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ROLE OF MEDIA IN ADVERTISING

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ABSTRACT

The word media refers in advertising to communications vehicles such as journals, magazines, radio, TV, signs, direct mail and the Internet. The media is used by advertisers to communicate commercial messages to its target audiences and the media rely on advertising income to varied levels to fund the expense of the business. As the media are valued for their information and entertaining roles, they also serve as a channel for publicity. The media is typically divided either mainstream media or specialised media. The mass media are believed to be newspapers, periodicals, TV and radio since they send messages to an average anonymous audience. The broad media coverage makes it perfect for marketers that need to reach a broad audience. Cable TV and direct mail are typically characterised as “niche” media since they target a tightly- defined target with specific demographics or specific interests.