

Changes in Advertising from Past to Contemporary Society

Poonam Kumari

Sheel Chand Inter College Aminagar Sarai, Bagpat Utter Pradesh Pin Code 250606

E-mail: poonamkumaribhu@gmail.com

In India advertising did not have any scope for growth till the British came. Advertising became necessary where there is mass production, or when new products are to be sold by creating new wants, thus improving the standard of living.

Advertising in India began in a small way with the advertisements of a few imported luxury goods. Mostly the advertisements were published in different headings under 'Classified columns' only. These columns became --- 'Lost and Found', etc. some advertisements of imported commodities like- 'cheese,' 'flour,' 'cake,' 'garments', 'hat,' 'shoes,' etc. were also published. In the beginning of twentieth century, emphasis was made on the excellent quality of the indigenous products. Some appealing and emotional slogans like- '**Bharat Ka Uttam,**' '**Swedish Vastu Kharidiye**' were used by many companies in the advertisements of their products. On the top line of many advertisements 'Bhartiya' word was used, e.g. 'Bhartiya nib', or 'Bhartiya pen',

'Bhartiya holders,' etc. The aim of these lines was to awake the Indian people about indigenous products and to actuate them for buying the Indian products. The language of these published advertisements was only improvised; mistakes occurred in words; attraction was in no way and the layout of these became very simple. The aim of the advertisements was not only to propagate the consumer commodities and to fulfill the personal necessities of the masses but they also projected the social and political stratum of the country.

Photographs of models, which were being published in advertisements, were of British men and women. In the field of advertisements, Indian models entered after 1900. In the beginning, maximum publishing models of the advertisements were men with turban. Portraits of kings were also published. Bearded models were also included in the advertisements. Later on men with moustache occupied the place of bearded men in the modeling. Portraits of Indian females in ads were almost conspicuous by absence. Photographs of Indian girls and ladies in the form of models became apparent after Independence.

Even by 1925 the use of a good design or layout in advertising was an unknown thing. One of the most popular common practices was to prepare a line block of the product and then ask the printer to set up the copy matter and address underneath with a headline at the top.

The period 1930-39 just before the outbreak of the World War II Many new industries sprang up and shortly after independence, import of consumer goods was totally banned thus protecting the local industries. However competition between manufacturers began growing, throwing a challenge to the advertising business to come out with newer techniques of marketing, slowly and advertising. Advertising slowly began to come of age and with rapid industrialisation, the techniques of market research, etc., were utilised to make advertising results more predictable and fruitful.

With the banning of imported goods and rapid industrialisation, keen competition among the various advertising agencies grew. Each had to show better creative ability as a part of the competent service. Better techniques of

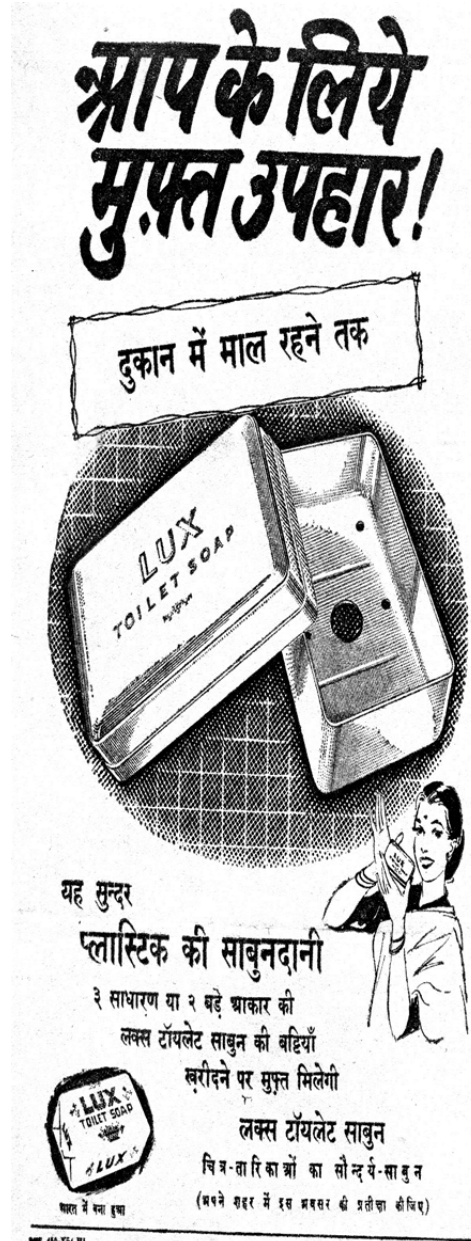


visual presentation had to be utilised. Line drawing were replaced by scraperboard drawing, wash drawings and by photographs of attractive models to make advertising more lively, attractive and interesting. Striking means of attention-drawing were used, the designers genius being given full scope, by using vivid illustrative techniques and presentation of sleek copy, catchy slogans and making visual pleasing layouts.

In the beginning the designer used to copy the foreign advertisements to make 'adaptations.' The artists were mostly 'all-rounder' doing everything from illustration to lettering, finishing and retouching. Today we have visualisers, layout men, illustrators, even there is specialisation here, figure artists, colour artists, scraperboard artists, machinery illustrators-cum retouchers, line drawing illustrators, and lettering artists, typographers, cut and paste and finishing artists, etc. in this way, we may see that the compositions of ads were being made according to the status of India after incoming of foreign companies, e.g. Sunlight.



As the people were not habitual to see or listen the advertisements in comparison to modern times the advertisements were composed in comic way or became story based. And each step was being composed in easily understandable story based manner; and the conversation was being highlighted. Thus a story was composed in which a home wife was complaining her mother-in-law; and the mother-in-laws advise to use sunlight for the washing at cheaper rate and guarantee for the long-life of clothes.



The technical aspect is considered then the boldness is visualized in the works of post-independence period. At present the work of line-half-tone combine and scrapper board is finely visualized.

डालडा मेरे लिये अच्छा है

हर एक के लिये अच्छा है क्योंकि यह शुद्ध है।
डालडा बनस्पति बनाते समय हाथों से छूमा नहीं जाता और इसे हवासेक मुहूर्तद दिनों में भरा जाता है ताकि जब आप इसे खरीदें, शुद्ध और ताज़ा पायें।

हर एक के लिये अच्छा है क्योंकि यह पौष्टिक है।
डालडा बनस्पति में विटामिन ए और डी मिले होने से हमारे शरीर को मिस शक्ति देने वाले ताजे लिपि-पदार्थ की आवश्यकता रहती है, उसे यह प्रदान करता है—और वह भी सुपाच्य रूप में।

3 पौंड, 1 पौंड, 2 पौंड, 2 पौंड और 10 पौंड के डिब्बों में भारत में सर्वत्र मिलता है।

डालडा वनस्पति
एकाने में उत्तम—कम-खर्च

छाता पकाने की हर समस्या पर उपरोगी विधि वचना मुक्त पाने के लिये हम रहे वर तिलिपः दि डालडा पृष्ठमपत्ररी सार्विस, संविना हाउस (जी. पी. रो. के सामने), मुम्बई 1.

MUM 991-920122

copy and text has been composed by letter press pattern; and for the artistic look of the main heading, hand script is used; and the, maximum illustrations of the products were manually designed. Apart from this, use of half-tone-screen has also been visualised. Copy is mostly designed illustrative. Assumption of campaign is clearly visualised with continuity these advertisements

अपना मनोरंजन कीजिये!

यदि आपके पास रेडियो हो तो दुनिया भर के गायन-नादनों की प्रभुर भंकार घर के कोने-कोने से गुंज उठेगी। बस किसी भी स्टेशन से मिलाकर आराम से सुनने का आनन्द लीजिये।

यदि आपके यहाँ बिजली का इंतजाम न हो तो हाई-बैटरी से चलनेवाला रेडियो खरीदिये—इसकी साफ-सुरीली आवाज़ और उत्तम सेवा के कारण आपको रेडियो सुनने का पूरा-पूरा आनन्द मिलेगा।

“एवरेडो” बैटरी ही आपके रेडियो के लिए सबसे अच्छी है क्योंकि इसकी अद्भुत कार्यशीलता पर आप निर्भर रह सकते हैं।

EVEREADY
“NINE LIVES”
RADIO BATTERIES

नेशनल कार्बन द्वारा प्रस्तुत

MCR 1272



पिता के साथ नटखट का समय...



नदाने का वक्त आया कि बच्चे ने नटखट शुरू की। उसे पानी में डारलत करते देख आप भी फूले नहीं समाते। लेकिन शिशु कितना असाहाय है - बात-बात के लिच्छ उसे आपकी निगरानी की जरूरत है, खासतौर से उसकी कोमल त्वचा के लिए। और इस काम के लिए जॉन्सन्स बेबी पाउडर सर्वोत्तम है। आपका शिशु को त्वचा हमेशा कोमल और चिकनी रहेगी, वह हर तरह की खुजली आदि से भी बची रहेगी। पिछले ५० से भी अधिक वर्षों से डाक्टर जॉन्सन्स बेबी पाउडर की ही सिफारिश करते हैं। आज ही एक किट्टा खरीदिए।

Johnson's
BABY POWDER

जॉन्सन्स बेबी पाउडर
विश्व का मृदुलतम पाउडर

बच्चों की देखभाल संबंधी अंग्रेजी पुस्तिका 'बेबी केजर बुकलेट' अवश्य मंगाएं। प्रत्येक माता-पिता के लिए उपयोगी इस पुस्तिका में कई बातें बतायी गयी हैं जैसे - बच्चे के दाँत निकलने पर क्या किया जाना चाहिए, उसे नहलाने का सबसे अच्छा तरीका क्या है, उसे अच्छी आदतें कैसे सिखायी जायें आदि। नीचे लिखे पते से मंगाएं।

जॉन्सन्स एण्ड जॉन्सन्स (भद्र बिटेन) लि०

विभाग '५५ ए' पो. अ. बॉक्स १२७६, बम्बई

In 1956, somewhere the details of products was being visualised in the illustrations of products, half-tone line-drawing and in the by rendering. Till that time in ads of certain products use of transfer textural and text screen and photographs was also seen. It was discovered that testimonials by movies stars were very effective in selling such items as soap and cigarettes.

निरुपा रॉय को लक्स टॉयलेट साबुन पसंद है क्योंकि यह प्रतना संफेद और शुद्ध है।

The copy looks very descriptive till 1957, but the ads of 70's visualized in two colours; and by the '90 to 2000 due to technical development and use of computers, possibility of colour pattern and colour combination considering the designing concept, work presentation and the minute points of human behaviour became possible, which was generally not possible in early days.

अब लीजिये
नये प्रकारका
टॉयलेट पावडर
दिनरात
तरोताजा
रहनेके लिये

★ इर्गनिजमक
★ छुर छिन
★ छुं छिन
★ शो न क

भास्त्रो पहलो बार यह सुंदरतम पावडर प्रयासिदु **जी-११** (बायुनिकम और चॉनिंग) के मिश्रणसे बनाया गया है... एकमात्र सार्वत्रिक क्लान रशिन रसायन जो चम्को दृष्टि करनेवाले तथा पसीनेको दुरिषित करानेवाले छोट्टाछुमोको नष्ट करता है। यह प्राच्यवनक पावडर छोमोको धुंकी बुन्युवाहदने प्राफोको भाराम पुंनचता है।

काम, खेलपद, वीर और पार्टीको भादिसे जानेके पहले यह एकमेव पावडर अपने कप हमेशा छिड़किये... प्राप हमसे अधिक नियदुक्त और मोहक दीयेने।

कमोपर छिड़कियेने से बदबूसे राग नही खाते। आप प्रायं कि आप इसके बिना नहीं रह सकेंगे।

स्नानके बाद, दृष्टिके बाद, बस्त्रोके सिरे बाद

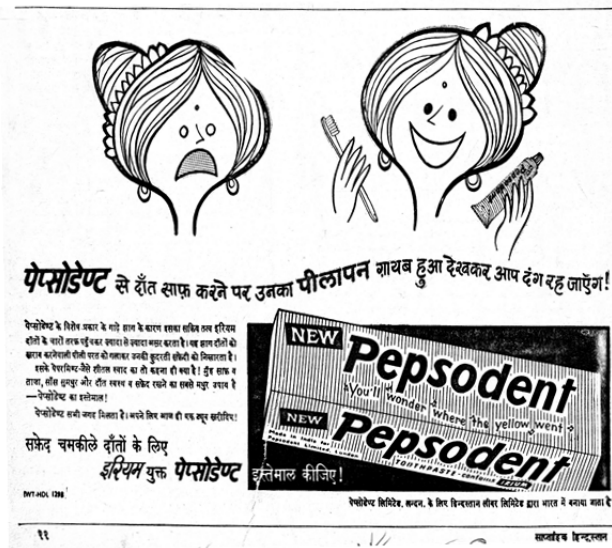
गोटरेट टॉयलेट पावडर जी-११
सुक्त

जी-११ सुक्त है- टोमिक (गान्धव टैग) सुगंधि वैदिक-र-स्वनि टैगोका मिश्रण। सिस्की भूंसोको रोसता है।

जी-११ सुक्त बेचिया टिक (टाईनका सायन) चीम, मुसाबन, सुराशिन दादिके सिने।

संयुने परिणाम के सिने जी-११ सुक्त सिस्कीसे से नियमित स्नान के बाद जी-११ सुक्त टॉयलेट पावडर आवाकिये। सिस्कीसे साबुन साधार त्वचा पर रहने वाले ९५% जीबुपु-कोको नष्ट करे देता है।

In early days, after printing the wrapper was shined by waxing method, later the same was used to be done by wornishing and after that it was turned to plastic coating



plastic lamination. In comparison of earlier's flat printing, now a day embossing is being done on the wrapper of products to give the tactile filling. Along with this the foil printing in golden or silver colours became possible, which was not possible earlier and now a days the printing is being done by dry offset, because it does not require the plate making.



According to changes in time and consumers we may see changes in packing also.



If we look at the advertisement of Johnsons Baby Powder, then the difference in social stratum of that period is clearly visible. For example, the soberity of language may be judged in a published ad of 1956. The child says, "Aap Kitne Achchhe Hain Pitajee," and in the ad of 2000 "Hain Na Papa Buddhu".

आप कितने अच्छे हैं पिताजी !
 कितना सुखी बच्चा है ! उसका पिता हमेशा जॉन्सन्स बेबी पाउडर ही खरीदता है !
 बच्चे की कोमल त्वचा के लिए यह पाउडर कितना श्रद्धालु, शीतल और आरामदेह होता है !



Johnson's
जॉन्सन्स बेबी पाउडर
मुफ्त माता-पिताओं के लिए उपयोगी सुकानों से भरपूर शिशु-पालन-पुस्तिका मुफ्त मंगाएँ। यह कैंडिडी में मिलती है।
 जॉन्सन्स पाउडर जॉन्सन्स (पेट ब्रिटेन) लि०
 पो. बॉ. बॉम्बे २६७६, विभाग २७ ए
 भारत

REFERENCES :-

- [1] Agrawal, A. N., Indian Economy Problems of Development and Planning, Ed. -24, Wishwa Prakashan, New Delhi, 1998.
- [2] Mahajan, Ashok, Advertising, Hariyan sahitya Akadami, Panchkula, 1999.
- [3] Advertising and marketing, 31Oct 1995, P-80.
- [4] Saptahik Hindustan, 1955 to 1961.
- [5] Dharmyong 1973.

हैं ना! पापा बुल्लू ...

माँ के ममलामिरे स्पर्श-ए कोमल पाउडर
वह केवल जॉन्सन्स ही हो सकता है!

Earlier the pattern of advertisement was adopted for many years but in modern era it has been changed just after two or three months. In this way we may see that due to rapid changes in social and economic stratum important changes have also occurred in the form and level of the advertisements.