



"बेटी बचाओ, बेटी पढ़ाओ"

JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

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Session No. & Name – Advertising

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.**

Chapter 1.

Advertising

❖ What is advertising?

Advertisement is a type of mass communication. The purpose of which is to attract people towards a product and increase sales. Through this the popularity of the company and institute is also increased. Advertisement is written as Advertisement in English and ad in short.

That is, it is such a medium. In which people are told about the quality of the product or service. So that the consumer can get attracted towards it and buy it. Advertisement is presented in a unique and clever form to attract the consumer. Which is successful in attracting the consumer.

After this the sales of the product or service increases. Therefore, advertising is also done on such places or platforms. From where it can be delivered to many people. As; TV, newspaper, internet etc. Today the Internet has emerged as the largest and most prominent platform for advertising. In which social media plays the most important role.

Generally advertising is delivered to people through posters, videos and announcements etc. This is a type of selling art. When a new product, service or good is created. Then it is necessary to advertise to increase its sales. By advertising, information about that product, service or item reaches people. After which the person will need that product, service or item. He himself will buy it from his nearby shop. It means that advertising is the easiest and most effective way of product promotion. Today, information about any item can be delivered to every home through advertising. In which the biggest contribution is made by TV and Internet.

After waking up in the morning, read newspaper, magazine or TV. As soon as you open it, you can see many types of advertisements. Similarly, every person gets to see thousands of advertisements every day. Because nowadays advertisements are seen in streets, malls, halls, homes, TV, social media, books, newspapers etc. You must have seen the advertisement on TV. There is a short break during any show running on TV.

In which information about some other object is given. Similarly, seeing any other type of information while using the internet. Any other type of information in the middle of the newspaper. Or playing other videos in between YouTube videos. All these are examples of advertising.

I. Types of advertising-

- **Print Advertising**



The advertisement which is published through newspapers, magazines etc. It is called print advertising. Nowadays, there has been a decline in newspaper reading. Because people like watching more than reading. But still print advertising is a good medium of mass communication.

- **Television Advertising**



Mass communication done through TV is called TV advertising. All of you will be familiar with TV advertising. A lot of advertisements are seen in between serials, reality shows, movies, news, cricket etc. running on TV. Showing too many advertisements on TV is irritating in a way. But it is beneficial for advertisers. Because TV advertising is more effective than other advertising.

- **Radio Advertising**



Advertisement done through radio is called radio advertisement. According to an organization called Arbitron, 93% of America's population uses radio. According to this, radio advertising is currently a good medium of mass communication.

- **Online Advertising**



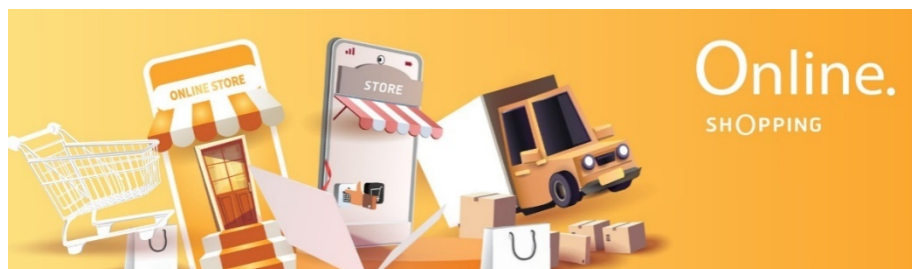
Advertisement done through the Internet is called online advertising. Online advertising is shown in the middle of a webpage or online video. Internet has become the best way and medium for advertising. Because advertising is done there. Where there is more public. Nowadays, most of the publicity happens on the internet only. Social media plays an important role in online advertising.

- **Billboard Advertising**



Mass communication done through big boards is called billboard advertising. You must have seen billboard advertisements near any public place, mall or hall. It is often planted on the roadside.

- **Shop Advertising**



- The advertisement which is placed inside the shop. It is called shop advertising. It is often installed inside malls or big shops. This advertisement is also called in store advertisement.

- **Air Advertising**



Mass communication done through aircraft or air balloons is called aerial advertising.

II. Objective of advertisement-

Generally the objective of advertising is to increase the sales of the product along with brand building, increasing customers and also increasing the demand. But every advertisement is run with three main objectives. Which is as follows.

- **To Inform**

When a product or service is launched. Then in the beginning no one knows. That's why no one uses it. Therefore, the first task is to provide information about the product or service, what it is, its uses, etc. When people come to know about your product or service. Then whoever needs it. He will definitely use it. Therefore, the first objective of advertising is to provide information about the product or service.

- **To Convince**

This is the second objective of advertising. The objective of all advertising is to persuade or change the customer's mind towards a product or service. The objective of advertising is to create a good image of the brand and change the customer's mind by showing good attitude towards the brand.

- **Remind**

The purpose of advertising is to repeatedly tell customers about the brand. So that the customer does not forget about the product or service. Therefore, reminding the brand is also the objective of advertising.

III. Benefits of advertising-

Well, there are many benefits of advertising. But do you like watching advertisements while watching TV? Hardly anyone would like it. Similarly, I don't like seeing advertisements anywhere. Be it TV advertising or online advertising. But still the advertisement is shown. So let us know what are the benefits of showing advertisements.

A product or organization is popularized by showing advertisements. Due to which the product and organization will only benefit. Money can be earned by showing advertisements. Similarly, TV owners and most of the people on the internet earn money by showing advertisements. The person watching the advertisement always gets information about new products or organizations. Which makes it convenient to buy or use.

Whether you like watching advertisements like this or not. But everyone benefits from advertising. Be it the one getting the advertisement done or the one showing the advertisement or the one watching the advertisement. Everyone benefits from advertising.