



ISSN Print: 2394-7500  
ISSN Online: 2394-5869  
Impact Factor: 8.4  
IJAR 2023; 9(5): 164-166  
[www.allresearchjournal.com](http://www.allresearchjournal.com)  
Received: 21-02-2023  
Accepted: 22-03-2023

**Pancham Khandelwal**  
Assistant Professor, Guest  
Faculty, Rajasthan School of  
Art, Jaipur, Rajasthan, India

## Advertisement: A Public Art

### Pancham Khandelwal

#### Abstract

Any art piece with a public purpose displayed in an open place for the general public is called a public art whereas the art piece by the same artist exhibited in a museum art exhibition Seven Star hotel or in the Rashtrapati Bhawan will not come under public art howsoever it may have public beneficiary purposes. As that art piece does not reach to common public. Any artist product need to be exhibited for common public than only it can be named as public art.

**Keywords:** Public art, Advertisement, Aesthetic sense, Commercial Product.

#### Introduction

Advertisement is the means of communication in which a product, brand or service is promoted to a viewership in order to attract interest engagement and sales.

#### Advertisement brings immediate impact on product or service

#### In its true sense advertisement means an activity or plan that provides information to make the public aware

Whether this information is related to an organization, a plan, an organization, government or private, a product industry or a particular person no matter what, the information is, the medium in which it is conveyed to the public, there is art in it as art contributes a lot in conveying information. Art makes information effective and as appealing the public hears and sees attentively thus element which exciting and humorous, creative, social and benefiting to them so creativity plays a vital role in effective advertisements. Art is an essential in creative ideas. When an advertisement is substantiated with art and presented for the benefit of public it adopts the form of public art. The form of public art demands artistic creativity more than the professional purposes as creativity breeds aesthetic beauty. This form of Jan-Kala creates confusion but some critics opine that advertising is commercial art not a public art. Whereas some believe that advertising in itself is an art. To comprehend advertising art, I studied various view points of scholars and deduced that advertising too is an art which not only provides delight and aesthetic pleasure but also creates social political and intellectual awareness. Thus advertising too is form of Public Art. Advertising has a deep impact on mindset of common man. It has percolated down in every walks of life and living. Nothing remains untouched from advertising as it has become the part and parcel of common man. When a person steps out in the morning he happens to see the hoardings and posters displayed on the side of the roads, it creates impact on his mind. Advertising is powerful example of public art which is accessible to all. In advertisements, we are provided intellectual knowledge, aesthetic sense and delight as well. Nowadays, not only hand made. Illustrations but also digital paintings' are being used, which is very significant in artistic creations. Caricatures are realistic images, or illustrations etc. are used in advertisement. Whether an advertisement is based on some social service, or a product or a social issue, viewed with a creative perspective, visual art plays significant role. Visual art and illustrations helps creating clarity in the minds of viewers. Advertising is not only an aesthetic presentation for public but a powerful communication which helps in conveying awareness.

**Corresponding Author:**  
**Pancham Khandelwal**  
Assistant Professor, Guest  
Faculty, Rajasthan School of  
Art, Jaipur, Rajasthan, India

### Advertising art can be divided into three parts

**Social Advertising art:** Social advertising is an essential part in advertising art which brings awareness in society. Its purpose is to fight against social problems in society and to guide them in a better direction. It is that form of art which is designed for the benefit of society. Creativity plays an important role in it as artistic creativity helps in causing awareness and brings social improvement and development. This form of Advertising Art is highly influential and of social welfare. It is purely social in its purpose benefitting lay man with awareness as well as with a consciousness of artistic sense. Displayed in various forms of outdoor advertisement like hoarding, poster and graffities, social advertisement creates deep impact on the psyche of common man. Social advertisement are meant for human welfare and social upliftment. These social advertisement are made on different subjects for example “HIV Aids Awareness”, “Stop TB”, “Eradicate Polio”, “Remove Unemployment”, “Education for All”, “Beti Bachao – Beti Padhao”, “Stop Smoking”, “Encourage Cleanliness”, “Save Water”, “Save Electricity”, “Save National Heritage”, “Protect Environment”, “Follow Traffic Rules”, “Control Population”, “Stop Child labour”, “Save Historical heritage etc. These advertisement are for the benefit of society which seeks creativity for having public appeal.

**Political Advertising Art:** Political advertisement are created for political purposes. It generates awareness of different plans run by the government and to let down the opposing party. Political advertising is defined as advertising displays, newspaper ads, billboards, signs, brochures, articles, tabloids, letters, radio, TV presentations or other means of mass communication, used for the purpose of appealing directly or indirectly for votes or financial support. The effects of political campaign advertising include informing public about candidates’ position and affecting the opinions, preferences and participatory ethos of the electorate. It is noted that results of vote are affected by voters’ mindset and the type of the ad to which they are exposed. Political advertising has been a game changer for candidates and the public discourse. Art has always been a tool to engage and connect with voters. Use of artistic visuals in political advertising contribute to political discourse by supporting the current political and ideological views. However, more often than not, art is a form, that helps to change existing political and social realities Caricatures, slogans, hoardings are often used to draw awareness to certain under represented political issues. Any artistic piece meant for political advertising bears the reflection of the artist who has created it. Some of the influential examples of political advertising are “Hugs Stronger Than Handshakes”, “GJ IY] GJ DNE CL, D GH YXUA HKKJRA DVVJ LKSP UGH; QOK TKS’KA”, “Congress Hypocrisy on Petrol” “ESA UGH] GEA GJ GKFK 'KFRD GJ GKFK RJDDH”, “PENSION TENSION”, “No Tu-Tu Main-Main: SAAS-BAHU”, “Minimum Income Guarantee”, “Bachat Yojna Congress Party” has recently arranged the data powered advertising firm Silver Push, which has never done political marketing work before. Thus Political advertising infuses emotion combined with aesthetic sense. The artistic creation for political purpose convey message to common man catering their artistic and aesthetic sense.

**Commercial Advertising Art:** Commercial art includes designing books, signs, posters and different products to promote sale or acceptance of products, services or ideas. In simple words it is meant to sell goods and services. In commercial advertising, artistic impression plays a vital role in aiming at consumer needs. It is created with heterogenous techniques and materials focusing on the talent of the artist with respect to his technical skill and includes graphics, logos, illustrations presented in series and advertising campaigns. It caters to marketing goals. People have created commercial art for centuries, as soon as someone made a product, they probably thought about ways to get more people to buy it. Commercial artists create images and logos that sell products promoting and explaining with a particular design. Art teacher Brain Chow writes “You make art, you impress yourself, It’s fun,” {Chow, 2017}.

**Product Advertisement Art:** In this kind of advertisements, information is provided to the public about the quality of product through artistic creativity. Product advertising promotes a brand’s specific product rather than the brand itself. These advertisements focus on selling products conveying their benefits and feature rather than brand reputation or brand recognition. The purpose is to convince audiences that a company’s product is better for the common public than the other products available in the market. Product advertising also attempts to focus to encourage customers to make quick decisions to buy the products. It helps defining the products unique benefits compared to other similar product’s in the market. Creativity and art substantiate the purpose of product advertisement in appealing public. Creative advertisements grab the attention of the viewer and appeal them in a short amount of time and use of art make them creative, memorable and truthful by adding product value. by one of the appealing advertisement, De.Beers has effectively change the brand value by connecting diamond with massage forever with their simple slogan “A diamond is forever”. Before this advertising slogan diamond engagement ring was not so popular as they are today. Another example is of ‘Coke’. Most people are familiar with coke bottles, cans and advertisement line featuring a vast selection of names under “the share a coke with”. Such a customized labels was hugely creative and gave way to other ads campaign. Gattu the mischievous Asian Paints mascot ruled Indian hearts for over fifty years. Brands has become household names because of effective tag line, catchy song. Gattu, was created by R.K Laxman for a then small company called Asian paints. Gattu a brat would not be stopped from painting, even where he wasn’t supposed to the paint. The tag line accompanying him, ‘Any surface that needs painting needs Asian paints’ became permanent. This line made the brand popular.

**Social advertising Art:** Social advertisements accommodate the issues that are in public interests of a community and are concerned to spread the awareness for a purpose that is broadcast by the government for the promotion of some state programs or other social projects. Advertising Art with ad campaigns brings positive impact on commercial services. There are varied companies that claim of better publicity with successful ad campaign and its creative advertisements, for example Air India’s ‘Maharaja’ did some things of one would never want to be caught

doing. Maharaja mascot is shown as a national carrier ogling at women at a beach. R.K. Narayan created the common man representing the hopes, aspirations and troubles of the average Indian. Like Maharaja he too became very popular. The purpose of their ad is to provide services to the common man. There advertisements were designed after comprehending the mindset of the public, which is actually the form of public art meant for the social benefit. "Common man" became as popular as it worked as a bridge between the public made, creating an everlasting impact on their psyche of people.

**Cinema advertising Art:** Cinema advertising is usually shown as a short audio-visual advertisement or the on screen and off screen branding that viewers see in theatres, before the film starts. It is meant for promotion specifically in the film industry and usually occurs in coordination with the process of film distribution. Cinema advertising promote movies through ad sheet, newspaper, magazines, and posters. In 1913 there appeared publicity poster for film, Raja Harishchandra, India's first full length completely indigenously made, feature film. Then there was theatrical release poster of the film Alam Ara, Date 1931, the first talk movie from Bollywood old Movie. From there started the journey of cinema advertising Art. Thousands of movies were released with thousands of posters and ads promoting them. These posters were hand made and were called the form of Public Art.

#### Reference

1. Arvind Kalia. Advertising & Media scene in Rajasthan Publisher – Advertising Club; c1995. p. 17.
2. Kazmi SHH, Satish Batra K. P. No. 254, Excel Books, New Delhi.
3. Tej Bhatia K. Advertising & Marketing in Rural India, Mac Millin India Ltd., New Delhi.
4. Santosh Kumar Nirmal. Vigyapan Kala, Geetanjali Prakashan, Jaipur I; c2008.
5. Kulshreshtha, Pratul Athaiya. Vigyapan madhyam evm prachar, Panchshil Prakashan, Jaipur I
6. Saibal Chatterjee, Answer Jamal. Hollywood Bollywood: The Politics of Crossover Films, Page No. 76, Vani Prakashan; c2008.