

Age of Advertisements

There was a time when hawkers and vendors praised their good shouting as loudly as they could, going from street to street, to draw the buyer's attention. The advertisements first appeared in the newspapers informing the reader of the availability of particular stuff at a particular store. Then came radio and cinema followed by many other modes of media. With the variety in media there was bound to be a variety in types of advertising. Different methods of advertising like pamphlets, handbills, bill-boards, hoardings, slides and influencing sets of audio-video advertisements soon came up. Advertisements can now be made depending on the budget.

The tough competition in the market has necessitated the need of advertising. No new product or service can possibly be successful unless it is properly advertised. The message needs to be simple, strong and withholding attention so that the people are drawn to the new options and opportunities. Advertising is not necessary only for the new products or services but also a must for the existing ones to maintain their stand in the market. Almost the advertising personnel's enjoy the same importance as, those of other departments. Agencies. In fact, advertising has become an indispensable part of every business.

It is strange but true-advertisements are popular with every age-group. Will it not be unjust to accept that advertisement do not influence our thinking and judgment when we rank ourselves as customers? Moreover, the viewers today enjoy watching and entertainment programmes., though the style of advertisements have changed, they have always held our attention.