A STUDY ON SOCIAL CONCERNS OF ADVERTISING IN INDIA

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Abstract

The advertisement world is quite elusive. The importance of advertising in the current scenario of marketing is increasing day by day. The entire cartoon of advertising is running on the lines of 'what looks like it sells'. Today, it is a matter of fact that through these advertisements, demand is created. Today, the producer wants to sell his product in the market by any means and for this, he uses advertisements to create consumers for his product. But while running in this unending professional race, we must keep one thing in our mind that we have some responsibilities towards our society as well.

If, there is an attempt to fool the consumers by not providing the correct information of the product or false promises have been made, somewhere the presenters of these advertisements are deceiving the society, which can have fatal consequences. Especially playing with the mentality of young children and trapping them in their trap is very unethical. Unnecessary use of women in advertisements is also a wrong practice. Since, these advertisements have a profound effect on the society; therefore they should be used for the welfare of the society, not only for the personal benefit of the companies. This paper is going to deal with social concerns of advertising in India.

Keywords: Social concerns, Advertising, Media, Society, Women, India

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Introduction

Advertisement reflects society and society reflects advertisement. At social level, advertisement plays an important role to change the socio cultural texture of the society. Numerous social changes, like birth control, women's liberation, inter-caste marriages, creation of cosmopolitan culture etc. are the consequences of different advertisements. Advertising are economical supply of data for product quality, new material or merchandise, new technology and value. It reduces distribution prices, encourages competition and increases the product quality through direct competition. It supports mass media to take care of independence from government, political parties and alternative interest group teams.

Social concerns of the Advertising

Media presents the right picture of the political, social, economic and cultural activities of the country. The media has to be forced to make the public aware of the public and social and moral values in elections and other circumstances. It serves a bridge between the government and the public. Public problems are being transported to the public through this medium. This medium is doing well to the country and society by exposing various types of crimes and scandals, so a lack of fair and bold media cannot be imagined by a healthy democracy. In this way, this medium has taken the form of sentinel of democracy in modern society and this is the reason that it has been given the term of the fourth pillar of democracy.

Advertising is the only way to increase business and sales. The basic element of the advertisement is that it is believed that the architecture of which the advertisement is being advertised, people should recognize it and adopts it. In my eyes today the means of communication are emerging as such a powerful medium and deeply affecting the values of values and moral qualities in the younger generation. Advertising has such strengths that can keep the awareness alive by presenting the evils and the evils in the society with negative consequences. In this context, the "social responsibility of advertising" will be highlighted in the context of children and women on this subject. The idea of parents and behaviour of the children seems to be unrecognizable, given the advertisement being served by children, physical, psychological and psychological Making sick at the level. Especially the tempting and seductive advertisements shown on TV have changed the outline of children's development. From their eating habits to their lives, just a lot of physical things are filled with things. Learning through advertisements has changed the lives of children. The result of this is that in the nature of the children, desire has taken

place instead of need. Apart from this, women should not be shown as obscene for the purpose of low market advertising.

English professor Arthur Miller, while defining a good newspaper, said, "The good newspaper is in which the country speaks with itself." The question is: Does the country see itself talking in our attractive-colored-professional newspapers and news channels? Does today's Hindi journalism show or hear the entire country, its concerns, its concerns, its issues and views? How many Hindi newspapers / channels or their journalists are reporting from Northeast India, Kashmir, Orissa, South India and West India? To what extent do the country's cultural, ethnic, linguistic, caste, religious diversity and plurality of ideas, issues, and concerns appear? How mainstream Hindi journalism is inclusive and democratic? What is the meaning of how much participation in different parts of Indian society, especially Dalits, tribals, backward classes, minorities and women? How many district headquarters in Hindi area are working full time female journalists? How many Hindi newspapers and channels are women or dalits or minority editors? 'After the independence movement and after that we were taken in the positive direction of the media, but after the globalization, there has been a discussion on the social concern, including the reliability of the media.

Advertising in the era of Globalisation

In the latter part of the twentieth century there was a period of globalization. In this era there is a wonderful power to bring about change in economy, society, culture, art, music, literature, religion, philosophy, politics and whole human-contemplation. Today there are at the center of globalization discussions. In fact, globalization is a process that has been going on for many years but since the breakup of the Soviet Union in 1991, its speed has accelerated. A few years back, in its very limited sense, globalization meant- Open marketism and the American World View After the disintegration of the Soviet Union, many countries in Europe and Asia have been trying hard to push the slogan of free marketism in their 'trade policy'. The market capitalization took place through the media planned by the capitalist groups. Global media companies that are active globally are mostly American or Western Europe and Japan companies - which create hardware's and software for media. These are - Time Warner, Disney, News Corp., Waikam, and TCI. These media firms want to expand their market by multinational corporations / companies not only in India, but also in the countries of all Third World countries. Head of News Corp Rupert Murdoch is from Australia who is known as Media Mughals, who have monopoly on the media in 92 countries of the world.

According to the pre-globalization time, the conduct of the media has been changing, sometimes with the spirit of the mission, and sometimes under the pressure of market value. Prior to the missionary journalism not only, but also made an invaluable contribution in determining the future direction of the country with fasting, but today it has become part of market women. Mathematics is given preference in net profit in marketism. Here we are not happy to say that the capitalists have become fortune makers of the country. Capitalists have promoted consumerist culture through communication. In fact, robbing has started in the social, economic and cultural areas through the medium of ads through mass media. In America, Michael Hoet writes in a research article 'When the Walls Come Tumbling Down': "After the arrival of Google, the advertising industry has also broken into two categories.

In the modern capitalist economy, the basic unit of economic organizational structure is multinational companies. In some of these giant groups of capital, some hundred have kept their hold on the production and distribution of goods and services in the global market. Most of these groups are subject to US ownership. This dominance on production and distribution takes on its expansion to the products of communication and culture. Although multinational corporations work under the main goal of increasing their economic domination, its impact goes a long way in the scope of earning profits of some big media houses / monopolies and cultural groups. These multinational corporations are in the forefront of making money through the medium of communication media. It is especially important for them to attract advertiser attention and to help the advertiser's interests flourish. The owner and advertiser's dominance of communication media suffers from a double prejudice for the public sector, which provides the basis for the greatest threat to the public sector. Therefore, this multinational corporation format market considers its viewer as a citizen but not a consumer, so the work done by any public realm is completely out of its perspective. Also, as a result of advertisers being financed by the media, they serve the visitors according to the conditions of advertisers (capitalists). In the game of capital and profit, the media neither has an attachment to Indian culture nor is it humanity.

Advertising and Economy

Capitalists have joined the media to compete for the capture of the market. So there is a flood of channels. There are 197 channel news channels in 357 private channels being uplinked in India and Banki broadcast 160 channels non-news programs. According to the Annual Review Report released by the Ministry of Information and Broadcasting, the total number of channels in the country is 417, out of which there are 357 uplinking channels

and 60 total number of channels to be downloaded. TV channels have access to nearly eleven million homes, which are sixty percent of the total population. According to a study conducted by Price Cooper FICCI, "The current market of television channels is about Rs 43,700 crore, which is likely to increase by 18 percent in the coming years and by 2011 it will reach 50900 crore.

Here it is clear that we are engaged in the racism of Americanism. Old imperialism has ended. The inauspiciousness of the old Cold War has vanished and a 'neo imperialism' has been presented in the form of a new cultural political imperialism. It changed the face of religion, sex, politics, market and all of us have seen the scene of an internal interaction in all these. Cars, freezes, television, film, print media, literature began to change so much from within that it is difficult to imagine this change. Most of the areas of life have become the real names of innovative power by using knowledge, money and violence. Knowledge is now earning money by investing in new systems. Today, new means of knowledge or say that new media, such as the Internet, has changed the geography and history of knowledge. Knowledge based technology made society a new icon the so-called pleasure-features provided by the Global Village are doing the same. Only by destroying the diversity of life and world, they are making monotonous names in the name of organizational homogeneity. Everywhere there are corporations, club culture, same shop, and same type of food, hotels and restaurants of the same names: Holly day in, McDonnell, Burger King, and KFC etc.

Global power has a neo-imperial ideology that revolutionizes its time and leads to such a theoretical debate, art, literature symposium, history of the present at the global level, the new philosophy of social political changeism, towards the periphery, negating pluralism and centralism. . Not only this, it is declared an end to all old ideologies, promises, trends and institutions. In a way, this is a new extension of modernism, in which there is a parody of 'Violence, Knowledge and Wealth'. It is engaged in a campaign to establish a supremacy in the Third World by Western thought philosophy, on the glitter competition through mind-money-masal. The aim of the mission of the West is to capture all the cultures through the media; they do this task in the name of establishing cultural equality. 'As the culture loses its value, it only takes revenge, attacks others. He does this by going beyond his political or economic goals. All the thrust of globalization, they make colonized areas of reaction, interfere with it and make them captive. So that they cannot resist the area psychologically and geographically. ' Here, it is clear that today's new mass movement is done in a planned manner, new movements have rejected the old and have reputed logic

instead of logic, have confirmed social cults. Thus, we see that globalization is a supremacist system, in which any reactionary form of origin is basically terror, it is fearful and the nation-state is its main enemy. In which the classical structure of old contemporary, old literature, old art was termed unusable. In the words of Jean-Barrilou, 'the difference between depth and superficiality has been eroded between the original and' duplication 'between real reproduction and the immense repetition of images (photo copy, digital copy) between real and imaginary. . As a result, we have a culture of 'hyperactivity' flourishing. '

Conclusion

Ultimately, it can be said that in the form of global power, the media organization, by establishing an alliance with globalization, wants to reach out to the people of the welfare state. In this case, its original identity of Hindi journalism is also reflected in the danger. Media interest is only in the upmarket consumers. Except for a few cases, the media does not care about the fifth stagnant (huge public relations concerns) - those who are poor, are marginalized, struggling for a better life, want better education and health facilities. Advertising plays many roles in contemporary India. For the 300 million or so middle-class and luxury consumers, it offers a glimpse of a worldly good life filled with commodities of all sorts. For the remainder who are currently not able to participate in mass consumption, advertising's images of people enjoying material success cannot be realized in their own lives. However, advertising attempts to commingle the old with the new rather than suggesting in a facile manner that the global simply replaces the traditional. Advertisers speak of "putting an Indian face on things"-whether the advertising is for McDonald's, Nike, Lux, or another global brand.

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