

Societal effects of new media advertising

[Media](#)



The advent of new media has allowed advertising to change dramatically in recent decades, morphing from simple and informational into emotional, sensory-oriented and interactive; thus, creating new social implications and drastically altering its impact on an audience. Methods of advertising have changed dramatically over the decades. The early 1700s through the mid-1800s were the ages of newspaper, magazine, and print advertisements; radio advertising made its debut in the early 1900s; and the 1950s brought television commercials into homes across America (AdAge).

These pre-1970s advertising methods had a tendency to be straightforward and informational. This informational type of advertising presented facts to convey its message, which invoked a cognitive evaluation from the audience. With the arrival of the 1970s, a pivotal change in advertising occurred. Television's influence caused advertising to move from an informational point of view to a more expressive production. Insert examples. The introduction of cable television allowed advertisers to target specific groups of viewers.

Today, the Internet not only allows seemingly endless ways to reach consumers, it allows advertisers to specifically target their desired audience, creating a more engaging experience and encouraging a more positive response. Internet advertising is capable of targeting individual consumers based on their unique surfing patterns. Specialized advertising is more effective due to the reduction in irrelevant or general content and presenting more targeted, attention-getting material.

This evolution in advertising has altered the way in which consumers react to making decisions about purchasing products and services. While informational advertising utilized a central processing route which invoked a cognitive evaluation of the information provided in the advertisements, this new media approach to advertising is emotional and conceptual and thus uses a peripheral route which utilizes emotions to entice the consumer to make quick assessments rather than evaluating on a deeper level.

With new media, consumers are also able to create flexibility in the messages they receive to match their interests and concerns. This is due in large part to the interactive nature of the new media, which is one of the fundamental features that distinguish it from more traditional media. The vast capacity of the Internet allows an advertiser to store and transmit a wide range of promotional content. Messages regarding a host of different attributes can be created.

The receiver is then able to select just those that match his or her interests. This allows each receiver, with just a few clicks, to select the information that is most relevant and to ignore anything that is considered unimportant or not useful” (Stafford, 354). Characteristics Important in New media Persuasion: “The ability of new media to replicate and replace some of the characteristics of interpersonal communication and direct experience make it a particularly powerful potential source of consumer information.

However, this increased reliance on new media sources will lead to the enhanced importance of some variables in explaining new media effects. Two factors, credibility and intrusiveness, may serve as barriers to a new

media vehicle's impact on consumer choice. Two others, personalization and added value, may be seen as potentially enhancing impact. Finally, the biggest change to result from the development of new media advertising and promotion techniques may be a shift in the way most consumer decision making is done (Stafford, 355).

I. The ease with which digital media can be viewed and shared creates an opportunity for viral advertising. A. Social networks provide an ideal atmosphere for viral advertising. B. Viral advertising can take on many forms including video clips, games, eBooks, software, images, e-mail and text messages. II. People see so many commercials and advertisements that they become de-sensitized to what they are viewing. Utilizing sexual or violent content has become a popular marketing tool to refocus the viewer's attention.

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