

IMPACT OF ADVERTISING ON TEENAGERS

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DECLARATION

I Supriya Upadhyay, hereby declare that this dissertation titled "Impact of Advertising on teenagers" is my work, conducted under the supervision of Dr. Dhiraj Shukla All sources used in this dissertation have been properly acknowledged and cited. No part of this dissertation has been previously submitted for any degree or qualification.

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CHAPTER 1

INTRODUCTION

WHAT IS ADVERTISING ?

Advertising is a form of communication intended to persuade its viewers, readers or listeners to take some action. It usually includes the name of a product or service and how that product or service could benefit the consumer, to persuade potential customers to purchase or to consume that particular brand. Modern advertising developed with the rise of mass production in the late 19th and early 20th centuries. Commercial advertisers often seek to generate increased consumption of their products or services through branding, which involves the repetition of an image or product name in an effort to associate related qualities with the brand in the minds of consumers. Different types of media can be used to deliver these messages, including traditional media such as newspapers, magazines, television, radio, outdoor or direct mail. Advertising may be placed by an advertising agency on behalf of a company or other organization. Organizations that spend money on advertising promoting items other than a consumer product or service include political parties, interest groups, religious organisations and governmental agencies. Nonprofit organisations may rely on free modes of persuasion, such as a public service announcement.

Advertising in particular has become an indispensable mode of communication with the market. Advertising is a means of communication with the users of a product or service. Advertisements are messages paid for by those who send them and are intended to inform or influence people who receive them. The importance of advertising grows steadily as brands rely heavily on media for various marketing objectives such as increasing sales, creating knowledge and awareness in the market etc. the field of advertising continues to grow and evolve. Advertising also plays a very important role in shaping the ever changing norms of society both nationally and globally. With the growing role of advertising in the lives of people, attention is now being paid to the various negative as well as positive effects of advertising. Various criticisms regarding the role of advertising in our society have emerged. Media, in particular advertising, has never played a role in society. It has emerged as the most powerful tool in influencing socio economic relations existing today. While some factions of the society consider it the role of parents to restrict and channel the effects of advertising in a positive direction others believe it is the duty of the government to control the content in order to protect children morals and naiveté. This research therefore tries to throw some light upon this existing controversial debate