

**Hegemonic Advertising and Silenced Street Vendors:  
Branding and Marginalizing**

**Ms. Indumathi Deivasigamani**



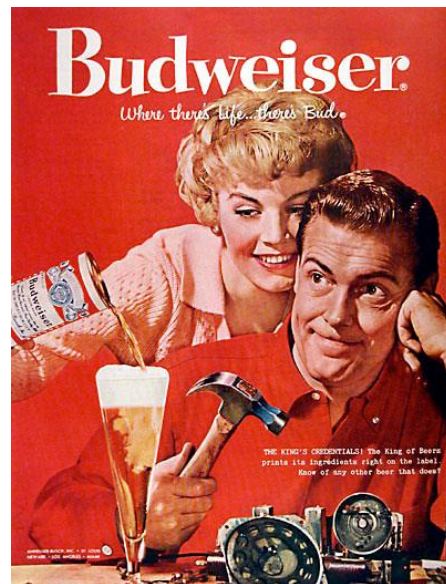
Courtesy: [https://commons.wikimedia.org/wiki/File:Street\\_vendor\\_selling\\_fruits\\_in\\_market.jpg](https://commons.wikimedia.org/wiki/File:Street_vendor_selling_fruits_in_market.jpg)

**Abstract**

This paper is an attempt to explore the state of the native vendors and sellers who are marginalized in the power structure. The hegemonic advertisements pushed the native sellers and vendors to the margin and made a permanent place to the superficially branded products in the centre. The people of today will never question the MRP of a product and will go and buy things in the supermarket or in any other stores with the additional service charges and

taxes. But they will question the rate of the small vendors and petty shops until they get the lower price. The small vendor has to sell the product to a lower price without putting a profit on it. These advertisements here play an important role as it brand the product which will raise the praise alone but of same quality. The advertisement plays with subconscious of the people with these two words - Brand and Quality. The Maximum Retail Price which has to be negotiated here becomes the standard price with the addition of the store's service and maintenance charges. Nobody never ever think of reducing the price as it is made to believe as a quality product. The people who cannot advertise their products are the products of low quality in today's world. Every product needs the advertising, or it will be in some corner without anyone care to look at it, even though the product is of the same use and same quality. As the advertisements became inevitable today, the advertisements create the power structure (hegemony) where the 'others', native vendors, are marginalized and silenced with the simulated branding and western influence. Thus, the advertisements persuade and manipulate the minds of people.

**Keywords:** Advertisements, Hegemony, Silenced, Native Vendors, Others.



**Hegemonic Advertising**

Courtesy: <http://socofsport.blogspot.sg/2013/>

**Introduction**

This paper is an attempt to explore the hegemony that created by the advertisements for the products. The power structure created with the help of advertisements marginalizes the native vendors and sellers. The advertisement stimulates the idea of 'brand' and 'quality' to the products of same quality of the native sellers. The M.R.P. of a product which has to be negotiated instead creates a standard price for all the advertised products. But all the native products, which are not advertised and properly branded, can never have standard price. The place of the native products, without proper branding, is the margin because the branded



products will get the centre. Thus, the native sellers are silenced and made into ‘Others’ in the power structure.

### **Hegemonic Advertisements and M.R.P**

The advertisements of the modern world are used to persuade and manipulate the consumers into buying their products. The advertisements use the simulation of ideas to persuade the consumers like how they simulate the ideas of brand and quality to the products. They create the advertisements in a way that the advertised product will get branding of high quality and will be compared to the native products. Thus, the native products get marginalized and silenced with their justification of price and quality of the advertised products or foreign products. It is also believed that the M.R.P. of a product is standard and nobody ever attempts to negotiate the price. This acronym lost its real meaning which is ‘maximum’ retail price. The native sellers or any street vendors who doesn’t have the M.R.P. to their products cannot set maximum price to their products. They will put the minimum price which will be negotiated until the consumer satisfied of the price. The native seller or the vendor never can voice his or her problems. The consumer will never question an advertised product about its price as it is advertised to be high quality with the comparison of the native products, which doesn’t have a branding of its own. The consumer is ready to pay the M.R.P. of the advertised product without any reduction and even ready to pay the service charges that the convenience store will add to the product. But he or she will never be ready to pay what the native seller or vendor sets on his product as it doesn’t bear the M.R.P and the branding on its package. All these simulations are done in the branding with the help of the advertisements. As Vacne Packard calls, the advertisements are ‘Hidden Persuaders’ which plays on the consumers’ subconscious to persuade and manipulate. Thus, the hegemony is created in the minds of the consumers through routine telecasting of the advertisements.



Courtesy: <http://www.bbc.com/news/blogs-news-from-elsewhere-28523377>

## Comparison of the Native Products in the Advertisements

The advertisements create power structure where the advertised or branded product will stand in the centre and the Native (non-advertised and non-branded) product will be margined in the corner. This unfair power structure was created by the careful handling of the advertisements. The advertisement plays with the words of quality and brand by comparing the advertised product with the native products. If anyone watch the advertisements it is clear that the native product will be compared as of inferior quality to the advertised product. The characters used in the advertisements will show the native product and the branded product. The characters will compare the two products and conclude that the non-branded native product is not up to the quality of the advertised product. It is always clear that the native product is what thrown out in the end. This simulation of the products' quality with the branding made the native products an inferior quality even when they are not inferior. Thus, the hegemonic advertisement plays an important role in marginalizing the native products.

## Silenced and Marginalized Native Sellers and Vendors

The advertisements marginalized the native sellers and vendors. The native sellers and vendors who cannot afford to brand their products with the advertising are silenced and marginalized in the modern world where 'circulation' and 'advertising' matters a lot. If one product gets the proper advertised branding on it, then it will reach the consumers easily. But if the circulation did not happen then the product will not gain the popularity. The second strategy that followed in the advertising is that setting the product to 'statuses'. The product will decide the consumers status just with the mere change and cost of the carton used for the packing of products. So the advertised product will be the choice of the consumers to attain the status that simulated by this power structure. Even though native products are the same quality of any other branded products, the given 'image' of branded products, with the help of advertisement, creates this discrimination. The result of this discrimination is the voiceless native sellers who are unfairly priced to their hard-earned products.



## Conclusion

This paper attempted to explore the hegemonic advertisements and their act of marginalizing the native products. It also explored how the advertised and branded products are shown to be superior to the native products (non-advertised and non-branded). It also dealt with the marginalizing of the native sellers and vendors' products with the use of M.R.P. The advertisements not only persuade and manipulate the consumers, but it also creates the power structure in the minds of the consumers. Hence the paper dealt with the marginalization of the voiceless natives created in the society with the help of advertisements.

---

## References

- Adorno, W Theodor, and Horkheimer, Max. "Frankfurt School: The Culture Industry: Enlightenment as Mass Deception." Andy Blunden, Feb. 2005. Web. 19 Dec. 2016.
- Baudillard, Jean. Selected Writings. Ed. Mark Poster. Standford:Standford UP, 1998:166-184. Print.
- Packard, Vacne. The Hidden Persuaders, London: Longmans, Green & Co.,1957. Print.
- The Advertising Business: Operation, Creativity, Media Planning, Integrated Communications. Ed. John Philip Jones. London: Sage Publications, 1999. Print.

---

Ms. Indumathi Deivasigamani  
D. K. M. College for Women (Autonomous)  
No.12, Gandhi Road  
Anaicut, Vellore-632101  
Tamilnadu  
India  
[indumathi1955@gmail.com](mailto:indumathi1955@gmail.com)