

## Increasing Trends Online Advertisements on Digital Media

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### Introduction

The word 'Digital Media' has become the center of power today. Every person lives in a circle of some form of digital media. In this paper, we discuss newer forms of media which are being born and many times the media themselves do not even notice this change. If we talk about the Digital Media, sometimes such a blast appears in front of the Internet, where we get into new areas of communication. Along with changing everything, now the old television network and friends are also changing. Being televised digital, the whole media has become professional too. Similarly, E-Commerce has changed the world of advertising. Whether the changes are in language, in dialogue, in the taste of different dishes, consumers' likes or dislikes or in culture, advertisements have completely infiltrated human life changes.

Today, the changing picture of politics in the whole world is proof that the domination of dictatorial powers is now gradually being run out of state politics. In the historical background, it would be known that along with the rise of the political powers, the society was also familiar with various means of mass communication. Along with the struggle of the medium of mass communication, its traditional medium has also developed and developed new ones and after the advent of technology, the media has identified itself and established itself as the fourth column of democracy crossing over.

In the context, where the new media has brought regional and small parties together with new ideas, on the other hand, an army of new newspapers and channels has also emerged in the media. For the media, the relevance of the issues of public interest has become less like a celebrity of politics and the mantra of 'Satyam-Shivam-Sunderam' has been invented. In fact, due to the changing conventions of the media and democracy and their affair, **Raghuveer Sahay** wrote, "When we speak the truth, we feel that our power should be influenced, but when we have the effect of the incomplete truth or the power of those who lie. If you see more happening, then the head quenches why this is happening and it is known that speaking truth will not work. If we want the truth to be understood by more people and

conduct accordingly, then it will also have to use the means of broad publicity of truth. It is then known that the means of publicity are more than those who have to preach half truth. (Raghuveer Sahay Kadavavali, Rajkamal Prakashan, New Delhi, page 78). There is a lie somewhere in the back of this incomplete truth that lies to the common man. This pseudo-realistic media (mass media), people and democracy are critical to everyone.

Regardless of the questionability of journalism from time to time, however, in the last few years, new dimensions and citizen journalism have emerged through the new media, and the general public has used the expression for various social networking sites. With the selection of new media, its popularity has increased even more. A common citizen has taken the role of journalist in this world of social networking and blog. Due to the threat of freedom of expression, he himself took the technical pen in the form of a journalist and is working to reach out to the people through the support of the new media. Changes in power in Egypt and the revolution in China and Libya highlight the positive side of the new media.

People of the media medium consider television and the Internet more believable and informative, because here they are able to see every event live. A national survey conducted in the year 2002 found that in India, a common man spends 32 minutes of time reading a newspaper, while he takes 100 minutes to watch the television. Talking to the younger generation, they spend a lot of time reading the newspaper while they prefer to spend more time on TV and on the internet. For this reason, today the picture of the media emerges mostly on the minds of the people. The effect of the new media depends on the presentation that is serving the public. It is well-known that the content of the stuff used is suitable for them.

Today, due to the influence of western civilization and commercialization, there are a lot of new changes in the media. Many changes are such that it is surprising to see how and where this new update has been done. The whole media is nothing more than a commercial model today. The news of every small incident has been used directly in the form of advertisements. Due to commercials, a separate

market of new media has been established. In this era of the computer revolution, when everything has become e-mailed with e-mails, e-commerce, e-business, e-news, e-learning, then man will also enjoy the happy moments of his life as 'e-life' Make up to be ready. There is only the need for enthusiasm to sell anything in this new medium market. Seeing reality, today's leading stars of the media-markets, goods, customers and profits. Consumers in the false confusions of advertisements today are in full control of the market and the media, because advertising creates curiosity that is like Ashwarya Rai you only use 'loral shampoo' for hair. If you want to become a 'complete man' then you can be made by wearing 'Raymond'. Use of 'Fair and Lovely' cream only for seven days, you can become straight air hostess, etc. that's why the media decides which will be our tooth-paste or soap-shampoo in the morning. This ad is worth the sharp weapon that the consumer is taken without knowing it is made borrower by charging it.

By getting started with public services, these mediums are gradually expanding at the global level. In the beginning, the New Media has been working to promote industries and trade through advertising, and now in this century it has become a big industry itself. Today the global media and industry have become complementary to each other. The rapidly growing experiment of the dispersion of the Global market and the advertisement has provided the new media an sufficient opportunity to flourish. Or, if advertising is working for the new media, it will not be wrong. Advertising is being successfully used in every field today- for getting people's involvement in the work of society, for information on many cultural events, for their participation in the movements. In order to establish the hegemony of the market on the mass media from the beginning of the fifth century, it went completely dominate that new media is not insulated. The 'magic of advertisements' is proved right in this context. Social obligations are declining due to advertisements and social advertisement given by new media and due to unwanted advertisements. Due to which the dependency of other mediums of Media is also declining. Using advertising primarily for business purposes and objects, to increase demand among people is more to launch a brand of publicity and market reliability of the new brand. In which the use of new media is more involved as the promotion of advertising here is relatively cheap and accessible by other means. The trend of people is now more towards the internet and social sites and today everyone wants to get everything easily without effort and hard work. This feature is easily available through the internet.

In other words, if it is said that the advertisements for media income today have become discreet and if a slave

is left, then there will be no exaggeration. The benefits gained from advertisements have become so much more connected to the media world that the financial structure of the world is also being affected. Media Experts Maccasne is told that more than half of 'universe of population unsuitable for even though global media and market, but only 25 million people in India comes under the preview of the middle class. This population gives the market a way to disperse. This is the reason that in the last ten years, the global media has spent energy in connecting this class with it."

New media is streaming advertisements bypassing its boundaries and bypassing unity and universality. Today every person is standing in the middle of the market and the largest open market information in the field of knowledge. Today the meaning and use of the words of the market has changed so much that the empire of gloom and confusion is visible all around. New media has not survived with new dimensions of consumerism. At present, the quality of marketing is essential for the quality of identity and success, which is incomplete without advertising. It appears that by avoiding the promotion of advertising, no ladder of development and expansion can be ascertained at this time. It will be absolutely logical to say in Prabhakar Sattriya's words that "Every house is a box of entertainment for children from the elderly, who crosses the motor bike to the trencher, makes aunt a sister, and dreams world "We get almost all the services without any expense on the new medium because the advertisements depend on the new media The full focus of the people is not to the welfare of the people or to the masses but to attract the consumers of higher income groups. The reality is that being a media heavy weight does not mean that the quality of the media has improved as well. The expert Indra Vidyarthi Vedaspati believe that journalism is the fifth Veda. They say that 'journalism is the fifth Veda, through which we will talk about knowledge-related matters Dr. Arjun Tiwari, on the other hand, believes that "the art of imposing liability in the citizens by staying in the context of time and society is called journalism." But the question is whether the new media Journalists are doing this kind of journalism. Nothing will be answered, because they have become so busy in the world of commercials that they have no relation to social interests and social welfare. They have to serve only nowadays the younger generation and the need for advertised plate is necessary. Scholars like Wilbur Labor believe that the possibility of elections in the media is high where the user gets the futures of the highest satisfaction and at least the effort is needed to achieve this satisfaction. All these features provide new media i.e. Internet each person in a similar way. That is why our society is changing into a global competition in the mass society.

If you talk about language on the new medium then there is no problem related to language. The new medium introduced in the prevalence of 'food' instead of 'food', 'place' instead of 'area', 'college' instead of 'college', 'student' instead of 'student' and 'regular' place Instead of 'regular' and 'high-education', 'higher-education' etc. have been introduced in vogue by simplification. No change was felt by any person. Thus the simplification of language is also received in the new media. In addition, if globalization is thought of, then the concept of global business comes out to us. Which can be viewed on the basis of New Media-Globalization and Information Technology. The entire media has been tied up by the New Media in an environment that the passive consumer has also become a 'co-consumer'. Due to the illusion that publicity is being spreading in the public from day to day, turning away from it or saying that it is very difficult to escape. Most of the parts of the society have joined the network through communication and information technology networks. In this context, the Mexican journalist in 1994

And the statement of Carlons Moncevice written about the globalization is right for the Popular culture, is true. He wrote, 'Globalization means that you never need to apologize.' In addition, the new medium has created the younger generation as a permanent customer.

'This century of advertising is advertising,

- Advertising is the only day-air, and the only night of advertising.
- Advertising has done wonders in this world,
- Advertise changes, consumer purchasing behavior.

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