Advertising Fictions: Literature, Advertisement & Social Reading

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Advertising arises as a radically new discursive practice over the course of the nineteenth century. Despite the long and rich history of advertising incunabula, the institutional formation of modern advertisement did not begin to be discernible until the mid-1800s. Within that period, advertising can retrospectively be seen to have become an institution—a center of knowledge production, a determining economic site, as well as a representational system comprising a vastly heterogeneous set of individual artifacts. In this book I want to examine advertising as a language and a literature in its The Indian advertising industry, with an estimated value of INR 13,200 crore, has shown an astonishing growth and creativity in the recent times (Indian Advertising Industry, 2010). The industry is growing at an average rate of 10-12 per cent per annum. Some of the commonly used media for advertising are TV, radio, websites, newspapers, magazines, and out of- home (OOH). Advertisement: Advertisements were chosen as the tool for analysis for many reasons. Pollay (1985) states that advertisements, particularly print ads, are important because they are visual records of behaviors, values, lifesty