

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 - Medium of Ad. Models of Ad.

Advertising is used by an organisation to enhance the customer's confidence in it and its products or services. Different manufacturing companies for good marketing of products, choose different mediums of advertisement.

Following are the mediums of Ad.

(1) External medium.

(2) Internal medium.

(3) other Mediums.

(1) External medium - Handbills, Folder, Broucher, pamphlets, Posters, Wall writing, Holdings etc.

(2) Internal medium - (a) print media. (b) electronic media.

- Print media : Newspapers, Magazines, Periodicals, Journal etc.

- Electronic media : Radio (Audio), television (audio-visuals both), Satellite T.V, Film Ad. Film, Slides,

Internet etc.

- Other mediums : Transport Ad., Oral or Canvas Ad., Railway Ad., Air Ad., Telephone Ad., Publicity vehicles, Calendar, Diary, Traditional Ad etc.

Models :- Different companies for better marketing of their products use models. Models must be person of eminence of any field to promote the sale of products, like film industries, social, political and economical fields diesel models are doing Ad., as business. Nowadays, modelling is adopted as better career. Models are earning a lot. Manufacturing companies are always in search of good reputed name-famed model.

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