



Indian Advertising from the Perspective of Printing Processes

*Advertising is one of the significant tools of mass communication. It acts as a bridge between the Customers and the Advertisers / Service providers. Advertising agencies and creative group of people create advertisement for the advertisers to influence the customers/ buyers either to buy merchandise or service or to act or be inclined, about the product, the service. To convey the message to the large masses of the people advertising agencies are using different variety of media like press advertisement, poster, hoarding, brochure, catalog, flyers, and website etc. The innovations and reforms in the field of printing process have created space for creativeness and accordingly have added new dimensions to the field of Advertising to present/ express the Idea. Presently, the availability of new variety of paper and other printing material like Inkjet/ Laser print, flex, venial and other printing techniques like 3D printing has given a new visual representation to the values in the field of Advertising. **Key Words** : Advertising, Reproduction Processes, Offset Printing.*

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About Advertising :

The word 'Advertising' is derived from the Latin word 'adverto' which means 'to turn towards'. Advertising helps in turning one's mind or bringing attention towards something. Advertising is very important tool of communication which can help to sell goods, services, images, and ideas through channel of information and persuasion. It is highly visible force in the society. Broadly speaking, advertising does turn the attention of the public towards a product or service and is a non-personal form of communication. Advertising delivers the messages through the various verbal and non-verbal media. Advertising communicates one to one, one to group, and one to mass. To communicate to the masses, one design in number of copies is required. Advertising in the era of the information and technology, is much faster but the print media has its own identity. A consistent look and feel towards 'writing' is given by the printing press.

History of Indian Advertising :

The earliest form of the 'advertising' in India is many centuries older. They were the Buddhist who probably realized the importance of 'visual communication' in spreading religion. Indian advertising did not have any scope of growth till the British came to India. Revolution took place in Europe but they were facing problems in finding out wilder market for the manufacturer which they found in India. The first printing press was brought into India by the Portuguese

in 1556 for the production of the Christian literature. Advertising in India began in a small way with the advertisement of a few imported luxury goods. The Bengal Gazette the first Indian newspaper was started in Calcutta in 1780. By 1786, there were four weekly newspapers and monthly magazines published in Calcutta. The Bengal Journal carried government ad free of charge in 1790. The Courier was published in Bombay and unlike the modern newspapers it carried advertisement in Marathi, Gujarati, Konkani, Urdu and Kannada, all Indian vernacular languages was instated in 1833. The first advertising agency was started in 1907 at Bombay. The Statement of Calcutta was the first newspaper to introduce rotary and linotype machine. After the First World War, both British and American goods were imported in huge quantities which encouraged the establishment of the branches of the leading foreign advertising agencies in our country. In 1931, the first full-fledge Indian advertising agency was launched and soon many others sprung up.

Role of Advertising :

The role of the advertising is to act as a bridge between the manufacturer and the consumers who are the target audience. According to new mantra, it is called - 'It's all about relationships'. The focus in this new millennium is clearly on customer retention and the need to create an enduring brand relationship - a bond between a company and a customer. A wide variety of products which are available in the market

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are being advertised by these advertising agencies with the specific motive to influence the consumers and at times it is done for the specific reasons. These specific reasons include : (a) To announce a new product or a service (b) To announce a modifications (c) To announce a price change (d) To make special offer (e) To educate consumers (f) To maintain sales (g) To remind (h) To attract investors (i) To recruit staff.

Many media are used by advertisers for communicating an idea or to reach the masses. They are [1] **Print media** : poster, magazine, newspaper, hoarding, packaging, brochure, catalogue, banner, display boards. [2] **Audio** : Commercial Radio. [3] **Audio and Visual** : Television, Web Advertisement. At times, in order to convey these messages to the billions of people, advertisers give same message in different languages.

According to the customized requirement of the product and application of material these advertising agencies / design studios use different forms of media. An original print is an image on paper or similar material made by one or more of the processes. As diverse print media needs a specific printing, this is done through different methods of printing. Each medium has a special, identifiable quality, but because more than one impression of each image is possible, "original" does not mean "unique." Prints are multiple originals. A Simple meaning of the mass production [duplication of the copy] is the process of reproducing an image by pressing an inked surface to a substrate that receiving the impression.

History of Printing :

The art of printing was fairly developed and in use in China by the second century AD. They invented three necessary elements of printing - Ink, Paper and engraving. The most common method of engraving was to cut block of wood in relief and ink them with water base ink. Paper was laid on the block and gently rubbed with a bamboo stick or dry brush to produce an impression. But this technique has its own drawbacks. For e.g. if they want to print same design again, it requires to be preserved for a long time and if they want to change the design or content they have to prepare a new block again. Printing became mechanized after the invention of the movable type system by Johannes Gutenberg in the fifteenth century. The mechanized printing is considered to be a European invention.

Change in the field of Advertising has taken place due to innovations and reforms which has further enhanced the field of advertising. For e.g. the mass circulation of the newspaper and the invention of the photography has given a new dimension to the world of advertising and through the photography it's easy to express/ show the visual representation of an idea. Printing of the photograph gives birth to the Halftone process. Halftone is continuous tone image in which a photograph is broken up into a pattern of dots of varying size, and from this a printing plate is made. At the time of printing, the created dots give an illustration of continuous tone.

To print advertising promotional material two types of material majorly used [1] different types of paper [2] plastic for various purposes like packaging, carry bags etc. Right now a different type of material is available in the market to promote a product like Flex, Hologram Print, and Hot Foil Stamping. Apart from this, a wide range of printing machines are also available like flex printing machine, plotter machine, 3D printing machine. Currently printing Media mainly divided into different categories.

Major Printing Processes :

(A) Relief Printing :

(I) Letter press Printing is one of the oldest method of printing. At the beginning of invention of printing, this process was used to print books, newsletter, and stationary etc.

(II) Flexography printing is mainly used to print plastic, foil like carry bags with normal halftone.

(B) Planography :

Another name of the printing is the offset printing and through this printing method it is possible to print newspaper, book, catalogue, brochure, packaging and other advertising promotional items.

(C) Intaglio :

In this method, Gravure printing is mainly used to print plastic film and foil. It is also used for the advertising promotional material like Packaging, bags, etc.

(D) Screen :

For small print run, silk screen printing method is used which is very effective, for example to printing work of Stationary, Stickers, Company name on pen with.

Specialized Printing Processes :

(A) Die stamping (B) Foil Stamping (C) Hologram processes use to give extra effects after printing is done, Die stamping and Hologram.

Advertising in India is one of the challenging subjects because there are 22 official languages and different states have their own festival, food and living style. Also, there are thousands of newspapers and magazines which are being published in India on daily and periodic basis. Indian advertisers for the International Company / brand like Coca Cola, Pepsi, and Proctor and Gambles etc. For the National Patanjali, Bank(s), Insurance Companies etc. and regional level tea company, local manufacturer of the goods. Advertisements are done with the specific reasons.

New printing technology, inventions and the printing materials affect the advertising. It is mostly said to be opening the new door to reach consumers easily and in an attractive way. The new technology of printing and the new machines give the customized / personal level of advertising.

An outdoor advertising takes place in the metro cities like Delhi, Mumbai, Bangalore, and Ahmadabad. For Indoor and outdoor Advertising use various media. It is treated as a major tool to promote brand because the new printing media is said to have good quality of printing with the customized size.

India is one of the highest spending and fastest growing advertising market across the globe. The country's expenditure on advertising is expected to grow at 12 per cent to Rs. 61,100 crore (US\$ 9.47 billion) in the year 2017. Television segment, which continues to hold highest share of spending, accounts for 41 per cent of the total market share, and is expected to grow by 10.3 per cent in 2017. The advertising spending over the print medium is expected to grow by 5.7 per cent.

It is widely believed that it was the first Bollywood movie that used a poster as part of its publicity was KalyanKhajina[1924] and the most commonly used printing technique available at the time is lithographic printing.

Current Scenario of the Printing Industry :

The print media during the present times prefers digital media. (On Demand Process) A change is witnessed in the product promotion material as well as the packaging of the product. The changing face of market has led to many changes. For e.g. the opening of the malls they lead to use of high quality flex banners for the promotions. The brochures of the product or the service are still important and in the use.

A company that wants to sell a more expensive product through print media can create a comprehensive brochure, or even a sales kit, including colorful flyers, a sales letter, and a business card, all enclosed in a printed sales folder. Small companies using print in advertising can expect their messages to last long. Magazines and newspapers get passed to other readers, that's why both magazine and newspaper publishers keep both circulation and readership figures on their publications. A consumer may keep a postcard or an advertisement received by a mail for weeks before acting on it. Promotional items like stickers, pens, and refrigerator magnets made for advertising deliver an enduring message.

3D Printing :

The 3D printing boom began in 2012. When it became apparent, the technology was nearing a commercial level. As a printing technique it's been around since the 1980s, but until recently it has never been advanced enough to enthuse the business world. Since finding regular press coverage, however, 3D printing has found itself entering the public awareness. There are major expectations for the industry, which could become as integral to day-to-day life as regular laser printers.

The business world is never far behind such innovations. Global brands have been experimenting with marketing campaigns over the last 18 months, and there have been varying degrees of success. Coca Cola, Warner Bros., eBay have attempted to steal a march on their rivals with intriguing ideas, but for now the idea of 3D printed marketing remains untapped. Is it something that will be integral to business campaigns in the near future, or is it a passing gimmick? Here's an insight into how it's been used to date.

Conclusion :

Advertising is an important element of our culture

because it reflects and attempts to change our life style and is integral part of mass communication. The Indian advertising has grown extensively during the last one century. There are number of factors that boost the field of advertising, but printing and different printing methods give new horizon to the advertising world. Different printing methods not only use to print the material but new printing technology has also changed the face of the product through the packaging, brochures, print ads and many more.

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