



AN ANALYTICAL STUDY OF ADVERTISEMENT AND VALUE EDUCATION

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Abstract

In the 21st century mass media plays a crucial role in the life of adult and young. The school going children are not untouched. It shapes the attitudes, values and behaviours of school going children to a great extent. The school going children are exposed to too many forms of mass media like television, videogames, internet, radio, newspapers etc. At the home they are exposed to television for watching various kinds of programmes like cartoon, serials, news, movies etc. While watching various programmes, they are unwillingly exposed to various kinds of product based advertisement related to young and adults. These product based advertisement directly or indirectly provides lots of knowledge, information, values etc.. In this study an attempt has been made to study various product based advertisement and the values it may inculcate in the minds of school going children.

Key Words: Advertisement, Value Education and Mass Media



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Introduction

In the 21st century mass media plays a crucial role in the life of people. Mass media influences and shapes the attitudes, values and behaviour of the people at large. The school going children and adolescents are not remained untouched. The school going children are exposed to too many forms of mass media like television, videogames, internet, radio, newspapers, social media etc. At the home they are exposed to television for watching various kinds of programmes like cartoon, serials, news, movies etc. While watching various programmes, they are unwillingly exposed to various kinds of product based advertisement related to kids, young and adults. This product based advertisement directly or indirectly provides lots of knowledge,

information, values to the viewers. It may have both positive and negative impact and have psychological influence.

Mass media and advertisement

Now a day's media is all means of communication that includes newspaper, magazines, journals, television, motion pictures, internet, videogames, cartoons, radio, computers, social media etc, along with the unwanted product based advertisements. These advertisements are also a great source of information and communication of different messages to the people belonging to all age groups. In India, advertisements are of various kinds like adds arousing civic sense, government schemes, commercial products, matrimonial, classifieds, to let adds, travel agency adds, etc.

Product based advertisement is a form of marketing strategy used to promote or sell a business product or services. Advertisements are messages paid for by those who send them and are intended to inform or influence people who receive it. Commercial advertisements often seek to generate increased consumption of their products or services through 'branding' which involves associating a product name or image with certain qualities in the minds of consumers. Now a day almost all homes have television and willingly or unwillingly children are exposed to television and advertisements that comes between the short break. "Young children do not understand the concept of a sales aspect of a product. They tend to believe what are told and may even assume that they are deprived if they don't have advertised products. Most pre-school going children don't understand the difference between a program designed to entertain and a commercial designed to sell. The average child sees more than 20,000 commercials each year" (Kaur, 2013). Research findings of Baher, T. related to media consumption shows that the children between age group 8 to 18 spent their time in watching T.V. 4hrs 29min., in music/audio 2hrs 31min. Computer 1hr 29 min, Video Games 1hr 13 min., Print 0:38min., Movies 0:25 min and in total they spend 10 hrs 45 minutes per day. In this regard, it is highly essential to know whether these advertisements have some educational values for school going children or not? In this study an attempt has been made to study various product based advertisement and the values it may inculcate in the minds of school going children and adolescents.

Statement of the problem

“An Analytical Study of Advertisement and Value Education”

Objectives of the study

Present study conducted with the following objectives:

1. To identify the commercial advertisements and characters involved in the advertisements.
2. To find out the value components of the advertisements.
3. To find out the negative aspects of the advertisements with reference to values.

Population of the study

The present study comprised of all commercial advertisements that are telecasted in the television programme to promote or sell a business product or services constitutes the population of the study.

Sample of the study

In the present study the sample advertisements were selected randomly. Out of many advertisements 30 commercial advertisements were selected randomly by watching television regularly and these advertisements were downloaded with the help of YouTube for detail viewing and analysis.

Data analysis

In the present study the downloaded advertisements were analyzed by using content analysis technique. All the advertisements were viewed and reviewed many times to understand the commercial messages and the hidden message within it, to find out the various age-group characters used to popularize the product, values it may develop and the probable negative messages it may convey to the children. The advertisements were carefully analyzed and interpreted by viewing and reviewing.

Findings

The finding of the study is presented below.

1. By viewing television 30 commercial advertisements of various products were identified. In those advertisements characters belongs to various age group were used like children, parents, grandparents and social members. The major focus was on the school going children, youth and other family members.

2. Three advertisements motivate the children for hard work to achieve their goals and should not give up their aims till not achieved. It gives the message that hard work and patience brings success. One advertisement promote the value of sharing things and joy, recognize the goodness of others, engage with each other and create conversation that brings emotions and spread warmth.
3. Advertisement of a chocolate showed the friendly relationship between mother-in-law and daughter-in-law.
4. A Tea advertisement tries to promote anti corruption thought among the youth and gives the message that corruption leads to corruption in future, and there is no negative message in the advertisement.
5. It was found from an advertisement of a washing soap that we should respect our parents and be proud of them even if we reach to a high position in the society and we should not feel ashamed to introduce our parents and their job. This advertisement doesn't give any negative message.
6. The value of unity among the people and nationalistic feeling was also found from the advertisement of motor bike and salt. It tries to promote nationalistic feeling among the people by using games and sports like cricket and boxing.
7. It was found from the analysis that right use of internet/modern technology can save parents and adults of being fraudulent from the fraud education institutions. It promotes awareness among the youth that check the validity of institutions before taking admission.
8. It was found that a biscuit advertisement tries to give message that freedom should be given to children to do their task by their own, allows the child to think, do the things differently, curiosity and creativity. It tries to promote independence and autonomy in the children.
9. A soft drink advertisement showed the respect for teacher, love and care of a teacher, and hard work can bring success while a chocolate advertisement showed a parent and grandparent as greedy. This chocolate advertisement may develop negative value among children towards parents and grandparents.

10. It was found that a hard drink advertisement tried to depict the negative aspect of men and promote drinking of wine. By watching it the youth may be attracted towards alcohol and may think that drinking of alcohol make them feel like man.
11. A striking emotionality, and love and care of a girl child towards his father have been presented by an electronic advertisement. It may develop a sense of love and affection between parents and children and care and concern of a girl towards parents.
12. From the analysis it was found that four advertisements doesn't gives any positive message related to values while nine advertisement has only positive message related to values and not reflected any negative message.
13. One advertisement highlights the value of trust and transparency in relationships, and gives the message "Honesty is the best policy". It also shows the strength of truth and not to tell lie to any one – may be parents, sister, and boss etc., and one feel relaxed when we speak truth. It indicated that one should forgive them when someone speaks truth.
14. Advertisement related to supplement food tried to show that their products will develop them physically and mentally while it is not always true. For good health and mental development we not only need other food but also need physical and mental exercises which have not been reflected.
15. It was found that an electronic advertisement through a labour class family tries to promote love and affection of mother and child; and sensitiveness and emotional feeling of a son towards mother.
16. It was found that a girl tells lie to a police man to sit on his car. By watching this small children may develop the habit of telling lie to their parents or any one for their own comfort or fulfilling their wish.
17. It was found that an energy enhancer advertisement may attract the adolescents towards sex and sexual activities as by nature the adolescents are curious about sex.
18. It was found from a telecommunication advertisement that children were laughing on parents due to lack of technological knowledge which is not good. Indian culture and tradition doesn't promote such values.

Conclusion

Mass media plays an important role in modern life style of people and effect their life style and thinking. Children and adolescents are also not remained untouched. At home,

particularly watching television is a universal phenomena and one can't keep him or her aloof from it. While watching television we are exposed to various kinds of commercial advertisements which attract our attention especially small children and adolescent boys and girls. The teenage years are one of the most influential times of self development in a person's life. Mass media has long been considered a major influence on adolescents and has been generally understood as having a strong detrimental effect on their values and behaviours during this time period (Scharrer 2008, Harrison 2006, Sinton and Birch 2006, Tickel et. al. 2006, Sargent et al 2005, Greenberg et al 2003, Huessman et al. 2003, Slater et. al. 2003, Hofschire and Greenberg 2002, Cope-Farrar and Kunkel 2002, Greenberg and Smith 2002, Bushman and Anderson 2001, Johnson et al. 2002, Levine and Smolak 1998, Real 1996). The above findings show that many advertisements try to promote value through their products while some advertisements don't promote any values and instigate towards negative behaviour which is not good for society. Sometimes it mocks cultural and traditional values. Therefore, parent, teachers and adults should be actively involved in molding of norms and values that are acceptable to society. The government should have control on it and should see that advertisements should not contain or try to promote negative values. Therefore, it is imperative that school going children, parents and teachers need to be aware of its impact and to make proper selection of mass media.

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