

ADVERTISING – THE GREATEST ART FORM OF THE XXI CENTURY

Advertising is one of many ways in which manufacturers persuade customers to buy their products. In today's world, if you can be constantly telling people why they should choose your brand, rather than another one, they're going to remember that.

In a competitive society advertisements are a necessity. The advertisement of the goods is meant to attract a wide variety of customers to buy them. The production of goods without quick sale is to no purpose.

We have different kind of advertisement to promote sales. Advertisement gives information about new products, about health and safety is called informative advertisement.

The kind of advertisement that persuades peoples to buy thing is called persuasive advertisement. Persuasive advertisement is directed to consumers who do not need to buy products very much. However, through effective advertisement they are brought round to buy them. Then there is deceptive advertisement. Deceptive advertising makes peoples believe products or goods to better then they are. When persuasive advertising becomes deceptive, the results are often negative.

We look at the innumerable posters, notices, small boards and hoardings, huge boards on the outside of buildings and banners for advertisement at road crossings and street corners or in busy public places. At night the advertisement are well lit, and they seems to add glamour to the areas around. However, the large hoardings or billboards with pictures and slogans only block the view of natural scenery and restrict openness.

Advertisement is something of a necessity in the modern world of competition and conflicts. Firstly, they introduce the new products to the general public; for example, the public comes to know readily of some new medicines for diseases, effective techniques of constructing houses through companies having specialized knowledge.

The government advertises its schemes and policies to inform the public and to make it participate in them. It has advertised in the past its new housing plans, saving schemes, educational policies, issue of identity card etc. from off and on.

Advertisement in newspapers for job in government departments and private organizations are highly useful. They help the offices and agencies to get readily trained manpower from the public. They help the educated public to get jobs and production centers through newspaper advertisements.

The education private sector mostly depends on advertisement and publicity to attract students to educational institute.

Advertising of cigarettes, undesirable dress, expensive food, harmful soft drink and the time wasting games should be discouraged. Cosmetic and items of make-up that cause waste of time and money and also negative effect on the health should not be put up at public places. Any advertisement that effect health and character negatively and helps develop bad habits should immediately be disallowed by the government.

The advertisement who misinform the public about their products and services and about those of their competitors should be tried in court of law and punished. There should be strict law for this, which carefully and forcefully implemented.

Advertisement should be developed as an art that pleases and inform the peoples rightly about the best products and services. It should be not misused for popularizing of defective or expensive industrial goods, expensive luxuries, foreign products and even publications that can be harm full to the people in any way.

Having investigated this branch we can made next conclusion: advertisement has become our need. For launch new products we have to advertise that product. And then that product will start running if that product has some quality.