

Advertising During the Communist Period in Romania. Case study: almanacs

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Abstract: *This study tries to offer a view of advertising in the printing press of Romania in the communism years: for those who lived then and now are gone, for those who don't remember those years, or they were born after 1989, to show another face of advertising, that became history, though we talk about it very rarely.*

This study tries, first of all, to prove that there was advertising in the communist society in Romania, especially because most of the people consider that advertising did not exist in those years. Secondly, this research wants to show that, like nowadays, the advertisements published in the almanacs before 1989 were created observing some criteria, such as: the size of the advertisement and its framing, the alternation between drawings and photos, the existence of texts and slogans in the advertisements and their characteristics, the existence of people, their gender and the distance between them. Also, this research looks at the frequency of the advertisements related to the almanac in which they appear and their frequency related to the year of appearance.

Communism is a pretty agitated period of Romania's history, a period that some people remember with a certain shade of regret, while others are thankful that they have escaped from the dictatorship. Like other industries, advertising has been

influenced as well by communism, facing ups and downs, depending, among other things, on the economic situation of the country at that time.

There have not been done detailed studies about advertising during communism; no one has attempted an analysis of ads from those years. There was, however, some quite evasive reference made on advertising in the communist years, such as those made by Marian Petcu in *O istorie ilustrată a publicității românești* (Tritonic, 2002) and *Istoria jurnalismului și a publicității în România* (Polirom, 2007). This is why we chose this theme, because advertising in the communist period is a part of Romania's history of advertising, so its study should not be forgotten or avoided.

This study tries to provide an image of advertising in the written press in the communist period: to remind to those who lived then about many products that filled the stores at the time that have now disappeared, to those who cannot remember or who were born after 1989 to show another face of advertising that became history, but is, unfortunately, so little discussed.

The paper's main hypothesis is to demonstrate the existence of advertising during communism, especially because most of the people consider that advertising did not exist at all during those years. A second hypothesis, much wider, aims to show that, just as today, the ads published in the communist almanacs were following certain criteria: ads of various sizes and their framing, the alternation between drawings and photos, the existence of texts and slogans in the ads and their characteristics, the existence of people, their gender and the distance between them.

Also, this research studies the frequency of the advertisements related to the almanac in which they appear and their frequency related to the year of appearance.

For this research 592 advertisements were studied, published in 32 issues of the following almanacs: *Auto*, *Femeia*, *Scânteia*, *Sănătatea* and *Turistic*. The editions of those almanacs were studied at a difference of about five years, or less, as it follows: *Auto* almanac published in 1974, 1980, 1985, 1989; *Femeia* almanac from 1959, 1965, 1970, 1975, 1980, 1985, 1989, 1990; *Sănătatea* almanac published in 1980, 1982, 1985, 1989, 1990; *Scânteia* almanac from 1967, 1970, 1975, 1980, 1985, 1987, 1989, 1990; *Turistic* almanac from 1960, 1965, 1970, 1976, 1980, 1985, 1989, 1990. We also studied the almanacs published in 1990 because each edition was presenting the events from the previous year, so the editions of 1990 made reference to the activities of 1989. The percentages and values presented in this research are strictly related to the 592 ads that were studied.

The research method used in this study is the analysis of documents, a wide analysis of ads published in the almanacs mentioned above.

1. The history of advertising around the world

Although advertising developed a lot in the recent years, it is not as new as we might imagine. Actually, advertising appeared at the same time as trade did,

its oldest forms being discovered in the ruins of Babylon, Ancient Rome and the city of Pompeii. It was obvious that in order to sell their products, merchants had to make them known among citizens. Thus, to mark the place where they were selling certain things, the building walls were painted attractively with suggestive drawings. (Balaban 2005)

According to some researchers, there are three stages in advertising's evolution: **pre-marketing period, the period of mass communication and the scientific research.**

Pre-marketing period begins as early as 3000 BC, according to some plates found in the ruins of Babylon, engraved with messages suggesting a shoe shop, an oils' store and a place where one could order copies of documents. Egyptians are those who invented what is called today "outdoor advertising", by placing rocks with various messages at the edge of roads. In the Roman Empire there were walls arranged especially for writing and drawing ads on them, and when the walls were filled, they were repainted. Also, in the ruins of Pompeii, inscriptions in stone and terra-cotta showing some shops offer were discovered. Thus, some ham showed a slaughterhouse, a cow indicated a dairy shop and a boot evinced a footwear workshop. (Petre and Nicola 2004) Another way to advertise in the medieval years were the so-called "yellers", people employed by merchants, who advertised by yelling the quality, the price and the type of products available for sale. Many people believe that the yellers were, actually, the predecessors of the current broadcasters running radio and television ads. (leykom 2007)

As early as the first appearance of ads, the first laws in advertising came into being. Thus, a law was passed in 1614 in England forbidding the use of ads bigger than 3.5 m on the façade of the buildings in order to avoid people getting hurt. (Balaban 2005)

The period of mass communication appears in 18th-19th c., at the same rate as the media develops. At the time printing came into being and for some time after this invention, the degree of literacy of the population was poor. The books appeared first in the homes of nobles and bourgeois, and then expanded in the whole world. This led to the appearance of more and more books written in national languages, and ads began to include words too, not only images. (Balaban 2005)

For a better conduct of the activities developed in advertising, the laws in this area were not late to appear during this period of mass communication. Thus, in 1906 in the U.S. the "Law of food and medicines" is passed, which sought to protect "public health and control of advertising for food and medicines" (Balaban 2005). Also in the U.S., in 1911, the newspaper *Printers'Ink* published "a model law that condemns dishonest advertising" and in 1914 "The law of federal commission of trade" was passed, which was aimed at protecting citizens from misleading advertising. (Balaban 2005)

The inventions from the following years had a greater contribution to the development of printed advertising.

The third period in the evolution of advertising, **the scientific research** period, begins in the 50s by emphasising the analysis and careful investigation of the target audience. This period is characterized by “the development of specialized advertising agencies, increased importance of the consumer, the appearance and unprecedented development of a new medium, the television, the advertising for this new invention, the introduction of legal rules punishing lying and misleading advertising.” (Pascu n.d.)

2. The history of advertising in Romania

As in other countries, in Romania the first form of advertising was “yelling” too.

To avoid frauds, various regulations have emerged since the appearance of advertising. One of the oldest dates back to 1783, when Alexandru Constantin ruled that each merchant can only sell the declared goods and prohibited the itinerant trade through villages. (Petcu, *O istorie ilustrată a publicității românești* 2002)

Commercial activity was regulated in modern terms and in a more comprehensive way in *Regulamentul Organic*. Article 158 is the most important for this study, referring to the importance of advertising.

In the following years there were some other regulatory acts, due to the development of trade, such as the Commercial Code of 1840 in which legal provisions relating to the Stock were stipulated. (Petcu, *O istorie ilustrată a publicității românești* 2002)

2.1. Media – the first publications in Romania

As early as 1642 flyers pasted in public places, with advertising purpose appeared in Moldova. Simultaneously with the appearance of the first publications, *Curierul Românesc* (Bucharest, 1829) and *Albina Românească* (Iași, 1829), autochthonous advertising grew considerably.

Curierul Românesc's contents included two sections for trade, which in turn included what today is called small advertising. In its fifth issue *Curierul* already published a supplement called “Information”, which was advertising for someone or something, the first release announcing the launch of a volume.

Albina Românească also published a supplement where auctions, sales and private notices were printed. (Petcu, *O istorie ilustrată a publicității românești* 2002)

In the following editions (of these newspapers and others) began to appear, little by little, more developed announcements, with arguments, images and even humorous trends, thus making the transition from notice advertising. (Petcu, *O istorie ilustrată a publicității românești* 2002)

Unlike the publications mentioned above and others from the same part of the country, those from Transylvania were poorest in announcements. For

Д И Ш І І Н Ц А Р Е.

Мошіа Шзрвещіі Липрещіа кѣ склаціла еї де ла
цѣнт: Немцѣлаві а Дсале Агоаеї Сафта Канта-
кѣжїно есте де дат Липосесїе, шї дар дорїторїї де
а Липосесїї арзтата мошіс сз вор Липфцшола ла Деї
кѣкоана Лп Ешї, спре а сз сзбѣрші токмала пен-
трѣ Липосесїрѣ ачестеї мошії.



Fig.1-1 – Advertisement in *Albina Românească*, Iași, 1839

example, in *Gazeta de Transilvania* (Braşov, 1838) were rather printed local editorial releases or releases from other cities – opening libraries (1842) – and starting with 1848 various ads that were not placed in a box were printed. (Petcu, *O istorie ilustrată a publicităţii româneşti* 2002)

The appearance of illustrations in the pages of publications meant a new border to be crossed by Romanian advertising, as illustrated ads expressed better the desires of those who published them. The first illustrated Romanian publication was *Icoana Lumei. Foaie pentru îndeletnicirea moldo-românilor* published in 1840, a weekly release of 4-5 pictures, which was published for about a year (until December 1841), and it resumed its issues during the period 1845-1846 in Iaşi. (Petcu, *O istorie ilustrată a publicităţii româneşti* 2002)

1886 was the year when the publications could reproduce photos for the first time in their pages, which led, among other things, to the increase of the popularity of the press. (Petcu, *O istorie ilustrată a publicităţii româneşti* 2002)

Although *Curierul Românesc* and *Albina Românească* included advertisements in their pages, those newspapers, as well as others of that time, were of general interest dedicated to the large public.

The first specialized publication, *Cantorul de avis şi comers*, appeared in 1837, in Bucharest, at the initiative of Zaharia Caracalechi (Petcu, *O istorie ilustrată a publicităţii româneşti* 2002). Then the bilingual magazine *Mercur* (Romanian-Italian, 1839), followed, the semi-official gazette *Vestitorul Românesc* (1843) and *Anunţatorul Român* (1853). In 1914 there were 14 titles of publications specialized in advertising, in Wallachia and Moldova.

At the same time professional publications like *Amicul producătorilor şi comercianţilor de băuturi spirtoase* (Bucharest, 1903), event publications, as was *Adevărul la Expoziţie, singurul ziar recunoscut de Comisariatul Expoziţiei* (Bucharest, 1906) and, also, publications dedicated to a specific target, *Femeia, jurnal neopolitic* (Roman, 1868) or *Ziarul damelor de broderii şi lenjerie* (Bucharest, 1893) began to be printed. (Petcu, *O istorie ilustrată a publicităţii româneşti* 2002)

Since the nineteenth century, the world was aware of the benefits of advertising, as proven by *Valoarea anunţurilor* of George Albert Tacid (1886).

This text mentioned the fact that advertising was the basis of any business and that business would not succeed without it. In 1893 the ad's effects have been established, printed in *Anunțatorul Comercial*. According to this text the ad was and remained the soul of commerce and there are three questions to answer before creating the ads: how the ad must be made, where will it be inserted and what shape will it have. Thus, the ad must be simple and it must present the exact characteristics of the product, without exaggerations, it has to be published in a serious publication or, more efficiently, in specialized publications. The shape of the ad is recommended to be simple and pleasant, without exaggerated compliments. The effects of advertising are different and they are given by the answers to the three questions above. (Petcu, *O istorie ilustrată a publicității românești* 2002)

2.2. Advertising agencies – the first advertising agencies from Romania

The first advertising agency in Romania came about at the initiative of a Jew merchant named David Adania, in 1880. The seriousness of the agency's services was given by the fact that the agency was representing Austro-Hungary, Bulgaria, Serbia, Turkey and the Commercial Yearbook DIDOT-BOTTIN from Paris to Romania. Also, Adania's agency had the right to carry out mural advertising in railway stations, ships, trains, following then the real estate business, transport and customs.

Until 1886 three more advertising agencies had appeared, named after the owners' names: Emil Merber, Carol Schulder and Isidor A. Stern.

The founder of the *Office of Advertising "Romania"*, George Albert Tacid, began to edit in 1886 *Almanahul Comercial* in which he published *Valoarea anunțurilor*, mentioned above. As terms of content and graphics, the almanac was comparable with those published in other countries from Western Europe. (Petcu, *O istorie ilustrată a publicității românești* 2002)

In the following years, during 1910-1913, more and more advertising agencies appeared: *Franco-Romanian Advertising Agency* (Bucharest, 1892), *Carol Schneder Agency* (1900), *Pressa Agency* (1904), *Advertising Agency Moldova* (1909), the agencies *D'Argent van der Goldern*, *CFR*, *Ascher Leon*, *Bassa Alexandru*, *Gherghel Jean*, *Schulder C. & Co.* and *General Yearbook*. During this period the electric ads company *Luna* also appeared. After 1918 other advertising agencies were founded, such as: *Confort Semilian*, *Gherman F. Lazăr*, *Bucharest Yearbook*, *General Society of Advertising*, *The Press Agency LUX*, *I. Brănișteanu Agency*, *The General Yearbook of Greater Romania*. (Petcu, *O istorie ilustrată a publicității românești* 2002)

With these new actors on the market, the interest in advertising led to the development of local branches of agencies from Bucharest, as *General Society of Advertising* which had departments in Timișoara, Oradea, Cluj and Arad.

A very important moment in the evolution of advertising at this time is the first testimonial advertising (1924), produced by Queen Marie of Romania. At the

invitation of J.W. Thompson, she agreed to commend the qualities of the cream Ponce 'Cold in an advertisement, what later became a practice used throughout the world. (Petcu, O istorie ilustrată a publicității românești 2002)

Advertising agencies have continued to appear in Romania: *Călăuza, Advertising & Co., Teodor Ștefănescu, Vera* (all in 1929), *T. Atanasiu, Culața, Jean From, Romanian Ad.* (during 1930-1936), *Art of the Ad, AXA, Eppler Ads Service, Romanian Light.* (1937-1938). Also, most press agencies have created advertising departments through which they were receiving numerous advertisements. Some magazines – *Filmul, Cinema* or *Clipa cinematografică* – have begun to create ads for the cinema, in the form of reports or interviews and in the '30 appeared the first animated strip ads to show in cinemas. (Petcu, O istorie ilustrată a publicității românești 2002)

2.3. The communism in Romania

In the entire world, Communism was introduced, and resisted many years, especially in poorly developed countries such as China, Russia, Angola and Ethiopia (Boia 1998), but Romania has not spared from the communist domination either.

It's interesting what Marx was saying about communism at its beginning. In his vision, communism would release the man from injustice, hypocrisy, exploitation. The man would become free, would escape the constraints, and would focus on the individual, as at one time the individual and the society become one, with no differences between them. However unfortunately it has not happened so. The release of human being takes the most terrible slave which was known throughout history. Freedom is metamorphosing into totalitarianism, as explained in „The Myths of Romanian communism”. Communism was, as Marx said, a construction which can be generated and maintained only through recourse to force. (Boia 1998)

In Romania communism was established on 30th December 1947, when the members of the Communist Party forced King Michael to abdicate, the People's Republic of Romania being proclaimed on the same day. (Barbulescu 2005)

It then followed the transformation of Romania into a totalitarian state by nationalizing the industrial enterprises, banks, insurances, and transport and mines enterprises, through the collectivization of land, peasants remaining without their heritage, which passed in the state's property. Those who opposed the collectivization ended up in prison. (Barbulescu 2005)

Since the establishment of communism in Romania and until 1965, the country was led by Gheorghe Gheorghiu-Dej, First Secretary of the Communist Party. Immediately after his death (1965) the leadership was taken over by Nicolae Ceaușescu, who maintained the communism regime until the end of 1989.

In the 70's, Romania has known a significant economical growth, evidenced by increasing Dacia cars' sales (with the opening of the factory in Pitești), television

sets, refrigerators and vacuum cleaners (largely Romanian). Romanian television has begun to broadcast Western series and movies, a line of Pepsi Cola bottling was opened in Constanța (1967) and several blocks of housing for workers who came from villages started being built. (Barbulescu 2005)

If on the external Ceaușescu led a laudable policy winning the admiration of other international leaders, internally things were exactly the opposite, because as time passed, Ceausescu became a tyrant obsessed by the cult of personality that he created with his wife's help, who was as greedy for power as he was. (Barbulescu 2005)

As mentioned above, in the early '70 the economic situation improved. Unfortunately, this did not last for too long. In the following years, the obsessive desire of Ceaușescu to industrialize Romania led to a drastic depression the country's economic situation. Ceaușescu spent much with the industrialization, accumulating external debts of millions of U.S. dollars and he increased the exports to be able to pay them. This was a very bad choice if we are relating to the situation reached later. In 1981, when exports were increased, Ceaușescu rationalised the meat. In 1982 bread, sugar, flour and milk were streamlined, the process being expanded throughout the country, except Bucharest. The rations were reduced more and more, so that in 1989, in some cities a family received 1 kg of sugar, 1 kg of flour, a package of margarine and 5 eggs per month. Also during rationalization, hot water, gas and electricity were limited too. (Barbulescu 2005)

The execution of Nicolae and Elena Ceausescu meant the fall of communism, the release of Romanian people from the leadership of a tyrant dictator, obsessed with power and a cult of personality that he created through the suffering of many people. Many Romanian people felt, since 1990, that they were born for a second time.

3. Advertising in the communist period

3.1. How was advertising being made in the communist Romania?

The years of communism that Romania passed through were hard, leaving traces that probably will never disappear, i.e. those years in which Romania was ruled by Nicolae Ceaușescu, a period much more difficult than that in which the country was lead by Gheorghe Gheorghiu-Dej. In the previous section we talked especially about that situation from several points of view, and in this chapter we will analyse the advertising made in the communist years.

All brands of Romanian communist period have been created without millions of euros or U.S. dollars being invested in launching, promotion and maintenance campaigns of the product on the market. How? Very simple. There was no competition, and the advertising made to products was, actually, propaganda. In other words, the products were glorified and the consumers bought them, especially because of the

lack of alternatives, which made those products successful, and they become national brand sites.

During these years the majority of the existing products on the Romanian market were manufactured in the country. There were few manufacturing companies, so that the need for advertising was not very big, given that the product range was not too large either. In fact, advertising was, to some extent, subject to censorship by Ceaușescu, the propaganda being of priority for the regime.

Communism took control over advertising, too. With its installation, the private advertising companies from Romania were closed, being replaced by the state's ones, which were corresponding to the communist ideology: *The State's Society for Postcards Operation, Postcards, Official Portraits and People's Paintings* (1950); *The State's Publishing House for Printed works and Publications* (1951); the advertising department of *Scânteia's* publishing house becomes an advertising agency (1954); *The Advertising Agency of Plastic's Fund*; *The Advertising Agency of the Chamber of Commerce of the RPR* (International Agency) and *The Agency of Interior Ministry of Trade*. (Petcu, O istorie ilustrată a publicității românești 2002)

During these years there have been a few specialized publications including *Modern Trade* and *Commercial Ad and Technique*, the second one being founded in 1963 by *Commercial Ad*, the same year in which they began to produce the first movies and ads: 1963's Fashion Parade, Summer Footwear, Beach Articles etc. (Petcu, Istoria jurnalismului și a publicității în România 2007)

During this period, advertising usually had the shape of a notice, given the fact that the state was the only manufacturer and there was no competition, the product range being quite limited. (Petcu, O istorie ilustrată a publicității românești 2002)

The advertising in the printed press was either small advertising – consisting of announcements paid for by private individuals seeking or offering something – or big advertising – meaning press templates that promoted certain products or services. This type of advertising (from printed press) was most used at this time, so ads could be found in newspapers, magazines and almanacs. (Balaban 2005)

Some products or services, rather few, benefited from a logo so that they would be better imprinted on the consumers' minds, making them more easily recognizable: CEC, ADAS, Azomureș, Detergents Factory of Timișoara, Electromureș Factories, Electromotor Factories etc.

The slogan was also present in advertising in the communist period, being defined by T. Paul, right during communism, as follows: "The slogan is a lapidary advertising form, concise, easy to remember, which aims to draw attention of potential clients to the goods or services provided." (Pavel 1962) In the vision of the same author, the slogan must be new, attractive and wherever possible, the verb can be removed.

The products which benefited from ad spots were very few and the ads ran rarely because of the reduced broadcasting time of television. However, the



Fig. 2-1.
Logo CEC



Fig. 2-2.
Logo ADAS



Fig. 2-3.
Logo Uzinele
Electromureș



Fig. 2-4.
Logo
Metalotehnica

spots were advertising goods or services considered of major importance for the citizens (CEC) or extraordinary achievements of Romania (Dacia). Within these ad spots the benefits and qualities of the product or service alongside the safety they offered or the innovation they brought. Although there was no competition, the benefits remained about the same, because there was no danger that the product would be removed from the market.

At the beginning of communism there was radio advertising, considering that this type of advertising had the widest coverage area, given that the voice of the broadcaster reached people in their houses through the waves. Regarding this type of advertising, the intonation and the emphasis of certain words in order to achieve the desired purpose was important, argues T. Pavel. Also, the author says that the ad on the radio must be short and concise and the slogans have a very important role and may be accompanied by music. (Pavel 1962)

Also in the early years of communism, people focused on decorating the shop windows. A great success had the animated and sonorous shop fronts of “Victoria” store where we could see “Frogs’ Lake” or “Santa Clause speaking to children”. The same importance had the shop fronts of “Apicola” stores which contained posters with bees’ anatomy and physiology, nutrition value of apiculture products and information about bee keeping. (Pavel 1962)

T. Pavel wrote a very interesting book, *Advertising and ad in socialist trade*, in connection with this matter, i.e the manner in which advertising was made in the communist period, more precisely from the beginning of communism until 1962. The book offers a vision of advertising at that time, from the inside. Thus, T. Pavel talks about advertising as being a synonym with trade and economic propaganda, the same vision being supported in the Hungarian advertising. He defines propaganda as a way to educate the consumers through conferences, expositions, fairs where they offer samples of various products. (Pavel 1962) In the author’s vision (or the political ideology’s vision), capitalistic advertising is exactly the opposite of the socialist one. In capitalistic advertising, the ad is only an instrument of the struggle for conquering the market, being abusively used to mislead the consumer and often taking repulsive and improper forms. Meanwhile, socialist advertising represents an explanatory work which tries

to attract the attention of the consumer to the products and tries to educate the taste of the client. (Pavel 1962) The socialist advertising also has an educative, informative and explanatory character. When creating socialist advertising, professionals should bear in mind that advertising should be interesting, varied, suggestive, original, convincing and must take into account the specific local traditions and customs. Finally, T. Pavel notes that “our advertising can never be in disagreement with the socialist morals and our political and ideological concepts”. (Pavel 1962)

3.2. What was advertised in communist Romania?

Generally, during the communist years, advertising was made for Romanian products. It was usually to be found in almanacs, magazines or newspapers and very rarely in television. In fact, few products or services in Romania have benefited from ad spots during the communism time and among those who have, are the following: CEC – because it was very important to save money in an intelligent manner, Dacia – the car produced entirely in Romania, one of the true successes of RPR (Popular Republic of Romania). There were also some spots that presented the bids of certain places that invited customers to spend the New Year’s night or emphasising the technology available at various beauty salons. Beyond that, advertising meant the presentation in the printed press of pictures of products, a brief description of these and a slogan.

To capture as many products there were in the communist years, that were advertised more or less, we have made a classification according to their area of use, as follows: food and drinks, catering units, cosmetics, clothing and footwear, electronic appliances, tourism, banks, insurances, lottery, shops, games – toys, recycling, furniture, medicines, transport, plates and dishes, chemicals (paints, detergents), industrial products, others.

To achieve a more eloquent study on the advertising of the almanacs of communist years, we studied 592 ads published in 32 editions of *Auto*, *Femeia*, *Sănătatea*, *Scânteia* and *Turistic* almanacs, editions printed at a difference of about five years or less. The percentages and values presented in this research are strictly related to the 592 ads studied.

3.3. Ads from almanacs in the communist years – general remarks

The frequency of ads in almanacs

Most of the ads that appeared during the communist period in almanacs were published in *Scânteia*, in a percentage of 39.7% of the 592 ads studied. This frequency is quite high due to the general nature of the publication, being dedicated to all social categories. 23% of these ads were published in *Turistic* almanac, and a percentage of 17.4% in *Femeia* almanac. In a smaller number, the ads from the communist years have appeared in *Sănătatea* and *Auto* almanacs in a percentage of 10.6% and 9.3%, respectively.

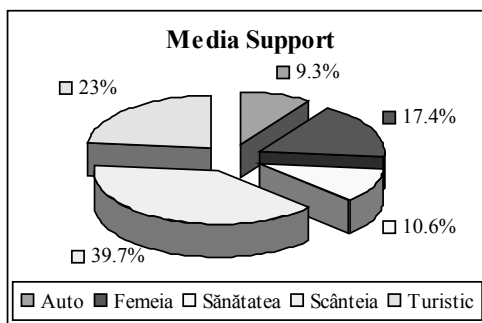


Fig. 3-1 – The frequency of ads in almanacs

The frequency of ads depending on the year of publication

Most ads considered for this study were published in 1980 in the almanacs, in a percentage of 16.7%. The second year from the point of view of the ads frequency is 1970 with a rate of 14.4%, followed by 1989 with 12.3% of the studied ads. In 1990 the ads have appeared in the almanacs in a proportion of 9.8% and 8.6% of the studied ads were published in 1985. In the rest of the years studied the frequency of ads is reduced, as it follows: 7.9% in 1975, 6.1% in 1974, 5.9% in 1965, 4.1% in 1976, 3.9% in 1987, 3.2% in 1959, 2.9% in 1960, 2.7% in 1967, and 1.5% in 1982.

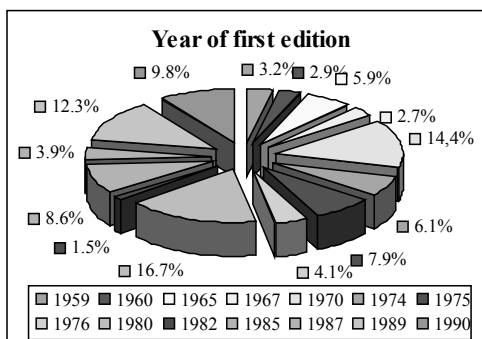


Fig. 3-2 – The frequency of ads depending on the year of publication

The size of ads

Most of the ads published in the communist years have the size of a page, with a percentage of 81.4% of the studied ads. The ads of other sizes are few, those of two pages appear in a percentage of 7.6%, half-page ads were published in a rate of 6.3%, ads of a quarter-page were used in a ratio of 3.9% and the very large ones, over two pages, appear in a percentage of only 0.8%.

1980 had the highest frequency of one page sized ads, with a percentage of 15.2% of the studied ads. This percentage was somehow expected for 1980 given the fact that this is the year in which most of the ads appeared, regardless of their

size. With a percentage quite close to that of 1980, i.e. 12.7%, advertisements of this size were published in 1970, this year being the second one from the point of view of the number of ads published in the communist years. On third place in this classification is the year 1989, with a rate of 10% of the studied ads. The rest of the studied years had smaller percentages of one page sized ads, such as: 7.9% in 1990, 7.8% in 1985, 7.1% in 1975, 5.1% in 1974, 4.1% in 1976, 3.4% in 1987, 3% in 1965, 2.5% in 1967, 1.4% in 1982, and 0.7% in 1959 and in 1960.

The ads with a size of two pages mostly appeared in 1970 and 1980, having the same percentage, 1.5%. Ads with the size of two pages were published in 1989, with a very close percentage, of 1.4 % while in the rest of the years in which they were published the percentages are much lower: 0.8% in 1975 and 1980, 0.5% in 1987, 0.3% in 1974 and 1985, 0.2% in 1965 and 1967.

Most of the half-page sized ads were published in 1965, in a percentage of 1.5%. A percentage of 1% of such advertisements were published in 1960, and with a rate of 0.8% in 1959 and in 1989. In 1980 ads of this size were only 0.7% of the studied ads and in 1974 respectively 1985 the ads of a half of page had a rate of 0.5%. These ads have been published in the least amount in 1982 and in 1990, in a percentage equal to 0.2%.

The very small ads, of a quarter-page size, were used only from the beginning of communism until 1965. Thus, advertisements of this size occur in a percentage of 1.7% in 1959, while in the following years their number were smaller, 1% in 1960 and 1.2% in 1965.

Large ads, which run on more than two pages, are very few and they appear as a percentage of 0.2% in 1960, 1970, 1974, 1989 and 1990.

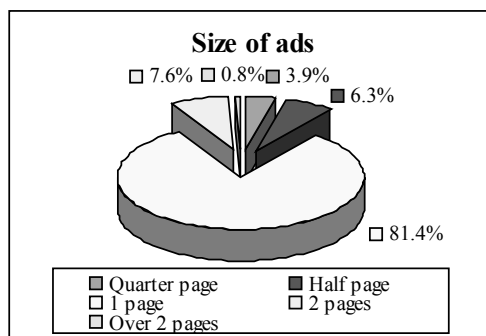


Fig. 3-3 – The size of ads in the communist years

Given that the majority of ads published in the almanacs of the communist years have the size of a page it is obvious that most of these ads are positioned on the entire page, with a percentage of 89.9%, a percentage that includes the ads of two or more pages too. A percentage of 3.9% of the studied ads are located at the bottom of the page, and 2.7% at the top. Other positions of the page are less used, given that the smaller ads are fewer. Thus, 1.4% of the ads of the communist period are placed in

the right top of the page, 1.2% in the left-up, 0.7% in the left-bottom of the page and 0.3% of the ads occupy the part of the right-bottom of the page.

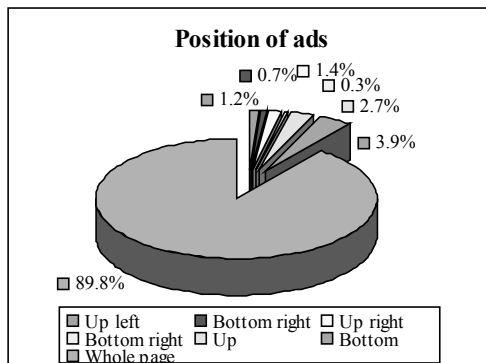


Fig. 3-4 – The ads positions in the page

The alternation between drawings and photos

The drawings were not very used in the ads from the communist years, and proof of this is the percentage of 54.8% of the ads in which drawings does not appear at all. However, in 24.8% of the studied ads colour drawings were used, in 14.5% of the ads three colour drawings appeared and only in 5.9% of the ads black and white drawings were inserted.

The situation is different talking about the frequency of the photographs used when creating ads, as they had more success than the drawings. Thus, the colour photographs were inserted into advertisements in the communist almanacs in a percentage of 61.5% and black and white photos were used in a percentage of 8.4%. The remaining percentage up to 100% represents the ads in which photographs do not appear at all.

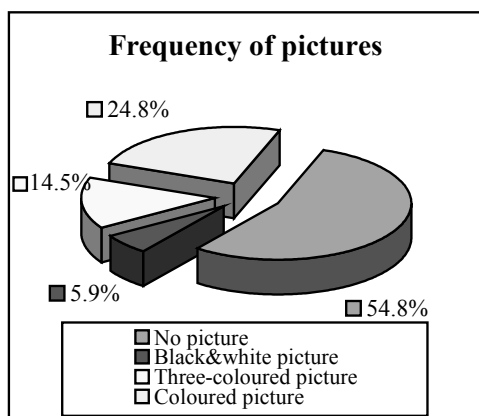


Fig. 3-5 – The frequency of drawings

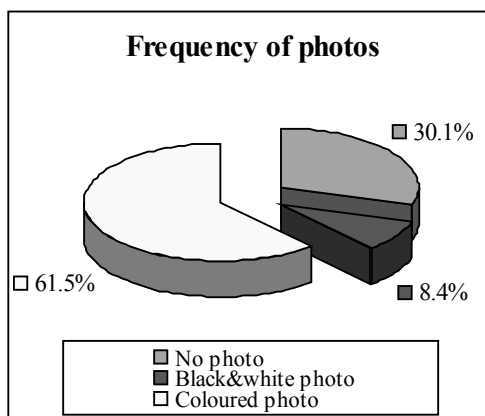


Fig. 3-6 – The frequency of photos

1980 is the year when colour drawings were used the most, 5.9%, probably because this is the year when most of the ads appeared in the almanacs. In 1970 4.7% of the published ads included colour drawings and with a very close percentage, 4.6%, such ads were published in 1975. In the rest of the years when ads with colour drawings were published, percentages are lower. Thus, in 1990 colour drawings were used in a percentage of 2.2%, in 1967 and 1985 such advertisements were published in a rate of 1.9% and in 1989 colour drawings were used to a 1.5 %. A lesser number of advertisements including colour drawings was published in a percentage of 1% in 1965, 0.7% in 1974 and 0.2% in 1976, 1982 and in 1987.

The most drawings in three colours were used in the ads published in 1965, in a percentage of 4.2%, followed by 1959 with 2.9% of the ads published in the communist almanacs. In a similar percentage, 2.2%, this type of advertisements was published in 1960, the rest of the studied years having a lower percentage of ads with drawings in three colours. Thus, in 1976 ads with drawings in three colours in a proportion of 1.2% were published, in 1980 and 1990 the frequency of these ads was of 0.8%, in 1985 – 0.7%, in 1967, 1974 and 1989 these advertisements were published in a percentage of 0.3% and in 1970, 1975, 1982 and 1987 these ads had a rate of 0.2%.

Black and white drawings were most used in advertising in 1970, in a percentage of 2.7%, and in the rest of the years these drawings appear quite rarely. Thus, in 1974 and 1980 their frequency was of 0.8%, in 1960 and 1989 black and white drawings have appeared in ads in a proportion of 0.5% and in 1959 they were published in a small percentage of 0, 3%. But the lowest frequency of black and white drawings was registered in 1985 with a rate of only 0.2% of the ads published in the communist almanacs.

Colour photographs were most used in advertising in the year 1980, in a percentage of 13.3% of the studied ads. The explanation for this percentage is given, to a certain extent, by the fact that most of the ads in the almanacs were published in 1980. Most of the ads using colour photographs appeared in 1989 and 1990, the frequency of colour pictures in these years being 10.3% and 8.6% respectively. In 1985 and 1970 ads were published that included colour photographs at a very close percentage, 6.4% and 6.3% respectively, the years 1974 and 1975 being in the same situation, with 4.4% of the 4.1% of the studied ads. In smaller percentages, colour photographs have appeared in ads in other years too, as it follows: 3.5% of the ads from 1987, 3.2% in 1976, 1% in 1982 and 0.3% in 1967.

As in the case of black and white drawings, black and white pictures were most used in ads in 1970, in a percentage of 1.7% of the studied ads. In similar percents, 1.2% and 1%, this type of advertisements were published during 1989 and 1985, and in an equal percentage, black and white photographs were used in ads in 1965 and 1967 - 0.8% and 0.7% of the analysed ads were published in 1975 and 1980. In 1982

and 1990 black and white photos had a rate of 0.3% and in 1959 and 1960 this type of pictures were included in ads in a proportion of 0.2%. Black and white photographs were used in 1974 in a percentage of 0.5% of the ads published in the almanacs.

The ads from the almanacs have not used exclusively a particular type of drawings or photos. In many ads both photographs and drawings were used, regardless of their characteristics. For instance, colour photos and colour drawings were used in advertisements in the same percentage of 9.8%.

The ads' texts

Texts appear in almost all the ads published in the communist period, longer or shorter, with various features intended to inform the public of the product or service promoted. Thus, text appears in the studied ads in a percentage of 99%.

Most of the texts accompanying the ads are short, in a percentage of 77.1%, leaving the images to create a certain impression on the readers. The texts of medium lengths appear in the advertisements from the communist years in a proportion of 16.2%, the long ones are present in a small percentage, 5.7%, and the ads in which the texts do not appear at all have a frequency of 1.0% of the studied advertisements.

In what the characteristics of the texts which are included in advertisements is concerned, 71.1% of them are informative, providing various data relating to the product or service promoted. The texts that urge on the reader to acquire the presented product or to visit the promoted location are used in advertisements in proportion of 3.2% while 25.7% of the ads contain texts too short to give information or do not contain text at all.

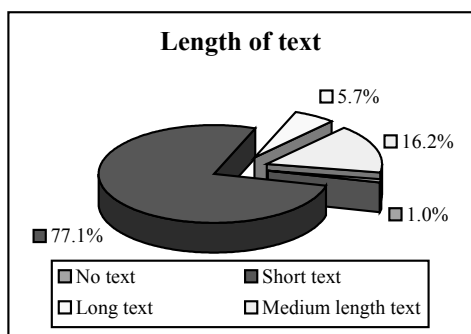


Fig. 3-7 – Length of text in ads

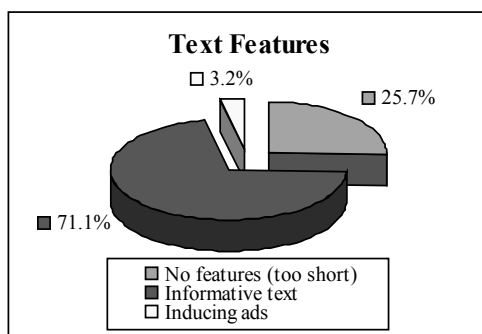


Fig. 3-8 – Characteristics of text in ads

Most of the ads published in the almanacs contain texts placed at the bottom of the page, in a percentage of 34.1%. The central part of the ad is also quite used to position the text, being chosen in a percentage of 22.8% of the studied ads. 13.2% of the text ads were placed at the top, in 8.6% of cases the text is placed at the left-bottom of the ad and in 7.1% of the ads the text is positioned in the right-top of the advertisement.

Left-top and right-bottom positions of the ads are used for placing texts in a similar percent, respectively 6.8% and 6.4% of the studied ads.

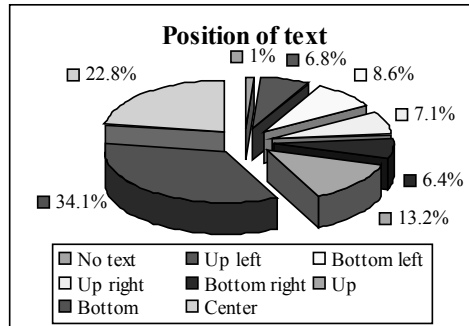


Fig. 3-9 – *Position of text in ads*

The slogan

The slogan does not appear very often in the ads of the communist period. Thus, of the 592 ads surveyed, those who are accompanied by a slogan have a percentage of 31.8%.

Regarding the characteristics of the slogan, 23% of the ads contain a simple slogan, without using various tactics to attract attention, its only role being indicating the basic feature of the promoted product. The slogans created through various tactics are much fewer. Thus, the slogans put into rhymes have a rate of 3.9% of the studied ads, those derived from proverbs or certain expressions are used in a proportion of 3% and the slogans made with a play-upon-words or puns appear in ads in a percentage of 1.9%.

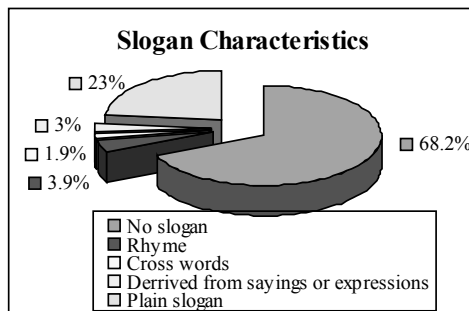


Fig. 3-10 – *Slogan characteristics*

The producing company

In the ads published in the almanacs from the communist years the producing company is mentioned in a proportion of 63.2%. The ads in which the company's name is declared represent an advantage for the producer, because of the notoriety that the company gains by providing a general impression of the whole company in the mind of the readers, not only regarding the product or the service promoted.

People who appear in ads

The ads in which persons appear, one or more, do not exceed by much half of the total number of studied advertisements, so that in 48.1% of the ads there is no person included. In 28.4% of the ads a single person appears, in 14.9% there are at least three persons, and in 8.6% of the ads published in almanacs two people are featured.

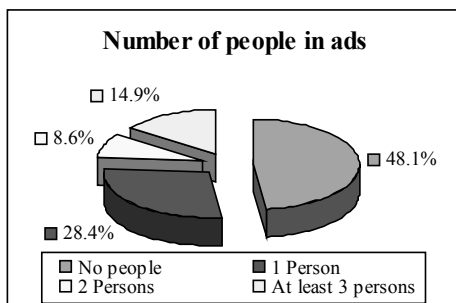


Fig. 3-11 – Number of people who appear in ads

The distance between people who appear in ads can be taken under consideration only in those ads where there are at least two people. Thus, in 11.1% of the studied ads there are at least two persons who are close to one another and in 6.6% of the ads at least two individuals with a certain distance between them are featured. Referring to the ads in which some people are close to one another and there is a distance between them and others, in these ads at least three people are featured and their percentage is of 5.4% of the ads that appear in communist almanacs. The remaining percentage, up to 100%, which is of 76.9%, represents the ads that contain a single person or those in which people do not appear at all, so the distance between them can not be taken under consideration.

In what the gender of the individuals that appear in the ads of the communist years is concerned, in 26.5% of them the people that appear are women and in 12.3% of the studied ads the people shown are men. There are also ads in which people of both sexes are featured and their percentage is 13%. The remaining percentage up to 100% represents ads in which no person appears at all.

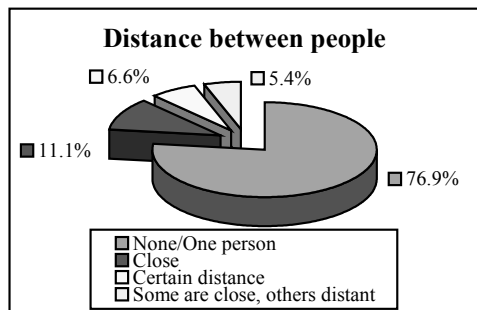


Fig. 3-12 – Distance between people who appear in ads

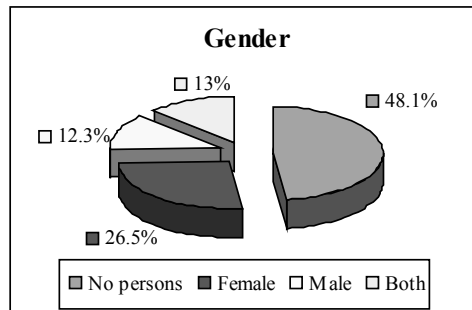


Fig. 3-13 – Gender of the individuals who appear in ads

Organizing ads

Most of the ads in the almanacs were published in groups of at least three ads, from various categories of products and services, in a percentage of 82.6% of the studied ads. The remaining percentage, 17.4%, represents the ads that were published in almanacs by themselves or grouped by two, not grouped in a bigger number.

Regarding the position of ads in the almanacs' pages, 51.2% of them were placed inside the almanacs in groups of at least three ads, or not grouped. In a similar percentage, 47.5%, the ads were positioned at the end of almanacs, also grouped together or not. Some advertisements, very few, were placed on the first or last cover of the almanacs, with a percentage of 0.2% and 1.2% respectively of the studied ads.

Regarding the relationship between organizing ads in groups or alone and their position in the almanacs, most of the ads, in a percentage of 47%, were published in groups of at least three ads at the end of the almanacs.

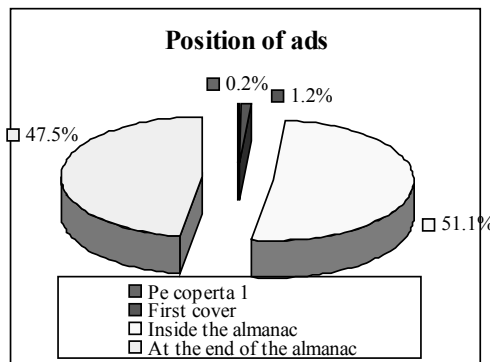


Fig. 3-14 – *Position of ads in almanacs*

Conclusion

Advertising is a constantly changing area due to the rapid progress of technology, opening new horizons in advertising production. Nevertheless, the evolution of advertising should not be forgotten because sometimes the old ads can be a major source of inspiration for new campaigns.

Unfortunately, the advertising that was produced in Romania during the communist period has not been studied in detail so far, no research has been carried out on means of ad creation, on the criteria of selecting certain information to be included in advertisements, etc. Furthermore, a large number of people in Romania consider that during the communist years there was no advertising, from where the lack of interest for such research streams.

The study started from the main hypothesis which was trying to prove the existence of advertising during the communist years in Romania. The hypothesis was confirmed by the 592 advertisements identified in the 32 issues of the almanacs.

The second hypothesis was proven by all the characteristics of the advertisements that were identified and explained in this study. For example, most of the advertisements had the size of a page, the slogan does not appear very often in the advertisements, most of the advertisements contain texts which provide some information about the product, people appear in about a half of the advertisements and the women are more used than men. Most of the advertisements were published in *Scânteia* and, related with the year of publication, most of them were published in 1980.

The advertising in the communist period constitutes an important part of the evolution of this field, its study emphasising a part of the world that some people have forgotten, others do not remember it or have not lived. Probably this is also the reason why many companies now carry out advertising campaigns that bring to front the nostalgia of those years, such as Dero, ROM chocolate, Bucegi beer, Algocalmin, Napoca, Eugenia, etc.

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