



## CHANGING PHASES OF ADVERTISEMENT: THE PAST AND THE PRESENT

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**Abstract-** Advertisements reflect the age and culture far more than any other industry. Its sole survival is based on the tracks along which the fast-developing world moves. It is a mirror to the present. Its purpose is to persuade the viewer, especially the consumers to buy a certain product. The paper analyzes the change of advertising through four major brands: Barbie, Axe, Adidas, and Nike, which had been on the billboards for decades. The advertisements for the same company but two centuries are taken for comparison. The change of thought that many brands uphold has changed drastically over time. These advertisements reflect the way people thought and lived. It directly brings out the various prejudices and preferences that dominated the age in which they were produced. While some addressed relevant issues others had their primary focus on entertainment and promotion. Advertisement can and should act without racism, gender differences, and discrimination. They have a powerful hand in manipulating the audience of all genders and age groups and are often seem to directly influence their thoughts and decisions. Advertising, being a promotional activity, takes the age of appeals keeping in mind the need of the target audience. The influence created by the advertisements undergo changes with their altering behaviors of the general public. The replaceable element, creative language, also plays a vital role in bringing out an impact in the minds of consumers. The appeals looked into in the paper are emotional appeal, fear appeal, humour appeal, music a pill, rational appeal, sexual appeal and scarcity appeal.

**Keywords:** Advertisements, Consumers, Persuasion, Appeals.

### I. INTRODUCTION

Advertisement is defined as “A public notice, especially one published in the press or broadcast over the air.” Advertisements have been among human civilization since the days of Pompeii. Advertisements were found in Egypt, Arabia, China, India, and in many other parts of the Asian subcontinent which date back to 4000 BCE. The role of the advertisement has been changing the perspectives of people since prehistoric times. Advertisements persuade people to place logic aside and manipulate the consumers buying a certain brand. Consumers tend to buy products that are considered luxurious rather than what meets their needs. This often arises from a need for validation from society. These brands use different appeals of persuasion. These appeals are targeted to a certain circle of consumers who can most certainly be motivated. Advertisements often change the perspectives of a few individuals to a large society or a nation.

“Cross-cultural analysis of advertising can identify specific differences and similarities in advertising strategies, expressions and manifest cultural values, norms, and other stereotypes of the target audience and the larger culture. Such findings may be used to address the question of whether the same strategies and expressions can be used in international advertising and whether the values, attitudes, desires, and tastes of consumers around the world are converging”.

### Persuasion and the appeals used

Persuasion being an eminent element of research in the areas of psychology and linguistics combines to appear in the area of advertising. Persuasion often uses language as an external aid but in the case of an advertisement, there is more than one strategy. These strategies create a change of thought as they are

psychologically reinforced. The seven appeals of persuasion are emotional, fear, humor, musical, rational, sexual, and scarcity.

**Emotional appeal:** Audiences associate themselves with good feelings like love, joy for my loyalty, and so on and they often connect the brand with these feelings that are aroused in them.

**Fear appeal:** Fear of security, health, and finance are usually targeted in this appeal. There is a sudden urge to connect to a specific brand. Advertisements for insurance companies primarily focus on this factor.

**Humor appeal:** Comedy is a very powerful emotion that can often take a strong place in a consumer's consciousness. Advertisements are likely to be remembered when they are presented comically.

**Music Appeal:** Music changes perspective as a good song changes the mood. Consumers often remember a good jingle the brands create.

**Rational appeal:** This appeals more to the brain and the emotions. A list of data, facts, and graphs hold the attention of the consumer making them think that they are making a logical decision.

**Sexual Appeal:** The appeal is used on Jeans and Cologne for years. Romance and sex catch more attention than other appeals especially to young adults.

**Scarcity Appeal:** This is an ideal way of convincing the target audience to buy a brand in a limited time past availability is dropping. Often used with the tag of 'limited edition', they are used to increase sales in a certain amount of time.

### **An Analysis of the change in advertisements**

Advertisements have held their place firmly from a patriarchal society to a society of LGBTQ. They used new appeals that suited the time. Here are three examples that illustrate the huge change of thought being reflected in the advertisements of its time. The advertisements of the same products and their change within a decade are analyzed.

Mattel produced the classic Barbie toys which faced harsh criticisms as these toys often kept high body standards in the young minds of girls. The product was sold in millions every year. The 1999 Advertisement that was titled "Hollywood Nails Barbie Doll Commercial" presents the world of makeup to a young audience. They target children with their jingles that match the products. Music appeal is prominently used here. The need for makeover products and the glorification of them, which affects the thought process of the young audience should be put into question. There is an emphasis on beauty standards imposed on young minds. The usage of the word "very hot" twice should be seen as inappropriate especially when it is spoken by young girls in the advertisement. The need to be "very hot" puts patriarchal notions of female beauty to a young child. A drastic contrast had been brought in the 2015 advertisement. Barbie products today depict a different attitude. These toys are now produced in all colors and shapes, with suits and stethoscopes as accessories instead of small skirts and high heels. They use the new headline "You can be Anything", which reflects that a girl can be anything that she wishes to be. The advertisement uses the aid of emotional and humor appeal. A hidden camera captures the reactions of people who find little girls in the place of professionals. They are seen taking the place of professionals like professors and veterinary doctors. The advertisement opens with the question "What happens when girls are free to imagine they can be anything?". The final shot of the advertisement captures the way a young girl is submerged in playing the part of a professor with her Barbie dolls. The new advertisements are more inclusive and present the thoughts of the 21st century. Here they have given girls more realistic expectations and motivation to dream big.

The deodorant company Axe Is often known to use their sexual appeal for attracting their audience to purchase their products. They target men and the appeal is used to a point that these advertisements often become sensuous. The 1999 Axe advertisement (French) opens with a man using the product inside a lift. The man leaves but the order stays. Another man occupies his place. The lady that enters the lift after this is provoked and has sexual feelings towards the man in the lift. This is shown through her lip biting and

stroking her fingers on her neck. The do dice mint uses music appeal and humor appeal but the sexual appeal is prominent. They give the message that using the product can help a man lure a woman. This message downcast women as sexual objects. A major shift in thinking and portraying men and women are seen in its 2017 advertisement which introduces their new product 'Axe Signature Gold'. Here a man after using their product goes to a party. He dominates everyone with his attire and signature smell. He combines traditional Indian attire and western attire and this unusualness brings out his personality which attracts the crowd. The Indian "mundu" and western "suit and tie" portray him to be a man who is deeply rooted in his culture yet suitable for modern times. He impresses everyone with his choices of scent and attire. Emotional appeal and humor appeal are used efficiently in the commercial.

The advertisement uses celebrities to pursue their target audience. The consumers unconsciously relate the brand with the fame and happiness of the several celebrities that present the product. They bring Olympic medal winners, and National team members from all genders to show their inclusiveness and broad minds thus targeting a larger audience. The 1999 Adidas sports shoe advertisement was shot in Moscow. Anna Sergeyevna Kournikova, the famous tennis player and was the 'No.1' in the Women's Tennis Association in 1999. Her training is captured and is portrayed as an inspiration to anyone who plays sports. The use of emotional appeal dominates the commercial when the voice of Anna Kournikova herself is being used. In their 2020 advertisement, the emotional appeal is used as a strong resource to persuade their target audience. Ninja, Kerwin Frost, Blackpink, Pharrell Williams, Yara Shahidi, Anitta, Jenn Soto, Mariah Duran, Mark Gonzales, Blondey, Tyshawn Jones, Liz Cambage, Pogba, Nigo, Jackson Wang, Chris Severn, Mette Towley, Tracy McGrady, Anna Isoniemi, and Jonah Hill are among the many celebrities to be spotlighted in different parts of the advertisement. The need for team spirit acts as a message, every person who plays sports is aware of the importance of it. The presence of many celebrities is intelligently interwoven in the advertisement making the appeal more strong and relevant. Its headline 'Change is a team sport' becomes relevant in the current times. Dividers outbreak and the sudden changes the whole humanity had to face is being represented here. The advertisement brings new hope and the need for togetherness in every game is solidified in the advertisement.

"The film, which debuted at the Grammy awards, follows skater Jenn Soto as she makes her way through a facility where creators from different crafts and generations come together to work for change. Meeting an array of different creators along the way, all decked out in black tracksuits and Superstars, Soto's trip through the facility underscores the fact that it's teamwork that drives meaningful change."

Their tagline 'Ready for Sport' remains relevant in both the advertisements even though they indicate different meanings.

Nike in its advertisement of 1998 brings into question the need to change the mentality of its viewers. The basement opens up with the interview of two young men talking about running on the streets and the roads. People attack them harshly and shout at them and they are often threatened by police. The advertisement brings in a message. The men who are running are normally treated as a regular act. The men who use skateboards on the other hand are treated irrationally and often seen as a threat or a disturbance to everyone on the road. The advertisement puts the men who are running in the place of the men who skates and shows to the world how different and strange it would be to shout at a man who runs. This shows the needless discrimination that society has projected towards the people who use skateboards. Their dilemmas, fears, confusions, and the need for recognition is implied through the two running men. The advertisement implies the need for seeing skateboarding as a said regular sport which needs the same respect that any others would get. This advertisement is not targeted to a specific group, especially people who play sports as it usually does. Here it sends a message to a community in general for the need for equality among all varieties of sports. The brand thus raises itself by being socially responsible. A message of this kind from one of the world's most influential sports brands towards a less recognized sport like skateboarding brings a huge impact to the mind and perception of its twentieth-century audience. The 2017 advertisement of Nike is placed under the headline "Believe in More" which they later used as a hashtag on social media. The advertisement is in Arab with English subtitles where Muslim women athletes are portrayed in the

commercial. Nike takes a different time than they introduced a veil or a hijab for Muslim women athletes to help them with their performance while empowering them and supporting them to hold on to their identity. Zahra Lari, the first Emirati figure skater, Tunisian fencer and Olympics medalist Ines Boubakri, Emirati Parkour trainer Amal Mourad, Saudi singer BalqeesFathi and Jordanian boxer Arifa Bseiso are also shown seen in the commercial. It ends with “Or maybe they'll say you're the next best thing” which empowers not just women in sports but every woman who likes the conviction of their strengths in every field possible. The idea of these celebrities wearing Nike merchandise persuades the consumers to buy their products as they too would feel like their favorite celebrities. They have come a long way empowering women by bringing in women athletes and their journey in their commercials while presenting the brand along with it. They are known for their tagline ‘Just Do It’.

## II. CONCLUSION

All these advertisements show how manipulating a large audience is possible with various modes of persuasion. The advertisements have been going through a drastic change. The advertisements of the late 1900s often objectified women while with the rise of the twenty-first century, the movements, thoughts, and rationalizations that the world went through molded and changed the way advertisements perceived individuals from all genders and races. The international brands included the languages and cultures to broaden their products. This led to global inclusiveness of perceiving people, culture, and languages. Many brands that have an international audience open remove dialogues and conversations and use background music in their advertisements to make a global impact. Music appeal plays a major role in these advertisements as it is their primary resort other than the tagline used. One such example is the smartphone brands like Apple and OnePlus. The age, along with its many changes also touched the field of advertisement giving it to her purpose of bringing together people and ideas. The effect of advertisements on people and the impact of people on the advertisement has made it a new replaceable element of the modern world. They have grown from billboards in the world of the Internet, which allowed them to reach out to a larger audience. With the new age and new technology, a change occurred in the thoughts and minds of people, and so did in advertisements. They became more inclusive and less abusive in both language and thought.

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