

life and the belief in reincarnation are exploited by profiteers of the economic sphere.

- The content of outdoor advertising suggests that the Indian society is a capitalist society, not a socialist society.
- According to above, Indian authorities of advertising do not either have or cannot deal with such abnormalities, or do not assume them as abnormalities. Generally, in psychology in thought engineering all trucks including outdoor advertising are exploited for positioning and creating a perfect atmosphere. In countries with legal, economic, cultural, social

and religious systems, advertising is practiced in line with regulations; while in countries with no specific attention to social regulations, advertising does not have any defined procedure.

- In general, outdoor advertising structures in India are indubitable emulations of Western instances which lack attention to native Indian architecture and people's identity.
- Due to absence of codified regulations for advertising, providing defined standards and measure for the size, space, location... of billboards, there is a mess of billboards mounted everywhere with any number.

## Conclusion

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Outdoor advertising in these India cities is impressive, but abnormal. It has no regard for urban landscapes. The physical presence is consistent with existing imbalances, but in terms of content it is inconsistent with social, economic conditions and people's needs. In addition, no choice of advertisement is present in the audience, and everywhere in cities advertising is formed so that some have challenged the society through satire or criticism. Furthermore, the focus is highly on tourism rather than local folks.

As Table 3 indicates, English companies' advertising is in the first place in two cities of Mumbai and Delhi, while European and American advertising is in the second rank; Asian countries' promotional activities in the third place and local and domestic productions has the last place. Only in Lucknow high attention has been paid to domestic brands, suggesting trust in self-reliance. This proves that advertisers aim at places

where the roots of religious beliefs are weak.

Outdoor advertising in India is accordance with social, economic, cultural and political structure of the people of India in terms of form, suggesting norms and anomalies governing it. However, in terms of content, it is not tailored to the needs and structures of Indian society. This indicates that India is a capitalist society strongly influenced by British colonialism, not a socialist society. Thus, the city serves the objectives and plans of the capitalist minority.

India is a huge museum of religions, ethnicities, minorities and a mixture of various cultures in terms of social, cultural, and religious aspects. Thus the structure, shape, size, location, distribution and diversity of outdoor advertising is not apart from the conditions of the society and the chaos corresponds with other irregularities seen in the urban landscape and living conditions.

## Endnote

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\*. This article retrieved from the research project of "The interplay of Indian and Iranian Art" and field research trip, which was organized in 2011 by NAZAR research center.

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### Outdoor advertising manifestations in Indian cities in terms of content and form

The purpose of advertising, especially commercial advertising includes introducing, branding, creating demand, marketing and sales, expansion of market share, staying in minds, competitiveness, boosting consumption, contributing to production, attraction, culture, changing consumption trends, consumption direction, training and sales and obtaining revenues. India with a population of about 1.2 billion people and high volume of tourists each year, is a large market none of the giants of world trade want to lose it through influx in advertising as a means to follow their objectives.

- Much of the outdoor commercial advertising takes place with the aim of introducing, branding, developing market share, culture and traditional restructuring.

- Although outdoor advertising audience involves all the people of India and is carried out with the aim of branding, advertisers believe that potential customers fall into 4 categories:

1. The capitalist class who are customers of luxury and expensive goods while being the minority of the

population.

2. The upper middle class who are customers of second grade goods.

3. The lower classes who are mainly customers of non-luxury goods and third degree appliances.

4. The poor who have problems purchasing daily items and luxury goods are among their wishful dreams and explore street corner dustbin to obtain their supplies.

- In the second step advertisers attempt to address tourists who travel to India, because they are numerous and have traveled to India from around the world.

- Lack of use of Hindi and widespread use of English represents the depth of the legacy of British colonialism in all areas of life. Language and culture of the Indian people are still under the influence of advertising, clothing, cosmetics, and luxury of the West and in this way attempts is made to weaken national and religious bias.

- Religious belief and resilience of the Indian people and accepting underlying conditions is a factor, which is exploited, in advertising psychology.

- Religious beliefs of the people of India in the acceptance of death, poverty, disease, wealth, health, and life as a reward or punishment for their previous

Table 2. Comparison of cities in terms of advertising content. Drawn by author

City \ Advertising features	Commercial advertisements	Political Advertising	Religious advertisement	Cultural and educational advertising
Mumbai	Strongly Prevalent	Little	Average	Little
Delhi	Prevailing	Prevalent	Little	Average
Lucknow	Little	Average	Most Strongly	Little

Table 3. Comparison of cities in terms of brand type. Drawn by author

City \ Degree of prevalence	English Brands advertising	European and American brand advertising	Asian and regional brand advertising	Domestic brands commercial advertising
Mumbai	Strongly Prevalent	Prevalent	Prevalent	Average
Delhi	Strongly Prevalent	Prevalent	Prevalent	Average
Lucknow	Average	Average	Prevalent	Strongly Prevalent



Fig 8. Diversity of outdoor advertising across the city  
photo: Abdollah Kheiri Motlagh,2012



Figure 9. Religious advertising across the city  
photo: Abdollah Kheiri Motlagh,2012

cosmetics.

Cultural-artistic advertising including cinema, music or other artistic fields have a very faint appearance (Fig. 9).

Given the above-mentioned discussion about outdoor advertising in the three cities in question, outdoor advertising is compared in terms of form, structure and content for the three cities through the following tables.

### Description

- Large billboards include banners, flex boards, multi-faceted and ads,
- Medium-sized billboards include portable, Lampposts and volume ,
- Lamppost billboards include portables up to 1.5 in 2 in size,
- Primitive advertising includes fabric writing and

posters.

Table 1 shows that Lamppost is strongly prevalent as one of the outdoor advertising structures in Indian cities. It has been ranked first, while plain boards are in the last place. It is noteworthy that in Mumbai using a variety of advertising holds a higher position.

Table 2 shows that commercial ads have the top position and religious ads are in second place while the last place goes for cultural and educational advertising.

Table 3 suggests that commercial advertising with English brands are highly prevalent, which shows, special place in this country in the past and the present indicating the strand of British colonial domination. Therefore, advertising of British products are separated from the European's. Asian and regional advertising have the second place and domestic production has been ranked the last.

Table 1. Comparison of forms and types of advertising structures. Drawn by author.

Structure City	Large-scale billboards	Medium-sized billboards	Lamppost Billboards	Outdoor advertising on buses	Plain advertising
Mumbai	Strongly Prevalent	Strongly Prevalent	Strongly Prevalent	Prevailing	Little
Delhi	Prevalent	Strongly Prevalent	Strongly Prevalent	Prevailing	Little
Lucknow	Little	Average	Strongly Prevalent	Little	Strongly Prevalent

the city, cultural-religious advertising that represent the advertising of different temples and traditions of India are more observed (Fig. 7). Advertising in terms of content, in this context, is more indigenous and of the lines of Hindi, Hindi characters and costumed and local cloths are more used and presence of local products including clothing, food, jewelry is also used in this section.

**Lucknow**

The religious city of Lucknow whose residents are mainly Shi'ite Muslim, and according to the 2010 census, its population is about three million, despite being known as a traditional and religious city, moves fast toward commercialization and economic and it can be said that in the near future it will become a center of production and trade. Small



Fig 5. Concentration of shops' portals in the old area of the city photo: Abdollah Kheiri Motlagh,2012



Fig 6. Religious advertising in the old area of the city photo: Abdollah Kheiri Motlagh,2012

production Industries in the city have made it the largest center of production and small workshops and this means that trade in the form of retail is common in this city. Despite the usual chaos governed on the urban landscape in the corner and around, subtle movement is observed in the organization of the unions and strata's portals.

**Appearances of outdoor advertisement in Lucknow**

**A) Form and structure**

Billboards, Lampposts, facade banners and portables could be seen in all squares, streets, bridge decks for pedestrians and cars, facades and railings along roadsides, and rooftops. Advertising is shown off on public transportation vehicles, rickshaws, taxis, and buses. In general, it could be said that no standard, rule, or regulation dominates the advertising and low outdoor advertising such as fabric banners, handwritten posters and brochures in different sizes and colors fuel this mess (Fig. 8)

**Content of outdoor advertising**

Religious advertising on banners, posters, small boards, rickshaws and roadway and sidewalk crossings account for most of the advertising. Advertising of local products, small workshops and corporate structures are average and small in size. Large advertising structures which account for less numbers than others include foreign brands that include car, clothing, insurance, investment and



Fig 7. International brands in the modern texture photo: Abdollah Kheiri Motlagh,2012



food, cosmetic companies, airlines, banks, investment institutions and insurance companies have dramatically affected on the commercial advertisements of Mumbai. However, not only does the majority of the population in the city have the power of purchasing these items and do not consider them as consistent with their culture but also do not even dream about them (Fig. 3).

In the content of advertising, there is not any attention to the identity and culture of Indian people. For example:

1. Advertising of Indian goods is very low.
2. Advertising of Indian language is very pale.
3. Trying to economic independence is not apparent.
4. Advertising Figures use less than native cover.
5. Structures and shapes are not localized.
6. Famous, historical, political, cultural, social characters of India are not present.
7. Indian local attractions have not been exploited in advertising.

### Delhi

Delhi is India's second metropolis and New Delhi, the capital of India is part of this metropolis. Delhi is a combination of traditional and modern society and a manifestation of different religious, ethnicities, and cultural communities.

#### Appearances of outdoor advertisement in Delhi

Outdoor advertising has a significant presence in Delhi as well as Mumbai, but with some differences that it was arisen due to a traditional and modern

combination of the city and the presence of different religions and ethnic groups in the city arises. In total outdoor advertising in terms of form and content have the following characteristics.

#### A) Form and structure

Due to the traditional and modern combination of Delhi, outdoor advertising is divided into two categories in terms of form and presence:

In the modern parts of the city, the presence of large billboards, posters, ads, and light boxes is observed on the decks of sidewalks and roadway bridges and the base of monorails (Fig. 4) Nevertheless, outdoor advertising in the historical and traditional context of the city appears in a different way. Billboards are smaller, but are in number. Advertising of shop accounts for the highest share of outdoor advertising (Fig.5) Various dimensions, large numbers, diversity in the form and structure, incorrect location, inconsistency with the width of streets and places, and absence of provisions and standards has caused confusion and visual pollution across the city.

#### B) Content

The content of outdoor advertising such as the its shape and dimensions in the city of Delhi is divided into two categories: in the Modern context of city commercial advertising of global brands have a larger presence. These advertisements include ads in the automotive companies, cosmetics and banks and financial and credit institutions (Fig. 6), However, in the historic and traditional context of



Fig 3. In compliance of advertising with daily life  
photo: Abdollah Kheiri Motlagh,2012



Fig 4. Large billboards in the modern area of the city  
photo: Abdollah Kheiri Motlagh,2012

banking and trade was established in this city. In addition, it has kept its strategic importance as a highway connecting India to Iran and the Arab world and through the Indian Ocean with the world. The city hosts the main office of the Indian stock market, known as one of the oldest India stock exchange markets with more than 900 companies involved in buying and selling Indian stocks.

The Indian film industry is largely concentrated in Mumbai and a major contributor of the annual production of 900 thousand videos is done in this city and in the cinematic center called Bollywood. Bollywood addition to economic issues plays a major role in cultural issues of this city and India country and even neighboring countries.

The most disturbing manifestations of class conflict in the Indian society can be found in Mumbai. On the one hand, many rich people live in this city and on the other hand, the poor are not even able to feed themselves. More than half of the population of this city lives barely in mats and slums.

### Appearances of outdoor advertisement in Mumbai

According to the mentioned specifications, as was expected, outdoor advertising has a special position in Mumbai. It has the following features in terms of form and content

#### A) Form and structure

Various types of outdoor advertising structures are observed excruciatingly in different sizes and



Fig 1. Diversity of advertising structures across the city  
photo: Abdollah Kheiri Motlagh, 2012

shapes in most parts of the city. They range from billboards, lamp posts, portable structures, to light boxes, banners, facades, ads installed on side and middle of streets, decks of sidewalk and roadway bridges and base of monorails, bus stops, buses, and taxis (Fig. 1)

Large Billboards are installed in turning points of sight regardless of the width of streets and present standards. In some parts of the city, they are even installed as multi-level. This demonstrates that no specific provision and standard is governed on them leading to an irregular increase in the number of billboards. Further, advertisements have intertwined and advertising companies has to enlarge their boards to increase their effect. As a result, urban spaces have turned to the competitive arena of advertising structures that result in the loss of living space and natural and social landscape of the city (Fig. 2).

In addition, people's everyday life and relations are discolored behind the advertising billboards, and the city has turned into a capitalistic community with material relationships. This indicates that the city and the landscape have become a battlefield for capitalists.

#### B) Content

Due to the characteristics of Mumbai and the focus on economic and trade, commercial advertising in the city outweigh cultural, political, social and religious advertising. Further, the world's most famous brands including automotive, clothing,



Fig 2. Overshadowing people's life by advertising  
photo: Abdollah Kheiri Motlagh, 2012

## Introduction

What is today called outdoor advertising has roots in history. It is considered as the first primitive tool for human communication through sending messages, expressing wishes, magic, victories and defeats as well as transmission of culture, religion, customs and even human history. Stone inscriptions, carvings and paintings and Figures remained for the past centuries and millennia show this claim and men from the caves era have been unconsciously familiar with the concept of outdoor advertising and it has been a means for the transmission of culture, religion, customs, traditions and even history.

Passing through the agricultural-ranching era to the industrial era, outdoor advertising played an important role in trade and economic exchanges. In particular, outdoor advertising is known as an effective medium for economic relations, creating a culture of consumption, competition in the market for the purpose of needs assessment, creating, demands, market regulation and its development. Accordingly, along with economic, political and cultural development of societies, outdoor advertising developed, evolved and became diversified in accordance with specific circumstances and situations in terms of form and structure. Billboards with primary structures entered the advertising market by paintings on fabric and installation on panels. As the printing industry developed, advertising also grew using vinyl, banners, light boxes, Twisters, and three Vision. Finally, they are seen as slides, urban TVs and digital media. According to the type of the structure and location of installation, advertising appeared in the form of sign roof, portables, and ads. Day by day, their diversity is increasing. Outdoor advertising affects customers and audiences when they are moving. It sends them advertising messages while they are at home or workplace, shop, play and travel (US Outdoor Advertising Association, 2009, 15). Further, outdoor advertising has developed

synchronously with audiences in line with their point of view and has opened a special position for its own using communal spaces, transits, gathering in different urban spaces, streets, squares, commercial complexes, sidewalk or roadway bridges, sports fields, terminals, airports, railway stations, subway and city buses, taxies, fruit and vegetable squares and even intercity roads.

Today, it is easily possible to comprehensively understand a society's socioeconomic conditions, quality and quantity of consumption and production, the value and type of attachment, interests and aspirations, needs and deficiencies, attention to indigenous and identity elements, socialism or capitalism and ultimately the level of people's lives of that society through analysis, evaluation and classification the content on the one hand and study the shape, size, location, distribution and distribution of advertising structures on the other hand.

India is a country with an area of 3402873 square kilometers, and a population of 1210193422. It has 28 states and 7 districts with a mixture of Indo-Aryan, Dravidian, Mongoloid races and followers of Hinduism, Islam, Christianity and Sikhs. In addition to excellent political and military position, India has economic, social, and cultural importance. In the global economy, it is considered as an important large consumption and production market. Accordingly, various advertising in particular outdoor advertising with the diversity and forms mentioned above has an active presence in the country.

This paper discusses the effects of outdoor advertising on urban landscape and manifestations thereof in three Indian cities with various economic, political, and religious features. These cities include Delhi (with a political position), Mumbai (with a trade and economic position), and the Lucknow (with a religious position).

## Mumbai

Mumbai, with an area of 603 square kilometers and a population of over 13.3 million (in 2006) is one of the four major cities and most populous of India.

The city has a long economic, trade, commerce and the industry of shipbuilding. After India's independence, the focus of economic affairs,

# Outdoor Advertising Manifestations for Reading the Appearance of India Cities' Landscape\*

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## Abstract

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India, because of its size, population, history and composition of different ethnic and religious groups and strategic position, apart from its political, cultural, social, religious, and economic special position, has a particular economic significance. As a result, advertising in general and outdoor advertising, in particular, is widely seen in urban areas.

In today's world, outdoor advertising is largely present in urban areas due to conjoining with all the needs of society, i.e. the economy, politics, religion, culture, religion, and dominant values. It is an aspect of reading, outdoor manifestations in that the society. Indian cities are no exception to this fact, so that some emphasis and reflection can reveal manifestations of urban landscape behind outdoor advertising. The present study is aimed to investigate the content and form of outdoor advertising Indian cities in order to read the characteristics of Indian society and manifestations of these advertisements.

Outdoor advertising in Indian cities is in accordance with social, economic, cultural, and political structures of life of Indian people in terms of form and structure. However, in terms of content, it does not match the Indian people's needs, economic conditions, and social classes.

Respond to the following questions can better explain the aforementioned idea:

1. What manifestations do Indian cities' outdoor advertising content and form have with regard to the following cases?

- Outdoor advertising and structure of cities in terms of urban furniture and its compliance with or contrast to the environment
- Outdoor advertising and social structure of Indian cities in terms of social classes of people in cities and its compliance with or contrast to the environment
- Outdoor advertising and religious structure in terms of diversity of religions and beliefs of people and its compliance with and contrasts to these beliefs
- Outdoor advertising and political structure in terms of the diversity of parties, views and property to foreign countries and its compliance with and contrast to politicians willingly to the people

2. What outdoor manifestations do outdoor advertising have in different cities of India with regard to the economic, political and religious structure and position of these cities?

Through field observations and library studies, we will investigate and analyze the presence form and content of outdoor advertising in three Indian cities with political, economic and religious features, and finally we will discover manifestations of outdoor advertising in India through the obtained reviews and tables.

## Keywords

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Outdoor Advertising, Urban Landscape, Appearance, Manifestation.