

Artistic and Aesthetic Elements of Advertising in Bangladesh

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Abstract: Advertising, mainly an aid for branding products, services or events to people commercially, plays a great role to construct the society, economy and state. It is not only a medium of publishing the content, also a subject of art and industry. Besides it plays a vital role in economic sphere. A successful or effective advertisement contains artistic and aesthetic elements to catch the attention of its audience. One can find useful information, source of entertainment and various beauty tips from advertisements and thus it becomes popular. It provides message to the customers or consumers. This research mainly aims to operate on various types of advertisements in Bangladesh, such as- newspaper advertisements, billboard promotion, Television Commercial (TVC) and digital advertising. The prime objective of the research is to evaluate the artistic and aesthetic elements of advertising in Bangladesh.

Keywords: Advertising, Advertising Agency, Aesthetic, Artistic, Billboard, Newspaper Advertising, Poster, TV Commercial.

1. INTRODUCTION

Advertising plays a vital role in society, it promotes the goods or services. Advertising attracts the mind of customers or consumers. Industrial revolution helped to expand the advertising industry in Europe. At present, in this rapid development of technology, people can see different types of advertising in daily life. From the increasingly industrialized and urbanized landscape, a unique phenomenon in marketing was born, and sometime around the 1900s, the concept of modern advertising emerged in the society. There was a trend or tendency of newspaper advertising since 19th century in the Indian Subcontinent. At that time, most of the advertisements were based on typography and were published in English language. Basically, government proclamation, tender etc. were published in printed forms. Besides product ads were published sometimes. Sometimes, images were used in goods in advertising.

Advertising is very effective way to circulate.

In this research paper, the researcher will shed light on the work of graphic designers,

At present, there are around 500 advertising agencies in Bangladesh. But newspaper advertising is very popular medium in Bangladesh. Because the newspaper covers all classes of people. The objective of the advertising is to promote the goods and services. Unfortunately sometimes these ads represent the young community in a very negative approach. People see thousands of advertising everyday, where he/she lives. Therefore, the city dwellers see Dhaka as a city of advertising. Here someone can find unorganized or unauthorized billboards, hoardings, posters etc. The advertisers compete with each other. Men live in a world where earning is not major objective. Besides the information an advertisement should feature aesthetics and artistic approach to attract the viewers.

An advertising can be transmitted through TV, radio, internet, newspaper, billboard, poster etc. Among those newspaper

artists and the advertisers. The prime thrust of this paper is to identify the aesthetics and

evaluate the aesthetic and artistic elements of design. . Aesthetic elements will feature beauty, good story, suitable dialogues and appropriate information. Artistic elements

feature –usage of forms and appropriate colours and good composition. Here the researcher will evaluate the work with the help of principles of design.

2. METHODOLOGY OF THE RESEARCH

The article projects the qualitative approach. Data will be collected from both primary and secondary sources. Primary source features interview, close observation and analysis. Secondary source features- books, internet, social media, social media pages, various websites, journals etc. Each data will

be scrutinized several times and the authenticity will be ensured. The researcher has considered the research area primarily in Bangladesh. The time frame will be taken from 1972-2016.

3. LITERATURE REVIEW

Advertisements published in the newspapers from Kolkata between the latter half of the 18th century were mostly addresses of shops, the name-date-venue of festivals or advertisement of different products. The Bengali type was then at its primary stage. Most of the advertisements had some information and very little scope for making them attractive. However, there had been attempts to make them eye-catching by making a contrast of large and small fonts [1].

Throughout the 19th century and the second decade of the 20th century, advertisements published in the newspapers mostly reflected Western lifestyle and culture, for example- advertisements of cars, ready-made garments for men and women etc. Sometimes there were personal advertisements of painters from Europe,

In Pakistan period most of the advertising agencies were in West Pakistan; especially in Karachi. However, the few advertising agencies set up in East Pakistan in the 50s and 60s had played an important

role in the graphic design of Bangladesh. Advertisements of theatre, along with cinemas or with a few other products. The visual language of advertisement gradually developed alongside the improvement of printing technology [2].

Rabindranath Tagore is a protagonist in Bengali life. Tagore played his robust role in art, culture, dance and other aesthetic fields. People or businessmen who are not directly associated with Rabindranath or his culture, used the fame or brand in their business expansion. They have collected comments and remarks about their goods or services. Later they published those in newspapers as newspaper ads. After the death of Rabindranath many persons or companies associated their products with Rabindranath. Then they published those as news or ads in various newspapers [3].

role in the graphic design of Bangladesh. Among these, Evergreen Publicity, Kamart, Estland Advertising, Greenways Advertising and later Star Advertising, Nikku Advertising and Nabangkur Publicity are

important ones. Among these, Evergreen and Kamart were renowned for advertisements of films. A few important advertisements from this era are those of Habib Bank and different products of the Tibet Company etc. [4].

Those advertisements were done in ink and pen and reflected artistic and aesthetic attributes.

We can identify a conventionality in the advertisements in newspapers until the year 1975-76. The main reason behind this was that most dailies, weeklies and fortnightlies were published in letterpress until then. For that reason screens were avoided in design and the line was preferred, which created monotony. By the end of 70s, with the introduction of offset press, designs overcome the limitations. We have to make special mention of Rashid Ahmed in this regard. In the 70s and 80s, he created amazing designs in black and white without using any middle tone. We can give examples of advertisements of the Kohinoor Group of Industries, Bangladesh Tobacco Company, Rice Research Institute, Janata Bank, Uttara Bank etc. for this kind of work [5].

At present, we notice the influences of mixed languages in different radio stations. This influence is also seen in advertising too. Mobile phone operators send Bangla message in English alphabets. For this, the language got distorted. We also send Bangla message in English [6].

the house became angry and about to punish the boy with a stick. He said angrily, "You Then the boy advanced his two hands forward and replied in a confident tone,

At present, the first world (North America and Europe) emphasizes on internet based advertising. This influence is also seen in Bangladesh. There is a large number of people between 25-40 age group in Bangladesh. This age group use social communication sites like- Facebook, Instagram, Twitter, You Tube, Google+, Whatsup, etc. This huge number of people are the target market for different companies. Most of the companies today publish or advertise their goods or services in social media.

Besides there is a huge number of viewers of TV channels in Bangladesh. On these TV channels there are segments like pick-hour, semi-pick hour and off-pick hour. In pick hour in Bangladesh the advertisers transmit advertising of adult contents like birth-control pills or condoms. In many countries, these types of broadcast in pick hour is prohibited.

Sometimes in Bangladesh, most of the ads are made for other countries but later dubbed in Bangla language. That ad is appropriate for other countries, not for Bangladesh [7].

The underneath are the features and contents of some ads in Bangladesh-

The ad features the trait or the function of a detergent powder. The school boy broke the glass of a house while playing cricket. There is a chaos among the boys who will collect the cricket ball from inside the house. Someone from them entered the house with courage to collect the ball. But the master of will play cricket, you will hit six and then break the glass."

"Uncle, hit me on my two hands, because I will hit six on the next ball too." In this

sequence, the boy somehow expressed his indecent behaviour. But the commentator announced from the background, "If the target is double time vibrant, why not the clothes?" Hence, instead of punishment, the boy got back his cricket ball [8].

This is an ad of a shampoo company. The superintendent of the hostel alerts the girls-"It is forbidden to go outside the hostel after 10 pm". The inmates of the hostel assured the superintendent that they will not go outside the hostel after 10 PM. They replied, "Madame, how come? With this wet hair!" But they joined party and danced. These are the attributes of the shampoo. The feature of the shampoo locked hair, but exposed lies and forgery [9].

Newspaper advertising is easier to circulate than other media. Because the readers of the

4. ANALYSIS

Advertising orders come to the hands of Marketing Department in Ad agency. Then it is sent to the Creative Department. But Brainstorming is generated there and then again sent to the client for feedback. Client service is also associated with this procedure. Basically, Marketing Department, Creative Department and Client Service work together. There is a lack of research tendency among the ad agencies in Bangladesh. In the advertising sector, there should be a survey, aesthetic approach and necessity of the consumers. At present, a large number of TV commercials are made outside the country; especially in India.

Ad agency Asiatic advertises Unilever products in Bangladesh. The area covers billboard, newspaper ad, TV Commercial etc. Someone can find the elements of aesthetic in their advertising. In

newspaper feature all classes of people like-rich, poor, service holder, students and jobless people. So newspaper advertising is popular. We can divide the newspaper advertising in two segments- one is based on typography, another is mixed up of typography and images. Most of the recruitment ads are based on typography [10].

Robi, the mobile company operator will donate new clothes in the Eid. In this regard, Robi has presented an excellent imagery. The most heart touching scenery is that the younger brother is showcasing the opposite side of the clothes to his elder brother and said, "Brother, look, my cloth is new now." Then the sadness disappeared in a moment [11].

Some advertisements were made for other countries, but the advertisers just dub it.

Grameen Phone made a Television Commercial titled 'Ay to Somoy Fire Asar' (This is the Time to Back). Usually people go to their home town or native villages prior to Eid in Bangladesh. The ad makers applied the emotion and constructed a unique imagery to portray the festivals. Here someone can find very unique creativity and aesthetic approach in ad making. It conveys the Grameen Phone 3G Internet service package. Here the advertisers emphasized on emotional content than information.

an advertising it showcases the freshness and shine of the hair through timeline. It used white as background colour.

Some companies and advertisers use Bangladeshi cricketers as models like-Shakib Al Hasan, Tamim Iqbal, Mahmudullah Riyad, Nasir Hossain, Taskin Ahmed, Soumya Sarkar, Mashrafee Bin Mourtoza, Sabbir Rahman and Mushfikur Rahman. To use the players as models are not new trend in Bangladesh. Famous ex-footballer Kazi Salauddin starred in LifeBuoy ad in 80s.

A look at the AARONG advertisement entitled 'Flower Power', reminds us of the three Greek goddesses of beauty, intelligence and power; Athena, Hera and Aphrodite, who seem to be symbolized by the three young girls standing here. Their 'tempting' outlook and gesture attract the viewers with their beauty as well as power which is already entitled as "flower power". "Flower (Girls) Power" signifies a declaration of war against this patriarchal society which can be seen as an empowering side of this advertisement. Again, using zero ornament is a signifier of non-violent ideology to renounce their femininity where they are which suggest refuse traditional female roles of being decked up with ornaments. The use of zero ornaments can be seen as an attempt as 'De-eroticizing' here which suggests a renewal of identity or protest [12].

5. CONCLUSION

Media has so far been the greatest discovery of all era in terms of mass communication and delivering message to a nation. Needless to mention it also generates a huge amount of money both beneficial for celebrities and the ad agencies. From the above discussion and analysis it can be said that artistic and aesthetic elements play a vital role to

Recently the movie poster 'Aynabaji' earned appreciation. The film poster features a fragmented glass and a portrait. The portrait features blending of two pictures together. The film poster carries decency and aesthetic approach.

In the recent time famous cricketer Sabbir Rahman features Oscar beverage ad with Nayla Naim. The ad arises amid reaction among the viewers for its controversial slogan, '*Aktu Privacy to Darker*'. Later the TV channels in the country stopped the ad for its controversial slogan.

The presentation of women is used in advertising since ancient time. It may differentiate time to time. In Malaysia, the presentation of women in advertisement is restricted, if the product is not related with women. In Saudi Arabia, the presentation of women is completely prohibited there. Here in Bangladesh, in many advertisements women are presented in vulgar ways.

In Western countries there are advertising regulatory agencies or boards. But Bangladesh lacks this type of regulatory board. But there is a broadcast policy in Bangladesh.

popularize the advertising, as well as to promote the service or goods. It was also found that in some cases the advertising agencies and companies tend to overlook public sentiment or existing custom of the country. Sometimes they conduct unethical and cheap practices in advertising by providing misinformation, misleading youth

by adverse socio-cultural practices. Sometimes they steal concept from neighboring country advertising which mismatches the overall target audience and their sentiment. To overcome these Government should have restricted regulatory board and proper screening of the adverts before they are being broadcasted, they also should develop the dialogues or advertising script improvement, penalty for breaking regulations or rules should be introduced in order to develop and polish the advertising agencies. If we compare the

present advertising with early 19th century newspaper ad we will find a huge difference. Those were drawn in black ink and distinct line. The advertisers were dependent on the hand painted talent. There was a limitation in letter press printing but now we can see colourful or 4-colour advertisements in newspapers. Present TV advertisings are highly based on technology and different imageries are used as background. Besides digital advertising is the latest development in the advertising industry of Bangladesh.

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