Working Paper

A SURVEY OF ADVERTISING THEMES IN 1970'S

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Introduction

Advertising is a reflection of the total environment of a society. Advertisers and their support systems, that is advertising agencies and other organisations which help in the production of the advertising material as indeed the media, are expected to respond to the changing needs and expectations of their potential audiences. The achievement of the objectives of the advertisers in their respective areas depends a great deal on their assessment of these expectations and how well they are able to correlate their objectives and corresponding communication goals into meaningful and effective messages.

Advertising and sales promotion programmes and the sales organisation and its activities form major components of a promotional programme. Such programmes may be relevant to business as well as non-business organisations. Depending on their areas of activity, the achievement of the specified objectives, such as increase in sales/profitability, effective support to distribution channels, or for that matter acceptance of a new concept or idea in non-business area, will also be determined by other marketing inputs. In this limited study attention has been confined only to one basic component of

advertising message namely, the theme. It is, however, expected

that the theme in itself should be determined and related to all

relevant marketing inputs as well as considerations of the

behaviour pattern of the audience and in particular the target

segments.

An advertisement or advertising campaign may obviously

make use of one or more media. This media may be better known

organised media such as press, radio, cinema and TV as well as

a variety of outdoor and other media. In order to limit the

scope of the project, the study has been confined only to the

print media. It is quite possible that a multi-media campaign

may contain messages in appropriate forms for the specified

market segments in different medias. However, the uniformity

of theme in one such campaign is likely to be maintained

amongst the media. The campaign will primarily take into

account the immediate objectives - marketing or non-business -

of an advertiser. These objectives may indeed be short-term

or long-term, i.e. covering a period anywhere from under a

year to as long as three or five years.

The present study covers the period of the decade of

1970's. This period appeared to be appropriate as there has

been considerable expansion in marketing and advertising activities.

There are two major aspects of expansion in marketing activity:

The first is increased production and consumption of a variety of goods and services.

The second is the emphasis on communication and promotion. This may be due to introduction of new products and services, need for getting people to accept new ideas such as family planning, increased competition, product .differentiation, need of market segmentation and relevant promotion and so forth.

In respect of promotion, a reference may be made to the increased availability of organised media as well as other forms of media. Thus, it may be appropriate to say that marketing and advertising environment during the 1970's has been activated considerably owing to the growth on the various dimensions referred to above.

This study focussed on a major qualitative feature of promotion. Wherever necessary the aspects of segmentation by product or service were taken into account. It is expected that a certain basic appeal has to be employed in the formulation of any message regardless of the type of product or service. Moreover, any advertising campaign would take into account the changing environment and needs and perception of the audience or the selected target segments.

A study of advertising themes and platforms could, therefore, serve three major purposes:

a. Assessment of the shift and re-orientation, and possible 'improvement', of advertising platforms.

b. Change in anticipated perceptions of the target audience owing to various factors which influence their exposure and receptivity such as education, vocation, income, location, access of various media and the like.

c. Technical improvements of various types whether in copywriting, lay-out or visuals and in adaptation
the
of the expanding media and, last but not/least, in tuning, to the expected wavelength of the reception and comprehension of the audiences.

Objectives

The present study was in the nature of a pilot study. Keeping the above broad objectives in view, the attention was focussed on identification of themes in the advertisements selec for the study. This was considered desirable in order to ensure achievement of limited objective within the framework of resourc of time as well as funds. The main components of an advertisemer are headline, body copy, baseline or memmory line, sometimes als a sub-headline, visual or any other form of illustration, the name of brand and/or advertiser and logo. These should be coher

in any well/designed advertisement. This coherence may broadly

be summed up in the platform - a broad plank on which the

advertisement or advertising campaign is developed. The

theme of an advertisement determines its dominant appeal.

David Ogilvy apparently refers to the theme as a 'great idea'.

According to him "unless your campaign is built around a great

idea, it will flop".[1]

In more tangible terms, theme is the major vehicle for

conveying to the potential buyer or user the satisfaction which

may come from the purchase and/or usage of a product or service.

This is the benefit, according to the appropriate value system

applicable to a specific market segment or a situation. Any

factor relevant to the product or service may form the basis

of a selling point or benefit and may be projected as such in

a creative fashion.[2]

The following objectives were set for the study:

a. Development of broad framework for classification of

themes as identified from the total content of

an advertisement.

b. Analysis of the pattern of advertisements by themes

according to the above classificatory framework.

1. Ogilvy, David, "Confessions of an Advertising Man", London,
   Longmans, Green & Company Ltd., 1964, Ch.V, 'Building Great
   Campaigns', p. 95.

2. Vide Wright, John S, et.al. "Advertising", New Delhi, Tata
   McGraw Hill Publishing Company Limited, Ch. 12: 'Advertising
   Copy Writing', p. 407.

c.   Product/service categorywise analysis of the
     identified themes.

d.   Development of hypothesis regarding preference for themes
     on the basis of their implied effectiveness.

Research Design

The identification of theme presents many problems. However,
thematic analysis forms an important part of content analysis.
This point has been made by several scholars of communication
research.   According to one of these pioneers, Berelson[3]:

> The theme is among the most useful units of content
>
> analysis........ But it is at the same time among the
>
> most difficult units of analysis from the stanpoint
>
> of reliability, especially if it is at all complicated.

The evolution of a classificatory framework is an
arduous process and subject to many pitfalls. A fair amount
of judgement is inevitably required. This was more so in the
case of the present study where the subject matters of
communication, although in the form of advertisements,
covered a wider range of products, services, concepts and
ideas and varying styles of formulating messages. This point

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3. Berelson, Bernard, "Content Analysis in Communication
   Research", New York: Hafner Publishing Company, 1971
   (Fascirile of 1952 edition), Ch. IV, 'The Units of Content
   Analysis', p.139.

has been made by Holsti in his contribution on the subject
based on the extensive literature survey:

> "For many purpose the theme, <u>a single assertion about
> some subject</u>, is the most useful unit of content analysis.
> .... A major drawback to adding themes is that
> it is usually time consuming. Another difficulty is
> that it is not an easily identified natural unit like
> the word, paragraph, or item; there the coder must
> make an intermediate judgement to identify the boundaries
> of the theme."[4]

(Underlining by the writer of this paper).

It was decided to study all display advertisements in
the issue falling in the sample form the selected publications.
The types of advertisements appearing in a publication would
obviously be determined by the type of publication and its
audience. Within this framework, it was considered necessary
to record and analyse all display advertisements so that no
bias on this account was introduced.

In order to identify the theme of the advertisement all
components of the advertisement were studied and detailes notes
were taken under the following headings for each advertisement.

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4. Holsti, Ole R.,"Content Analysis," in Lindzey, Gardner and
   and Aronson, Elliot (Eds.), The Handbook of Social Psychology,
   Vol.II, Research Methods, Reading, Massachussets: Addison-
   Wesley Publishing Company, 1968, p.647.

Name of the Publication

Date

Advertiser and Brand of the product

Name of the Advertising Agency
(as indicated by the initials given in the advertisement)

Product/service advertised

Platform

Theme

Speaial features, including visuals and illustrations.

It will be useful to describe the type of information
collected under the headings of platform and theme. The expression
'platform' was used to indicate the details of the advertising
message such as the information given in the advertisement about
the advertiser and/or its products and services or any specific
activities or ideas it may wish to put forward. The expression
'theme' was used for the purpose of identification of the main
motivation of the appeal of the advertisement as a whole. Notes
were also made regarding the visual or any other form of
illustration. Thus, the information collected about an advertisement
was condensed from all relevant parts of the advertisement
commencing from the headline to the memory line. The word
'theme' was not considered in a superficial sense. A theme
is the core of advertisement, it was derived through a thorough
study of an advertisement in its totality.

Plan of the Study

   The study was restricted to advertisements appearing
in newspapers and magazines. A list of magazines of common
interest published in India was compiled. Out of this list
the following publications were selected which were expected
to cater to various strata of audience and containing features
of interest on subjects such as socio-political issues, cinema,
education, industry, science and technology, literature and
so forth. The selected list confined to English and Hindi
publications as a matter of convenience, was the following:

Name of the Magazine	Periodicity
Illustrated Weekly	Weekly
Filmfare	Fortnightly
Reader's Digest	Monthly
Dharmayug	Weekly
Manorama	Monthly
Economic Times	Daily
India Today	Fortnightly
Onlooker	Fortnightly
Debonair	Monthly
New Delhi	Monthly

A major problem encountered in scanning and studying
the advertisements in the above periodicals was the non-availability
of the old numbers for most of these publications. According
to the sampling plan it was necessary to have all issues of
the concerned periodicals available from which a sample
selection of the issues to be studied could be made. The second
constraint on the sample size was that of time. The total period
available for the study was only about three months and the
initial scrutiny of the advertisements in some of the above
publications showed that it was possible to study and record the
required information from 20-25 advertisements per day.

It was, therefore, decided to confine the study to only
two publications namely the Economic Times and the Reader's
Digest, the complete files of which were available for the ten
year period in the library of the Institute. The details
of the issues scanned of the two publications, are given in
Table 1.

Classification of Products and Services

On the basis of the preliminary study of advertisements
the following product/service categories were used for the purpose
of classifying the advertisements.

Banking

Consumer Products

    Food and Beverages
    Textiles - Male
    Textiles - Female
    Toilet ries
    Cosmetics
    Miscellaneous

Consumer Durables

Non-business

Industrial Products

Institutional

Media

Transportation

All relevant information about all advertisements in each
of the selected issues was recorded under the above categories.
The number of advertisement appearing in the two selected
publications under each product/service category is given in
Table 2. A total of 1414 advertisements was covere⁴ by the
study. Of these, 796 advertisements were from the Economic
Times. The recruitment advertisements were excluded. The
remaining 618 advertisements were/the Reader's Digest.
from

In the aggregate, the proportion of advertisements for
industrial products, 24.3%, was the highest. These advertise-
ments were concentrated more in the Economic Times accounting
for 34.4% of all advertisements in this newspaper. Consumer
Durables formed the next largest product group accounting for
17.3% of all advertisements. The proportion for consumer
durables in the Reader's Digest, 19.4%, was slightly higher than
that in the Economic Times, 15.6%. Institutional advertisements
formed the third largest category, 14% of all advertisements.
In this case too, like industrial products, the Economic Times
had a much larger proportion of such advertisements, 21%. The

advertisements for food and beverages, textiles - especially female - and toiletaries and cosmetics had a higher occurence in the Reader's Digest and the same comments to the category of miscellaneous consumer products.

Classification of Themes

No guidelines were available for classifying themes for the purpose of study and analysis. It was, therefore, necessary to evolve a classificatory framework for this purpose. The basic criterion used in developing the classification of themes was the identification of the main motivating factor of the dominant appeal of the message conveyed in the advertisement. Furthermore, such identification of theme had to be done on the basis of the advertisement as a whole, taking into account the necessary components which may be reinforcing the themes. To that extent a certain element of anticipated perception of the theme had to be taken into account. This was done in order to avoid the superficial scrutiny. Another criterion, although of a supplementary nature, was to have the classificatory framework manageable for the purposes of identification of themes in the selected advertisements numbering over 1400. Therefore, the number of types of themes was kept to the minimum possible. The following labels were developed for classifying the themes of the advertisements studied:

Utilitarian (UT)

The Utilitarian theme implies the emphasis of the message of the advertisement on the value of the product and/or service,

as conveyed in the advertisement. The appeal of Utilitarian theme would, therefore, be more directed towards providing satisfaction for the money or effort spent on obtaining the product or service. Two illustrations of the Utilitarian theme are given below:

Platform	Theme	Special Features
1. Gem Polarsphere Compressor technology cools better and faster at 27% less power consumption	Gem Refrigerator – 1. saves 27% power consumption.	a. A two page gatefold. b. Visual to support the theme.
2. Comes in various sizes	2. whisper–silent trouble –free and economical performance.	
3. Designed for whisper– silent trouble–free and economical performance for years.	3. keeps vegetables & fruits garden fresh.	
4. The practical design of the Gem Crisper retains 9:% moisture vs. 40% by others, even in the coldest of inside temperatures.		

R.D. December 1980	Gem India Ltd.	Mutual	Refrigerator *
1. Whatever the fabric – a few drops of Maxim that dissolve so easily is all you need in final rinse. 2. It is so economical – just 5 paise keep 5 saris or 10 shirts gleaming white.	Maxim – The one liquid whitener for all fabrics		Visual of a boy, a woman and a man in white cotton, nylon and polyester respectively.
R.D. August 1978	Geoffrey Manners & Company Ltd.(Maxim)	Geoffrey Manners	Fabric* Whitener

*The sequence of the reference to an advertisement is:
The name of the publication, ET or RD and the date; the name
of the advertiser and/or the brand; the name or initials
of the advertising agency; and the description of the
product or service.

Focussed Theme (FT)

The expression 'Focussed Theme' was used for those messages which were expected to appeal to specific market/ audience segments. Focussed Theme may in a way be considered as a useful extension of the Utilitarian Theme because of its focussed appeal to the target market segment, as the following two examples show:

Platform	Theme	Special Features
• The superb moulding, the style designing, the smart snap-shut locks. The all new folio against a backdrop of bracade lining and ample space for documents files and calculator. 2. Three practical sizes in degnified shades - black, grey and brown.	VIP Classic Briefcase When you don't want to settle for any-thing less. VIP Spells class anywhere in the world.	Visual of an executive working in the office and VIP briefcase on the table.
R.D. October 1980.	Blowplast Limited.	Contour Ads.	Briefcase.
..BRALCO supplies high quality brass and copper strips to the small scale industries to make the radiator which ensure quality and performance. on which the original equip-ments and replacement markets depend for finest quality and performance.	All small scale industries rely upon Bralco copper and brass strips because it makes radiators of finest quality and performance.	Visual of a radiator with various names on its body.
E.T. 20 May 1977	Bralco Metal Industries Private Ltd.	AMM	Brass & Copper Strips.

Informative (IN)

Any advertising message will usually contain certain
amount of basic information about the advertiser, its products/
services. It is possible that advertisements where the informative
focus is predominant, stop short at the informative stage only. Such
messages may lack the selling or projecting capability. The under-
lying theme was classified as 'Informative'. Initially, a special
category of Informative where an advertiser offered to the readers
further information by incorporating a coupon or through a leaflet
or brochure, available on request, was also used. However, the
number of such advertisements was very limited and these were included
under the Informative category.

Platform	Theme	Special Features
1. Double duty lock of Godrej works two ways – as a latch which locks from inside, as a lock from outside when you go out;	Exclusive, the double-duty door lock from Godrej – Mortise lock.	Visual of door with Godrej lock, inside and outside.
2. Designed for cabin doors, hotel doors, service doors;		
3. Finished in bright chrome; it locks as good as it looks.		

R.D June 1971	Godrej	Ulka	Door Lock	
1. Corning is wonder glass, heat resistant, capable of withstanding upto 500°C.		1. Corningware – more practical, more hygienic and looks extremely elegant on the table.	Visual of three phases of tea preparation.	
2. It goes from top of stove to top of table				
3. Corningware is the new concept of heat, serve and store in the same container.		2. Corningware – heat resistant, goes from top of stove to top of table.		
4. Comes in various sizes.				

R.D. September 1979.	Borosil Glass Works Ltd. (Corning)	Simoes	Carafe

Non-Specific (NS)

A Non-specific theme implied a somewhat vague and diffuse message which may describe generally the advertiser or make passing reference to its products/services or idea, but without bringing any of these into focus. The following two examples may illustrate this theme.

Platform	Theme	Special Features
Practical people wear .it, busy people ride on it, industries depend on it and smart people bank on it	A.P.R. Ltd. – A fortune to share.	–

E.T. 31 August 1979	Andhra Pradesh Rayon.Limited	Lintas	Rayon Fibre.

1. Indian handicrafts are always new and original whether they are play things or, decoration pieces.	For elegant living buy Indian Handicrafts.		Visual.
2. They are example of integration through the ages.			

E.T. 14 November 1971.	Indian Handicraft Board	davp.	Handicraft Products.

Achievement Orientation (AO)

If the main message of the advertisement was on the achievements of the advertiser (such as increase in turnover or winning an award) or some other form of acclaim rather than on emphasising product/service features, the theme was taken as that of Achievement Orientation. Two examples of such themes are given below:

Platform	Theme	Special Features

During 1975-76 :-

1. Contribution of 1389 MW to the nation's installed power generation capacity.
2. Production of equipments capable of generating 3215 MW of power,
3. A turnover of Rs.418 crores and
4. A profit after taxes of Rs.22 crores.

Theme:
1. BHEL absorbed increase in costs without increasing customer prices.
2. 75% of power generation .
3. Placing the emphasis on service to the nation rather than on profits - in keeping with the Prime Minister's 20 point programme for economic prosperity.

Platform		Theme	Special Features
E.T. 23 May 1976.	BHEL	SAA	Power Generation Manufacture of power generating equipment.
Excellent performance in the export of enamelled and paper covered conductors during 1970-71.		Awarded the Gold Medal by Vice-President - Government of Mysore, Department of Industries & Commerce Export Award (1970-71) from Export Promotion Advisory Board.	Visual of the Gold Medal.
E.T. 23 January 1972.		Deepak Insulated Cable Corporation Limited.	Enamelled and Paper covered Conductors.

Descriptive & Projective (DP)

The category, 'Descriptive and Projective', implied a
combination of Informative (IN) and Achievement Orientation (AO)
themes. Advertisements based on this theme would contain some
relevant information about the advertiser and its products and/or
services and go one step further to project the image and/or
achievements of the advertiser. Three examples are given to
illustrate this theme:

Platform	Theme	Special Features
Establishing a research wing, 5 plants and 5 area offices to develop, produce and distribute the largest range of welding electrodes, fluxes, power sources and equipment, a training school for welders, and above all free technical service anywhere in India.	It's a world of a job to be welders to the nation.	Visual of a globe and India is prominent in yellow colour
R.D. June 1971. Advani Oerlikon P Ltd. Hero's		Welders
1. In a decade emerge as the biggest oil refining and marketing organisation in India, meeting more than 50% of total requirement of petroleum products. 2. Refueling service to 20 Airlines of international repute with its well-built system ensures uninterrupted flow of oil for India's Defence & Development. 3. Contributions to self-reliance and self-sufficiency	Indian Oil Corporation plays vital role for economic prosperity of India.	Visual of - 1. An Indian oil tanker refueling Air-India's plane 2. Emblem of 20 Airlines on the picture.
R.D. June 1971.	Indian Oil Corporation Limited.	B.Dattaram	Oil Refining and Marketing.

Platform	Theme	Special Features
1. Established pioneer in the field of filteration equipments. 2. It has developed a variety of designs in filteration equipment. 3. It has contribution to the development of the Indian economy, with their vast resources and expertise and continuously look forward to more and more opportunities to meet the exacting requirements of the process industries.	1. Dorr-Oliver make sufficient advances in equipment technology. 2. Dorr-Oliver filters are unique for their efficiency and reliability in a multitude of applications.	Visual of filteration equipments.
ET 17 September 1979.	Dorr-Oliver (India) Limited.	Concept	Filteration equipment.

New Product, Servicing, Scheme, Idea (NU)

An advertisement offering new product, service, scheme or an idea was classified under this label, as its theme. Three examples of 'NU' category are given below:

Platform	Theme	Special Features
1. The first of its kind to be launched by a nationalised bank. 2. It can be used at hotels restaurants, retail and departmental stores in all important cities in the country. 3. It's safe — you have not to pay in cash	1. Central card- a new convenience card from Central Bank. 2. It offers a new way of life.	Visual of a user of the Central card.
E.T. 12 August 1980.	Central Bank of India	Interpub	Central Card

Platform	Theme	Special Features
Entirely new – Bajaj Bahar Deluxe ceiling and table fans	Bajaj offers entirely new fans.	Visual of fans and a lady.

		Hero's	Fans.
R.D. March 1973.	Bajaj Electricals Limited.		

1. With a built in electronic memory 2. Specially developed embodying the latest design and manufacturing advances in telephone technology 3. Available in the range of attractive colours	On the sleek new ITI Ashoka Push Button Telephone dialing becomes so much faster, easier. Fewer wrong numbers too.		1. Introducing India's first a new type of telephone. Visual of telephone.

		Dattaram	Push Button Telephone.
E.T. 16 May 1977.	Indian Telephone Industries Ltd. (Ashoka)		

Contributory to Economy or Industry (EI)

While using the classificatory framework of themes for institutional advertisements, it was considered necessary to evolve a category only for institutional advertisements. Advertisements which placed emphasis on the contribution made by the advertiser towards development and growth of the economy as a whole or a specific industry or sphere of activity were classified under this category. Another category also applicable only to institutional advertisement, was considered under the heading of 'Expansion & Diversification' activities of the advertiser. This category was later merged with the EI category. Three examples of theme, EI, are given below:

Platform	Theme	Special Features
1. Has helped over 1000 small scale units spread all over the country. 2. One of the largest buyers of component manufactured by small scale industries.	Greaves has significant contribution to the growth of small scale units.	Visual of a big gear mobilising several small gears.

R.D. January 1971.	Greaves Cotton & Company Ltd.	–	Engineering goods.

Platform	Theme	Special Features
1. Saving of foreign exchange by manufacturing 150 loco-motives as required over the next five years. 2. Economical and efficient after sales service and readily available replacement parts. 3. Designed by SAN to international standards. 4. First in flame-proof locomotives and hydraulic transmission systems for locomotives upto 700 h.p. 5. Backed by a reputation for reliability.	1. 650 h.p. diesel locomotives – India needs them. And SAN is the only Indian manufacturer with immediate capacity.	Visual of a running horse along with a locomotive "the great loco-motive of 1980's"

E.T. 10 December 1980.	Sury & Nair Ltd.	Interpub.	Locomotive

Platform	Theme	Special Features
1. Established in 1942 2. It's not just first in cable manufacturer but have many other first in product development, diversification and import substitution. 3. It's an organisation that believes in effectively managing the factors of change, it remain committed to the needs of Indian industry – For it share a common destiny.	NICCO – Sharing a crucial commitment to change.	Eye-catching presentation – Black arrows in all directions aimed at the crisas of change.

E.T. 15 August 1980.	The National Insulated Cable Co. of India Ltd.	Sekai.	Cable Manufacturers

Three other labels were also used initially, in addition to those described above. These were following:

Special Incentive (SI)

Advertisements containing the message of any special incentive or offer such as consumer promotion were initially classified under this category of SI. As the number of such advertisements was rather small this category was merged with the Utilitarian (UT) category. An example is given below:

Platform	Theme	Special Features
1. A quality product from Hindustan Lever. 2. Fabulous double bargain from Lux Supreme: Free Dainty SRM handkerchief with just 2 tablets of Lux Supreme. Plus a chance to save Rs.26/- (discount on an annual subscription of the Reader's Digest).	Lux Supreme - with its own beauty cream.	Visual of a pack containing two tablets of product.
R.D. June 1976	Hindustan Lever (Lux Supreme)	Hindustan Lever	Soap

Advisory (AV)

Advertisements containing advice to the readers, rather than emphasising selling of a product/service were initially classified as Advisory. This category too was later emerged with the Utilitarian (UT) theme. An illustration of the original AV theme is given below:

Platform	Theme	Special Features
1. Cleanliness and order are basic to fire prevention. 2. A fire in a factory burns more than just the factory. It can destroy your share of the market, your goodwill, irreplaceable equipment and raw material, the livelihood of your employees. 3. A fire safety checklist is given in the advertisement.	1. Good house keeping "in a factory is good fire prevention. 2. Fight fire before it fights you. Prevent it.	Visual of correct and incorrect housekeeping in the factory.
E.T. 5 November 1979.	Loss Prevention Association of India Ltd.	Caslpa	Fire Prevention.

Greeting

Certain messages were inserted by the advertisers only to convey greetings to another company, organisation or individual. These advertisements form a separate thematic category by themselves and were classified as such. However, this category did not have any comparative value in relation to other themes. Therefore, all advertisements on the Greeting theme were taken out from the plan of analysis. The number of advertisements finally used for analysis i.e., 1414, as mentioned above, does not include the advertisements of Greeting type.

Implementation of the Thematic Classification Scheme

A certain amount of value judgement and a thorough comprehension of the subject matter of advertisement was involved in the implementation of the thematic classification scheme as described above. The only possible alternative to this approach could be an opinion survey of the audiences of the respective publications. That

approach too has also its limitations apart from being far more

resource consuming. The entire classification as well as the

initial data collection were undertaken by one research analyst

under the supervision of the author of this paper. It is, however,

possible to experiment further by using more than one analyst

for classification of the themes by giving them uniform guidelines.[5]

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5. This approach was implemented in converting interview data on a
      5 point Likert Scale in a study of the relationship of the
      effectiveness in international marketing with several descriptive
   and policy variables for technology oriented small forms. The data
   was collected through interviews with the chief executives of the
   34 companies covered by the study. The data included factual
   details such as sales production facilities as well as perceptual
   features such as credit policy relative to competition and satisfac-
   tion with government programmes. All interviews were recorded .
   by two interviewers independently. Each interviewer working
   independently transposed the interview guide information into
   appropriate interval scale data. A third researcher read both
   interview guides and also transposed the information into similar
   data. An average score of the three researchers was used as the
   final measure of each item. Vide Kripalani, V.H., and Macintosh, N.V.,
   International Marketing Effectiveness of Technology Oriented
   Small Firms, The Journal of International Studies, Vol.11, Winter
   1980, p.82.

FINDINGS OF THE STUDY

The findings of the study are presented in two sections.
The first section contains the trend analysis of the themes
during the period of the study. In this section it was
necessary to have annual data comparable between years and
the differences in the number of issues scanned for each
publication were taken into account. In the second section,
the subject of analysis is occurence of various themes and for
that purpose it was possible to use the data in full as annual
variations were not relevant.

I. Trend Analysis

In order to undertake analysis of the themes according
to the periodicals over the ten year period, it was necessary
to have uniformity with respect to the number of advertisements
scanned for each publication separately in all years. Referring
to Table 1, it may be seen that in years 1971,1974, 1977 and
1980 two issues of Reader's Digest were scanned and only one
in the remaining years. Therefore, in these years data was
scaled down by a factor of 0.5. In the case of the Economic
Times the number of issues scanned in the first year, 1971 was
sixty, three times that in the other nine years. The data for
1971 was scaled down accordingly. The modified data for the
purpose of yearwise analysis is presented in Table 3.

The pattern of year to year variation in the number
of advertisements appearing in both publications is very similar.
(Exhibit 1). The largest number of advertisements appeared
in 1974 during this ten year period. This apparently was a
reflection of the buoyancy which the Indian economy experienced
in 1977 longwith the rest of the world. There is apparently
a larged response by the advertisers to the growth pattern
observed in the economy. The year 1977 was the lowest in
respect of the advertisements for both publications. This
again may be attributed to the pressures which were developing
in the economy during the preceding years as well as apparently
the major political change when the ruling party at the Centre
was thrown out of power for the first time. The recent three
years 1978-1980 have shown an upward trent for both publications
although tax concessions an advertising expenditure were curtailed
in the Union Government budget for 1978-79. The number of
advertisements in the Economic Times, 79 in 1980 may be compared
with 81 in 1974 for a three week period although there was a
slight expansion in terms of coverage and number of pages in
this publication during the course of 1980. The number of
advertisements per month for the Reader's Digest was 53 in 1980
thus failing to approach the peak of 60 reached in 1974.

I a: Product Categorywise Analysis

The above aggregative picture relating to the trend is
only of an indicative nature, especially as small advertisements
(say, 2 columns x 5 cm. in the Economic Times) were left out.

Number of Advertisements

ECONOMIC TIMES

READER'S DIGEST

1971 1972 1973 1974 1975 1976 1977 1978 1980
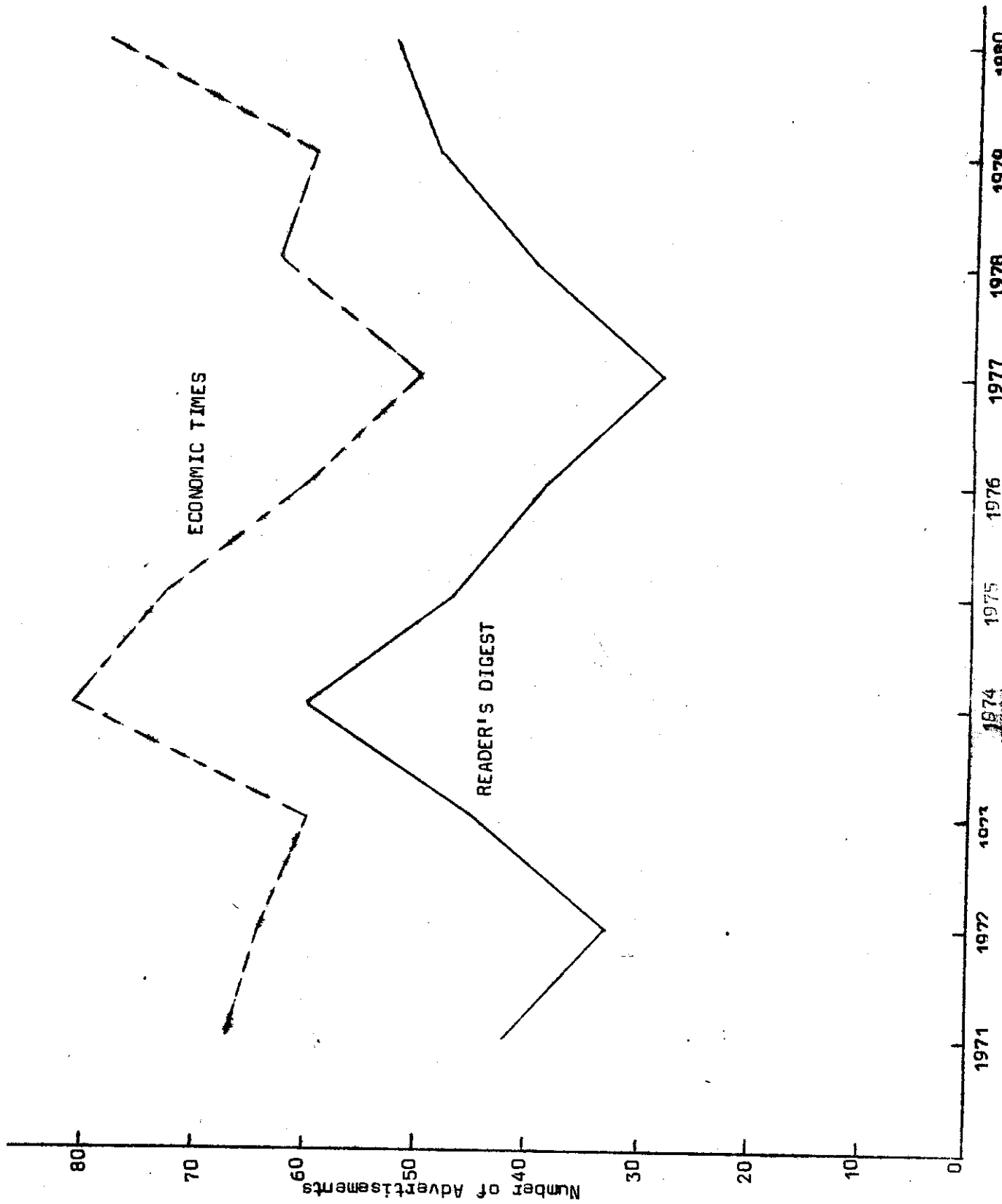
Many such advertisements were not usually prepared or released

through an advertising agency and did not give the supression

of having a professional touch. It will be useful to look

at the growth pattern of advertisements by various categories

of product/service.

Consumer Products

In the Reader's Digest the advertisements for consumer

products, excluding consumer durables, showed a peak in 1974

starting from a low point in 1972. There was a steady decline

from 1974 to 1977. An upward trend resumed again from 1978 and

continued through to 1980 although the level of 1974 was not

reached until then.

There is a slight variation in the trend over this ten

year period in the case of advertisements for this product

category in the Economic Times. The number of advertisements

was much smaller than in the case of the Reader's Digest.

The peak for consumer products advertisements in the Economic

Times was in 1972. This may, however, be ignored as there was

a shift in the pattern of placing advertisements over this

period. The next peak was in 1975, unlike in 1974 for the

Reader's Digest.

The peak of 1974 in the case of the Reader's Digest is

fairly indicative of the buoyant economy during the two preceding

years, particularly in 1973. There is obviously a time lag in

the response of the advertisers to conditions of relative

economic prosperity. The slower growth in later years may be
due to increased competition from other print media, as well
as other media. The rising costs of press advertising may
have also affected the overall increase in use of advertising
space in the print media (Exhibit 2).

Consumer Durables

The advertisements for consumer durables in the Reader's
Digest also showed a peak in 1974, as in the case of other
consumer products, and a downward trend ending in a trough
in 1977. The peak was again reached in 1979. The pattern
of variation for the Economic Times is, once again, similar
for this publication to that for consumer products as the
peak was recorded in 1975. Since then there appears to be a
downward trend which may again be attributed to the pattern
of shift of advertisements for consumer durables to other
publications (Exhibit 3).

Industrial Products

The trend for industrial product advertisements for the
two publications is quite dissimilar. It is upward in the
case of the Economic Times and downward for the Reader's
Digest. In the case of the Reader's Digest the peak was reached
in 1973 and the trend has been downward steadily since then
which may be attributed to shift in placing of such advertisements.
The Economic Times showed the peak in 1975 and a sharp drop
in the following year. Since then, however, the trend has been

EXHIBIT 2 : TREND ANALYSIS : CONSUMER PRODUCTS

READER'S DIGEST

ECONOMIC TIMES

READER'S DIGEST

ECONOMIC TIMES

Number of Advertisements

Years

40

30

20

10

0

1971 1972 1973 1974 1975 1976 1977 1978 1979 198
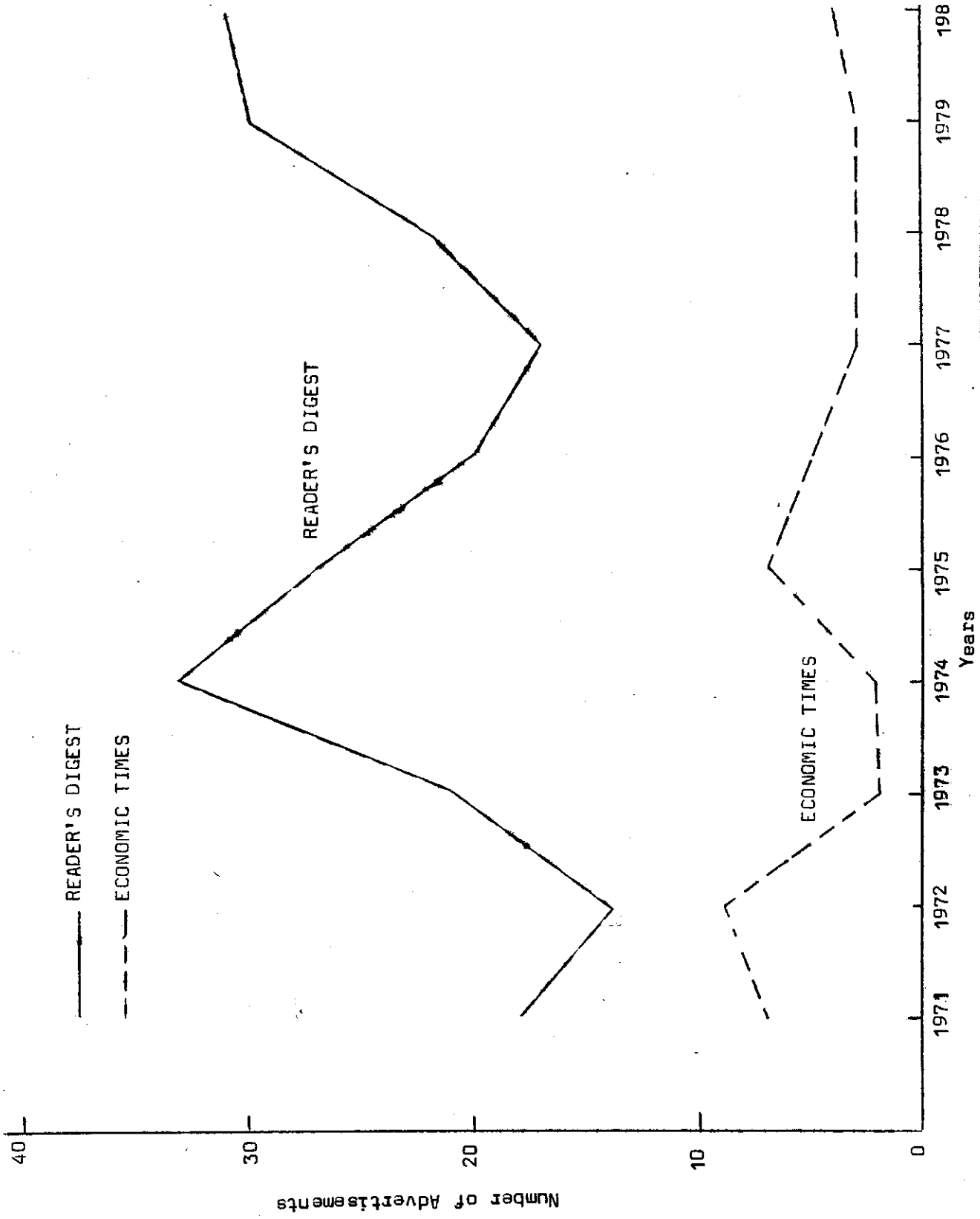
EXHIBIT 3 : TREND ANALYSIS : CONSUMER DURABLES

READER'S DIGEST
ECONOMIC TIMES

Number of Advertisements

Years
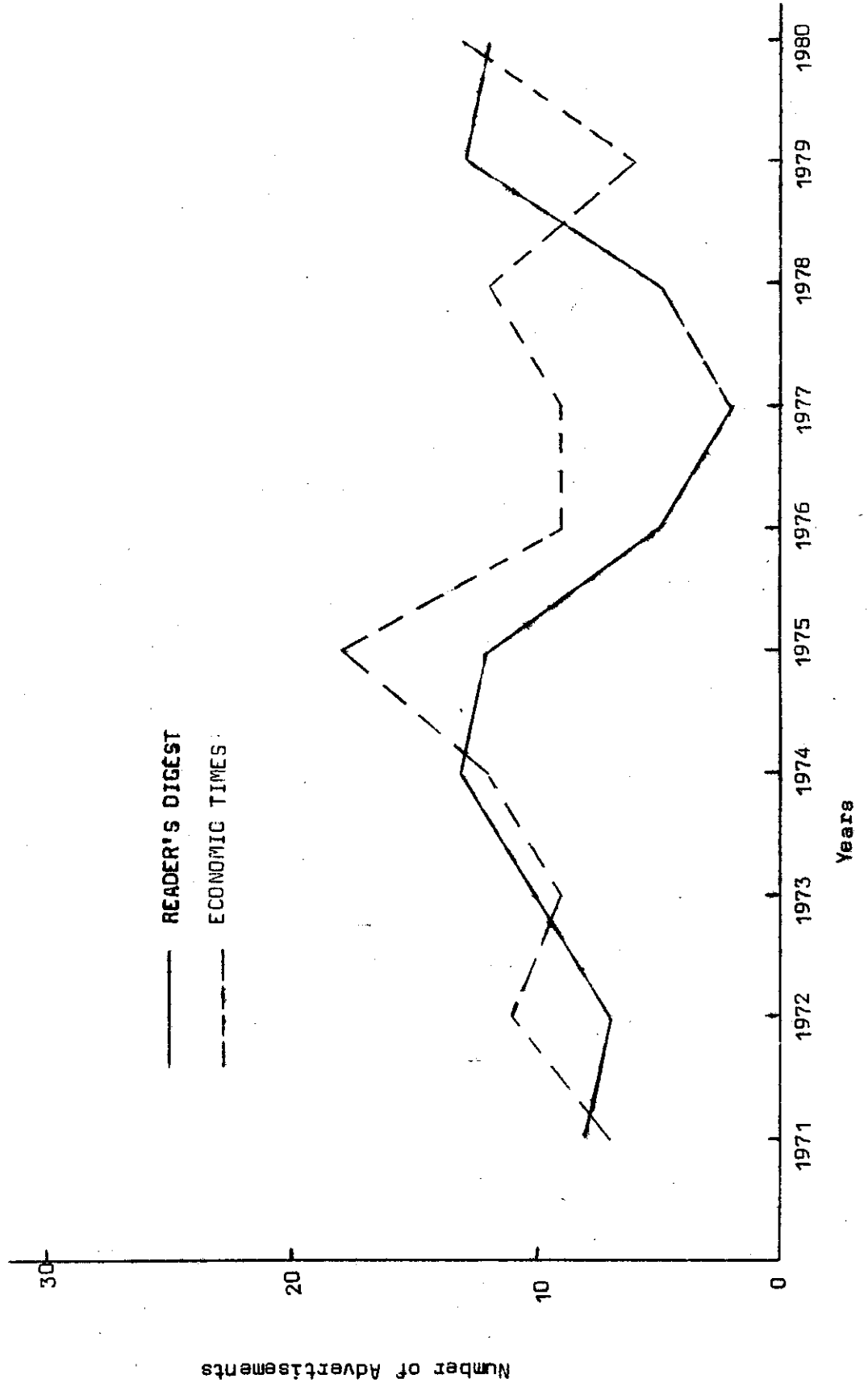
been upward. The level in 1980 was marginally higher than in the preceding year. This is apparently indicative of growth in industrial product sector as well as greater appreciation of the need for promotion by these manufacturers (Exhibit 4).

Institutional .

The institutional advertisements showed a peak for the Reader's Digest in the first year of the study 1971 and there has been a downward trend since then. The reason for this may be the same as for industrial product advertisements. In the case of the Economic Times the peak was reached in 1974 and there was a downward trend until 1979 followed by a large increase in 1980. However, the level of 1974 was not reached. (Exhibit 5).

I b: Overall Comments regarding Productwise Trends

The number of advertisements in other categories, namely Banking, Non-business, Media and Transportation, was rather small to undertake a meaningful analysis of the trend over years. The overall pattern is dictated by the nature of publication, as pointed out above. The other dominant factor is the economic boom in 1973 which has not repeated itself in the later years. Considering the general pattern of expansion in the economy as well as the corresponding need for marketing and communication, the trend of growth in advertising has been far from encouraging.

EXHIBIT 4 : TREND ANALYSIS : INDUSTRIAL PRODUCTS
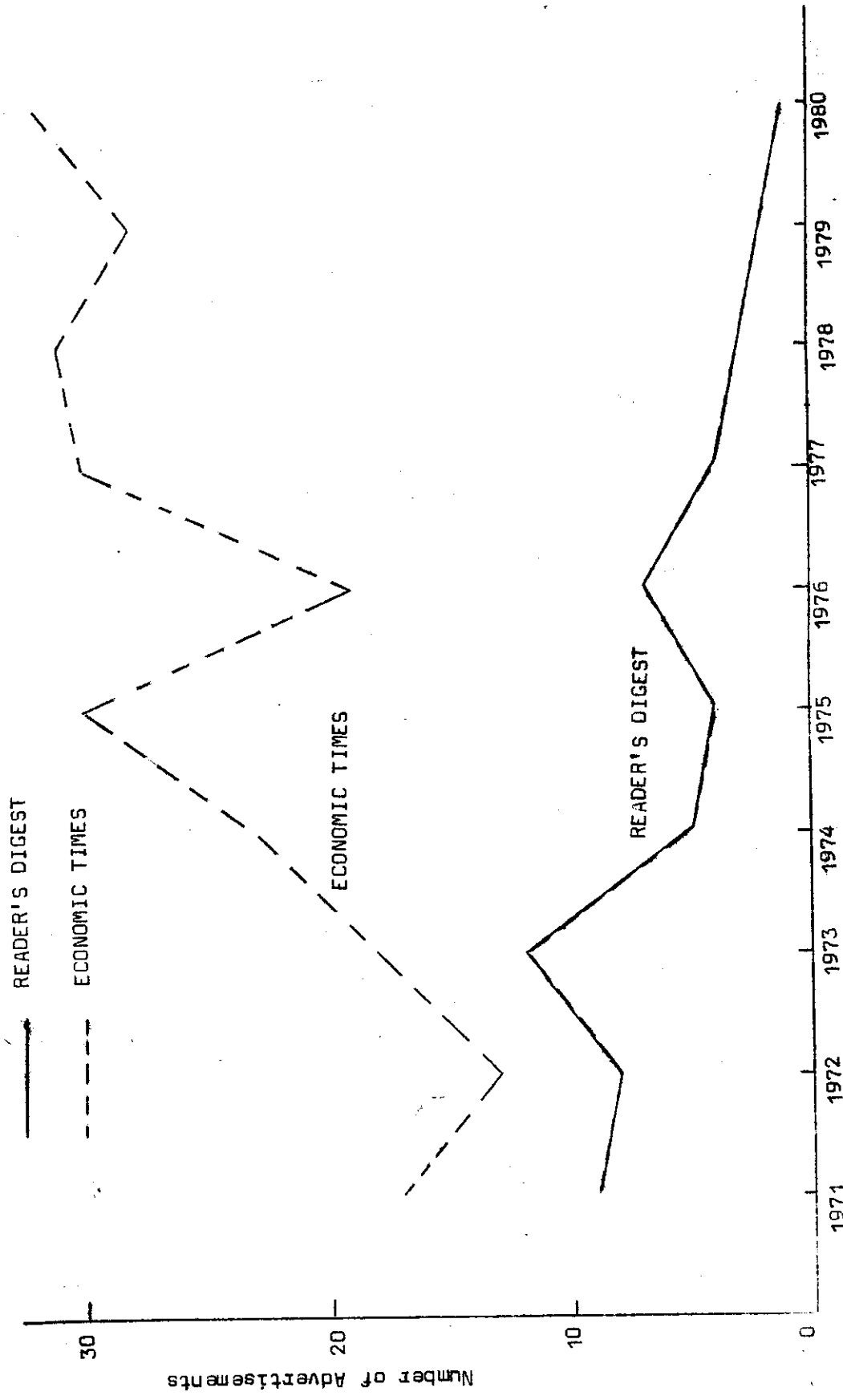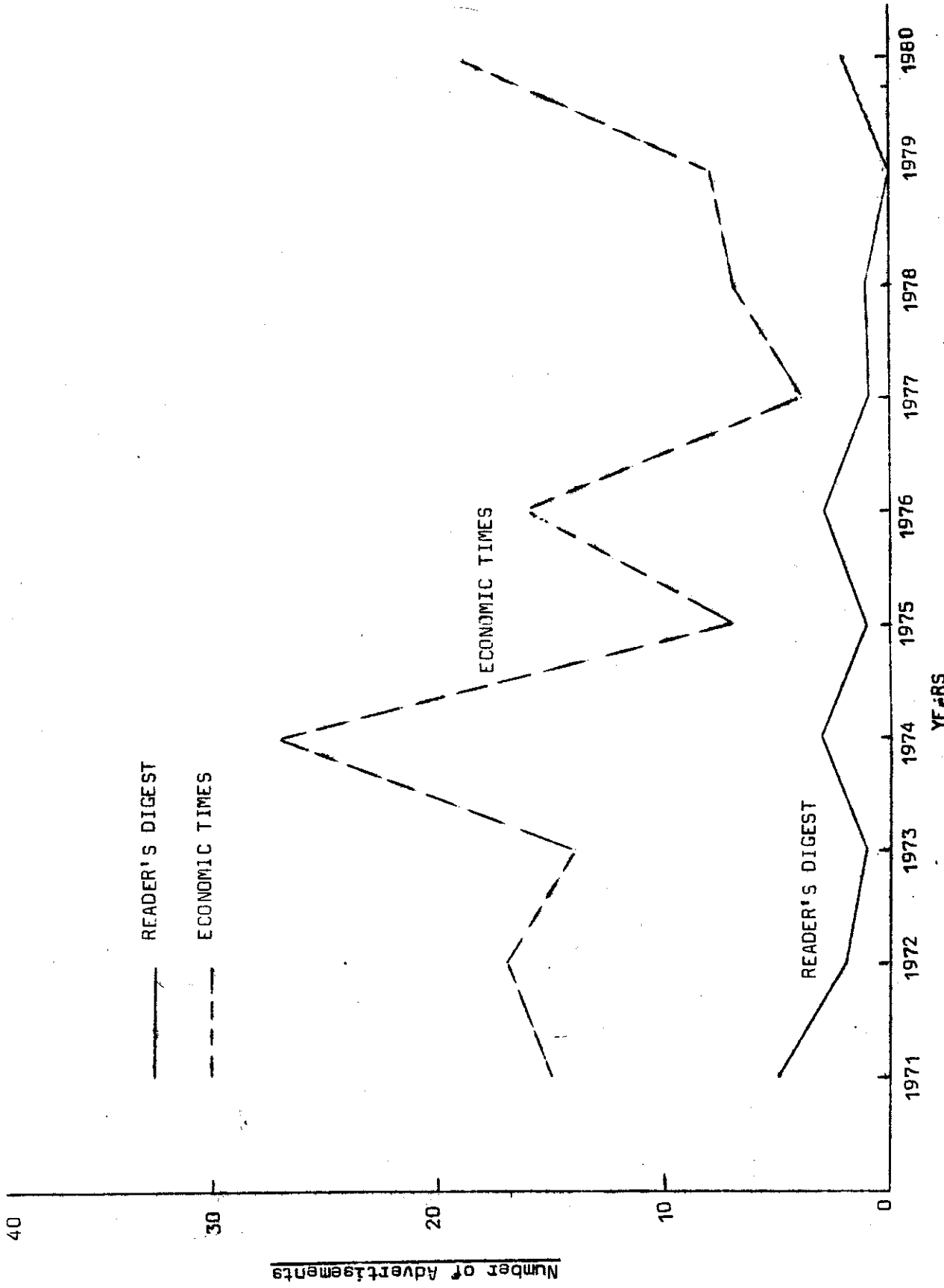
EXHIBIT 5 : TREND ANALYSIS : INSTITUTIONAL ADVERTISEMENTS

READER'S DIGEST

ECONOMIC TIMES

ECONOMIC TIMES

READER'S DIGEST

Number of Advertisements

YF#RS

40

30

20

10

0

1971 1972 1973 1974 1975 1976 1977 1978 1979 1980

I c: <u>Trend Analysis According to the Thematic Classification</u>

The comparable yearwise data for the occurence of the three most frequent themes namely, Informative (IN), Non-Specific (NS), and Focussed (FT) - in that order - is given in Exhibit 6. It is pertinent to note that the advertisements classified under Informative theme showed a peak in 1975. The overall trend in the later years is somewhat downward. In contrast to that, the Non-specific theme shows a clear upward trend since 1976. Advertisements with a Focussed theme recorded the peak in 1973 when there was a trough for those with Informative theme. However, in the later years the emphasis on Focussed theme has declined. This trend may be interpreted to some extent as showing certain degree of indifference amongst the advertisers in putting across their messages for predetermined market segments.

While an upward trend may be observed for advertisements with Utilitarian (UT) theme from Exhibit 7, a similar trend may also be discerned in the case of advertisement where New Product, Service or Idea (NU) is emphasised. The first peak for advertisements with the NU theme was reached in 1973 and the following period showed a relative decline and the second peak was recorded in 1979. Advertisements with a Utilitarian theme show signs of becoming more pupular.

EXHIBIT 6 : TREND ANALYSIS : IN, NS, FT
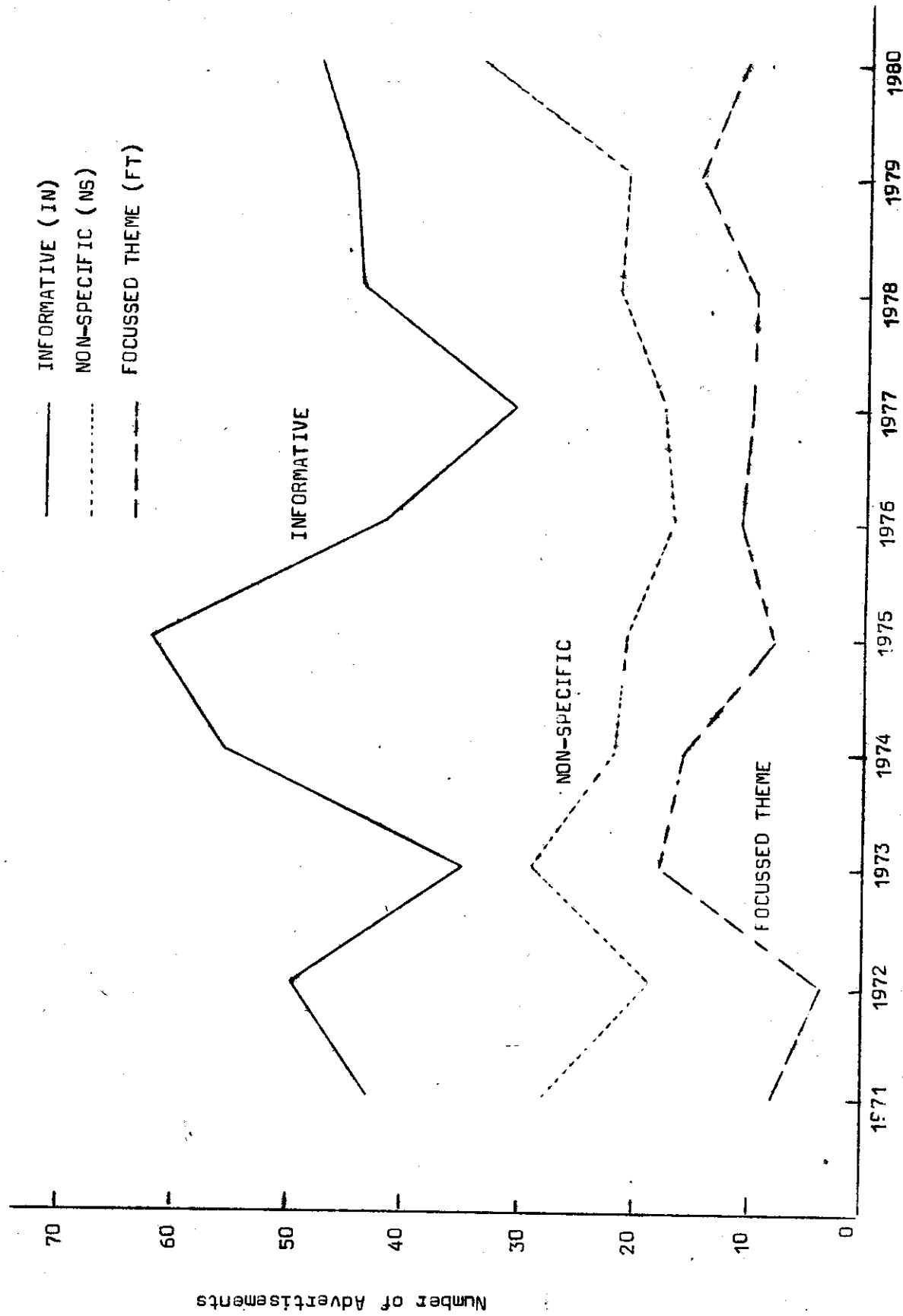
EXHIBIT 7 : TREND ANALYSIS : 'UT' AND 'NU'

_____ NEW PRODUCT, SERVICING, SCHEME, IDEA (NU)

- - - - - - - UTILITARIAN (UT)

UTILITARIAN

NEW PRODUCT, ETC.

Number of Advertisements

60

50

40

30

20

10

0

1971 1972 1973 1974 1975 1976 1977 1978 1979 1980

YEARS
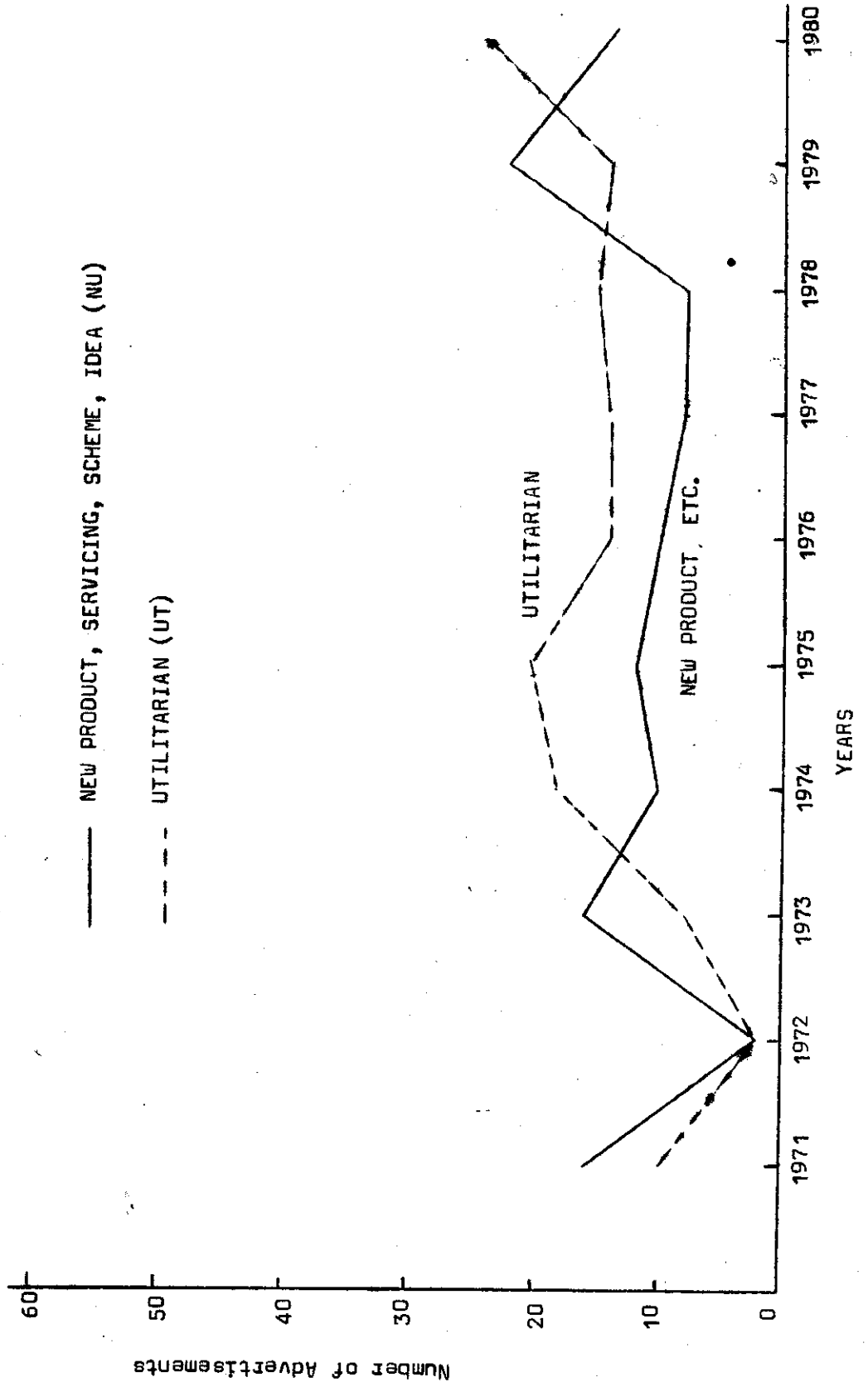
The remaining two themes used for all product categories were Achievement Orientation (AO) and Descriptive & Projective (DP). The peak for DP was recorded in 1974 and the trend has been downward since then. This may to some extent be due to the inhibition on the part of the advertisers to make such claims that may attract the attention of the provisions of Monopolies and Restrictive Trade Practices Act. In the case of Achievement Orientation the peak was recorded in 1976 and a slightly downward trend has been evidenced after that (Exhibit 8).

The remaining thematic classification applicable only to Institutional advertisements was "Contributory to Economy and Industry" (EI). The peak in this case was reached in 1974 and the trend has been downward since then. Thus in the overall analysis by thematic classification the trend is somewhat disconcerting. Only two themes which show an upward trend are Non-specific and Utilitarian. While the slightly increasing emphasis on Utilitarian theme is understandable owing to continuing price inflation and the corresponding emphasis on value, the increase in the use of Non-Specific theme in recent years contradicts the basic expectation of advertisers of getting good value out of their advertising expenditures.

EXHIBIT 8 : TREND ANALYSIS : 'DP' AND 'AO'

ACHIEVEMENT ORIENTATION (AO)

DESCRIPTIVE & PROJECTIVE(DP)

Number of Advertisements

YEARS
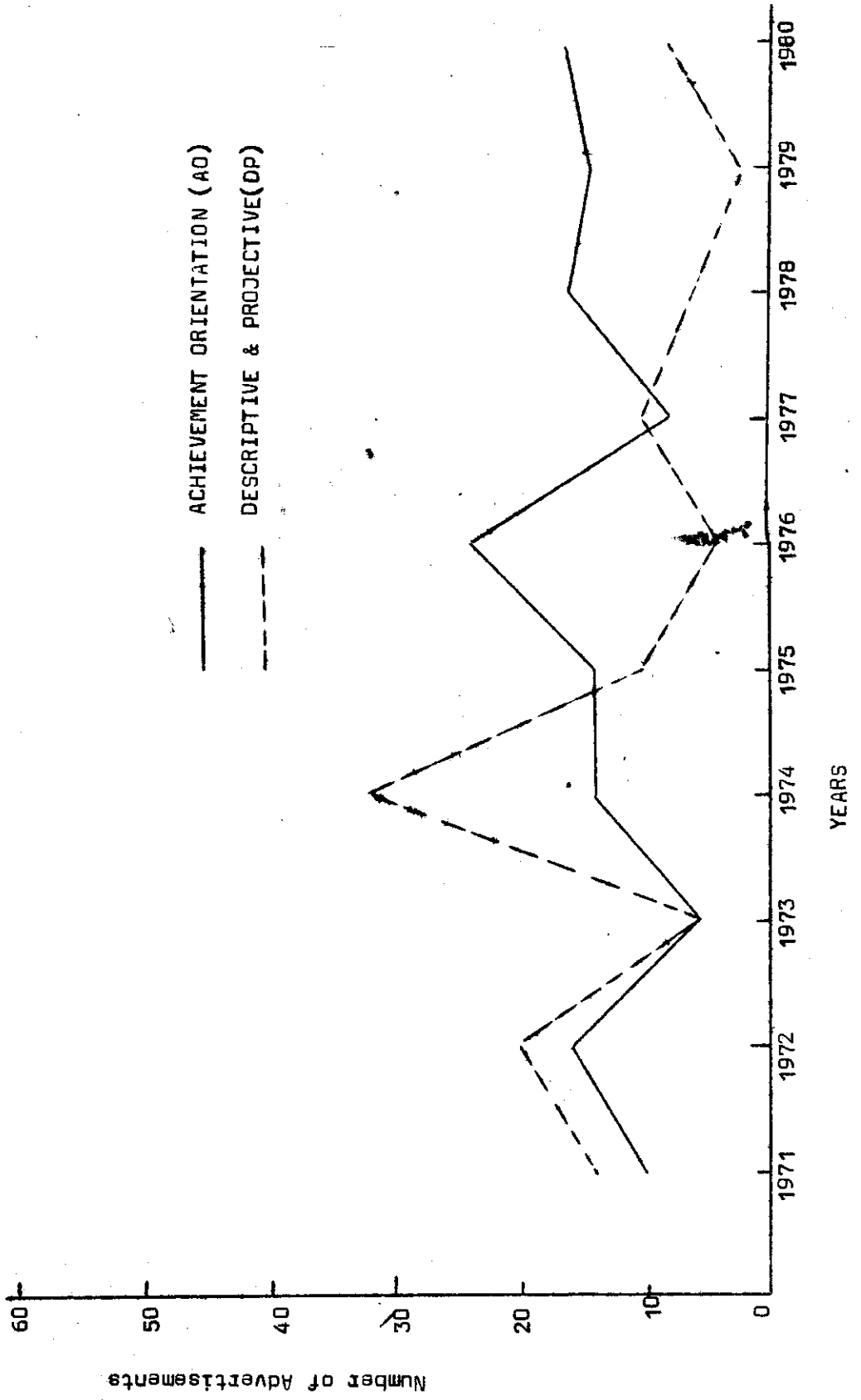
II. Distribution by the Thematic Classification

The data for the thematic classification is given in Table 4. It may be observed that the Informative category (IN) is dominant accounting for about 40% of the total in both publications. The base for this analysis and the following remains 1414. The 'EI' category (Contributory to Economy & Industry) is included in this classificatory scheme.

The predominance of the Informative theme may be indicative of two features:

a. A number of advertisers or products/services may be new, or relatively new entrants to advertising, or advertising in the print media. Therefore, their major focus could well be on making the audience aware of their product and/or themselves. They apparently considered that would be adequate for achieving their objectives.

b. New companies/organisations, new activities of existing companies/organisations and possibly new products and services, but not specified as such in the advertisements, may have come into prominence in advertising during this period. The emphasis would, therefore, be on the Informative theme rather than on selling in an environment which was merely beginning to be competitive during the course of 1970's.

6. This may be compared with a study of content analysis of 600 advertisements in the USA where basic persuasive content was identified in 43% of advertisements and basic informative content in 23% in a less elaborate classificatory scheme. Vide Marquez, F.T., Advertising Content: Persuasion, Information or Intimidation, Journalism Quarterly, 54.3, Autumn 1977, Table 1, p.487.

The next largest category is that of Non-Specific (NS) type of thematic classification, 27% in Reader's Digest and 19% in the Economic Times. The Non-specific approach may be attributed to the lack of creative content in the advertisement or appreciation of the lack of creative approach by the advertiser and/or advertising agency. It may also be due to the feeling that advertising in itself, regardless of the message and the theme, is adequate for the achievement of the objectives set by an advertiser.

It is encouraging to note that third largest class of advertisements could be classified under the category of Focussed Theme (FT), 12% in the Reader's Digest and 9% in the Economic Times. This is indicative of the approach towards market segmentation and developing a message in the advertisement especially focussed towards target segments.

In the Economic Times, Achievement Orientation (AO), with 8% was the next largest category after Focussed Theme (FT). This should be due to a large proportion of institutional advertisements in this publication. The same comment applies to Descriptive and Projective themes in the Economic Times accounting for 6% of the total messages scanned.

The Utilitarian (UT) and New Product/Service emphasising themes (NU) accounted for 5% to 6% of the themes in each of the two publications.

III. Product Categorywise Thematic Analysis

The number of advertisements on banking services in the Economic Times was 46 and in the Reader's Digest 22. It was interesting to note that the Focussed Theme (FT) was the most predominant amongst the banking advertisements. It accounted for 30% of the advertisements in the Economic Times and 50% in the Reader's Digest. Apparently a large proportion of banking advertisements described a specific service or scheme which would appeal to an appropriate target segments of the audience. The next two largest categories were those of Non-Specific and Informative themes accounting for 16% and 15% of the total number of advertisements in the two publications (Table 5).

III.a: Consumer Products

The analysis for Consumer Products is presented in the aggregate for both the publications as the number of such advertisements were concentrated mostly in the Reader's Digest. The Informative (IN) category was the most predominant accounting for 41% of all advertisements for consumables. Within the sub-category all consumer products, excluding durables, 56% of the advertisements for Foods and Beverages had Informative theme. The advertisements for foods and beverages accounted for 20% of about 400 advertisements for all consumable products. The predominance of the Informative themes for foods and beverages during the period under review may be due to entry of processed foods and beverages in the market. However, the competitive pressures were apparently not so high as to require a sharper focus on selling.

In contrast to the advertisements for foods and beverages, the textile advertisements accounting for 25% of all advertisements for consumer products, the Non-Specific theme was identified in 56% of this group of advertisements. This finding is reinforced by common observation that many textile advertisements look very similar. Of the sub-category of textile advertisements, two thirds were those for textiles for females. In many of these advertisements the message is sought to be projected through a model wearing a sari. The Informative and Focussed themes were identified in 19% and 16% of the category of textile advertisements. An urban middle and upper class bias is also apparent in textile advertisements as the Utilitarian theme was non-existent.

Amongst the advertisements for cosmetics and toiletries Informative (IN) advertisements were the largest single group with 40%. The number of advertisements for cosmetics and toiletries were approximately the same as those for textiles, about 25% of advertisements for all consumer products. The next largest thematic category was Non-Specific (NS), 24%, followed by Focussed (FT), 19%. Apparently there is greater homogenity, or assumed homogenity, in the target audience. It is also possible that the product range itself is more homogeneous compared with that say in the Western countries. Therefore, there is lesser emphasis on market segmentation and this may be also due to low competitive pressure.

Amongst the miscellaneous consumer products such as paints, batteries, tyres, blades, analgesics and ointments, pesticides and films, the Informative theme was identified in half of the advertisements numbering 118. The next predominant category was Non-Specific, 25%. Unlike other consumer products, 10% of the advertisements had Achievement Orientation as their basic theme.

In the aggregate for all consumer products, excluding durables, the Informative category was the most predominant with 41% of all advertisements, followed by Non-Specific with 30%. The Focussed Theme was observed in 12% of the advertisements in this group of products (Table 6).

III.b: Consumer Durables

The number of consumer durable advertisements was quite substantial, 243 compared with 399 for all other consumer products discussed above.This must be due to the increased availability of consumer durables during the 1970's. The advertisements were divided almost equally between the two publications. The Informative theme accounted for 61% of these advertisements, indicating an expectation of the audience to seek primarily details about the various consumer durable products advertised such as refrigerators, luggage, watches, calculators, stereo systems, fans, air conditioners, air coolers, cameras, furniture and carpets. However, the emphasis on putting across the message for introducing new products was lacking as only 7% of the advertisements specifically carried such a message. An equal

proportion was identified as having a focussed theme.

An obvious inference from the above results is lack of

innovative marketing environment and new product introduction

in the consumer durable goods sector. The manufacturers were

apparently catering to a relatively ready market which was

used to such products owing to their-experience of using

such products, or association and diffusion (Table 7.)

III c: Industrial Products

The Economic Times carried a large proportion of Industrial

advertisements. Eighty per cent of 344 advertisements for

industrial products scanned in the study, were in the Economic

Times. It is well known fact that the availability of exclusive

media for industrial products in India is still somewhat limited.

Therefore, these advertisements also find their way into

publications like the Reader's Digest which caters to a variety

of reading public and the Economic Times with its orientation

on economic, business and industrial news, features and analysis.

The Economic Times, like other financial dailies, also reaches

a large number of decision-makers who may be concerned with

the purchase of industrial products or may influence buying

decisions for these products. Therefore, many advertisers of

industrial products tend to place their advertisements in this

publication in preference to technical journals which may

primarily cater to persons holding positions requiring

technical expertise.

Informative theme was the most popular as 53% of the

industrial product advertisements were classified under this

label. As many as 26% of advertisements carried a Non-Specific

theme. This again may be due to lack of competitive pressure

as well as lack of selling focus amongst the manufacturers

and marketers of these products. The fact that Focussed

theme was identified only in 4% of these advertisements

indicates absence of marketing segmentation approach. Apparently

advertisers expected the audience to look at the Informative

content of the advertisements and receive messages according

to their specific requirements (Table 8).

III d: Institutional

Institutional advertising seems to have established itself

during the period under review. These advertisements were con-

centrated mostly in the Economic Times, as expected, on the

basis of the comments made above regarding this publication.

In the thematic classification for Institutional advertisements

it was considered necessary to bring in one or more theme,

Contributory to Economy and Industry (EI). This thematic

category was in fact evolved after taking into account elements

such as export promotion, import substitution, emphasis on research

and development technology, as also the reference to the development

of small scale industry and backward area development. In the

final classification these elements were put together under EI.

For this group of advertisements an extension of analysis was

carried by attributing secondary theme in addition to the major

thematic classification used for the total study.

The two themes which emerged equal in the leading position
were Descriptive and Projective (DP) and contributory to Economy
and Industry (EI), both accounting for 21.3% of all institutional
advertisements. This is understandable as advertisers would
vie with each other to project the image of the organisation
in addition to giving some information about products and services
as reflected in DP and emphasised their contribution to the
Economy and Industry (EI). The Informative theme was the
next in rank accounting for 17% of the advertisements followed
by Achievement Orientation with 14%. About 12% of the advertise-
ments were classified as having a Non-Specific theme (Table 9).

For the purpose of comparative analysis vis-a-vis other
product categories the EI theme was excluded from institutional
advertisements and this raised the proportion of the DP theme
to 27% and that of the Informative theme to 22%. The DP theme
thus obviously emerges as the leading theme for institutional
advertisements compared with an average of 6%, for all advertise-
ments covered by the study (Table 10).

III.e: Other Categories

Non-Business

Non-Business advertisements accounted for only 4% of
total advertisements but this proportion was higher than that
for the remaining two service categories namely media and
transportation. The Utilitarian theme was the most predominant
amongst the non-business advertisements in the aggregate for

the two publications accounting for a third of such advertisements.
(See, for instance the advertisement of the Loss Prevention
Society on page 23.) This compares with an average of 6% for
all advertisements and 13% for banking. The Non-Specific
theme was identified 25% of this group of advertisements followed
by Focussed theme in 16%.

Media

The media advertisements had overwhelmingly Informative
content as noted in 79% of these advertisements. The Focussed
Theme was identified in 15%, Achievement Orientation in 4% and
New service in 2%. Media advertisements emerge as the only
product group in which no advertisement was considered as
having Non-Specific theme. It may also be observed that none
of the media advertised were making such claims as Descriptive
and Projective (DP) which was conspicuous by its absence. A
slight shift in its pattern may, however, be observed in the
more recent advertisements during the current year 1981.

Transport and Tourism

These advertisements cover a variety of services such as
airlines, railways, goods transport and tourism. The fact that
the Non-Specific theme was identified in 45% of these advertise-
ments, indicates a somewhat hazy approach of the advertisers.
The Focussed theme was observed in 20% of the advertisements
(Table 11.)

Implications of the Study for Further Research

     The preliminary results yielded by the study may be
interpreted on various dimensions such as the following:

A. Trend Analysis

     The large initial sample over 1400 advertisements
for the ten year period gives a reliable indication of the
pattern of growth in the aggregate as well as for those product
categories which have a large frequency of occurence in the
sample. The trend analysis for minor categories like Banking,
Non-business, Media and Transportation will have limited validity
owing to a much smaller annual sample.

     An overall trend certainly provides a useful indication
of the pattern of growth of advertisements in the selected publica-
tions as well as other similar publications. It is also possible
to view the results of the trend analysis against the background
of economic and industrial and economic situation and special
regulatory features such as the reduction tax concessions in 1977.

     It is obviously necessary to conduct research on a
representative selection of periodicals in order to draw
conclusions which may have a general validity. The advertisements
selected for the study should, however, be confined to large
display advertisements. Small advertisements (e.g. in the Economic
Times) as well as special type of advertisements which are in
the nature of announcements such as those for greetings, share
issues, fixed deposits, chairmen's speeches, tender notices,

educational programmes and publications should remain excluded
from the scope of the study. Likewise, in periodical like the
Reader's Digest, special offers for subscriptions would be left
out. The objective of a more representative study should remain
unchanged in its emphasis on quantitative characteristics of
contents of advertisements. The use of space in the print media
for all type of advertising should not be the concern of such
research.

B. Thematic Classification

There are two major aspects of thematic classification.
The first concerns the development of the classificatory framework
and second is that of implementation, i.e. identification of the
themes according to the classificatory scheme.

This study has focussed on the major motivational feature
of advertising namely the basic theme. Advertisements were
analysed in totality for the purpose of identification of themes.
Studies based on content analysis of advertisements use a similar
approach. Content has several elements and it was considered
desirable that the central appeal of an advertisement, as
sought to be projected by the underlying theme is a highly
appropriate item of analysis. The thematic classification
used was more elaborate than the basic distinction normally
drawn between Informative and Persuasive type of contents.
Informative content referring to physical, chemical, engineering
and similar technical attributes of the product advertised is
considered as objective. On the other hand persuasive approach
is interpreted as non-objective or even manipulative.[7] Going
one step further, puffery* and persuasive contents came close
to each other in this nomenclature.

7. Nicosia, Francesco M, Advertising, Management and Society,
New York; McGraw Hill, 1974, p. 256 and 262-£7.

* This refers to goods advertised with exaggerated or false praise

One has to say something after all, puffery is what advertisers provide when do _not_ want to provide the information.[8]

The thematic classification developed for this study attempts a more elaborate and functional classification which may turnout to be more useful than the informative/persuasive dichotomy.[9]

The premises for our approach to the thematic classification were as follows:

Every advertisement will have some informative content and advertisement being an important marketing input will also have some persuasive orientation.[10] It is possible that there is too much weightage of information content to the relative exclusion of selling focus. This may be due to a variety of factors. It may be worthwhile to classify messages according to the predominant theme in a way that the scheme may have functional relevance to the marketing mix. Advertising should not be judged in isolation of the marketing objectives which it is intended to help in achieving.

8. Preston, Ivan, L, "The Great American Blow Up", Madison: University.of Wisconsin Press, 1975, pp. 275-76.

9. Vide Marquez, F.T., op. cit.

10. This point is made by Holsti, when he mentions that, "The most pervasive form of persuasive communication - advertising has received comparatively little attention from content analysis, vide, Holsti, op.cit., p. 623.

Keeping in view the observations made above regarding
the basic puspose of advertising, a researcher should be
concerned with the perception of the message by the audience.
This points to the necessity of extending the study to the
audience for their views on the classificatory scheme and using
that opinion for the purpose of developing and validating
the classificatory framework. This may be done in several
ways such as an opinion survey of the audience or through the
expert views of a panel of judges. Advertisements may be used
as they are placed or simulated version of an advertisement or
a campaign could also be used for the purpose of validation of
the selected thematic categories.

It follows from the approach to the problem as outlined
above that the possible audience perception has an element of
validity if the linkage between stimulus and response is
appreciated. According to John Dewey,"There is a simply and
continuously ordered sequence of act, all adapted in themselves
and in the order of their sequence to reach certain objective
end..... The end has got thoroughly organised into the
means. In calling one stimulus, another response we mean
nothing more than that such an orderly sequences of acts is
taking place".[11]

Short of using external resources such as opinion of the
audience or a panel of judges, a research analyst may undertake
a somewhat clinical classification of various possible themes

11. Dewey John, The Reflex Arc Concept in Psychology,
     Psychological Review, 3, 1896 pp. 357-70.

and organise a framework for the purpose of analysis. These
thematic categories may be defined and illustrated and guidelines
evolved for the purpose of classifying advertisements accordingly.
The possible bias introduced by using only one research analyst,
as in this study (with some supervision to ensure that the
guidelines are being implemented) may be reduced by using two
or more independent analysts.

C. Hypotheses Regarding Effective Themes

There is an implied assumption in the classificatory
scheme used that certain themes such as the Focussed theme and
the Utilitarian theme may be more effective than say the purely
Informative approach (IN). The Informative theme in turn may
be more meaningful than Non-Specific theme. The themes such as
'NU', i.e. the one emphasising new product/service etc. serves
the specific purpose of drawing the attention of the audience.
The themes labelled as AO i.e. Achievement Orientation and DP
i.e. Descriptive & Projective have a long-term objective of
building and sustaining image and informing the potential buyers
and users, household as well as institutional, about the achievement,
the range of products and services and the future perspective
of an advertiser. Testing of these hypotheses in relation to
the specific objective of advertisers may lead to certain
conclusions regarding the use of certain types of themes which
may be helpful in achieving these objectives.

D. <u>Multi-dimensional Thematic Classification</u>

This study, as well as others referred to above, have used a unidimensional thematic classification. Certain degree of overlap and ambiguity is bound to creep in, regardless of whatever elaborate procedures are used and precautions taken. Many advertisements may rely for projecting the main message through the use of more than one theme which may be termed as primary, secondary and so forth. This problem was observed in this study and secondary and tretiary themes were identified in some advertisements, particularly those of the Institutional type. This too is a subject matter for further analysis and study.

Table 1
Particulars of Issues Selected in the Sample.

| | Issues:- Number of Issues Covered | | Months Selected | |
Years	Reader's Digest	The Economic Times	Reader's Digest	The Economic Times
1971	2	60	January, June	Jan., Sunday, issues.*
1972	1	21	Feb.	Jan., May, September.
1973	1	21	March	Feb., June, October.
1974	2	21	April, May	March, July, November.
1975	1	21	May	April, Aug., December.
1976	1	20	June	Jan., Feb., March, April.
1977	2	21	July, Aug.	Jan., May, September.
1978	1	21	August	Feb., June, October.
1979	1	21	September	March, July, November.
1980	2	21	October, December	April, August, December.

*1-15 January 1971 and thereafter all Sunday issues for the rest of the year were taken.

Table 2 --

PRODUCT CATEGORYWISE CLASSIFICA-
TION OF ADVERTISEMENTS

Periodicals Category	PERIODICALS				Total	
	Economic Times No.	%	Reader's Digest No.	%	No.	%
Banking	46	5.8	22	3.6	068	4.8
Consumer Products						
F.B.	06	0.8	73	11.8	079	5.6
T.M.	10	1.4	23	3.7	033	2.3
T.F.	03	0.4	63	10.2	066	4.7
Toil.	01	0.1	71	11.5	072	5.1
Cos.	−	−	31	5.0	031	2.2
Miscellaneous	41	5.0	77	12.5	118	8.3
Consumer Durable	123	15.6	120	19.4	243	17.3
Non-Business	51	6.4	10	1.6	061	4.3
Industrial Products	274	34.4	70	11.3	344	24.3
Institutional	⌃167	20.9	30	4.9	197	13.9
Media	41	5.0	07	1.1	048	3.4
Transportation	33	4.2	21	3.4	054	3.8
Total	796	100.0	618	100.0	1414	100.0

TABLE 3

ANNUAL DATA FOR ADVERTISEMENTS

| Year | PERIODICALS | | | |
| | Reader's Digest | | Economic Times | |
	No.	%	No.	%
1971	42	9.6	67	10.3
1972	33	7.6	64	9.7
1973	45	10.3	60	9.1
1974	60	13.7	81	12.3
1975	47	10:8	73	11.2
1976	39	8.9	60	9.1
1977	29	6.6	50	7.6
1978	40	9.2	63	9.6
1979	49	11.2	60	9.1
1980	53	12.1	79	12.0
Total:	437	100.0	657	100.0

TABLE 4

THEMEWISE CLASSIFICATION OF ADVERTISEMENTS

Themes	PERIODICALS					
	Reader's Digest		Economic Times		Total	
	No.	%	No.	%	. No.	%
AO	22	3.6	61	7.7	83	5.9
DP	23	3.7	47	5.9	70	4.9
FT	72	11.6	71	8.9	143	10.1
IN	261	42.2	333	41.8	594	42.0
NS	163	26.5	154	19.3	317	22.4
NU	32	5.2	47	5.9	79	5.6
UT	33	5.3	53	6.7	86	6.1
EI	12	1.9	30	3.8	42	3.0
TOTAL	618	100.0	796	100.0	1414	100.0

TABLE 5

BANKING: THEMATIC CLASSIFICATION

Themes	PERIODICALS					
	ECONOMIC TIMES		READER'S DIGEST		Total	
	No. of Advts.	% to total Advts.	No. of Advts.	% to total Advts.	No. of Advts.	% to total ads.
AO	2	4.3	01	4.5	3	4.4
DP	2	4.3	-	-	2	2.9
FT	14	30.5	11	50.1	25	36.8
IN	5	10.9	05	22.8	10	14.6
NS	10	21.7	01	4.5	11	16.2
NU	7	15.3	01	4.5	8	11.8
UT	6	13.0	03	13.6	9	13.3
TOTAL:	46	100.0	22	100.0	68	100.0

TABLE 6

CONSUMER PRODUCTS: THEMATIC CLASSIFICATION

PERIODICALS/PRODUCT CATEGORY
Aggregate of Reader's Digest and Economic Times

THEME	Foods & Beverages		Textiles (M&F)		Cosmetics & Toiletrics		Miscellaneous		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%
AD	5	6.4	–	–	–	–	12	10.2	17	4.3
DP	3	3.8	1	1.0	1	0.9	5	4.3	10	2.5
FT	8	10.2	16	16.3	20	19.4	3	2.5	47	11.8
IN	44	55.7	19	19.4	41	39.8	59	50.0	165	41.4
NS	11	13.9	55	56.1	25	24.3	29	24.6	120	30.0
NU	6	7.8	6	6.2	5	4.9	5	4.2	22	5.5
UT	2	2.7	–	–	11	10.7	5	4.2	18	4.5
Total:	79	100.0	98	100.0	103	100.0	118	100.0	399	100.0

TABLE 7

CONSUMER DURABLES: THEMATIC CLASSIFICATION

| Thems | PERIODICALS | | | | | |
| | Reader's Digest | | Economic Times | | Total | |
	No.	%	No.	%	No.	%
AO	5	4.2	8	6.5	13	5.3
DP	1	0.8	2	1.6	3	1.3
FT	7	5.8	10	8.2	17	7.0
IN	79	65.8	70	56.9	149	61.3
NS	16	13.3	17	13.8	33	13.5
NU	8	6.7	10	8.2	18	7.4
UT	4	3.4	6	4.9	10	4.2
TOTAL:	120	100.0	123	100.0	243	100.0

TABLE 8

INDUSTRIAL PRODUCTS: THEMATIC CLASSIFICATION

Theme	PERIODICALS				TOTAL	
	READER'S DIGEST		ECONOMIC TIMES			
	No.	%	No.	%	No.	%
AO	3	4.3	13	4.7	16	4.6
DP	6	8.6	02	0.7	8	2.3
FT	1	1.4	12	4.4	13	3.8
IN	25	35.7	158	57.7	183	53.3
NS	30	42.8	61	22.3	91	26.4
NU	2	2.9	18	6.6	20	5.8
UT	3	4.3	10	3.6	13	3.8
TOTAL:	70	100.0	274	100.0	344	100.0

TABLE 9

INSTITUTIONAL INCLUDING EI: THEMATIC CLASSIFICATION

| THEME | PERIODICALS | | | | TOTAL | |
| | READER'S DIGEST | | ECONOMIC TIMES | | | |
	No.	%	No.	%	No.	%
AO	3	10.0	24	14.4	27	13.7
DP	7	23.3	35	20.9	42	21.3
FT	1	3.3	12	7.2	13	6.6
IN	1	3.3	33	19.8	34	17.3
NS	2	6.7	21	12.6	23	11.7
NU	2	6.7	1	0.6	3	1.5
UT	2	6.7	11	6.6	13	6.6
EI	12	40.0	30	17.9	42	21.3
TOTAL:	30	100.0	167	100.0	197	100.0

TABLE 10

INSTITUTIONAL EXCLUDING 'EI': THEMATIC CLASSIFICATION

THEME	READER'S DIGEST		ECONOMIC TIMES		TOTAL	
	No.	%	No.	%	No.	%
AO	3	16.7	24	17.5	27	17.4
DP	7	38.8	35	25.5	42	27.0
FT	1	5.6	12	8.8	13	8.5
IN	1	5.6	33	24.2	34	21.9
NS	2	11.1	21	15.3	23	14.8
NU	2	11.1	01	0.7	3	1.9
UT	2	11.1	11	8.0	13	8.5
TOTAL:	18	100.0	137	100.0	155	100.0

PERIODICALS

TABLE 11

NON-BUSINESS, MEDIA AND TRANSPORT : THEMATIC
CLASSIFICATION

THEME	PERIODICAL/PRODUCT CATEGORY READER'S DIGEST AND ECONOMIC TIMES					
	NON-BUSINESS		MEDIA		TRANSPORT	
	No.	%	No.	%	No.	%
AO	4	6.6	2	4.2	1	1.9
DP	1	1.6	-	-	4	7.4
FT	10	16.4	7	14.5	11	20.3
IN	8	13.1	38	79.2	7	12.9
NS	15	24.6	-	-	24	44.5
NU	3	4.9	1	2.1	4	7.4
·UT	20	32.8	-	-	3	5.6
TOTAL:	61	100.0	48	100.0	54	100.0