Role of Visual Arts In Society
Colonial and Present Times

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Abstract

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Introduction

The main purpose of the research paper is to focus on the role of Visual Arts in Society during the Colonial and Present period. During the colonial period, social awareness was created with the help of visual art to bring about change. Even today, consciousness is brought through visual elements, in which social media plays a crucial role to not only create social responsiveness but also educate the people.

Content

The earliest forms of advertising can be found many centuries ago. It was the Buddhist who probably understood the importance of "Visual Communication" in spreading their thoughts, beliefs, and religion to spread the teachings of Buddha and his ideas on the pillar edicts in different parts of the country with religious commandments on them. These rocks and pillar edicts can be considered as the forerunners of today's posters. Pictorial art was effectively used for the propagation and popularization of religion. Some examples of effective use of pictorial art can be seen at Sanchi, Ajanta, and Amravati.

Wherever one goes, one sees advertisements, posters, propaganda, and publicity. Many times one walks past an advertisement unknowingly but the brain keeps catching certain key points that affect the daily life. Advertising has become an integral part of Indian society and one of the major tools of selling for manufacturers and traders for long. "The timeline advertising can broadly be divided into six periods or stages for the sake of convenience as follows:

1. Pre-printing- prior to the 15th century

2. Early printing Period-from the 15th century to about 1840

3. Period of Expansion- from 1840 to 1900

4. Periods of Consolidation- from 1900-1925

5. Periods of Scientific Development- from 1925to 1945

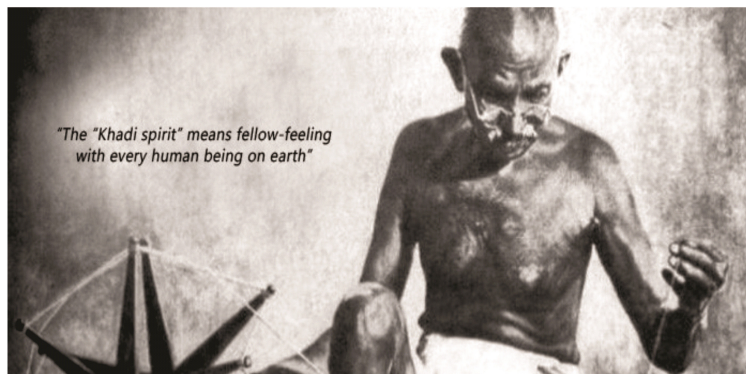6. Periods of Business and Social Integration-1945 to Present."[1]

The main aims of the British rulers were not to industrialize the country to make it self-sufficient but to destroy and damage its resources. The history of advertising is very interesting; even before writing was evolved, the spoken words or word-of-mouth publicity must have been one of the earliest forms of the advertising. In Greek and Roman civilization, spoken publicity prevailed and public criers used to proclaim articles for sale and fascinating news to the people. In the market place, hawkers and peddlers tried to gain the attention of the buyer to their products, which still can be seen in many parts of the world, including India.

Europe was finding it difficult to sell its manufactures in wider markets but they found that market in India. The most vital benefit of British rule was the introduction of the

printing press in India. The first printing press in India was started by the Portuguese in 1556. It was exclusively used for the production of Christian literature. In 1600 Britain established the East India Company. With the expansion of the East India Company, its political control also increased. Steam-powered liners became the lifeline of the British Empire in the late 19th and early 20th century which ensured the steady flow of people and goods to the remotest corners of the world. The flow of trade was ensured through hard labor and commitment of sailors which was vital to the growth of the Empire. After the formation of the Indian National Congress in 1885, newspapers began to be distributed among the people, especially among the educated middle class. The vernacular press also led to the growth of Patriotism against all the technical difficulties, lack of capital, and restrictive legislation by a hostile government.

Later on, the growth in the local industries gave more imputes to advertising. This growth was partly because of the "Swadeshi Movement" and the waves of patriotism were sweeping the country and the struggle for freedom from the colonial period, the spoken word, or the word of mouth can be considered as the earliest form of advertisement and it exists even today. Social media, newspaper, magazines, these days television, radio, are effective in educating and creating social awareness among the people. Non- government institutions and even social institutions have an impact on advertising.

Image: 1, 2, 3, 4: Example: "Swadeshi Movement" *the struggle for freedom from the colonial period.* Courtesy/ image source: croll.in/magazine/912337/kill-all-the-british-sucking-indian-blood-the-canny-poster-propaganda-used-by-japan-in wwiihttps://www.google.com/search?q=Swadeshi+Movement&tbm, September ý10, ý2020, þý5:07:09 PM

"The "Khadi spirit" means fellow-feeling with every human being on earth"

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▪   How the social structure of Indian society has been formed in which Indian socialism along with cast, culture, custom as well asocial problems that Indian faces can prove to be important in the study of what advertising can contribute to social service! In today's era, advertising has become a weapon that is proving effective in bringing changes in the thoughts of the people of the society. Many advertisements are being run by the government of India such as **"Beti Bachao Beti Padhao", "Sarva Shiksha Abhiyan", and "Swatch Bharat Abhiyan",** which is changing the views of people.

Problems that affect our society very much like drug abuse, alcoholism, population explosion, domestic violence, corruption inequality, pollution, and many more social issues can be helpful in making people aware through live advertising.

Social issues help in hammering and educating citizens of the nation. Social design works psychologically on the human mind.

▪ In Indian society, Goddesses are considered to be omnipotent. In India, the Hindu goddesses Lakshmi, Saraswati, and Durga are worshiped. In Indian society, women are considered to be goddesses, but in reality, they are victims of domestic violence. And about 68% of domestic violence victims and when it comes to empowering women, it is Indian men they advocate to keep all the rights and thus Indian society is men dominant society.

▪ **Image: 5, 6, 7: Example: Abused Hindu Goddesses:** *Indian Domestic Violence Campaign features* courtesy/image source: http://adsotheworld.com, 30 ýMarch ý2020, þý18:24:37 pm

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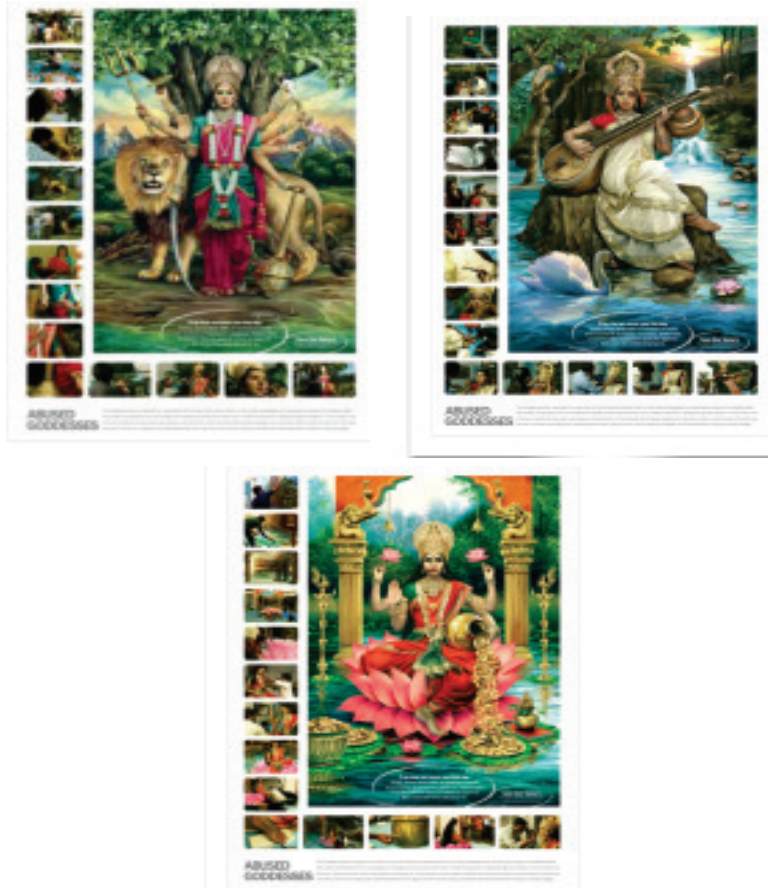
▪ Polio eradication is the biggest example and victory of the visual campaign in India. In 2014, India was declared polio-free. In this campaign, not only the Government of India but non-governmental organizations also made a lot of efforts to eradicate polio in this campaign. The famous tag line of this campaign is "Two drops of life". Bollywood celebrity Amitabh Bachchan was launched as the brand ambassador for the campaign to attract the masses. And it proved to be a huge success.

▪ **Image: 6: Example: Pulse Polio campaigns "Do Boond Zindagi ki"** courtesy**/** image source: http://www.socialsamosa.com/2020/03/brand-saga-pulse-polio-campaign/, 14 ýMarch ý2020, þý16:57:56 pm

▪   The definition of a child is that we are called a child who is under 14 years of age and as per the CLPR Act prohibits employment of the child who is under 14 years of age and we cannot give any kind of work even it includes domestic help. It is a legal offense to employ a child less than 14 years of age. We can involve children between 14 and 18 years in some work in which they do not face any kind of danger. To their life. In India, about 10% of worker is a child. A child is guaranteed protections under Indian law and free education and mid-day meals till the age of 14.

▪   **Image: 7: Example: "Adolescent" workers in India is a child** courtesy/ image source: https://www.voicesofyouth.org/blog/lost-childhood-child-labor, ý30ýMarch ý2020, þý19:51:34 pm

▪   world where HIV is very epidemic. In 2017, about 0.2% of the victims were suffering from this disease and this disease is gradually decreasing from 2010 to 2017. Infection has been reduced by about 27% and deaths due to it have been reduced by about 56%. It has been reduced by spreading awareness among people and by running a variety of campaigns and thus the hope of ending this by spreading more awareness among people.

▪   **Image: 8: Example: HIV/AIDS is an epidemic in India** courtesy/image source: http://lighthouseinsights.in/worldaidsday-brand-visuals.html, 14 ýMarch ý2020, þý11:58:06 pm

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▪ **"Swachh Bharat Abhiyan"** This is a very big campaign of the present government. This campaign was started on the 150th birthday of Mahatma Gandhi. This campaign was led by Prime Minister Narendra Modi. To create and maintain cleanliness, this campaign took the form of a mass movement. The main objective of this campaign is to stop the practice of open defecation which is unique.

▪ **Image: 9: Examples: Swachh Bharat Mission (SBM)** courtesy/image source: http://swachhbharaturban.gov.in/ , 14 ᵥMarch ᵥ2020, bᵧ16:56:34 pm.

▪ *It is the right of every child to be in-home, safeguarded, and loved by all. About 0.5 million children live in orphanages in India of which around 2000 children are adopted. People adopt children; a campaign is being carried out to increase the trend, which is being circulated on print media and on electronic media. This campaign spreads awareness to encourage people to adopt children. And the tag line is very emotional "Adopt you will receive more than you can ever give".*

▪ **Image: 10**: **Example: Adoption and Child Welfare** courtesy/image source: http://adsotheworld.com, 14 ýMarch ý2020, þý13:41:16 pm

▪ In India, everyone is silent on the topic of menstruation, no one speaks openly about it . This is the result of this and the health of the young girls is being affected, thus keeping silent on this subject causes a gender discrimination. If this topic is not taken care of, then the health of the women will be adversely affected. One has to make the women aware of this subject so that their health is good and they do not suffer from any terrible disease. Seventy percent of mothers consider menstruation is dirty. There are many government and non-government organizations working to promote awareness on menstrual hygiene management (MHA) through various modes like print media, electronic media.

▪ **Image: 11: Example: The Importance of Menstrual Hygiene Management (MHM)** courtesy/ image source: http:// mhmcampaignindia.in, 14 ýMarch ý2020, þý15:18:26 pm

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▪ Discrimination against girls in India has been going on for ages now. Even today, there are several sections of the Indian society where the girl child is treated as a burden. While several privileges are given to the boys; girls are often restricted to the confines of the house and given very little or no opportunities to learn and grow in life. It is a matter of great shame that cases of female infanticide are still reported. As per the figures of the 2011 census, there are just 918 girls in India for 1000 boys. In such a scenario, the role of the government and NGOs becomes all the more important in order to ensure that girls are allowed to be born and flourish in life. Support charities like Save the Children to contribute your bit in spreading awareness about the importance of girl child.

▪ **Image: 12: Example: Discrimination against girls in India** courtesy/ image source: https://www.boldsky.com/women/common-problems-faced-by-women-in-india, 14 ýMarch ý2020, ʙý11:38:05 am

▪ Literally meaning 'Educate the Girl Child, Save the Girl Child' "Beti Padhao Beti Bachao" it literally means that educating the girl child, save the girl child. It is a very ambitious scheme of the Government of India. Through this campaign, the Government of India wants to bring awareness to more and more people so that the standard of girls can improve and girls get the maximum benefit from it. It is possible to improve the ratio of girls and boys with this scheme. The main objective of this scheme is also to change the mindset of conservative people. There is no work in any field if girls are given proper opportunities. It becomes the responsibility of government and non-government institutions to make more and more peoples to known about this scheme and in this way we can save the girl's child by educating them.

▪ **Image: 13: Example: 'Educate the Girl Child, Save the Girl Child'** courtesy/ image source: http://ddnews.gov.in/people/wcd-ministry educate the girl child//, : 14 ýMarch ý2020, þý11:44:11 am

▪ In order to declare India as a tourist destination in the world, the Government of India undertook an important project whose slogan is Incredible India. The history of India such as Yoga Spirituality has been reflected in it. India has been placed on the world stage. New achievements were made, tourism was encouraged and people were attracted from abroad. At some point in time, it was criticized as well. The brand ambassador of this campaign was well-known actor Aamir Khan who endorsed for this campaign. The title of this campaign is **"Athithi Devo Bhav"**. Priyanka Chopra and Amitabh Bachchan were endorsed as new brand ambassadors.

Image: 14: Example: "Incredible India" Courtesy/ image source: https://in.pinterest.com/ , 27 ýMarch ý2020, þý18:34:20 pm

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Conclusion

Advertising helps to create mindfulness and trains the citizens of the country regarding the various social issues. It is an effective visual tool that can be put to good use for society. Out of all the human senses, vision is the strongest. What one sees, one registers immediately. It has much more power than what one hears or reads. Television, the internet, social media platform play a crucial role. It creates a mental impact that forces the individual to take steps against any social evil/issues. This research paper has tried to address how

advertising creates a platform and vision to get rid of numerous social issues that exist in the Indian society.

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