

A CONTENT ANALYSIS OF TELEVISION BEAUTY ADVERTISEMENTS

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ABSTRACT

Television can have a very high sensory and emotional impact since it can include static (text & graphics) as well as dynamic (audio & visual) elements. . On the other hand, TV is rather inflexible with respect to size and format of the individual advertising which gives the individual advertising high costs in terms of production as well placement. The power of advertising is so great that it can even get the people to do what they don't want to do. People are going for things that are not necessities of life. Television advertising can have a very high sensory and emotional impact since it can include static (text & graphics) as well as dynamic (audio & visual) elements. On the other hand, TV is rather inflexible with respect to size and format of the individual advertising which gives the individual advertising high costs in terms of production as well placement. However, the large reach means that CPM prices are still reasonable low for TV advertising. The objective of this study is to analyze the content of TV advertisements of beauty products. Content Analysis has been adopted for the study.

KEY WORDS: Beauty advertisements, Television, content analysis, SPSS