



IMPACT OF ADVERTISEMENT ON SOCIETY

MANJEET : R/S DEPTT. OF SOCIOLOGY MDU ROHTAK

ABSTRACT

Advertisement is believed to be one of the best ways to make a product popular among the citizens of a nation. Simply advertisement is the promotion of a company product and services carried out primarily to drive sales of the product and services but also build a brand identity and communicate changes or new product/ services to the society. Societal role of advertisement is quite a fascinating one. On the one hand, it helps in generating the trends in particular society while on the other hand, it is becoming the cause of breaking norms that had been past of society for so long in order to create a unique impact. Simply we can say that it has both positive and negative impact on society.

KEY WORD : Society, Advertisement, Promotion

Impact of Advertisement on Society

The history of advertising in India parallels the history and development of the Indian press during the past 200 years. Advertising in India have left no known media of publicity untouched in their effort to win over the masses to their products and services. Simply advertising is a form of communication used to influence individual to purchase as services or we can say that it is powerful force and vital marketing tool helping to sell goods, services, image through channel of information and persuasion. Frequently it communicate a message that individuals the name of the product as services and now that product could potentially benefits the society. Advertising can be displaced on billboards, newspapers, television, movies and more. It can take a no. of forms including advocacy, comparative, cooperative, direct mail, informational, institutional, outdoor, persuasive, point of purchase and specially advertising.

Advertising is highly visible force in society or we can say that it is important social phenomena. At social level advertising plays upon, derives from and contributes to social texture of a country. Advertising reflects society and society reflects advertising. Various social change are brought or helped by advertising.



Role of advertising in a society has been a subjects of much debate. Though advertisement have several positive effects, there are equally strong arguments focusing on the ill effect of advertisement. They are as - **Position effects:**

- 1) They can be source of information. Surveillance of the environment relates the news about the happenings in society. Advertisement carry out this function by keeping us informed about the latest events in and around the world.
- 2) Advertisement on health drinks, toiletry products, sanitary ware and their installation, etc. make the society become aware of health and hygiene. Also advertisement on protected drinking water effluent treatment etc. help people live better.
- 3) Dreaded disease like cancer, AIDS, T.B. are informed to people as their cause spread and preventive measure against them.
- 4) Environment protection is need of the hour. Encourage people to protect the environment. The brutal onslaught on nature by indiscriminate of trees, letting of untreated effluent into the open, growing urbanization are brought to the knowledge of people and an awareness is created against environment degradation.
- 5) It helps in cultural promotion also. It educates the people towards better living and preserving the tradition of the society.
- 6) It provides an opportunity for culture to be preserved and promoted. It present different cultures, beliefs, and customs from different countries and helps us promote ours to all part of the world.
- 7) It has mobilization function also. This function of advertisement is very important for the development of communities everywhere. It seeks to bring the people together and helps to advance national development. It could be seen that it provide information and education , personal identity, entertainment and most importantly integration and social interaction by giving insight into the circumstances of others as well as by helping with the development of social empathy.
- 8) It help us in transmission of social heritage. By communicating information through the advertisement, we are transmitting social and cultural values, which aim at sustaining the society.
- 9) Entertainment always has been part of society. Advertisement entertain the public by providing emotional relaxation, intrinsic and cultural enjoyment and kill boredom.



- 10) It helps in national integration.
- 11) National interest is prompted through advertisement as well. Complying export achievement, promotion of tourism, protection of monuments, creating political awareness of citizens, etc., are pursued through advertisement.
- 12) It brings social change in society. Social changes like empowerment of women, concern for the girl child, developing public opinion against child labour etc. are created through advertisement only.

Negative effects are –

- 1) Some bogus news given in the advertisement may raise bleed pressure and creates negative feeling in mind.
- 2) Advertisement related to dance, fashion, music programme attract people very much. They spend to money for makeup, clothing and jewels on the influence of modals and actors.
- 3) The over exposure to advertisement make them behave more aggressively, which spoils their future.
- 4) Advertisements promote materialism in several ways. The first is by creating new needs and desire among people. Secondary encourage people to compete with each other by purchasing more and better objects.
- 5) They are promoting stereotypes by portraying groups such as women and minorities, in this traditional and stereotypical role. This type of ads tent to foster generalized and often false belief about who members of their groups are and should be.
- 6) Environment threats is also there due to increasing demand of the product.
- 7) Persuasion is also there.
- 8) Promotion of harmful product is there like that of alcohol, drug.
- 9) Political influence is their
- 10) A large position of food items advertised is junk food have visually appealing advertise. They can influence the eating habits of child and promote unhealthy diet leady to ob

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