapers, magazines, billboards, e-mail, online advertising and so on. The impact and intensity of communication may differ from one media to another.

4. RECEIVER

- The receiver or the interpreter in an advertising communication system refers to the target audience or the person to whom the message is directed.
- The receiver can be defined in terms of audience segmentation variables like lifestyle, demographics, benefits sought and so on.
- The characteristics of the receiver, his demographics, psychological and social features furnish the foundation for understanding communication process.
- To understand the information from the sender, the receiver must first be able to receive the information and then decode or interpret it.

5. FEEDBACK

- Feedback is a significant element of the communication process, as it empowers the sender to measure the efficiency of the message.
- It enables the sender to analyse the exact interpretation of the message by a decoder.
- The communication process reaches its end goal when the message has been successfully transmitted, received and understood.
- Feedback may be direct, such as a written or oral feedback, or it may also take the form of an action in response.

In communication, the advertiser focuses his attention on the medium through which he can convey his message to the desired consumer and can achieve his goal. In this, the more similar the views of the advertiser and the recipient of the message, the more effective the message will be. The category, age, income group of the potential consumer, his ideology, geographical location and medium etc. all affect the impact of the communicated message. To test the effect of communication, 5 W system is used in which (i) Who says? (Who says?), (ii) What says (What says) (ii) Through which medium does he say? (Who media says?), (iv) When does it say? (When says?) And after receiving that message, how has the consumer behaved towards that item? (What is response?) information is obtained. Advertising communication is impersonal communication (mass communication) that provides information about a product or service to potential, desired consumers.