


# Casket Literaria



  
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## PREFACE


The realm of Arts contains an enormous range of ideas, theories, perceptions, interpretations, critical analysis etc. Keeping this in view, as to make it helpful for the learners of GEMS Arts and Science College, this book titled "Casket Literaria" on Arts analyses a variety of subjects in the best way helping the Learners or faculties art related Research Works and thereby the future course of their Life. This venture can, indeed, ensure an advanced level of supports with selected subjects coming under the Purview of Arts.

Casket Literaria is a collection of varied articles of the well experienced faculties which published under the strict scrutiny of the Expert Committee appointed by the Management Governing Council. Hence quality and relevance on the content of the book have been ensured. The contents includes Social issues, Literature, Creativity, analytical study, views and previews on different matters and so on. Special care also has given to keep the entries correct with the incessant change being taken place in the day today life of the society. Besides, this edition has equally considered the new google generated Era's nature and scope in Art works.

Indeed Art, like life itself, opens the unfathomable depth of the possibilities for any learner or researcher of the coming future as well.

**DR. Mohammed Nazeer. K.E.**



  
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# CRITICISM ON ADVERTISING

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## INTRODUCTION

Advertising has a great role in a company's marketing plan. To effectively attract customers, you must engage people in advertising that promotes your services and products. At the same time advertising is facing a lot of criticism for many unethical practices and persuadable foolishness. Advertisements are always not providing true information to buyers. Their primary intention is to sell their products and make a brand name in the society. Sometimes people buying the things actually they didn't need. Through this article let us discuss about the criticism on advertising with suitable instances.

People knew that Advertising works to perform major three functions, the first one is to inform, the second is to Persuade and third is to remind. However, in day to day life, it attracts a lot of criticism that roots to some societal issues. I believe that the performance in Advertising and Media is intangible. It is very evident that paid advertisements are the financial backbone of print, broadcast, and new media industry especially among developing countries. People are being benefited on how an advertisement works. The awareness and suggestions of Ads helps them in making personal choices. However, some people are very keen on exposing the negative side of advertising. At a point it is very relevant to address the problems through criticism but the same time when we reaching out there with political correctness there is also a chance to spread the content virally more than it does before. Advertising has both positive and negative effects. The undesirable consequences of advertising are generally termed as dysfunctions. Following

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are the some of the dysfunctions of advertising. The effect of advertising encourages proliferation of unnecessary products. The multiplication of identical products may result in the wastage of resources which could otherwise have been used more productively. For example, android technology has made the smartphones highly affordable. Many people have bought smartphones leaving their old phones aside. The old phones constitute a heap of hazardous e-waste. Cut-throat competition has several impacts. When a competitor slashes the price of a product, other producers are compelled to reduce prices. The cost cutting measures will lead to a compromise in quality. Such aggressive campaigns may help the companies to stay in the business. But it is damaging to the consumers if they buy low quality products as a result of such advertising. It is believed that advertising raises the tendency to consume more than what is desirable in developing nations.

Consumerism is a situation where people buy things even when they are of limited use to them. A developing country cannot afford the high propensity to consume like the industrialised nations. In Advertising it also promotes stereotypes by depicting certain groups or individuals in stereotyped roles. Women are usually portrayed as housewives or mothers and thus apparently relegating them to a secondary role. Using racial and sexual stereotypes raises ethical questions. Not only do they portray certain groups in a negative light, they portray the advertiser in a negative light. These kinds of messages can cause a media outlet to stop accepting advertising from you and harm your reputation in the community. In addition, stereotypes about the handicapped, teenagers and groups such as executives or laborers, though common, cast your small business in a bad light. In our society majority of people like to find humour by including a black individual in films and advertisements because from the beginning of our evolution people treated them in that way but as a material to be circulated it shouldn't be continued like before. we live in a world where injustice and inequalities happens. So, for the sake of good future creators should consider it before they produce contents. Ads for cosmetics don't typically present scientific information about their products except to point the scientific

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creates dissatisfaction; it builds desires for some people whose income may not allow them to buy. In addition it also creates consumerism. It also generates confusion and the fear of the possibility of wrong purchases.

### CONCLUSION

From this study i have concluded that advertising plays a key role in our economic growth It also plays a vital role in our life as consumers. But we should be vigilant and be wise enough on the pros and cons of Ads as well as straining informative ads from deceptive one. Criticism is a method to find out the problematic approaches to a generation. If the perceptions and opinions didn't raise there wouldn't be a social change in the society.



  
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