



A STUDY ON TV ADVERTISEMENT WITH MESSAGES FOR SOCIAL CHANGE

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ABSTRACT

Advertising is any form of non-personal presentation of goods, services or ideas for action, openly paid for by an identified sponsor. Advertising messages are persuasive in nature. Advertisements reach people through varied types of mass communication. Mass media like radio and television depend on advertising revenues for their survival. Today advertising is a part of our everyday life. It is all around us. We cannot escape looking at it or listening to it. Even if we are not consciously looking at it, or listening to it, the message of advertisements reaches and influences us. Advertisement traditionally known as marketing communication has also taken its social role. Advertisers are criticised for their advertisements, which make negative impact among children and youth and to portray women as decorative objects. Advertising plays a major role in shaping the society. When unhealthy advertising images can have real, harmful effects, a question arises why advertising with positive and social messages cannot lead a social change in our society. Advertisers with the concept of their corporate social responsibility take part in advertisement campaign with social messages. This study explores the TV commercials with messages for social change.

Key words: *Advertisement campaign, Corporate responsibility, Decorative objects, Influence, Persuasive, Social role.*

1. INTRODUCTION

Advertisement dominates today's world. Every business firms and media organisation depends on advertisements for its growth in terms of revenue. It is an important marketing tool handled by the companies and organisations. Kotler and Keller 2009 [1] have defined advertising as any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor. Its main objective is to raise the sale of the concerned product, service or idea by convincing the perspective consumers by capturing their attention within a short span of time: while turning the page of a magazine /newspaper, while watching the TV or changing the channel of TV while clicking the new screen on computer and while passing through the highways.



Advertising is just not for information, but for a purpose. This purpose is to motivate a desired action. People use advertising to achieve a variety of objectives. The broad functions are to inform, educate, and persuade. The subsidiary functions are to create awareness, change attitudes and generally to gain acceptability. In case of product and service, advertising, the object is to inform the consumers and generate demand.

Advertisement has been the engine of growth of mass media. Among the media vehicles, television is the most important and successful medium ever as it can reach more people quickly than any other medium (Bovee et al., p.33, 1995) [2]. It has a very powerful impact with wide coverage. It creates an environment that seems real through careful blend of verbal and visual components. As in TV, advertisements are repeated throughout the day they give a lasting impression on viewer's mind (Madhu Das, 2017) [3].

Advertisers select television channels due to its penetration even in the remotest area. Television is often called the king of the advertising media (Anwar, 2012)[4]. Television commercials take the time span usually with duration of about 30 seconds to 1 minute. The content of advertising is a form of storytelling. They introduce characters, identify tensions and problems develop towards a conflict and then offer a resolution that is usually provided by the product or service.

While small businesses primarily use advertising to deliver information on the products and services, advertising methods also raise awareness of social issues. Powerful images, resonant music and well-worded text can evoke feelings to promote social changes.

Advertisement is the most powerful means of social communication. It has the power to control the market by creating varied personal needs, changing approaches, self image and preference (Madhusmitha.D, Sangeetha.S, 2017) [5]. Advertising is linked to consumer behaviour and it affects personality of consumer, his/her concept of self attitude beliefs and opinion, his life cycle and life style, etc.

Television viewers are exposed to massive amount of commercials every day. When the content of the commercials promotes an inclusive picture of society; advertising can work as an accelerator of social change.

Advertisement plays a crucial role in shaping the society. Advertisements are also the mirror of our society. The advertising sticks a picture of society, thus shaping how we view ourselves and what many aspire to. There is a link between unhealthy food advertisements and various health issues. Portrayal of girls as thin, fair complexion in TV commercials results in negative and depression among young girls. While unrealistic, unhealthy images can have a very real harmful effects, advertising with positive messages can create a positive impact for a good social change.

A highly creative TV commercial designed to grab the viewer's attention and to remain in their memory long even after, they have left it behind. That kind of messages is needed to make the people aware about of them, think, worry about various social issues. It is important for raising public support and stepping for a meaningful



social changes. According to David Ogilvary, Father of advertising “Advertising justifies its existence when used in the public interest”.

2. REVIEW OF LITERATURE

Advertisement has the power to control the market by creating varied personal needs, changing approaches, self-image and preferences. It is omnipresent and because of its persuasive nature, it cannot be ignored. We come across them from the time we tune to the morning weather forecast, until we relax with television or a magazine at the end of the day (Wright & Warner, 1966, P.4)[6].

Chittithaworn, Islam, and Thooksoon (2011)[7] describe television advertising as a familiar and trusted medium of communication, which has an important role in people’s lives by bringing information and entertainment into living rooms.

Mai and Schoeller (2009)[8] conducted a study to find out the effect of advertising on consumers and explore that different levels of emotions such as warmth, love, longing and desire, happiness and amusement are elicited by different TV commercials.

Advertisements are omnipresent and have a mass appeal; they have some ethical values too. The mixing of art and facts in advertising communication are subservient to ethical principles (Nagamani & Asha, 2014) [9].

A strong relationship exists between television and human behaviour as it has the power to control the social attitudes and changing human behaviour, living style, moral thoughts and consequences (Narasimhamurthy, 2014) [10].

As advertisement has both positive and negative impact on the society in its various forms, its role in the society is fiercely a debated topic. “It articulates meaning to the words and images, though it depends on how we interpret them” (Asemah, Edegoh & Ojih 2013)[11].

Social marketing is a process that applies marketing principles and techniques to create, communicate, and deliver value in order to influence target audience behaviours that benefit society (public health, safety, the environment, and communities) as well as the target audience’ (Kotler and Lee, 2008)[12].

Companies want to make a profit but by being a part of the society, they want to give back towards it for using its resources by undertaking socially responsible activities. Apparently, the focus has shifted from making only profit to accomplish benefit by meeting various challenges towards the society (Petkus & Woodruff, 1992: cited Sujatha Banerjee, Kaushik Mandal, 2018)[13].



According to the study of (Padmaja.A, 2017)[14] on “Advertising as social construction for business,” Advertising plays a vital role in promoting the product and reach the society to a great extent. The social constructionism perspective is relevant in the advertisement of the product Hamam,

When the product is advertised the message and tagline throw light on the contemporary issues in the society.

3. OBJECTIVE

- To study the social message delivered by TV Commercials
- To study whether the message are positive towards a social change.

4. METHODOLOGY

Case study of some television advertisement campaign. Social messages taken as parameters to study the content

- Women safety
- Women empowerment
- Gender equality
- Self confidence

PRODUCT	THEME	RELATIONSHIP WITH SOCIAL CONCEPT
Hamam	Girls can protect themselves from violence against them through self defence techniques.	Girl child abuse
Brittania Marie	Entrepreneurship	Financially independent
Nescafe Sunrise	Men sharing house hold work with women	Gender equality
Surf excel	Self confidence	Never lose hope



4.1. Case study: Hamam soap campaign

Social message: Empower young women to feel safe and confident.

4.1.1. Advertisement: 1

We live in 21st century where women are achieving in all fields. But still women are seen as objects. Violence against women and children are increasing day to day. The news we hear, listen or read towards the unpleasant happenings to young girls going out is very much depressive. This soap advertisement tells women to be self-reliant in its new, changed communication. The first time created a brand campaign for HUL soap brand, shifting the message from product oriented to inspirational based.

Conceptualised by Ogilvy & Mather, the campaign is titled '#GoSafeOutside' and consists of a film featuring a mother and daughter. It opens in a household where mother's attention is caught by a television news channel, which is reporting about how it is unsafe for women to step out alone. Just then, her daughter walks up to her and asks her whether she should head for her tuition by herself, as her father is not at home. Mother tells daughter that she will drop her. What follows is the mother riding past the tuition to a self-defense class (silambam). She wants to make her daughter physically strong so that she can step out by herself. The film shows how the girl progresses at the class and ends up beating a boy in a bout. With this #GoSafeOutside campaign, helps to improve the sense of safety people feel when they are outside: by raising awareness, kick starting conversations and facilitating solutions.

The brand has consciously chosen to centre the story on self-defense depicted through the ancient martial art of silambam. A centuries-old practice, often restricted to men, silambam is the perfect ambassador for a brand rooted in age-old wisdom but equally relevant today.

4.1.2. Advertisement: 2

Women and young girls are always silent while they come across physical abuse or violence against them. Mostly women who are victims are also accused. Traditionally they are taught to be silent and to tolerate the violence against them.

Hamam advertisement changed the concept. The advertising featured by a mother and a daughter. The advertisement starting in a market environment where the mother is waiting in a scooter to pick her daughter. Meanwhile, she notices two men teasing a young girl. The girl not showing any reaction just walking silently by shedding her heads down. This triggers the mother who is witnessing it. Her daughter coming to sit in the scooter but the mother starts the vehicle before she sits, making her daughter to run and chase her vehicle. At last she advises her daughter not to scare for anything, run and attack boldly back if any one misbehave with her. With a jingle in between run and not to get scare for anything



4.1.3. Advertisement: 3

A mother is busy in kitchen. She is trying to switch off the gas stove after she hears the cooker whistle. She says that her mother only taught to off the cooker whistle but she teaches her daughter to off all kind of whistles coming towards her daughter. The advertisement indirectly says as whistle about the abuses, eve teasing , etc. Normally whistling is a sign of unhealthy practices against women.

One common thing observed is women feel that the world is changing and they must stand strong and be treated equally. All this came from the mothers who want their daughters to do the same thing as their sons do, whether doing the same jobs or going to BPOs at night. This advertisement encourages mothers to help their daughter bold and stronger.



4.1.4. Advertisement: 4

A woman sitting in dining table reading a news which states that two were arrested for eve teasing. She seeing the camera and saying if dirt goes fragrance will spread. Meaning the unpleasant dirt in society goes out where everyone can enjoy the fragrance of safe and happiness especially the mothers to safeguard their daughters.

4.1.5. Advertisement: 5

The advertisement starts from a scene where a teenage school going girl sitting n last seat. A boy just teasing her and the girls is very scared and just shed her head in fear. A woman inside the bus, seeing this situation, goes and sits near the girl. Immediately the girl who is scared says Thank you Aunty.



The advertisement ends with the Campaign slogan join with the Mother force to protect the girl child.

Hamam Advertisement Campaign towards Safety of Girls –Go Safe, Parenting protection and society role to protect every Girl child from Abuse (Source: <https://www.campaignindia.in/Video/hamam-looks-to-champion-safety-for-women-with-gosafeoutside>).

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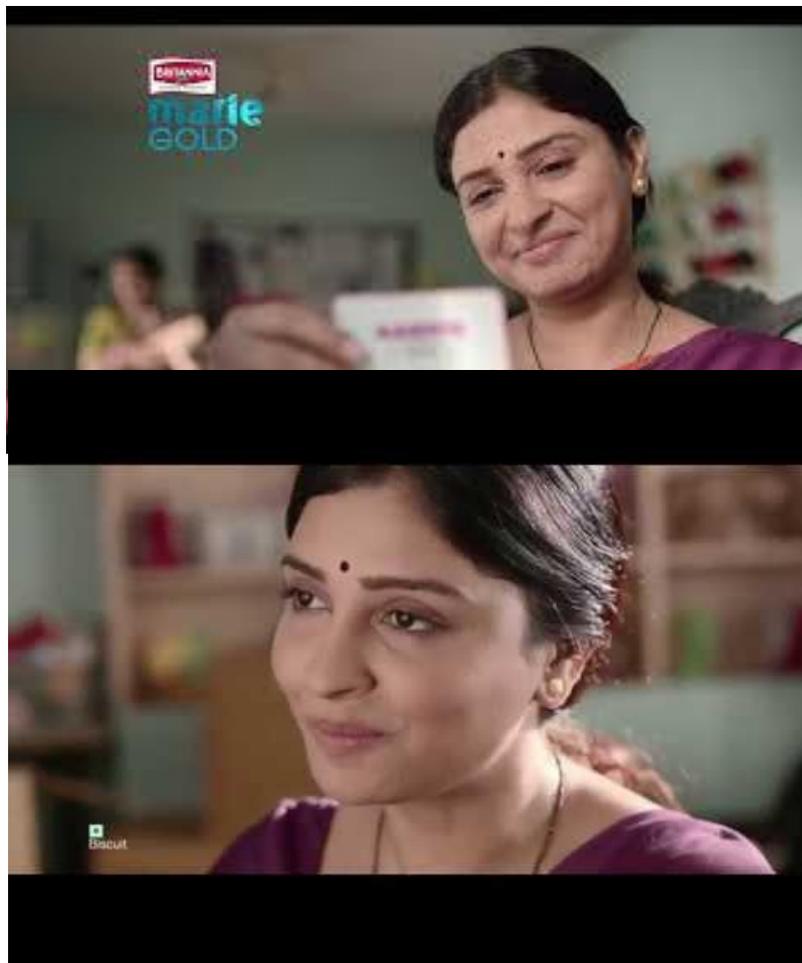




4.2 Case study: Women empowerment: Britannia Marie gold

An advertisement for the biscuit portrays women as an entrepreneur. The ad starts with the mother who says bye to her children getting into the school bus. She then says she is free for six hours after her children goes to school. She narrates how she starts a toy business without wasting her time. She starts designing the toys. She sets a small team of employees where she gives instruction to her team. She receives orders. Meanwhile, she is enjoying her teatime with her team. The advertisement ends with her pride smile after looking her visiting card displaying her name as owner.

Britannia Advertisement with a Message and motivating women to start a Business to establish her identity





4.3 Case Study: Gender equality: Nescafe sunrise Advertisement

The advertisement featured with a husband and wife. The advertisement starts with a morning where wife murmuring and get upset for her late to office as usual. She also upset and says she is sad for not able to find a suitable cook. Her husband prepares coffee and gives to her. While she tastes the coffee, he says to her wife that he knows a cook. Immediately the wife enquiring her husband with questions like whether he will come in correct time and about his cooking. The husband with a smile says that he puts coffee well and he may cook well. The wife understands that the husband is coming forward to cook and happily smile.

Nescafe sunrise Advertisement with a message on gender equality in sharing household work.



4.4 Case study:Self-confidence: Surf excel

The advertisement for surf excel featured with a team of cricket players who are around ten years old and their coach. The advertisement starts with the upset of coach for losing five matches and he is deciding to quit his coaching due to the continuous defeat. A small boy listens his coach decision starting damaging the ground by pouring water. The coach calling his name and asking why he is damaging the ground. The boy replies that they have loose to the match. The coach says to him that it is not his last match. The boy will ask his coach that is why he is leaving his coaching for today's defeat but there is a chance to win tomorrow. The coach smiles and changes his decision of quitting his coaching. He will say the students to come for practice early than usual time.

Surf Excel Advertisement with a positive message not to lose hopes on failures and failures are stepping stones for success.

5. DISCUSSION

We live in 21 century where women are achieving in all fields .But still women are seen as objects. Violence against women and children are increasing day to day. The news we hear, listen or read towards the unpleasant happenings to young girls going out is very much depressive. This soap advertisement tells women to be self-reliant in its new, changed communication. The first time created a brand campaign for HUL soap brand, shifting the message from product oriented to inspirational based.

It feels a sense of responsibility to make a positive change. The campaign aims at actively enabling and empowering young women to feel safe and confident. Give them the ability to defend themselves in unpleasant situations, making them strong and self-reliant.

One common thing found is women feel that the world is changing and they must stand strong and be treated equally. All this came from the mothers who want their daughters to do the same thing as their sons do, whether





doing the same jobs or going to BPOs at night. Like this, we came out with this whole idea of encouraging moms to help their daughters become stronger.

The advertisers choose to centre the story on self-defense depicted through the ancient martial art of silambam .A century's old practice, often restricted to men, Silambam is the perfect ambassador for a brand rooted in age-old wisdom but equally relevant today.

Women empowerment

Every woman should be empowered for her uplift. Every woman should stand financially independent. Advertisements are criticised for portraying women as stereo type and decorative. Major advertisements portray women as homemaker who always spends time in kitchen, shopping, chatting. Major studies about portrayal of women in media reveal that media has not allotted much space towards women entrepreneurship.

This advertisement with a perfect message about women portrays her multi personality to tackle her responsibility towards home, children and career.

Self-confidence

Motivation needs for everyone to achieve greater heights. However, lack of self-confidence the pulls them down. Accepting the failure and learning from our mistakes is an experience are the steps towards success. Statistical reports on suicide cases towards exam failure show the intolerance level of failures. Lack of self-confidence is also a major reason for stress and depression. This advertisement with a positive message to work hard to achieve the success and failures are stepping-stone of success will be a motivational message, which is the need of the hour.

Gender equality

Gender inequality starts from home. Woman even if she also shares the responsibility of the home financially, the household work are not shared by husbands. Cooking, cleaning and all households are always a task of women.

This TV commercial leaves a social message where husband can share the work of household. It breaks the myth that a woman is inferior to do all the kitchen work and men are superior who are not supposed to do any household work. Gender equality should start from a family.

6. CONCLUSION

Advertisements are an icon of our times. Advertisement not only is mere business oriented they also reflect the contemporary society. Whatever is made use of by the society is portrayed in advertisements. Advertising is a mirror of the society in which it operates. It reflects the cultural values of that society. Advertising transfers



some cultural value of one society to another society at a given point of time. It appeals to our psychological and psychological motives. Advertising a tool of communication for marketing has turned as a catalyst for social awakening. Social advertising campaign like National polio immunisation programme with a main objective to urge people through public interest ad to get their children vaccinated against polio. In 2007, Tata tea's "Jaago Re" campaign aimed at awakening the masses and alerting them to their responsibilities. Thus the emerging advertisement messages shifting from product oriented to inspirational proves its step towards the social awakening. The entire nation is shocked towards the violence against women and children, the campaign of Hamam soap shows the social messages are positive towards a social change.

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