

Nalanda open university, Patna

Course - M.A. in journalism and mass Communication

MJMC - part - 2

Paper - 10

Advertising : Theory and practice.

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Topic - Concept and Objectives.

Advertisement is an art of sale. It is a major public relation's tool used to communicate with both internal and external public. When so used, it is often referred to as 'institutional' or 'corporate' advertising in contrast with public advertising. It has its primary purpose the projection of the company as a public service institutional so as to create a favourable public image. Corporate advertising also has a variety of other purposes, as for example, explaining the issue in a strike, announcing the opening of a new facility, inviting local citizens (Customers) to an open house, accounting for an interruption in the service and the like.

Advertising includes those activities by which - oral, written or visual messages are addressed to the public (Customers) for the purpose of informing and influencing them either to buy merchandise or service or to act or be inclined favourably towards ideas, institutions or persons featured. As contrasted which

publicity and other forms of propaganda, advertising messages are identified with the advisers either by signature or by oral statement. In further contrast to publicity, advertising is a commercial transaction involving payment to advertising publisher or broadcaster and others who is media are employed.

The following are the main elements to fulfill the great purpose with some most desirable actions :-

(1) it must educate, inform and impress the public regarding the company's policy, functions, facilities, objectives, ideas and standards.

(2) it must build favourable opinion about the company by stressing the competence of the company's management, the company's accumulated scientific knowledge manufacturing skills, technological process and progress and product improvement and its contribution to social advancement and public welfare.

(3) it must offset unfavourable publicity and negative attitudes.

(4) it must build up the investment qualities of its securities and improve the financial structure of the company.

(5) It must sell the company as a good place to work. Sell - handover something in exchange for money, goods or property to sale, persuade anyone and

someone for particular goods.

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