

**INTERNATIONAL JOURNAL OF CREATIVE
RESEARCH THOUGHTS (IJCRT)**

An International Open Access, Peer-reviewed, Refereed Journal

ADVERTISING MARKETS IN POST LIBERALIZED RUSSIA AND KOREA

Brief View of Advertising Market of World

Dr Mohd Iqbal Khan

Assistant Professor

Islamic university of Science & Technology

To capture information about advertising market of Russia, and Korea, with special reference that how advertising has evolved with rise of consumerism in Russia and Korea the and how advertising markets have developed over a span of time. This article will reflects the Impact of LPG (Liberalization, Privatization & Globalization) on rise of advertising markets, in terms of growth and development in Russia and Korea.

Introduction

As of 2013 World's population stood approx. 7.126 billion (USCB, 2013). The rise in human population is taxing the earth and its resources. Each person has a unique impact on the environment and with the growth in technological concepts has led to change the planet earth and the life on its surface. Humans life had changed from cloth for protection to cloth for fashion, food to fast food, cart to car, shop to mall, custom and culture to consumption and the ideology where the consumption means that who –we-are (PMC, 2010).

McLuhan's vision of global village is a reality today (Russell's and Lane, 1999). The integration of the world economy has increasing significantly in the last few decades and the nations of the world have become economically interdependent through international trade. Increasing economic interdependence and disintegrating barriers to the free flow of information, money and technology across borders are accelerating a trend towards global market unity. Borders are rapidly disappearing around the world and the formation of global community and village characterized by co-operations, collaboration and new alliances. As a result diverse cultures are coming into contact through interpersonal interaction and communication as well as advertising and other media images and messages (De Mooij and