A GENERAL STUDY ON SOCIAL IMPACT OF ADVERTISING ON SOCIETY

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ABSTRACT
Advertising is an announcement to the public regarding a product, service or idea through a medium to which Public has access. Advertising in its simplest form means “public announcement”. Advertising as described by the American Marketing association, Chicago is basically “any paid form of non-personal presentation of ideas, goods and services by an identified sponsor.” This definition in itself states that advertising is mostly a form of persuasive communication with the audience. Advertising is thus not a panacea that can restore a poor product or rejuvenate a declining market rather it is a tool that helps in selling new ideas, products and services through the art and strategy of persuasive communication. There are many positive effects of advertising on society. Advertising can also be used to spread messages of motivation and education that will reach millions of people. The present study helps to analyze the effects of advertising and responses are obtained and the attitude of Respondents towards social impact of advertising has been found out.

KEYWORDS: Advertising, social impact, mass communication, advertiser, advertisement, Public Service Advertising, Social Awareness Advertising.