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## Materialization of Indian Media Contents: A Study

### (In Special Reference to Advertisements)

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**Abstract:** - Media globalization has given a new edge to the materialization of contents in the global society and moves hand to hand with consumerism. Today's advertising is a main driving power in the media. It plays an important role in the Media's existence and profit. In the present time of media globalization, the market is full of products, services and ideas promoted and supported by advertisings. These ads are specifically designed to be easily recognizable to the public. Present advertisings are designed to represent particular culture and specific social images. Modern society is more equipped with the commercialization and commodities. Advertisements are the demand creators that oblige people to feel a need or want for that unambiguous product. The visuals, slogans, images, celebs presentations are mainly displayed and demonstrated in the advertisements act as the power which mainly present and represent the culture of the particular society. Advertisements, at times, manipulate the cultural, economical, physical and social needs by engendering and provoking hope in the minds of the audience. These transformations then construct the subsistence and hence contribute in the consequences of the proximity of both the terms i.e. advertisements and culture.

*Keywords: Media material, Culture, Indian Advertisements*

### Introduction

In the age of media modernisation and liberalization, the media is certainly influenced by the local fashion and representation of various cultural factors. The dominance of cultural variables plays a very significant role on the media contents. Cultural content in the media is carried forward from one generation to the next and ultimately represent the current changes in media patterns. The media are the mirror of the society and have intense cultural importance and social reflection. There is a variety of information distributed on the commercial media, such as advertising of many brands which focus on the target consumers of various background and cultural significance. The advertisements always focus on the mind of consumers and buyers. Advertising concepts are based on facts, in order to promote the realization of the product and create an impact in society.

Advertising plays a very important role in framing our social concepts and present the peoples view in a particular order. Advertisement mainly directs people view on products i.e. the way people think, understand act and react. Advertising, which we constantly consume on various media's creates an image of society and shapes our perceptions and create what many needs. Even deeper than the impact of our

consumer behaviour, advertising has the ability to change our desires. A lot of damage can be done, establishing unhealthy expectations.

Advertising plays an important role, whether it is a product, a service or an idea. They affect the public and the public. Advertising subordinated to the consumption of products that may be necessary to meet the demand, which is not associated with the product, but perhaps it requires a company. The television industry is growing and reaching new heights through advertising. These indicators attract the eye for a few seconds.

The Advertisements choose a particular pop culture and then appeal to and capture the imagination of the audience. They create the need in the minds of customers. They arouse desires through activity streams, graphics and dialogue.

### **Consumerism and Indian market**

In particular, talking about the Indian media consumer market advertising also has an enormous effect, because the current market is oriented to commercial media i.e. advertisement, which ultimately results increase in productivity. India is a second largest country in the world which decides direction for global media consumerism. Many companies have recognized that Indian consumers are strongly influenced by various advertising methods through extensive research into the Indian economy. Indian consumers mainly buy durable consumer goods such as televisions, refrigerators, air conditioners, etc. No doubt, advertising certainly have a role creating demands and organize attitudes and behavior of consumers. For example, Samsung are the most popular brands in the Indian market. The Samsung gained their recognition due to its strong marketing strategy and closer touch with the consumers which change the changes the consumer orientation and interest for the products and such all transformation are mainly due to the impact of advertisement which develops the trust in the mind of users.

This is reflects the change in behaviour and the formation of the consumer's attitude for the product and creates a demand in the market and increase consumerism. The advertisements are well known tools of marketing and it's very much successful in the Indian market. The present market is on other hand is highly volatile and influenced by global techniques such as use of sports and Bollywood celebrities, who serve as idols in the minds of the Indian consumers. In overall, the Consumers are easily influenced by such ads, and brands productivity certainly has gone high. India has a variety of culture that is expressed through advertising to audiences. The present study mainly focused on the use of media contents in advertising. Advertisements contents are very unique as the information's are being used in the advertisements are not simply represent the contents and messages but it also influence the various variables such as prominent culture, style, gender, language, clothing, fashion and lifestyle which certainly influences consumer culture. Therefore, the materialization of media contents is obvious. It's was also remarkable that the present advertisements clearly indicates the social change that surrounds the culture of Indian consumer market and current trend of mass presentation. Certainly theses waves are somewhere influenced by the globalization and ultimately lead to change in consumers perceptions.

**Objectives:**

1. To study the cultural impact on Indian advertisements.
2. To know how the culture is being used as the material in Indian advertisements.

**Research Methodology:**

The Research Methodology taken into consideration to study the materialization of Indian advertisements contents is mainly secondary. The research method is Content Analysis is taken into consideration.

**Content analysis:** There are many definitions of **content analysis**. Walizer and Wiener (1978) define it as “any systematic procedure devised to examine the content of recorded information. Kerlinger (2000) defines it as a method of studying and analyzing communication in a systematic, objective and quantitative manner for the purpose of measuring variables. The content analysis is used to describe the communication contents in advertising.

**Data analysis and findings:**

**1. Ariel- Share the Load**

The campaign ‘Share The Load’, based on a pressing issues of the time – gender equality, brought to light the daily activities today’s professional women are indulged in. It designed as a call to action, aimed at men in particular, to share the burden of household chores with their better half. Washing clothes and performing other households by the woman is a general part of Indian culture as in the Indian society, women are responsible for the household activity. Similarly, the advertisement has tried to break down the stereotype by commercializing such culture.

The cultural elements included in the advertisement are presented in the form of images and the household tasks carried out by the working women when she returns back from her workplace. While talking on the phone, he collects all the things that his children have distributed around him, asking about his son's homework, giving his father a travel ticket. Then she ran into the kitchen and made tea for her husband. Advertising also highlights gender inequality, which has long been the culture of Indian society. He comes out of his father with a voice and says that the girl, who used to play with dolls, is now leading her own house. It gives a proud moment for the father as the women is heading the family and has dominant participation in the society which is no more a stereotype of gender inequality. The advertisement represent a slogan-“why only ladies are responsible for washing cloth”

**2. Biba- Change is Beautiful**

Another advertisement with focus point i.e. 'adapting the change', this advertisement mainly associated with the traditional approach of dowry in Indian society. The film shows a couple who comes home after a fixing a wedding for their son. Father of the boy informed the grandmother about the meeting, when she (grandmother) speaks indirectly about the money or dowry. He (the father) states that the girl is so good that they should give his family the dowry. The film emphasizes how one thinks because they understand that deeply rooted practices such as dowry are not good and

we should not promote such evil culture. The message in the film is very clear and represented very sharply that this is a new time of social growth where there are no place for such social illness and people must take initiative to promote valuable thinking.

In other words, the commercial focuses on the tradition and culture of taking dowry from the girl's parents in the wedding. It tries to breakdown this stereotype in a way that deeply influences the audience. The culture of taking dowry is highly appreciated among the old aged people. But the advertisement, through its social message and beautiful, dialogues, locale, theme tried to state the viewers to break the silence and break the tradition of asking dowry. The social message is also directly indicates the deep rooted evil thinking in the Indian society on the name of tradition and culture.

### **3. Mentos- Dimag ki batti jala de**

The Mentos ad shows a widespread teenage life problem: TV v/s Study, and presents a Mentos solution for it. A teenager asks his mother if he can watch TV while studying, the strict mother obviously refuses. Then, the same situation repeats itself and this time he plays it smart and asks his mum instead, if he can study while watching TV, making him appears responsible. The mother not only agrees, but is overjoyed at his sincerity. This would be a perfect example of 'Aam Zindagi vs Mentos Zindagi'.

The advertisement contains the elements of cultural influence. The tradition of fear from father in the homes is carried so smoothly in the advertisement. The mother calls the boy's father to scold him for watching TV while studying. This has been the protocol in the Indian societies. The commercial emphasizes on the belief and the practice that the kids are more afraid of their fathers than mothers.

### **Conclusion:**

Advertisements contribute to the major share of the media industry today. These advertisements are so designed that they are easily acknowledged by the audience. They do pay heed on the choices and interests of the audience. Also, the advertisements are the amalgamations of the conceptions and cultural patterns picked from the society. Both, the culture of the society and the advertisements, are colligations of each other and are so hooked up that they function for their accomplishments, adaptations or changes. The advertisements do contribute in the proximity with the Materialization of culture. It picks certain issues from the society and then tries to make a change and eradicate it with the help of effective storylines, dialogues, colours, graphics, locale, visuals and music. Thus, the discourse of this advertisements attempts to show the importance of culture and its roles in some of the social organization which frame a specific meaning to various social factors such as a housewife, emotions regions and cultures. These meanings show that the advertisements are really representing the mentioned factors as part of particular identity and individuals. These promotional conditions certainly stabilization of the superiority of the status of one factor over other as for examples, men over the status of women or sometime the stereotypic nature of one culture or regions. The advertisements are really responsible for the presentation of particular information as

a commodity and enhance the materialization of contents and information for promotion of specific genres.

The samples of advertisements taken into consideration described culture as a material used by advertisers in Indian ads. Ariel shares the load of the advertisement to pick up the cultural basis of the notion that women are responsible for all household tasks. The second announcement, Biba-Change is beautiful, symbolizing again the culture of the dowry, which has always been the tradition in Indian society. There is a perception that children in Indian society are more afraid of his father. Although these advertisement trivialize and commercialize Indian culture, but also leave a message at the end, that the message pattern in the modern media system are changing as the social perceptions changes.

As a result, it can be concluded that Indian culture is used as a material in Indian advertisement and the new culture of propagation of new ideology are getting momentum in the changing trends of advertisement world in Indian media market.

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