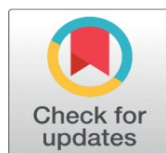# VISUAL COMMUNICATION IN THE DIGITAL AGE: A CONTEXTUAL ANALYSIS OF CONTEMPORARY PRINT AND WEB MEDIA ADVERTISING DESIGNS

Raimohan Dash [1], Dr. Ramkrishna Ghosh [2]

[1] Ph.D. Scholar of Visual and performing Arts, Mangalayatan University, Aligarh, Uttar Pradesh, India
[2] Associate Professor of Visual Arts. Mangalayatan University, Aligarh, Uttar Pradesh, India

ABSTRACT

In the present day, the design of advertisements for print and web media necessitates an understanding of the unique characteristics and constraints of each medium, as well as the evolving technologies and trends.

1. INTRODUCTION

In the present day, the design of advertisements for print and web media necessitates an understanding of the unique characteristics and constraints of each medium, as well as the evolving technologies and trends. While producing advertisements for print and online media, it is important to consider the following design settings and factors:

A print media advertisement would be as follows:

1) Static Visuals: Newspapers and periodicals are known for their use of static visuals. The design must immediately capture the viewer's attention and effectively convey the message in a single image.

2) High-Quality Imagery: To ensure that the advertisement is printed with a professional, precise appearance, it is essential to use high-resolution photos and graphics.

3) Typography: Utilise mindful typographic choices and typefaces to generate visually appealing and comprehensible content. Consider the organisation of the headlines, subheadings, and body text.

4) Colour Selection: Select colours that are in harmony with your brand and that capture the reader's attention. Print media facilitates precise colour management.

5) Whitespace: Utilise whitespace in a strategic manner to direct the reader's attention and create a well-organized and tidy layout.

6) Size and Format: Ensure that your design is consistent with the predetermined measurements and forms that are necessary for advertisements in print media.

7) Call to Action (CTA): Incorporate a compelling CTA to motivate readers to take action, such as purchasing an item, visiting your website, or contacting you.

8) Brand Consistency: To fortify the brand's identity, it is important to maintain consistency in branding elements such as colour schemes and emblems.

9) Print Quality: Collaborate with specialised printers to guarantee that the final product meets the medium's requirements and exhibits exceptional print quality.

Web Media Advertising

1) Dynamic content: Web media facilitates the creation of interactive and dynamic content. Consider employing interactive components, animations, or films to captivate consumers.

2) Responsive Design: Ensure that your web advertisement is responsive and adapts to a variety of screen sizes and devices, including mobile phones, tablets, and PCs.

3) Load Times: Optimise multimedia and graphics components to decrease load times, as consumers may become discouraged by advertisements that take an extended amount of time to load.

4) Guarantee that the advertisement does not disrupt the user's web browsing experience by prioritising a positive user experience (UX). Prevent the use of obtrusive pop-up videos or sound-playing.

5) Interactive Elements: Utilise interactive elements, such as sliders, forms, and clickable icons, to enhance user engagement.

6) Analytics and monitoring: Utilise monitoring codes to evaluate the efficacy of the advertisement and gather data for optimisation purposes.

7) If applicable, incorporate social media sharing icons or links to encourage visitors to share the advertisement with their networks.

8) A/B Testing: Conduct numerous ad variations to determine the most effective visual signals, copy, or layouts.

9) Compliance and Accessibility: Ensure that your web ads are both accessible to individuals with impairments and comply with all relevant legal and ethical standards, including GDPR.

10) Targeting: Efficiently reach your desired audience by utilising data-driven targeting options that are based on demographics, behaviour, and interests.

11) Content Updates: Consider the simplicity of revising or altering the advertisement's content, especially for time-sensitive promos or events.

12) Security: Ensure that your advertisement is secure to prevent the introduction of detrimental malware or potential security vulnerabilities.

However, in most of the cases digital dominance has shifted the focus from print media and there is a high curve of difference between the two types of media usage seen.

1.1. OBJECTIVES

Ø To study the development of design trends in print and web media advertising historically.

Ø To determine which design ideas are similar and which are different across print and web media advertising.

1.2. HYPOTHESIS

Hypothesis based on objective 1

H1.0: Design trend in advertisement are improving historically

H1.1: Design trend in advertisement are not improving historically

Hypothesis based on objective 2

H2.0: Print and web media might not have similar designs

H2.1: Print and web media might have similar designs

1.3. RESEARCH PROBLEM

The modern advertising landscape is evolving from traditional print media to dynamic web media, with marketers and advertisers still disagreeing on the effectiveness of advertising across multiple platforms. Rapid shifts in consumer behaviour, such as ad-blockers and mobile device usage, have presented advertisers with challenges. Understanding how these changes affect the reception and efficacy of advertisements in print and online media is crucial. The ongoing development of digital technologies presents both opportunities and challenges for web media advertisements, with concerns about user privacy and data security. Research is needed to identify best practices for bridging the gap between these mediums, address user privacy and ethical concerns, and explore the sustainability of advertising practices in print and online media. Addressing these complex issues is crucial for advertisers, marketers, and politicians to effectively manage the changing landscape of advertising.

2. LITERATURE REVIEW
2.1. LITERATURE ON USABILITY OF PRINT AND WEB MEDIA

A study on memory for linguistic and visual components of print ads develops a model and proposes it for the differential underlying processing of verbal and visual components of print ads. Study by Sheehan et al. (2001) on surveying more than 180 advertisers' print ads and Websites. The same authors of this paper, Zhou et al. (2009), had earlier proposed a contextual-matching-based advertising model for print-on-demand books before narrowing down to using the page frame segmentation algorithm to solve the problem of where to place the selected contextual adverts within the print-on-demand books. Zhou et al. (2009) in their study dealt with page frame segmentation for contextual advertising in print-on-demand books. The page segmentation algorithm shows considerable robustness against a noisy background. Other media are comparatively downgraded to that of television in particular radio, print, and the web. Dash et al. (2012) aimed to compare how effective radio, print, and online advertising is in comparison to TV advertising. Regarding readability of Malay text displayed on the website, Ali et al. 2013 attempt to explore the effects of serif and san serif fonts in the domain of screen fonts and print fonts. Holt et al. 2015, in an experiment design, tested consumers' typical response to a local food message and media channel as a means of passing information to test the message or the channel. The message emphasis was to support Florida's local food industry. Stephens et al., 2016, describe the use of social media to facilitate the CC/PD process in two trauma resuscitation clinical trials. Other important works include Cassidy, 2005; Marks et al., 2006; and Landa, 2010.

2.2. GAP

The effectiveness of web advertisements has been examined in relation to user privacy concerns; however, additional research is required to comprehend the subtleties of these issues and their influence on user behaviour and ad performance.

The literature has recognised the existence of ad blockers; however, there is a scarcity of research on the efficacy of the diverse anti-ad-blocking strategies that advertisers employ. Research could investigate the effects of various countermeasures on user perception and ad performance.

The majority of the research is concentrated on short-term metrics, such as immediate conversions and click-through rates. Nevertheless, there is a deficiency in the comprehension of the long-term implications of both print and web advertisements on consumer lifetime value, loyalty, and brand perception.

3. METHODOLOGY

Type of Research: the type of research will be descriptive which will help to carry out an in-depth analysis of the relationship marketing strategies in terms of building positive consumer behaviour. Descriptive research will help to carry out comprehensive study of relevant literature and theories using secondary research and then obtaining primary data to test the theories.

Sampling method: Multistage Sampling is used to collect the data for this study. Multistage sampling is a sampling technique that, in order to perform research, splits the population into groups (or clusters). Multistage cluster sampling is another name for this advanced type of cluster sampling. Significant clusters of the chosen individuals will be divided into sub-groups throughout this sampling technique to facilitate the collecting of primary data.

4. DATA ANALYSIS
4.1. DOES THE TEXT STYLE DIFFERENTIATED OR FOUND SIMILAR IN BOTH MEDIA?

Category	N	MEAN	SD	F-CRITIC	P_value
Agree	22	0.909091	0.953463	0.853496	0.35669
Not at all	22	0.909091	0.953463		
Disagree	20	0.818182	0.904534		p>0.05 is not statistically significant hence null hypothesis not rejected
Strongly Agree	18	0.818182	0.904534		
Strongly Disagree	18	0.727273	0.852803		
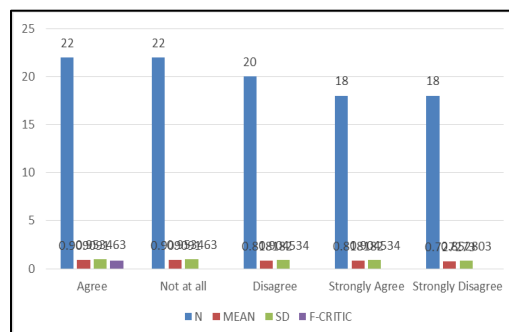
The data analysis suggests that there are no substantial disparities between the averages of the various response groups. This is corroborated by the p-values, all of which exceed 0.05, indicating that the disparities found are probably attributable to random variation rather than significant disparities in the data. Since P value is insignificant then it can be said the null hypothesis is true for Print and web media might not have similar designs

## 4.2. HOW DO YOU DESCRIBE "EMPHASIS" IN THE CONTEXT OF WEB MEDIA AS COMPARED TO PRINT MEDIA?

Levels	N	MEAN	SD	DF	T.VALUE
AGREE	50	25	5	1	1.73E-06
DISAGREE	49	24.5	4.949747		p > 0.05 stastically significant

According to the given statistics, there is no statistically significant disparity in the average scores of the AGREE and DISAGREE groups. The T-value of 1.73E-06 indicates a negligible difference, and the p-value being more than 0.05 suggests that this difference is not statistically significant. Consequently, we do not reject the null hypothesis, suggesting that there is no significant disparity between the two groups

4.3. DO YOU THINK "RHYTHM", "VISUAL" AND "CONTENT" PLAY A GREAT ROLE IN THE APPLICATION OF WEB AND PRINT MEDIA?

Levels	N	MEAN	SD	DF	T.VALUE	p value
AGREE	31	7.75	2.783882	1	6.76E-19	
DISAGREE	33	8.25	2.872281			p > 0.05 statistically significant

| NEUTRAL	19	4.75	2.179449			
SOMETIMES	16	4	2			
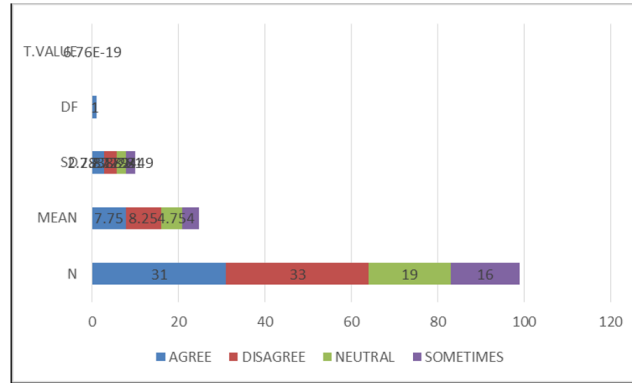
According to the statistical study, there is a considerable statistical distinction in the degrees of agreement and disagreement, with individuals exhibiting a greater tendency to disagree rather than agree. Nevertheless, there was no statistically significant distinction between the neutral responses and the agree and disagree levels. Since the p value is insignificant the null hypothesis is accepted as H1.0: where the evolution of print and web media is explained.

4.4. DO YOU FIND ANY SIMILARITIES IN THE FORM AND SIZE OF THE TEXT IN THE WEB AND PRINT MEDIA ADVERTISEMENTS?

| Levels	N	MEAN	SD	DF	T.VALUE
AGREE	50	25	5	1	1.73E-06
DISAGREE	49	24.5	4.949747		p > 0.05 stastically significant
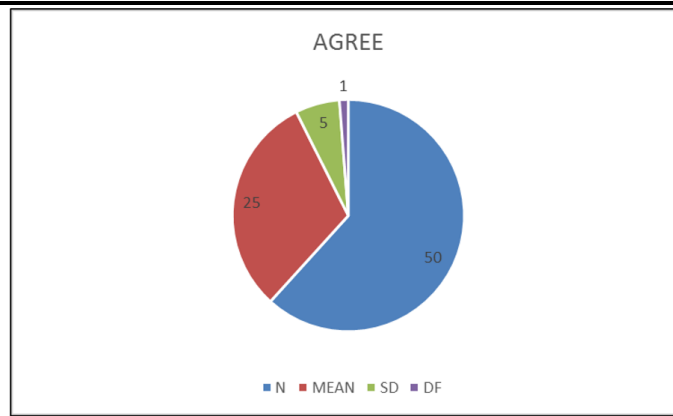
The data analysis indicates that there is no statistically significant distinction between the groups, as evidenced by the F-CRITC value and p-value, both of which exceed 0.05. This indicates that the disparities identified in the averages of the groups are probably a result of random variation rather than a significant impact. The average ratings for each group range from 0.727 to 1, suggesting different degrees of agreement or disagreement with the claims.

4.5. HOW DOES THE "IMAGE" AND SATURATION POINT DIFFER OR SHOW SIMILARITIES IN WEB AND PRINT MEDIA ADVERTISEMENT?

LEVELS	N	MEAN	SD	DF	T-VALUE
Agree	9	5	2.1602	7	0.598676
Not at all	4	5.5	3.1091		
Disagree	11	10.09	0.9831		p > 0.05
Excellent	10	10.1	0.3		Not significant
Good	9	5.78	2.958		
Troublesome	10	5.2	3.6633		

Sometimes	**12**	**5.42**	**3.1626**		
Possibly	**11**	**5.27**	**3.2863**		
Neutral	**7**	**5.14**	**3.123**		
No	**7**	**5.14**	**3.1125**		
Yes	**10**	**5.4**	**2.929**		
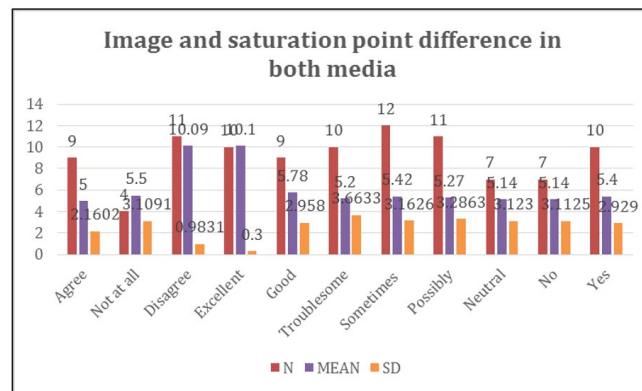
Web Media

- The saturation point in web advertising can be reached quickly due to the high frequency of ad exposure. Users may experience ad fatigue if they see the same ads repeatedly across different websites or platforms. This can lead to decreased engagement and ad blindness.

Print Media:

- Print media saturation is less immediate but can still occur, especially if the same ad is run in multiple issues of a publication. However, the tactile and tangible nature of print can sometimes sustain interest longer than digital formats.

5. CONCLUSION

The digital age has changed visual communication, especially print and web media advertising designs. This contextual study shows several major convergence and divergence points between these two mediums.

Strong visuals attract and engage audiences in print and web ads. Brand consistency, strategic colour, font, and imagery, and compelling calls to action are crucial across both formats. However, each medium's features affect how these design ideas are used.

Print media lacks the interactivity of web media. Web advertising is unique because it can assess performance in real time, target specific demographics, and optimise content for engagement. These advantages, along with cost-effectiveness and adaptability, make web ads adaptable to the fast-changing digital scene.

However, print media's tactile form and long-lasting imprint keep it valuable. Physical print ads may inspire trust and sincerity that internet ads struggle with. Print advertising lacks reach, adaptability, and measurability, making them less adaptable than digital ones.

The saturation point, important in each media, is reached through various mechanisms. Web media quickly saturates its audience, causing ad fatigue, while print media must innovate to stay relevant.

In conclusion, the digital revolution has reinvented print media's position in visual communication, not lessened its value. To ensure message consistency across platforms, effective advertising nowadays must combine print and web media. Advertisers can design interesting and effective campaigns that engage their target audiences in this ever-changing landscape by knowing and using each medium's distinct benefits.

CONFLICT OF INTERESTS

None.

ACKNOWLEDGMENTS

None.

REFERENCES

Kim, J., 2021. Advertising in the metaverse: Research agenda. Journal of Interactive Advertising, 21(3), pp.141-144.

Venkatraman, V., Dimoka, A., Vo, K. and Pavlou, P.A., 2021. Relative effectiveness of print and digital advertising: a memory perspective. Journal of Marketing Research, 58(5), pp.827-844.

Giombi, K., Viator, C., Hoover, J., Tzeng, J., Sullivan, H.W., O'Donoghue, A.C., Southwell, B.G. and Kahwati, L.C., 2022. The impact of interactive advertising on individual engagement, recall, and understanding: A scoping systematic review for informing regulatory science. Plos one, 17(2), p.e0263339.

Siedlecki, S.L., 2020. Understanding descriptive research designs and methods. Clinical Nurse Specialist, 34(1), pp.8-12.

Aktan, M., Aydogan, S., Aysuna, C., & Cad, M. Z. H. (2016). Web advertising value and students' attitude towards web advertising. European Journal of Business and Management, 8(9), 86-97.

Alalwan, A. A. (2018). Investigating the impact of social media advertising features on customer purchase intention. International journal of information management, 42, 65-77.

Arora, T., & Agarwal, B. (2020). An empirical study on determining the effectiveness of social media advertising: A case on indian millennials. International Journal of E-Business Research (IJEBR), 16(2), 47-68.

Arora, T., Agarwal, B., & Kumar, A. (2018). A study of millennials's preferences for social media advertising in Delhi NCR. Indian Journal of Marketing, 48(10), 34-51.

Barthelemy, S., Bethell, M., Christiansen, T., Jarsvall, A., &Koinis, K. (2011). The future of print media. Retrieved Jan, 4, 2015.