

**Advertisement & Identity Formation**  
**Studying the images and those who are buying these images**

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The objective of this paper is to understand the affects of propagation and proliferation of advertised/brand(ed) images and its subsequent impact on the consumers.

One section of the paper explores how the issues of identity-construction, and subsequently status-consolidation and status-enhancement are linked with consumption of the advertised products.

The other section (the visual narrative) concisely archives: 1) the prevalence of the commercial propaganda (advertisements) all over the cityscape, 2) the penetration of the advertised images of brands in the hitherto unconquered sites of the city, 3) its coexistence with local ones of cheap-quality-print (both of which often shares the same platform in the city, and also coexist yet contests with each other for more display-space on the same plane) producing an unique configurations of the local and the global in a contemporary Indian city, and 4) the inherent contradictions bound to be visible after the increasing visibility/intrusion of advertisements in public spaces in a developing nation.