

**CORPORATE  
COMMUNICATION  
AND  
ADVERTISING**

**Complementary Course of BA  
English/Malayalam  
( Semester IV)  
CUCBSS  
2014 Admission onwards**



**UNIVERSITY OF CALICUT  
SCHOOL OF DISTANCE EDUCATION**

**981**

# **UNIVERSITY OF CALICUT**

**School of Distance Education**

## **Study Material**

**(Complementary Course of BA English/Malayalam  
Semester IV)**

### ***CORPORATE COMMUNICATION & ADVERTISING***

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# Chapter - 1

## PUBLIC RELATIONS

Public Relations, commonly called PR, is an activity aimed at increasing communication and understanding between an organisation and individuals or groups. PR is concerned with creating goodwill, understanding and building up a favourable climate in which an organisation can function well. PR creates a situation whereby the public is well-disposed to a company and its products. The success of a government or company or corporate is 90% good works and 10% publicity. Reversing this proportion will be futile.

### Defining PR

Public relations involves ‘information, activities, and policies by which corporations and other organizations seek to create attitudes favorable to themselves and their work, and to counter adverse attitudes.’

The Institute of Public Relations (IPR), established in 1948, is UK’s leading professional body for public relations practitioners. The definition framed by the IPR in 1987 is still useful: Public Relations is the planned and sustained effort to establish and maintain goodwill and understanding between an organisation and its publics.

Scott M. Cutlip and Allen H. Centre define *PR as the management function that identifies, establishes and maintains a mutually beneficial relationship between an organisation and its public on whom its success or failure depends.*

### Evolution of Public Relations

PR, in its present form, began to take definite shape after the end of World War I in 1918. Rapid industrialisation towards the late 19th century prompted large companies to create goodwill among the public for favourable business purposes. After the end of World War II in 1945, Public Relations spread to nearly every large commercial and non-profit organisations in the US and Western Europe. PR organisations range from local charities, celebrities to MNCs who employ press officers and they supply journalists with a stream of potential stories, comments and fillers. The growth and expansion of mass communication have made public opinion more powerful than ever before.

### Advertising and Public Relations

Advertising, in general, is referred to as ‘hard sell’ and PR is termed as ‘soft sell’. Advertising is what you say about yourself or organisation, but PR is what others say about you. The advertisers buy time and space in the media to convey a messages. On the other hand, PR professionals seek to persuade media personnel to carry news stories about their company.

The fundamental responsibility of PR is to build and maintain a favourable environment in which an organisation can achieve its objectives whereas the fundamental responsibility of marketing is to build and maintain a market for an organisation’s products and services.

## Role and functions of public relations practitioners

The major functions of a PR officer are briefly explained below:

- 1. Fact finding:** The first task of a Public Relations team is to study the problems confronting an organization so as to identify its strengths and weaknesses. These facts will help the Public Relations team to work out the objectives, to locate target audience and the right approach to be adopted in achieving the objectives.
- 2. Planning:** Planning is the determination of goals for an organization and outlining of the means to achieve them. Planning would include the means of communication to be adopted, an estimate of the cost and the requirement of the manpower.
- 3. Implementation:** The plans should define the target audience, media and other means required to influence the audience.
- 4. Evaluation:** Every programme deserves and requires analysis. If planning is important so is the evaluation of how the plan worked.
- 5. Advisory role:** The PR team has an advisory role towards the top management about the internal and external developments that are likely to affect the reputation of the organization.
- 6. Conducting image surveys:** The PR team should organize periodical image surveys within and outside the organization to assess people's attitude towards the organization.
- 7. Maintaining contacts:** The PR team has to identify and establish contacts with a cross section of important external public like decision makers, opinion leaders, media personnel, consumer protection groups, politicians etc.
- 8. Writing reports:** PR team should write reports, news releases, booklets, magazine articles and product information.
- 9. Editing:** Big companies and organizations regularly bring out news letters, employee's publications, share - holders' reports etc. The PR team is entrusted with the task of editing and publishing them.
- 10. Production of booklets, brochures etc:** It is the duty of the Public Relations team to produce booklets, brochures and other publication for general distribution.
- 11. Preparation of press releases:** Press releases for the media are to be prepared by the PR team. Organizing press conferences and press parties are also its important functions.

## Tools of Public Relations

PR tools can be broadly classified into external and internal.

### A. External tools

The media most relevant to public relations include newspapers, magazines, radio, television and, increasingly, the internet. Let us examine the media options available to a Public Relations practitioner and how best they can use them to achieve the various communication goals.

### **1) Press**

In the life of an organisation the press plays a significant role. The print media enable an organisation to reach out to various categories of public. If used well the press can play a complementary role in creating a favourable image, but if mishandled it can damage the image of an organisation.

### **2) Television**

Television has immense scope as a publicity medium. With satellite and digital communication possibilities, the impact of television has become more powerful.

### **3) Radio**

Radio is a mass medium which possesses the qualities of a direct personal medium. With the reach of radio in the country to over 95% of the population, this medium has become an important tool for the PR practitioners.

### **4) Films**

Films, documentaries and other promotional materials can be handy tools for dissemination of information to the public. Films/documentaries make a powerful impact on the audience because of their audio-visual qualities.

### **5) Outdoor media**

Billboards, hoarding and colourful posters on the street corners are powerful means to convey messages to public.

### **6. Oral communications**

Oral communication is used as a medium chiefly in employee communication for training or informing them about the company's policies. Oral communication may be carried out through meetings, telephone calls, public address systems, panel discussions, counselling etc.

## **B. Internal media**

Internal communication is basically addressed to the employees within an organisation. The following are some of the important tools to communicate to the employees within an organisation, its internal public.

### **1) Printed literature**

The basic objective of print literature is to inform or persuade target audience about a product, service or idea.

### **2) Annual reports**

The annual report of an organisation is usually drafted by the PR department. This report is accorded publicity and coverage in the media.

### **3) Direct mail**

Literature can be directly mailed by post or e-mail to this select group of important public.

### **6) Meetings**

It could be just a meeting of two department heads, a small group meeting, committee meeting to large meetings to resolve conflicts, brief employees, solve problems, obtain reactions to a new scheme etc.

### **7) Speeches**

Formal speeches are the quickest way of conveying information. Preparation of speeches and sometimes delivering the speech are jobs of the Public Relations department.

### **Internet as a PR tool**

Companies use internet to conduct their daily business, communicate with and provide support to their customers and look for valuable information to gain a competitive advantage. This medium provides PR practitioners a many-faceted form of worldwide communication, primarily involving message exchange by e-mail, information delivery and persuasion by its world-wide websites. Social media networks can also be used by the PR department for communicating with the target audience.

### **House journals**

The primary objective of a house journal is to create a forum for exchange of views and visions on various issues concerning an organisation and its employees. A house journal, if carefully produced, serves as an important link between a management and its various employees. With corporations becoming large, multi-dimensional and multi-locational, a house journal reaches employees belonging to different disciplines, cadres and interests, thus bridging the gap and creating a fellow-feeling among them.

The Public Relations persons in an organisation ideally would be the editor of the house journal. Before publishing the journal, decisions about its editorial policies and objectives must be approved from the management. If a journal is to meet its communication objectives, it must be attractive enough to grasp attention and must be of interest to those who read it.

A concerted effort in planning, organising, publishing and distribution is a must to bring out a successful house journal.

### **Public Relations Society of India ( PRSI )**

PRSI is the professional body of Public Relations practitioners in the country. Established in 1958, the Society has individual, associate, corporate and student memberships.

PRSI brings out a quarterly journal *Public Relations* to promote the cause of this profession. The Society is affiliated to the International Public Relation Association (IPRA).

### **International Public Relations Association (IPRA)**

The International Public Relations Association (IPRA) was set up as a para-national organisation in May 1955 to raise standards of Public Relations practice in various countries and to improve the professional quality and efficiency of Public Relations practitioners. An early achievement of the organisation was the adoption of a 'Code of Conduct' for the purpose of establishing standards of professional ethics and conduct in the field of Public Relations for all members of the association worldwide.

## **Code of ethics in India**

One of the main functions of the Public Relations Society of India (PRSI) is to ensure that professional standards are maintained among Public Relations practitioners in the country. PR practitioners in India adopted this Code at the first All India Public Relations Conference in New Delhi in 1968. The following is the code of ethics for PR practitioners:

- 1) To respect the moral principles and rules of the *Universal Declaration of Human Rights*.
- 2) To establish communication patterns and channels by fostering the free flow of essential information.
- 3) To pay due regard to, and uphold, human dignity.
- 4) To encourage dialogue in its true sense.
- 5) To carry out the PR duties with integrity.
- 6) Avoid subordinating truth.
- 7) Refrain from circulating information which is not established.
- 8) PR practitioners shall not take part in any ventures which are unethical and dishonest.
- 9) Avoid using any manipulative methods or techniques in PR practices.

## **PR campaign**

An integral part of any public relations effort is PR campaign. PR campaign can be defined as a comprehensive strategy that consists of a series of PR messages in a variety of media centring on a single idea or theme. A campaign informs the public about change within the company or builds awareness of business to potential customers. PR campaign is the execution of the final product of research, brainstorming, and creativity. As such, PR campaign needs to be researched, focused and realistic.

During a campaign, the PR team should get ready with press releases, news stories, and strategies. Traditional media as well as the online media, social media sites such as *Twitter*, and *Facebook* will be handy in disseminating information.



# Chapter - 2

## CORPORATE COMMUNICATION

Corporate communication essentially is the communication issued by a corporate/organization to all its public(s). 'Publics' here can be both internal (employees, share holders) and external (media, government, industry bodies and institutes and general public). Corporate communication serves as a link between an organization and its publics. Corporate communication adopts a 'corporate' point of view. The term is derived from the Latin 'corpus' meaning 'body' or 'the whole.'

Corporate Communication enables an organization to build a comprehensive communication strategy combining its vision, mission and values. It will also enable the organization to communicate messages, activities and practices to all the stakeholders.

### I. Definition of Corporate Communication

Joep Cornellisen in his book *Corporate Communications, Theory and Practice* defines it in the following manner.

*Corporate communication is a management function that offers a framework for the effective coordination of all internal and external communication with the overall purpose of establishing and maintaining favorable reputations with stakeholder groups upon which the organization is dependent.*

Corporate communication was defined by Peter Jackson in 1987 as *the total communication activity generated by a company to achieve its planned objectives.*

Ed Blauw (1986) describes corporate communication as: the integrated approach to all communication produced by an organization, directed at all relevant target groups. Each item of communication must convey and emphasize the corporate identity.

### II. Evolution of Corporate Communication

Large industrial corporations that emerged during the Industrial Revolution in 19<sup>th</sup> century in USA, UK, and later on in the Western World required professional communication officers to handle publicity and promotions. Industrial corporations hired publicists, press agents, promoters and propagandists for their communication campaigns. During that period many of their campaigns, advertisements and press releases were so exaggerated to the point that they were outright lies.

The age of unchecked industrial growth ended over a period of time. By the beginning of 20<sup>th</sup> century many organizations faced new challenges to their established ways of doing business. Investigative journalists exposed scandals associated with power, capitalism and government corruption. These scandals raised public awareness of the unethical and harmful practices of business. To counter this, industrial organizations hired writers and former journalists to

disseminate general information to the media and the general public so as to gain public approval for their decisions.

Until the 1970s practitioners had used the term Public Relations to describe communication with stakeholders. This PR function in most companies largely consisted of communication with the press. When other stakeholders, internal and external to the company, began to demand more information from the company, practitioners subsequently started to look at communication being more than just PR. This is when the roots of the new corporate communication function started to evolve.

Corporate communication integrates traditional Public Relations and marketing communication to build, maintain and protect a company's reputation with its stakeholders as well as to consolidate and push sales. Presently, corporate communication is considered as an integrated framework for managing public affairs, investor relations, media relations, advertising, direct marketing, sales promotions, internal communication, community relations, publicity, sponsorship etc.

### **III. Major functions of Corporate Communication**

Corporate communication is a process of strategically managing and executing communication program me to build and nurture relationship with stakeholders. Experts have shortlisted four primary functions of corporate communication.

#### **1. Media Relations (MR)**

Media relations is characterized by outward communication serving to advance the corporation's goals. The purpose of MR is to build a positive reputation and encourage branding of the organization's name in the marketplace. Corporation's message will have to be disseminated through various media such as television, newspaper, magazines, radio broadcasting and the Internet.

#### **2. Employee Relations (ER)**

The tasks of corporate communication in the employee relations function are to strengthen the organization's reputation and credibility in the eyes of the internal stakeholders. The key to staying competitive in today's volatile market is the ability to attract and retain a skilled and motivated workforce. The predominant form of communication used by ER staff is interpersonal and relational in nature. Message delivery methods to the employees include seminars, retreats, print and electronic newsletters, local area networks, intranet and various mail lists.

#### **3. Government Relations (GR)**

Government relations is characterized by organizational communication aimed at achieving compliance through regulative systems and processes. The goal is to increase accountability through accurate information about the organization while adhering to certain system and government standards.

#### **4. Investor relations (IR)**

Investor relations sets out to provide present and potential investors with an accurate portrayal of a company's performance and prospects. IR may handle the production of financial publications, annual reports and other such documents.

#### **V. Role and task of Corporate Communication in an organisation**

Corporate communication is generally acknowledged as the best possible method of building long-term corporate identity. A well-articulated and consistent corporate communication strategy, along with larger advertising and PR campaigns, reinforces a positive image about a company. This practice has helped business houses, corporations and even beginners to develop and sustain corporate brand identities. The responsibilities of corporate communication are therefore:

- a) To create and sustain powerful corporate branding;
- b) To develop initiatives that minimize discrepancies between the company's desired identity and brand features;
- c) To indicate who should perform which tasks in the field of communication;
- d) To formulate and execute effective procedures in order to facilitate decision making about matters concerning communication;
- e) To mobilize internal and external support behind corporate objectives;
- f) To coordinate with international business firms.

#### **VI Corporate communication and PR**

Public relations is relatively a narrow one compared to corporate communication. Until 1970s, communicating with the external and internal public was considered the domain of PR. It laid undue focus on communicating with the external public through various mass media. A wider understanding of the external and internal public; emergence of digital revolution; and a comprehensive understanding of an organization have led to corporate communication. Presently, PR is considered to be one of the components of corporate communication. It encapsulates the functions of public relations.

Corporate communication contributes to the continued process of defining the organization's reason for its existence, by managing the relationships with internal and external stakeholders and by influencing their cognitions, expectations and behaviors towards the organization and its environment.

#### **VII Corporate identity**

Identity comprises those characteristics of an organization that its members believe are central, distinctive and enduring. Identity will have to be built around the core values of the company. Corporate identity merges strategy, culture, and communications to present a memorable personality to customers. The term is closely linked to corporate philosophy, the company's business mission and values, as well as corporate personality. The corporate identity is the first impression any customer will have on the company

## **Components of corporate identity**

Corporate identity is often viewed as being composed of three parts:

- a) Corporate design (logos, uniforms, corporate colours etc.)
- b) Corporate communication (advertising, public relations, information, etc.)
- c) Corporate behavior (internal values, norms, etc.)

Corporate identity has become a universal technique for promoting companies and improving corporate culture. Corporate visual identity plays a significant role in the way an organization presents itself to both internal and external stakeholders. In general terms, a corporate visual identity expresses the values and ambitions of an organization, its business, and its characteristics.

## **VIII Corporate Reputation**

Reputation is an overall assessment of an organization by its stakeholders. Research universally shows that a good reputation demonstrably increases corporate worth and provides sustained competitive advantage.

### **Steps to build reputation**

These six steps can strengthen corporate reputation through a stakeholder relations programmes:

- a) Conduct research to know key stakeholders better.
- b) Assess stakeholder strengths and weaknesses, and focus on the gap between internal realities and stakeholder perceptions.
- c) Research the main factors comprising the reputation of an organization and align them with policies, systems and programmes in all functional areas.
- d) Set plans to exceed stakeholder expectations.
- e) Involve the Chief Executive Officer (CEO) as the greatest ally or champion of a reputation programme.
- f) Measure regularly against targets and act to improve the results.

## **IX Corporate Image**

A corporate image refers to how a corporation is perceived. It is a generally accepted image of what a company stands for. Marketing experts who use public relations and other forms of promotion project a mental picture to the public. Typically, a corporate image is designed to be appealing to the public, so that the company can spark an interest among consumers, create share of mind, generate brand equity, and thus facilitate product sales.

## **X. Tools of corporate communication**

Modern corporate communication departments use various tools to communicate with publics. All the tools used by a PR practitioner are relevant in this context. We shall categorise them broadly into two categories.

## **I. Traditional Tools**

### **a) Mass Media**

Mass media is most effective means to convey the messages to the people. Hence, good relationship with mass media immensely helps an organization. Corporate communicators should monitor the press comments and respond to them appropriately to maintain good will and reputation. In addition, good rapport with media personnel can be of immense help.

### **b) Spoken word**

Spoken words are traditional means of verbal communication. Still it continues as one of the most powerful and popular methods of communication.

### **c) Written communication**

Printed text is one of the most important means of exchanges between an organization and the outside world. Posters, notices, brochures, advertisements, annual reports and news letters come under this category.

### **d) Photographs**

Photos of programmes by the organizations, pictures on developments and products etc are used as important documents in various campaigns. It must be striking and interesting.

### **e) Exhibitions and fairs**

Trade exhibitions and fairs attract consumers and they can promote the organisation and its trade.

### **f) Audio visual media**

Corporate films, documentaries, advertisements and programmes on organizations or issues are also produced as a part of visual communication.

### **g) Research**

Corporate communication is a sustained and planned activity with a definite purpose. On the basis of analysis and research activities future communication strategies are designed and executed.

### **i) Media conference**

Media conference is a face to face interaction with journalists. It is one of the important responsibilities of the corporate communication department. Management representatives and top officials usually address the conferences.

### **j) Brochures**

Brochure is a brief description of an organization or a product in print format. It introduces the organization, its various functions and other details. If it is of a product gives details and specialties of the product and illustrates how the product is different from the competing ones.

### **k) Newsletters**

Newsletters are printed materials that give information regularly. Corporate communication officers prepare official newsletters. It appears in the format of a magazine or a tabloid.

### **l) House Journals**

House journals are publications from public relations department. It is just like magazines in form and content. But they are circulated internally and free of cost.

## **II DIGITAL TOOLS**

Corporate communication has acquired new dimension in the age of internet with the use of various new media tools. A user-friendly and updated website can reach thousands of people all over the world. Website has become the first entry point for the individuals into any organisation. The social networks have also emerged as important tools of modern communication. These consist of online technologies, practices or communities that people use to generate content and share opinions, insights, experiences and perspectives with each other.

# Chapter - 3

## ADVERTISING BASICS

The purpose of most advertising is to sell products or services. Business firms advertise to persuade people to buy their products often by creating favorable 'images' of their companies. They want the company's name to be known and respected so that their products and services can be more effectively sold. Business concerns also use advertising to win new customers and to increase the volume of sales.

Advertising is the cheapest and fastest way to inform a large number of people about products or services for sale and to persuade them to buy. For many consumer goods, the volume of sales directly depends on the amount of advertising placed in the media.

Advertising reaches people through various forms of mass communication. These media include newspapers, magazines, television, radio, Internet etc. Advertisers buy space in newspapers and magazines to publish their advertisements. On television and radio advertisers buy time to broadcast commercials.

### Definition of Advertising

The World Book Encyclopedia defines advertisement as a message designed to promote a product, a service or an idea. The Advertising Standards Council of India (ASCI) defines an advertisement as a paid form of communication, addressed to the public or a section of it, the purpose of which is to influence the opinions or behavior of those to whom it is addressed.

American Marketing Association (AMA) defines advertising in this way : 'advertising is any paid form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor.'

### History of Advertising

Advertising, in ancient and medieval times, was primitive when measured by the present day standards. But the basic reason for employing this technique was the same. That is, to communicate information and ideas to people in order to change an attitude or persuade. The important forms of advertising used prior to the time of printing presses are given below:

**a) Trademarks :** Skilled craftsmen placed their individual marks on goods like vessels, pottery, leather goods etc. As the reputation of one particular artisan spread by word of mouth, his/her goods also became popular.

**b) Signs :** Few people could read in the ancient days and merchants used symbols and signs carved in stone, clay or wood and displayed them prominently to inform customers of the availability of goods. For example, a barrel indicated a wine shop and a boot indicated a shoemaker's shop.

**c) Town criers :** In ancient Egypt and Greece merchants hired town criers, a group of professional criers, to walk through the streets and announce the arrival of ships and cargo.

The invention of movable type by Gutenberg of Germany in 1440 led to the first form of mass advertising. At the end of 15th century, the first posted advertisement began to appear. These were handwritten announcements and they were posted up on church and cathedral doors by clergymen looking for work. Lecturers and teachers were quick to use this medium to announce their services.

William Caxton, who introduced printing in England, produced the first printed advertisement in English in 1472. With the regular publication of newspapers and magazines, advertising became a standard feature.

## **History of advertising in India**

History of advertising in India runs parallel to the history and development of press in the country. India's first newspaper *Bengal Gazette* started by James Augustus Hicky on January 29, 1780 carried a few advertisements

Advertising agencies began to operate from the beginning of the 20<sup>th</sup> century. The Calcutta Advertising Agency (1909) and B. Dattaram (1915) were said to be the first ad agencies in India. The main functions of the agencies in those days were to secure the advertisements and get them published in the press. The prominent players in advertising business were a handful of British advertising agencies that catered to the needs of the affluent British and Indians living in the urban centers.

By the 1920s, several more Indian advertising agencies began such as Modern Publicity Company in Madras (1924), The Calcutta Publicity (1924), Central Publicity Service (1925) in Bombay etc. The proliferation of advertising agencies in the major urban centers of the country also gave rise to several unhealthy practices in the advertising profession. The establishment of Indian and Eastern Newspaper Society (1939), consisting of the owners of newspapers and periodicals, aimed at standardizing of advertising agency practices.

The establishment of Advertising Agencies Association of India (AAAI) in 1945 paved the way for professionalization of advertising agencies. Following Indian independence, several British owned advertising agencies were sold to Indians. The founding of Audit Bureau of Circulation (ABC) in 1948 and Advertising Standard Council of India (ASCI) in 1959 further professionalized the advertising business.

The expansion of television networks from the 1980s and the liberalization policies of 1990s and the phenomenal impact of information technology from the late 1990s have turned advertising into a multi-crore business in India.

## **Advertising and audiences**

One of the most important debates surrounding advertising is the influence that advertisements may have on the audience, and on those who rely on advertising for their income, namely the media producers.

It is very difficult to assess the effect of advertising and the extent to which people are affected by the advertisements to which they are exposed. One of the pieces of evidence to suggest that advertising works is the fact that companies spend so much money on advertising. According

to some commentators up to one-third of the cost of bath soap or up to 40 per cent of the price of a tube of toothpaste may represent advertising costs. Billions of Dollars are spent on advertising in the world.

An individual who has sufficient exposure to television programmes in India will spend more than one year of his or her life just watching television commercials. We confront so many ads every day that we overlook them, and they become invisible. As a result, many people become aware of advertising only when it somehow offends them.

## Functions of Advertisements

The following are the important functions or benefits of advertisements.

- 1) **Source of information** : Ads inform people just as news stories. It can be seen as an essential part of a modern-day, consumerist society and is a very effective way of informing us about new products. People use advertising to gather information before making buying decisions.
- 2) **Encourages competition** : Advertisements encourage competition by lowering information cost. It also encourages product quality through clear brand identification.
- 3) **Maintains independence** : Advertising enables both print and broadcast media to maintain independence from government, political parties and other vested interests through the revenue it generates.
- 4) **Promotes economic growth** : Advertisement stimulates demand and encourages people to spend more. This encourages production and consumption.
- 5) **Encourages invention** : On account of stiff competition companies invest a lot on research and development (R&D). This results in the invention of new products or upgrading of the existing products.
- 6) **Creates awareness**: Over the years advertising has been a very effective way for government and its various agencies to provide public information about national integration, pulse polio vaccination, family planning, safe sex, dangers of alcoholism etc. The government is one of the major advertisers in this country.
- 7) **Provides employment** : Advertising is a gigantic business and the turnover exceeds millions of rupees annually. As a result, advertising provides employment to several thousands of advertising professionals and allied personnel.

## Criticisms levelled against advertisements

### 1. Advertising works on our insecurities

The advertisement implies that if we buy that product we will look like the models or lead the type of life shown in the advertisements. Advertising always works on our insecurities and making us constantly aspire to something new.

### 2. Advertising promotes unrealistic and dangerous role models

There has been a considerable amount of debate in recent years over the effects of *superwaif* and *heroin-chic* images of models in ads. It is said that the constant representation of ultra-thin models in advertisement has led to an undermining of girls' self-esteem and eating disorders.



### **3. Advertising revenue can direct programming**

Some commentators suggest that there has been a general shift towards more popular, market-friendly, film-based programmes that attract younger audiences and so raise advertising income. Many of the serious programmes of television channels are stopped or gave way to entertaining or *infotainment* programme to generate ad revenue.

### **4. Advertising demeans and corrupts culture**

According to media critics, problems arise when important aspects of human existence are reduced to the consumption of brand-name consumer products. Being a good mother is as simple as buying a bottle *Horlicks*. Prestige is driving a *Corolla* car. Success is smoking *Wills* cigarettes.

### **5. Advertisements compel people to buy things that they do not want**

Advertising creates the desire to possess and use articles which we do not really need. It multiplies our needs by playing upon our weaknesses and sentiments. Thus advertisements make us spend beyond our limits.

### **6. Consumers have to bear the cost of advertising**

The advertiser who spends a huge amount of money to promote a product passes on the advertising expenses to the consumers. Some companies spend up to 40 % of the selling cost on advertising.

### **7. Advertising exploits children**

According to an estimate an average child sees more than 30,000 television commercials and print ads a year. Critics contend that children are simply not intellectually capable of interpreting the intention of these ads, nor are they able before the age 7 or 8 to rationally judge the worth of the advertising claims. This makes children's advertising inherently unethical.

### **8. Advertisement tends to develop monopolies**

Advertising creates a brand image and puts the product in a class by itself. The brand image is like a protective wall around the product. Hence it is difficult for other brands to penetrate this wall.

### **9. Advertising is intrusive**

Many critics find fault with advertising for its intrusiveness. Advertising is everywhere, and it interferes with and alters our experience. Giant flex-board advertisements change the look of cities. Many internet users complain about the commercialization of the new medium and fear advertising will change its free, open, and freewheeling nature.

## **Types of advertising**

### **1) Institutional or corporate advertising**

Companies do more than just sell products; companies also promote their names and reputations. If a company name inspires confidence, selling its products is easier. Some institutional or corporate advertising promotes only the organization's image, such as *Indian Oil salutes the Indian Team*.

### **2) Trade or professional advertising**

Typically found in trade and professional publications. Messages aimed at retailer do not necessarily push the product or brand but rather promote product, issues of importance to the retailer - volume, marketing support, profit potential, distribution plans, and promotional opportunities.

### **3) Retail advertising**

A large part of the advertising we see every day focuses on products sold by retailer like *Bata, Popular Vehicles*. Ads are typically local, reaching consumers where they live and shop.

### **4) Classifieds**

These provide information in a dry matter of fact manner. Information such as job vacant, job wanted, about births, deaths, engagements, matrimonial, etc. are examples of classified ads. The approach here is more direct and information oriented.

### **5) Direct market advertising**

Product or service advertising aimed at likely buyers rather than at all consumers is called direct market advertising. These targeted consumers are reached through direct mail, catalogues, and telemarketing.

### **6) Public service advertising**

Advertising that does not sell commercial products or service but promotes organisations and themes of importance to the public is public service advertising. Campaigns for AIDS awareness, Drug abuse, safe driving, family planning etc are examples of this ad.

## **Advertising Agency**

An advertising agency is an independent business organisation that develops, prepares and distributes advertisements in media. The goal of an advertising agency is to make advertisements succeed in order to improve the performance of a company, its brand image and its business.

Ad agencies are usually divided into departments, the number determined by the size and service of operation. There are four important departments in an advertising agency. These are explained below.

#### **1) Accounts department**

This department comprises a manager, account directors and account executives. This group plans, schedules and manages the works in the ad agency. It also coordinates the art work, gets approval for the art work from the client and places the advertisements in the media.

#### **2) Creative department**

This department consists of creative directors, copy writers, art directors and production managers. This department gets ready the ideas, layouts, visuals, texts and thumbnail sketches of advertisements.

#### **3) Media department**

This department selects the most effective media to channelise the advertisement. It also advises the clients about the relative advantages and disadvantages of various media units. The media department makes the decisions about where and when to place ads and then buys the appropriate time or space.

#### **4) Research department**

Market research tests product viability in the market, the best venues for commercial messages, the nature and characteristics of potential buyers, and sometimes the effectiveness of the ads.

### **Responsibilities of an advertising agency**

- a) To study the product or service in depth.
- b) To analyse the present and potential source of business.

- c) To know the methods of distribution, sales and operation so as to advise the clients.
- d) To study the media and propose those media which will get the message to the right people at the lowest effective price.
- e) To formulate a definite advertising plan that will include distribution, pricing, media strategy, creative strategy, budgeting etc.
- f) To organize periodical research to study people's attitudes, buying habits, living standards, spending habits etc. to make the advertising more effective.

### **Directorate of Advertising and Visual Publicity (DAVP)**

DAVP is the primary multimedia advertising agency of the Central Government to inform people about Government's activities, policies and programmes and to motivate them to participate in developmental activities. This is one of the largest advertising and public relations agencies in the country with a network of regional offices, production centres, distribution centres, outdoor publicity units and field exhibition units. The DAVP is headed by a Director General. Apart from its headquarters in New Delhi, DAVP has two regional offices in Bangalore and Guwahati.

### **Advertising campaign**

The term campaign is applied to systematic efforts to elect a political candidate, to raise a fund or persuade people to buy soaps, automobiles, mobiles phones etc. The important principles in all these are the same: planning, management, execution and evaluation. Advertising campaign is a systematic and sustained effort to boost the sales or to enhance the reputation of a company. Successful advertising campaigns achieve far more than the sporadic advertising, and may last from a few weeks and months to years.

# Chapter 4

## COPYWRITING PRACTICES

An advertising copy refers to the text of a print, radio, or television advertising message. It can also be defined as the use of words to promote a person, business, opinion or idea. The term *copywriter* is a person who engages in promotional writing (advertisements) for print, radio, television or other media. The purpose of such promotional text is to persuade a reader, listener or viewer to act. For example, to buy a product or subscribe to a certain viewpoint

Most copywriters are employees within the organizations such as advertising agencies, public relations firms, company advertising departments etc. A copywriter usually works as part of a creative team. The copywriter has ultimate responsibility for the advertisement's verbal or textual content. The Internet has expanded the range of copywriting opportunities. It has also brought new opportunities for copywriters to learn their crafts, conduct research and view others' work.

### Elements of an Advertising Copy

#### 1. Powerful headline

The headline of an advertising copy is said to be the most important element. The headline of an advertisement will normally present a selling idea or will lead people to read of the advertisement.

#### 2. Sub-head

Sometimes important facts may have to be conveyed to the reader and it may require more space than what should be ideally used for the headline. In order to give prominence to such formation it can be put in smaller type than the headline, known as a subhead.

#### 3. Body Copy

The body copy refers to the text in the advertisement which contains details regarding the functions of the product/service and its benefits. The body copy can be short or long depending on how much information the company is willing to tell the reader.

#### 4. Captions

Captions are the small units of type used with illustrations, coupons and special offers. These are generally less important than the main selling points of the advertisement in the body copy and are usually set in type sizes smaller than the text.

#### 5. Blurb

A blurb or a balloon is a display arrangement where the words appear to be coming from the mouth of one of the characters illustrated in the advertisement.

#### 6. Boxes and Panels

Boxes or panels are, in fact, captions placed in special display positions so as to get greater attention. A box is a caption that has been lined on all sides and singled out from the rest of the

copy. Boxes and panels are generally used in advertisements containing features such as coupons, special offers and consumer contests.

### **7. Slogans, Logo Types and Signatures**

A slogan may refer, for instance, to the age of the advertiser's firm, meant for inclusion in every advertisement. A symbol of the company name, seal or trademark is called logotype and is a typical feature of most advertisements. It is also referred to as signature, indicating identification of the company or the brand, address, phone numbers, websites etc.

### **8. Strapline**

A 'strapline' or 'tag line' usually appears underneath the logo. The strapline summarizes the product's benefits in a memorable way. Straplines often make good headlines because they summarize a major benefit in a pithy way.

### **9. Extras**

Some print ads may have additional special elements such as an attached business reply envelope, tear-out portion with a coupon, tip sheet, product sample.

## **Logo**

A logo is a graphic mark or emblem commonly used by commercial enterprises, organisations etc. to aid and promote instant public recognition. Logos are either purely graphic (symbols/icons) or are composed of the name of the organization. Examples of well-known logotypes (wordmarks) are the striped *IBM* design and *Coca-Cola* written in flowing red script. It is also referred to as trademark or brand

## **Trade name and brand name**

Trade names (marks) and brand names are much more than mere signs, symbols or names. They communicate a lot. These names and marks have great marketing significance as well. Brands are sold at retail stores and not the physical product. For example, in a supermarket people do buy *vivel* and not a bath soap, *Colgate* and not merely a tooth paste

A brand name is the title given to a product by its manufacturer which must be distinguished from the trade name, which is the name of a business firm. For example, *WagonR*, *A Star*, *Swift*, *Omni* are the brand names of the cars manufactured by *Maruti-Suzuki*. The trade name is *Maruti-Suzuki*. Trade names (marks) and brand names are officially registered and legally restricted to the use of the owner or manufacturer.

## **Illustration**

An illustration is a visualization such as a drawing, painting, photograph or other work of art that is created to elucidate or decorate textual information by providing a visual representation.

## **Copy writing for broadcast commercials**

The ad copy for broadcast media - radio and television - will have to be different from the print versions. Radio commercial message usually contains words, music and sound effects. Radio advertisement should "paint pictures/images" among the listeners with words, music and sound effects in 20 or 30 seconds.

Radio commercials can have several formats such as skit, testimonials, problem-solution, musical, real-life-situation depiction etc. The skit format uses short play to hold audience attention and then convey the ad message. In testimonials, film star or sports celebrity deliver the ad message and mention that he/she uses the product. In problem and solution format the problem is presented and a solution is dramatically presented to impress upon the audience. In musical commercial format, the ad message is presented in the form of a song or music.

In television commercials, the copywriters can use words, sound bites, pictures, music, graphics, animation etc to communicate an advertising message. TV commercial is one of the most captivating and effective medium to convey selling ideas and persuade target viewers. Experts are of the view that television advertising is nearly a face to face personal selling, except that communication is one way.

### **Jingle**

A jingle is a memorable short tune with a lyric broadcast used in radio and television commercials, which are usually intended to convey an advertising slogan. They are also utilised for radio station, television channel and programme identification purposes. The main role of an advertising slogan or radio jingle is to create an identity for the brand.

### **Online Advertising**

Online advertising is a form of promotion that uses the Internet and World Wide Web for delivering messages. The major benefit of online advertising is the instant communication of information and content that is not limited by geography or time. The emerging area of interactive advertising presents fresh opportunities for advertisers. Another benefit is the efficiency of advertiser's investment. Online advertising allows for the customization of advertisements, including content and posted websites.

### **Types of online advertisements**

- 1. Web banner ad:** This type of advertising is very similar to banner advertising we see on the road. The web banner advertisements are placed on the horizontal strip on the top of the web page. They attract attention due to the images and graphics placed through the banners. These web banners ads when clicked, leads you to advertiser's web page.
- 2. Expanding ad:** An ad which changes size and which may alter the contents of the webpage.
- 3. Polite ad:** A method by which a large ad will be downloaded in smaller pieces to minimize the disruption of the content being viewed
- 4. Wallpaper ad:** An ad which changes the background of the page being viewed.
- 5. Trick banner:** A banner ad that looks like a dialog box with buttons. It simulates an error message or an alert.
- 6. Pop-up:** A new window which opens in front of the current one, displaying an advertisement, or entire webpage.
- 7. Pop-under:** Similar to a Pop-Up except that the window is loaded or sent behind the current window so that the user does not see it until they close one or more active windows.
- 8 Video ad:** Actual moving video clips are displayed.
- 9. Map ad:** text or graphics linked from, and appearing in or over, a location on an electronic map such as on Google Maps.
- 10. Mobile ad:** an SMS text or multi-media message sent to a cell phone.

# Chapter 5

## EFFECTS OF ADVERTISING

Advertising is a business practice as well as a social service. Hence it has to be good and also right. Truth in advertisement means that advertisers have to state the merits of the products. Truth in advertising should be valued because an advertiser indulging in falsehood will be spotted sooner or later resulting in loss of credibility.

Like any other profession, advertising field is also governed by laws and legislations of the government. Apart from the laws, the violations of which can invite punishments, there are also self regulations (code of conduct) practised by the advertising industry. These laws and self-regulations provide a general guideline for the advertising industry to work within the moral principles and values of a given society.

### Effects of advertising on children

The impact of advertising on children, either directly or indirectly continues to arouse a considerable amount of controversy all over the world. One of the most emotionally charged allegation against advertising is that it is harmful to children who are regarded as immature and totally gullible.

On the other hand, advertisers argue that the primary goal of advertising is to inform child audiences that will widen their range of choice in particular market rather than ending up with purchasing unwanted products. Moreover, today's children have grown up with television and internet and they have learned to cope with these equipments. The anxiety is on the part of parents/grandparents/teachers/religious leaders for whom television or Internet are relatively new media.

The arguments against advertising to children usually claim that advertisement creates artificial demands from children which parents are reluctant to gratify. This will create additional family tensions. The specific arguments against ad are the following:

1. Television commercial suggests to children that without the product, they are inferior
2. Children between 4 -7 years cannot tell fact from fantasy from an advertisement
3. Advertisement make children nag their parents and this creates artificial demands
4. Advertisements encourages children to buy things which are too costly for the parents
5. Children in advertisements sometimes set a bad example.
6. Junk foods, such as pizzas, burgers and soft drinks, are heavily promoted during children's TV viewing time. This develops a craving for fatty, sugary and fast foods in kids, thereby affecting their health adversely.
7. Many advertisements include dangerous stunts, which can be performed only by experts. Even though the commercials broadcast the statutory warnings with the ad, the kids often try to imitate the stunts at home, with fatal results.

## **Professional bodies of advertisers in India**

### **1. Indian Society of Advertisers (ISA)**

The Indian Society of Advertisers (ISA) was founded and registered as a company fifty years ago (1952) by a group of large advertisers of those times. The broad objectives of the ISA can be summarized as:

1. To promote, maintain and uphold ethical and economic discipline in advertising.
2. To represent, protect, inform and guide advertisers in all matters related to advertising.
3. To formulate and promote laws, codes and standards of advertising practice.
4. To monitor, measure and moderate the media in terms of cost, competition and viewership/readership/listenership.
5. To encourage and support the development of new media in order to propagate the fundamental right to freedom of information.

### **2. Advertising Agencies Association of India (AAAI)**

On September 21, 1945, Advertising Agencies Association of India (AAAI) was registered as a society in Calcutta. In 1961, the AAAI office was shifted to Bombay. AAAI has been behind the National Readership Survey (NRS) as a joint industry initiative in collaboration with Indian Newspapers Society (INS) and Audit Bureau of Circulation (ABC). Having felt the need for a self-regulating body in Advertising, AAAI was highly supportive to the formation of Advertising Standards Council of India (ASCI).

### **Advertising Standards Council of India (ASCI)**

Advertising Standards Council of India, a voluntary association of advertisers, advertising agents, printers and newspapers, was set up in 1959 to uphold the cause of advertisers, to improve advertising standards and to protect the interest of consumers. Its headquarters is in Bombay. A code for self-regulation for the advertising profession drawn by the ASCI which is largely followed by the advertisers.

ASCI's primary goal is to maintain and enhance the public's confidence in advertising. It encourages the public to complain against advertisements with which they may be unhappy for any reason and ensures that each complaint receives a prompt and objective consideration by an impartial committee which takes into account the view point of the advertiser and an appropriate decision is communicated all concerned. ASCI endeavours to achieve compliance with its decisions through reasoned persuasion and the power of public opinion.

### **Code for Self-Regulation in Advertising**

In recent years the number of false, misleading and offensive advertising has resulted in consumers having an increasing disbelief in advertising. This has also resulted in a growing resentment of advertisement. Misleading and false advertising also constitute unfair competition. If this kind of advertising continues, then it will be



difficult for fair, truthful and decent advertising to survive. This will affect the opportunity of commercial enterprises to compete and grow.

The Advertising Standards Council of India (ASCI) has adopted a Code for Self-Regulation in Advertising. It is a commitment to honest advertising and to fair competition in the market-place. It stands for the protection of the legitimate interests of consumers and all concerned with advertising industry - advertisers, media, advertising agencies and others who help in the creation or placement of advertisements. Some of the important directives of code are given below.

1. Ensure the truthfulness and honesty of representations and claims made by advertisements and safeguard against misleading advertising.
2. Ensure that advertisements are not offensive to generally accepted standards of public decency.
3. Ensure to safeguard against the indiscriminate use of advertising for the promotion of products which are regarded as hazardous to society or to individuals.
4. Ensure that advertisements observe fairness in competition so that they are informed on choices in the market-place and the laws of generally accepted competitive behavior in business.
5. Advertisements shall not be similar to any other advertiser's earlier run advertisements in general layout, copy, slogans, presentations, music or sound effects, so as to suggest plagiarism.

Violations to above mentioned codes can be filed with the ASCI by the parties concerned including the public. ASCI has asked the advertisers to withdraw some advertisements and in some other cases demanded to modify advertisements to comply with the codes for self regulation in advertising.