

Introduction.

This thesis will be looking at the Internet and the changes it could bring to the advertising industry. There are many insights into what this could be. The internet as I will show will put in the hands of the advertiser a medium which potentially can put them in touch with over 60 million people. The potential for advertisers and big companies is huge and a lot of them already recognise this with thousands of websites (a website is a platform where the user can access information, i.e if you were to access the Coca Cola web site via the Internet address you would find relevant information there.) already saturating the market. In theory the potential of theInternet for advertisers sounds great, more consumers equals more sales. However as I will show theInternet has with other mass communication technology made the consumer a complex entity. Mass communication technology have given to the consumer unlimited information and thousands of different influences from different cultures. The Internet has brought about a change in the consumer and his enviroment, which I hope to make clear. What penultimately this spells is an medium which we know little about let alone what the long term effects on the consumer might be. This results in a re-think of how to go about advertising to a consumer which is hard to pin down, also what does this mean for traditional media, will it still be effective if the consumer changes. I will finally be examining the billboard, and how the Internet will affect its role.