

Nalanda open university, Patna

Course - M.A. in journalism and mass Communication

MJMC - part - 2

Paper - 10

Advertising : Theory and practice.

Prepared by - Narendra Tiwari

Topic - Advertising : Definitions and explanation

- Ads. is an 'Art of sale'

- Ads. is Such as instrument which creates cordial atmosphere between customers and producers. It creates favourable situation to sale of product. It promotes marketing system as direct 'marketing', 'sales promotion', 'total merchandising', 'event market' etc. like fairs, exhibitions, display of products, expressing speciality of products and organising some attractive programs for promotion of sales of goods. Successful Ads. are those which touch the sentiment of Purchaser. Ad. is omni-present. It is life-drug a product. Ad. is the backbone of 'marketing'. Ad. is the dissemination of information concerning an idea, service or product to compel action in accordance with the interest of advertisers. Ad. is written, printed, audio-visual, medium of arts of sale.

Objectives :-

(1) Ad. Is such an attractive act of sale which

connects those commodities have no requirement for customer or consumer. It is such a means of publicity regarding any product without any political, religious or communal pressure.

- (2) To build product awareness of product.
- (3) To create interest.
- (4) To provide positive and effective information.
- (5) To provide thoughtful ideas regarding product.
- (6) To elevate the the social status and opinion.
- (7) To build high image to product.
- (8) To create customer's desires and needs.

Narendra Tiwari.
Phone no. - 9234278669

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