



Local advertising practices in the San Miguel de Salcedo parish in Ecuador

Prácticas publicitarias locales en la parroquia San Miguel de Salcedo en Ecuador

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ABSTRACT

In general, the research carried out by the different social sciences on advertising has privileged commercial discourses from the media and the mass media. Other forms of advertising communication are part of the culture and traditions of community contexts that have lacked analysis. Therefore, this article aims to describe the advertising practices that occur at the local level in the parish of San Miguel de Salcedo in Ecuador. The article corresponds to a qualitative, descriptive and reflective research, where a phenomenological and methodological design is applied, the data management is nourished by the application of instruments such as documentary literature review, participant observation and qualitative content analysis. The results address the forms of local advertising and its characteristics,

both in community media as well as in squares and markets. Thus, it contributes to the knowledge on this topic, and at the same time constitutes a contribution to the scientific field of advertising from a local point of view.

RESUMEN

Por lo general las investigaciones que se realizan desde las distintas ciencias sociales referentes a la publicidad han privilegiado a los discursos comerciales desde lo mediático y lo masivo. Otras formas de comunicación publicitaria son parte de la cultura y de las tradiciones de los contextos comunitarios que han carecido de análisis. Por ello, este artículo tiene el objetivo de describir las prácticas publicitarias que acontecen a nivel local en la parroquia San Miguel de Salcedo en Ecuador. El artículo corresponde a una investigación cualitativa, descriptiva y de reflexión, donde se aplica un diseño fenomenológico y Metodológico, la gestión de datos se nutre de la aplicación de instrumentos como la revisión bibliográfica documental, la observación participante y el análisis cualitativo de contenido. En los resultados se abordan las formas de publicidad local y sus características, tanto en medios comunitarios como en las plazas y mercados. Con ello, se contribuye al conocimiento sobre este tema, al tiempo que constituye un aporte al campo científico de la publicidad desde la visión local.

Keywords / Palabras clave

Advertising, advertising practices, culture, advertising studies

Publicidad, prácticas publicitarias, cultura, estudios publicitarios

Introduction

According to Ortega (1997), advertising is the process of impersonal and controlled communication that, through mass media, aims to publicize a product, service, idea or institution in order to inform or influence its purchase or acceptance.

This definition provides us with several ideas that summarize the nature of advertising as a social process, impersonal character, paid and controlled communication, mass media, product-service-idea or institution, and informing or influencing purchase or acceptance.

Advertising for Pride (1986) "Is a paid form of impersonal communication that is transmitted to consumers through mass media such as television, radio, newspaper, magazines, direct mail, mass transportation vehicles and outdoor displays". On the other hand Kotler (2017) defines advertising "as a non-personal and onerous communication of promotion of ideas, goods or services, carried out by an identified sponsor" From these contributions, the essential objectives of advertising are: to inform, persuade and remind.

As can be seen, the aforementioned approaches provide an epistemological view of advertising centered on the media and organizations. However, other recent perspectives provide approaches that revolve around the popular and the local/community. It is a matter of visualizing communicative and cultural practices that are also commercial.

In this sense, it is important to recognize that advertising as a communicative phenomenon has been part of the evolution of human societies. Its origin dates back to antiquity with the praecos in Rome, the merchants in the Middle Ages, the modern techniques of advertising that occurred with the Industrial Revolution and machinism together with the rise of the press, lithography and engraving; as well as the media forms of commercial communication of the 20th century and the digital advertising of postmodernity of the 21st century.

Although advertising, as an organizational and media communication practice, has had its history for centuries, as an epistemological category and as an object of study it is relatively young. During the last decades, the contributions of different disciplines have been highlighted, namely sociology, economics, psychology and communication sciences.

One characteristic that has distinguished research on this topic is the visualization of the advertising phenomenon in the mass media and as part of Western cultural industries, which in turn are an expression of hegemonic mediatization. The positioning of major international and even national brands is a reflection of this type of communicational treatment.

The repercussion of the advertising phenomenon in local contexts acquires cultural forms of expression, which are not always a reflection of the massive and hegemonic. Such is the case of popular advertising;

... a town crier who daily walks the streets, parks or squares of a small town, it is very possible that his communicational activity acquires much more social recognition by the parishioners than if he did it in a city tinged by all kinds of social, political, cultural, civic and religious events". (Mena, Chasiluisa & Lascano 2018, p.3)

Likewise, in the research, *Prácticas publicitarias en el espacio público local*. Traits and counter-hegemonic forms of expression, Mena, Chasiluisa & Lascano (2018), provide the following ideas, same that are interesting in light of our topic of study,

In contexts with a lower degree of social complexity, the popular and the vernacular have a much greater impact in sociocultural terms than in large cities, and communication and cultural practices are no exception.

To speak of popular advertising can be understood as a mixture of public events with commercial or public good purposes that have as significant scenarios the squares, meadows, central avenues, doorways, markets and alleys; but, above all, because they tend to defend the autochthonous and identity.

In general, popular advertising practices take place in spaces with a lower degree of development, and it is where the identity, the emerging and the genuine are more sheltered and acquire a much more impactful rank (2018, p.12).

These approaches justify the present work, especially if we take into account that there is a lack of research on this line of study, which is corroborated by the bibliographic review carried out in international academic platforms and in the specialized literature on communication and advertising.

Each of the communicative and cultural practices that take place in spaces of lesser generality, account for the close interconnections with the popular identity of communities, municipalities and certain provincial areas. It is a matter of interpreting symbolic processes in which "the identity of cities and regions, of the local and neighborhood space, thus conveying the multiculturalism that explodes the traditional referents of identity" Martín 2002:12).

Materials and Methods

This research belongs to the qualitative paradigm, from the phenomenological design where the description of local advertising practices was privileged. It was developed through documentary review, participant observation, and data collection, from the theoretical point of view, the authors we ascribe to the epistemological contributions of Ortega (1997), Martín (1986) and Kotler and Ambtrong (2017).

The population was represented by the total number of oral advertising practices in the squares studied and the total number of media advertisements in the local press and radio mentioned above during 2021 and the first six months of 2022. The sample was determined by non-probabilistic purposive sampling. The oldest and busiest squares in the canton were chosen because they are the ones where most of the local residents go: Augusto Dávalos, Eloy Alfaro and Plaza Hierbas; three media whose advertisements show the relevance of the products, goods and services in the context, namely, Periódico Vanguardia (the only print media in the canton), Radio Brisa and Radio San Miguel (the only two radio media in the canton). A selection of 17 days of radio programming was made (from January to June 2022), for which the complete programming was recorded and analyzed.

Among the advertising posters of interest for this work, 5 graphic ads were examined that specifically advertise Salcedo ice cream (as the traditional and emblematic product of the Salcedo canton).

Among the pregones that have greater presence in the squares, were studied all that in their totality were 12; of which several of them we expose them textually in this article.

Eight editions of the Vanguardia newspaper were chosen because they were the most in demand in the locality and the ones with the highest number of ads, five of which correspond to the year 2021 and three to 2022.

Dates of publication of the sample:

Editions:

- March 21, 2021
- June 20, 2021
- June 27, 2021

- July 18, 2021
- October 10, 2021
- February 6, 2022
- March 20, 2022
- May 1, 2022

Thirteen newspaper advertisements were studied, all dedicated to the commercial communication of local products, goods and services, which are repeated in the different editions; the other advertisements are occasional and correspond to mortuary, judicial, among others.

In the bibliographic review, readings corresponding to data and files dealing with the subject were examined and 12 were found in which data related to the locality are offered, in the economic, political, social and cultural dimensions. Of these, 3 books, 2 articles, 3 publications in digital platforms and 2 information from organizational and governmental sites. These documents were chosen because of the similarity of the works and the approach to the topic of study, even one of them belongs to Alexander Lascano, author of this work.

Among the articles of reference for our work, the following stand out:

- La Fiesta de la fruta y las flores en el escenario local de Ambato: análisis de la comunicación publicitaria (2012-2017), from (Lascano et.al., 2018).
- El fenómeno publicitario en el espacio público local de Cumanayagua (1902-1958), by Dariel Mena Méndez and Eliza C. Vayas Ruiz (2016).

These are studies of the history of communication in which we privileged a look at advertising practices in two local contexts and in different periodizations; one in Cumanayagua (Cuba), the other in Ambato (Ecuador). The first one studies different forms of advertising, while the second work is focused on analyzing this phenomenon within a cultural practice, the Fruit and Flower Festival.

Results

To refer to local advertising in San Miguel de Salcedo, it is necessary to examine its forms of expression in the different public spaces and media of the canton. From the local dimension, the analogies that exist between the categories of identity, tradition and local commercial communication are inevitable. In advertising, when commercial

communication prioritizes products, goods and services that are typical of the context, it could be classified as counter-hegemonic and popular advertising.

The following is a brief presentation of local advertising in the canton of San Miguel de Salcedo, in public spaces and in the media. Due to the length that this type of study would imply, the authors have only dealt with a selection of announcements and advertisements, leaving a more in-depth communicological analysis for future research.

Squares and markets are the spaces par excellence for oral advertising, such as the popular proclamation. In this study we examined transcendental spaces such as Plaza Augusto Dávalos, located on Olmedo Avenue and Guayaquil Street; Plaza Eloy Alfaro, on Vicente Maldonado, Sucre, Ricardo Garcés and 24 de Mayo Streets; and Plaza Hierbas, located on Olmedo Avenue, Mario Mogollón and 24 de Mayo Streets.

Some announcements that are part of Salcedo's local proclamation:

(...) we have brought incense for the people. The incense of health; of money. The one that gives abundance (...) whether in the person, in the house or in the business. The cinnamon incense of luck. For the luck of work, prosperity and family.

During the participant observation, the merchant, an elderly lady, expands on her message with information such as: ... this incense that I have just shown you is incense that does not need charcoal. You can smoke it on a Tuesday or Friday for prosperity, for the family, for the business.

Another very peculiar announcement is that of the buns: Bollo, guatita, bollo eeehhh...! and a chiflido follows. The bollo is a traditional dish of the Ecuadorian coast, made with fish, while the guatita is another dish that is part of the culinary culture of the whole country.

The seller of herbs such as basil, walks from one side to the other inside the square, giving musicality to his proclamation, although it is abbreviated, Albaca, albaca...! He carries a bunch of the plant in his right hand, and so he continues to hawk again and again.

Other recurring vendors in the plazas carry folded between their shoulders and hands kitchen towels, aprons or aprons, bags or jabas and curtains; all in different shapes, sizes and colors. They are

representative of the textile crafts of the region. Some pronounce with musicality, "Llevele for your home cooking..., Llevele llévele...!"

It is characteristic of the Plaza Augusto Dávalos, the space of the zurcidoras or seamstresses. With their sewing machines they make the fabrics in front of the parishioners who pass through the place to make their purchases. In reality, textile production at the same point of sale is not common in the plazas and markets of other contexts. However, in certain communities in the Andean countries, such as Ecuador, this phenomenon is very peculiar. Suffice it to mention the indigenous craftswomen of the locality and other neighboring cantons, such as the Salasaka community in Ambato.

In the Hierbas plaza a very peculiar practice takes place; the ladies in their attire are placed in certain spaces in a seemingly aligned way holding their sacks displaying to the people what they sell. Small umbrellas around them help to cover several merchants from the sun.

Among the most abundant sales in the Plaza Hierbas are vegetables, seeds, poultry, rabbits and guinea pigs. They are generally displayed in cages or cardboard boxes. It is worth mentioning that guinea pig stew is one of the most consumed traditional dishes in this area of Ecuador.

For the placement of the products, some vendors, especially women, have baskets and handmade baskets, which are also part of the products for sale.

Sale of guinea pig (known and many places as guinea pig)

Buy the guinea pig, buy it! At two dollars, mijita, at two dollars!

In the process of selling spiritual objects and incense for cures, expressions such as those shown in the following table are common, in which the frequency of each popular expression is included. Each asterisk (*) represents an occurrence of the expression and the strength with which it is enunciated in the data set.

Table 1. *Sale of Sahumerios, pregoneo*

POPULAR EXPRESSION	FREQUENCY
SCENTS TO CLEANSE, TO HARMONIZE!	*****
TO BRING IN THE GOOD ENERGY!	*****
OUT WITH ALL THE BAD AND IN WITH ALL THE GOOD!	*****

COME ON, COME CLOSER I TELL YOU!	*****
WHAT A RIDE!	*****
DON'T CONFUSE IT WITH WHAT YOU HAVE WORN AND DONE WRONG!	*****
DO NOT CONFUSE MY FRIEND!	*****
THESE ARE THE ROYAL INCENSE, TO CLEANSE YOU, TO CLEANSE YOU!	*****
HE'S NOT DOING ANYTHING, HE'S NOT DOING ANYTHING WRONG!	*****
HE'S JUST SAVING!	*****
HE'S JUST CLEANING!	*****
YES MY FRIEND, AS YOU HEAR!	*****
PERFUME, SO THAT IT WILL CLEANSE!	*****
AND GET THAT BAD ENERGY OUT, GET THAT BAD VIBE OUT!	*****

Source: Own elaboration

The Mata a la Olla Fair takes place in the Augusto Dávalos Square; it is a commercial practice managed by the Municipality and the Prefecture. More than 60 producers of vegetables, fruits, chicken, handicrafts, prepared foods from the parishes of Mulalillo, Cusubamba, Panzaleo, Mulliquindil Santa Ana, Antonio José Holguín of the Salcedo canton participate. A feature of this activity is the access of citizens to organic products grown in the locality. In this activity, the most authentic practices of popular advertising converge.

Table 2: Sale of juices and smoothies, pregoneo

POPULAR EXPRESSION	FREQUENCY
COME ON MY LITTLE FRIEND!	*****
A TAMARIND, A JELLY, AN EAT AND DRINK AT FIFTY...!	*****
HERE MIJA, COME ON!	*****
COME ON, HOMEMADE!	*****
COME ON MY FRIEND!	*****
COME ON, HOMEMADE!	*****
COME ON MY LITTLE FRIEND!	*****

AT FIFTY CENTS A ***
COCONUT JUICE,
ORANGE...!**

Source: Own elaboration

Among the foodstuffs, there are also sales of stuffed and fried tripe. A characteristic of the plaza is the sale of carpentry items, including doors, windows, kitchen furniture, hardware, and clothing. Several stalls sell products for working in the fields, such as ropes, stakes, hoes, fumigation tanks, buckets, aluminum milk drums, and jars.

In the Plaza San Antonio the fairs take place every Thursday and Sunday throughout the year. The timetable is from 7.30 am to 3.00 pm. The merchants are organized in associations; for this, there is a directive that helps the normal operation of the space and to be alert before possible acts of delinquency. There is a process of participation and solidarity support among the merchants.

The San Antonio square is also known in the locality as the barter square, since this practice is still maintained, such as the exchange of agricultural products, barley, avas, etc.

Table 3. *Sale of food, hawking*

POPULAR EXPRESSION	FREQUENCY
<i>Homemade tamarinds!</i>	*****
<i>Come on, tamarinds!</i>	*****
<i>Come on landlord, come on!</i>	*****
<i>I have tamarind!</i>	*****
<i>What else, what else will it take?</i>	*****
<i>Homemade tamarinds, tamarinds!</i>	*****
<i>Come on, tamarinds, jellies, jellies, sparkling wines!</i>	*****
<i>What do we serve homemade?</i>	*****
<i>Come on, come on homemade!</i>	*****
<i>Come on!</i>	*****
<i>What do we give him?</i>	*****
<i>Come on homemade!</i>	*****
<i>apples, bananas, tangerines!</i>	*****
<i>Buy homemade, take it away!</i>	*****
<i>Come on!</i>	*****
<i>There's a nickname!</i>	*****
<i>There's fried food!</i>	*****

There are ribs!
There are chochos!
What can I serve you?
There's fritadita, chochitos, choclo mote!
How much can I serve you?
How do I hit it?

Source: Own elaboration

At the medicinal herb stalls located in various parts of the plaza, it is hawked as follows:

Table 4. *Medicinal herbs, pregoneo*

POPULAR EXPRESSION	FREQUENCY
WHAT WILL YOU BE WEARING CASERITA?	*****
WHAT REMEDY DO YOU WANT?	*****
WHAT DID HE WANT?	*****
COME ON!	*****
WE EXPLAIN!	*****
THERE ARE REMEDIES FOR FLEAS!	*****
THERE ARE AROMATIC HERBS, CLEANING HERBS!	*****

Source: Own elaboration

In some cases, the saleswomen provide information on the uses of the different herbs.

Table 5. *Benefits of medicinal herbs, pregoneo*

POPULAR EXPRESSION	FREQUENCY
We have a sucking horse!	*****
It is useful for colon inflammation!	*****
Plantain for liver inflammations!	*****
Purslane, for the gallbladder!	*****
Matico, for washing, for pimples, for bathing!	*****
Walnut for hair loss!	*****
Chamomile, for colic or for washing!	*****
The rue, it is useful for cleaning or for colic!	*****
Artichoke, for the gallbladder!	*****
The little leaves of corn for inflammations and bone pain!	*****

We have the myrtle for hair loss! *****

Source: Own elaboration

Table 6. Sale of vegetables and fruits, pregoneo

POPULAR EXPRESSION	FREQUENCY
<i>What else can I give you?</i>	*****
<i>Herbs, carrots, tomatoes, lemon!</i>	*****
<i>Here you go, take it!</i>	*****
<i>Let's go homemade!</i>	*****
<i>What do we give him?</i>	*****
<i>They are beautiful, rich, white!</i>	*****
<i>Apple, mandarin oranges!</i>	*****
<i>What else do we give him?</i>	*****
<i>I have babaco!</i>	*****
<i>I have avocado to charge the battery!</i>	*****

Source: Own elaboration

Fair days are times when the plazas are flooded with all kinds of products, many of which come from the outlying areas where the farmers and producers themselves live and work. In many cases these are products of the land and handicrafts.

Some of these vendors are the producers themselves and their families, who on the day of the fairs move to the center of the canton to position themselves in the markets and promote sales. Their popular announcements are of vital importance in the commercialization process.

Some advertisements are brief and simple. However, this does not hinder the effectiveness of the commercial communication.

Table 7.

POPULAR EXPRESSION	FREQUENCY
WHAT WILL YOU WEAR PATTERN?	*****
WHAT DO YOU WANT, COMADRE?	*****
WHAT WOULD YOU LIKE TO ORDER, WHAT WOULD YOU LIKE?	*****
COME IN, COME IN!	*****
WHAT WILL YOU WANT YOUNG MAN, WHAT SHALL I GIVE YOU?	*****

Source: Own elaboration

Likewise, in these forms of hawking, several sellers advertise the price of the products in the foreground.

At three dollars, buy, at three dollars!

Dollar for dollar!

Clothing and shoes are also frequently sold in the plaza, both in fixed stalls and as street vendors. Traditional clothing is sold, including cloth jackets for the cold, leather garments, belts and aprons for the kitchen. The relationship between the products sold and the geographic and climatological characteristics of the area should be taken into account.

54

The placement of products on sacks and white and colorful cloth blankets on the floor is done in an organized manner, it does not represent a constraint during the sale, but a natural and traditional way of presenting the goods. For this purpose, each vendor has his or her own space. Others have small tables and wooden benches to ensure greater comfort.

In the three plazas studied in this study, there are sales that are common to all, namely, fruits, vegetables, seeds, grains, condiments, breads, sweets, costume jewelry, etc. As a form of presentation, the seeds and grains are placed in sacks in an orderly manner.

Ladies with baskets of sweets and breads of different types circulate daily in the plazas: "Hot homemade bread, buy it, buy it! In other cases, whistles or whistles with the mouth are used to announce sales.

As part of the local culture, during the sales it is common to see ladies wearing the typical attire of their cultures. This practice gives additional value to the sales process, especially for tourists who walk the streets and squares.

When it comes to local advertising, in contexts where native cultures coexist, such as Ecuador and its different provinces and parishes, we should not only reduce our gaze to oral messages; the way products are placed, the merchants' attire, such as the use of Andean hats, woven with palm tree fibers, as well as their projection in the public space, their languages and intonations, are symbolic forms that help considerably in commercial communication.

The abundance and variety of fruits, vegetables, meats, groceries, seeds, dairy products, eggs, flowers, herbs, vegetable oils, traditional handicrafts, etc., are displayed in the plazas during the week, but with greater impact on the days of the fair.

Market traders have spaces where they buy products, especially from suppliers in the surrounding communities, generally farmers and artisans. Another characteristic of the sales process is family participation. Grandmothers with their grandchildren, mothers with their children, siblings, etc. participate among the vendors in the plazas. Many of these people sell their products in an informal and ambulatory manner, in the plaza and along the busiest streets of the locality.

55

It is worth mentioning that Salcedo has been the scene of commercial fairs with the purpose of training SME entrepreneurs and independent vendors, such as the Citizen Fair for the dissemination of services, sponsored by the Public Defender's Office of Cotopaxi, which took place precisely in the Augusto Dávalos Plaza.

Likewise, there are also other plazas, markets and public spaces where multiple spontaneous, popular and traditional advertising practices take place, which in turn color the local communicational and sociocultural repertoire.

The study of advertising practices that take place in public spaces and whose resource par excellence for the positioning of products, goods or services is orality, leads us to retake the approach made by the theorist Martin (1986), when in his classic work *The social production of communication*, referring to the town crier, he stated:

This messenger, a living relic of the oldest modes of public communication, acts as an officiant. He knows, even if he does not know that he knows, that he not only reports what he says, but the way in which he says it. The town crier can indicate and his audience can identify the urgency, the transcendence, the good or bad omen of the message before the telling begins and in the course of the telling itself, when he competently handles the expressive rituals. Public communication imposes a more or less stereotyped ritual according to the occasion and the place where the act of communicative interaction takes place; according to the position and the function that the communicators occupy in the community; and according to the subject (p.203).

Within the field of local advertising, attention to the media should not be excluded, especially because the popular and the community also find their space in these media. We must bear in mind that when we speak of the local, it is a dimension that is more focused on the messages and essences, than on the means or resources used for the transmission of those same messages.

Considering this perspective of analysis, we made a selection of three media with the largest audience in the canton of Salcedo, namely, Periódico Vanguardia, Radio Brisa and Radio San Miguel.

The Vanguardia newspaper is an independent media of Salcedo. It was founded on May 1, 1997 by Patricio Amaya, a public figure who served for a time as a city councilman, and who was recognized for the value he placed on social and cultural projects in the canton. Like most print media around the world, Vanguardia has an online version and social networking sites that facilitate more direct interaction with citizens.

In the study of the different issues of the newspaper, the following characteristics can be summarized:

The treatment of advertising is subdued. Unlike other print media with higher ratings and more developed contexts in Ecuador, in the local press, as in the case of Vanguardia, there is no abundance, repetition and saturation of advertising. The causes may be different, such as the decrease of advertisers in the press in recent years.

The emergence of new information and communications technologies (ICTs), and with it, the rise of social networks, has meant that organizations, particularly companies and other types of independent ventures, have found self-advertising spaces in the new platforms, without the need to resort to greater investments in media advertisements.

Self-advertising is a relatively young concept, and has been closely linked to the development of ICTs.

Self-advertising is advertising presented by the same company that markets the advertised product or service. On a corporate website, for example, a banner advertising a product or service of the company itself is considered a form of self-advertising. This term also includes advertisements included in newsletters or press releases distributed by the company that produces or publishes the product itself (Headways Midia 2016).

In relation to the advertisements that do appear in the newspaper, it is worth mentioning that the messages and image designs are more carefully designed. There is a greater proximity to the environment and attention to local businesses, not only commercial, but also to entities of vital importance from the health and social point of view. In this sense, the local funeral home, Parque de la Paz, is advertised in different editions of the newspaper.

Now Campo Santo;

Salcedo Peace Park,

is also a funeral home

57

In the advertisement shown in Figure 1, the content is organized in a harmonious manner; where the institutional symbol, a sacramental architecture with the corresponding cross, and the location and contact information are shown.

Figure 1. Parque de la Paz Funeral Home advertisement.



Source: Vanguardia Newspaper (2022)

There is a convergence of ads from companies or businesses and independent sellers. Among the local businesses, El Restaurant T. Bone, in the ad appears the sale of whole chicken, which allows to deduce that it is one of the most sold stews in the establishment. The sale of the chicken, which is priced at \$12, includes other additions such as potatoes (cooked or fried), salad and soda. As shown in Figure 2, the ad is presented offering a Father's Day promotion as follows: Celebrate Dad with the best taste. For your purchase, claim a free cocktail for dad.

Figure 2. Restaurant T. Bonne advertisement



Source: Vanguardia Newspaper (2022)

The business Guitarras y Requintos Santa Marianita, whose advertisement is shown in Figure 3, is also part of the treatment of the local and cultural in advertising.

- Construction of guitars and requintos
- with domestic and imported wood,
- also, we manufacture furniture in all sizes
- with exclusive designs

Figure 3. Santa Marianita Guitars and Requintos Advertisement



Source: Vanguardia Newspaper (2022)

Independent individuals can also advertise their products in the press; an example is Self-Service sales, a kind of buffet or self-service furniture, where customers choose what they want to buy or consume, which can be seen in Figure 4.

Figure 4. Self Service sales advertisement



Source: Vanguardia Newspaper (2022)

Periódico Vanguardia, similar to other local media, also privileges among its advertising space the famous ice cream of Salcedo and the various events related to this product, which has become symbolically as part of the representative brand of the canton. An example of this is the sporting event known as La Ruta del Helado. It consists of a mountain race that takes place in the town and whose first edition took place on July 10, 2021. The event, whose registration fee ranges between 15 and 25 dollars, will have its second edition on August 21, 2022.

As shown in Figure 5, this event is also advertised on social media platforms, such as the La Ruta Del Helado page on Facebook.

Figure 5. The Ice Cream Route



Source: Vanguardia Newspaper (2021)

Other sporting events are also advertised in the newspaper, as shown in Figure 6, referring to the Liga Central San Miguel; a soccer championship sponsored by the local organization Liga Príncipe San Miguel and held at the Carlos A. Tamayo Stadium.

Figure 6. Advertisement. Championship. San Miguel Central League



Source: Vanguardia Newspaper (2022)

Local advertising in Salcedo, in its different media and platforms, also gives an important place to the presentation of the canton as an important area for tourism. This is a common feature in different cantons and provinces of Ecuador, whose natural and heritage attractions are of interest to national and international tourism. It is a patrimonial/traditional type of advertising, which is not reduced to the entrepreneurial character that has distinguished this phenomenon of public communication from a theoretical-methodological point of view. The following collection represents the way in which various towns of Salcedo are advertised in the Vanguardia newspaper. The session is called *Así es mi tierra* (This is my land), and the following advertising slogans were included in the issues examined in the press:

- Aluchán Hot Springs. Hidden paradise
- Cistercian Monastery of Santa María. Anchilivi
- Yambo. The enchanted lagoon. Tourist center of Salcedo
- Yanayacu neighborhood. A hidden paradise

Figure 7 shows that these are not publications that meet the representative standards of advertising design. However, the essence of the message and the implicit intentions expose a typology of commercial communication, particularly of a sociocultural nature to contribute to the management and development of local tourism.

Figure 7. Collection of publications promoting the canton of Salcedo as a tourist center.



Source: Vanguardia Newspaper (2022)

In the issues examined, there are spaces in which the newspaper itself advertises for the incorporation of advertisers. This is a very common practice in modernist newspapers since the beginning of the 20th century, both in Europe and America.

Although in recent years the independent media have been closely linked to political figures as a method of subsistence, the incorporation of advertisements from organizations, businesses and independent businessmen or entrepreneurs has not ceased to be part of the media development strategies. Messages such as those shown in Figure 8, invite advertising in a simple and clear way.

Figure 8. Self-advertising of the newspaper

62



Source: Vanguard Newspaper (2021, 2022).

In recent publications of several digital media, there is information related to the opening of free advertising for local entrepreneurs after the most critical period of the Covid 19 pandemic. Above all, for those commercial projects that were deeply affected as a consequence of the crisis and for those that emerged during the contingency.

It consists of "(...) a space to promote their products and services free of charge, thanks to an agreement signed by the Municipality of Salcedo with the advertising company Quimbita. Each brand appears on the LED screen located in the Central Park" (GAD Salcedo 2021). The screen also allows the dissemination of tourist sites in the canton and the dissemination of the fairs in the different squares, such as the Mata a la Olla Fair.

As mentioned, among the most important cultural practices in the canton, is the celebration of the patron saint, the Archangel St. Michael. In this sense, it should be said that in addition to the Central

Park, the Eloy Alfaro square has also been an important space for popular celebrations, such as the one held on September 28, 2018. Around these socio-cultural celebrations, different commercial processes take place, where local/traditional advertising, as a practice of public communication occupies an important place.

There are several agencies in Salcedo that offer advertising and graphic design services, such as Roswell Diseño. Others, located in Riobamba, have also been used by local companies to contract corporate image services.

This article also discusses a sample of the most recurrent advertisements on local radio, Radio Brisa, which broadcasts on 95.3 FM and Radio San Miguel, on 98.1 FM live. Both stations stand out among the independent media with the largest audience in the canton. They offer advertising, both in their live programs and in recorded spaces. Their digital platforms also publish local advertisements. The authors of this paper made a selection of the most frequent advertisements in both stations. Below are the texts described in tables of two of these advertising messages and a list of the main companies, businesses and specific products that are published.

Radio Brisa announcements:

Eloy Alfaro Group (store)

Table 8. *Radio advertising in Eloy Alfaro Store*

DESCRIPTION	ANNOUNCER	MUSIC
Slogan	Large, very large	Musical accompaniment, children's voice and chorus
Owner	Eloy Alfaro Group, from Adán Jiménez	Musical accompaniment, voice-over
Facilities	All the comforts and modern facilities	Musical accompaniment, voice-over
Parking	Parking for our customers	Musical accompaniment, voice-over

Experience	More than 30 years in the distribution of poultry and offal throughout the province.	Musical accompaniment, voice-over
Products	Meat, seafood, groceries, dairy products, sausages, Toiletries, confectionery, Liquors and beverages	Musical accompaniment, voice-over
Pricing and Distribution	All wholesale and retail	Musical accompaniment, voice-over
Location	We are located at 24 de mayo and Ricardo Garcés Street, in front of Eloy Alfaro Square.	Musical accompaniment, voice-over
Home Delivery Service	We offer free home delivery service	Musical accompaniment, voice-over
Contact Number	Call us, 0998769059	Musical accompaniment, voice-over
Geographical location	Salcedo Ecuador	Musical accompaniment, children's voice and chorus

Source: Own elaboration

List of other frequent announcements published by Radio Brisa and Radio San Miguel (in a selection of 17 programming days from January to June 2022):

Table 9. Cemetery radio advertising

<i>COMPANY, BUSINESS, PRODUCT</i>	<i>RADIO</i>
<i>Dr. Silvia Saquina's Dental Office</i>	Radio Brisa
<i>Sofía Jiménez, M.D. Pediatric Physician</i>	Radio Brisa
<i>Dr. Manuel Cruz, the doctor of the grandparents, specialist in integral management of the elderly.</i>	Radio Brisa
<i>Kullki Wasi Unlimited Savings and Loan Cooperative's big raffle</i>	Radio Brisa and Radio San Miguel
<i>Institutional advertisements appear, such as those of the Salcedo Fire Department.</i>	Radio Brisa and Radio San Miguel
<i>Sales of the medal with the Guadalupeana Virgin (sold in Ambato, neighboring canton of San Miguel de Salcedo).</i>	Radio Brisa and Radio San Miguel
<i>San Francisco Savings Cooperative</i>	Radio Brisa and Radio San Miguel
<i>Automated Clinical Laboratory Macro Lab</i>	Radio Brisa
<i>Self-washing: Gaba washing and lubricating machine</i>	Radio San Miguel
<i>Eleven Pre-University</i>	Radio San Miguel
<i>Centro de Formación Artesanal Particular Comunidad Popular</i>	Radio Brisa
<i>Professional Drivers School of Canton Pillaro</i>	Radio Brisa
<i>Edgar Arcos Basic Hospital</i>	Radio Brisa
<i>Public Mobility Company Mancomunidad de Cotopaxi</i>	Radio Brisa and Radio San Miguel
<i>Advertising for Produleche, a brand of the company Productos Lácteos Paraíso La Granja.</i>	Radio Brisa and Radio San Miguel
<i>Líderes del Progreso Savings & Loan Cooperative</i>	Radio Brisa and Radio San Miguel
<i>Comercial Figueroa (clothing, household appliances and kitchen utensils store)</i>	Radio San Miguel
<i>Hospital Básico Central (by Dr. Edwin Alarcón Fonseca)</i>	Radio San Miguel
<i>Cotopaxi Funeral Home (located in Salcedo)</i>	Radio San Miguel
<i>Salcedo Professional Drivers Union and Professional Driving School</i>	Radio San Miguel
<i>Agropecuarios Figueroa</i>	Radio San Miguel

In the advertising spectrum of local radio in Salcedo, there are also those referring to clinical laboratories, car insurance agencies, bank

credit cards, butcher's shops, mortgage loans, advertisements for agricultural workers' applications, spiritualists, etc.

Finally, because of its impact on local culture and commerce, it is essential to approach the marketing and advertising of ice cream in the canton. The origin of Salcedo's ice cream, as a lucrative product, dates back to the 1950s as part of the initiative of the Jijón Franco family. For this, the entrepreneurs saw an opportunity in the variety of fruits that were produced in the town, namely strawberry, taxo, blackberry, coconut, babaco, naranjilla, etc. Initially, the venture expanded locally and then gained national notoriety, with its own distribution chain.

The main ice cream stores are located in Rumipamba de Las Rosas, Los Molles and Avenida Yolanda Medina. There is also the Salcedo Ice Cream Factory, which stands out not only for the production process, but also for the advertising investments they make, through posters, flyers, and posters in the stores with which they have contracts for sales.

On the other hand, the Salcedo ice cream brand represents the heritage of the nuns, as well as part of their history, and is located on 24 de Mayo Street behind the Central Park. These traditional ice creams have five colors, which have to do with the characteristic flavors derived from the ingredients, naranjilla, taxo, blackberry, mango and coconut milk.

Paco Hinojosa, manager of the Association of Producers and Marketers of Salcedo Ice Cream, in a publication of the newspaper *El Comercio* (2016), explained how the ice creams meet the quality standards required for food products by the authorities and are shipped to the United States.

Part of the advertising of Salcedo's ice cream is also the monument made in 2000, which continues to symbolize this product as an icon of the canton. The representative colors of the monument are yellow, white and purple. The forms of presentation and marketing of ice cream are in the form of cones, wafers, popsicles and cups.

For more than half a century, Salcedo's ice cream has been part of the identity and economic, commercial and cultural tradition of the canton. The most sold in the different establishments have different layers of fruit flavors such as: naranjilla, coconut, taxo, blackberry, mango; in the form of glass and of different sizes and prices. The

industrialized ice cream has a price of 0.75 dollars, and the handmade ice cream ranges between 0.50 and 0.65 dollars.

The advertising of Salcedo's ice cream is very diverse, not only because of the symbolic forms in which it is expressed, but also because of the different media and communication supports that constantly advertise ice cream; in public spaces, on posters, flyers, brochures, in the press and on local radio, as well as on platforms and social networking sites.

The quality, variety and affordability of the prices; the decoration of the sales areas, the placement of the products, the colorful and fresh environment, are also part of the commercial communication, which favors the positioning and contributes to the permanence of the brand's reputation.

It should be noted that part of the advertising campaigns is the presence of the brand on the Helados de Salcedo web platform (losheladosdesalcedo.com) and on its official Facebook page, as well as on other social networking sites. These are spaces with abundant advertisements, where not only prices, offers and location appear, but also promotions for fellow citizens and tourists.

The slogan "Los Helados de Salcedo. Rich, nutritious and traditional, the logo, the presentation of audiovisuals, posters, photos and information, etc. YouTube is another digital space in which audiovisual productions that advertise ice cream appear; among the channels where you can find this content are Teleamazonas Ecuador, La Cocina de Sary, Damián, Juan Ronquillodj, El Guambra Urbano, Chasqui TV, La Ruta del sabor, etc. Some are informative in nature by local youtubers and visiting content creators.

Figures 9 and 10 below present a selection of graphic advertising regarding Salcedo's ice creams, which are undoubtedly very similar.

Figure 9. Collection of advertisements on digital platforms



Source: GAD Salcedo (2022)

Figure 10. Graphic advertisement at the entrance of the typical Salcedo ice cream store.



Source: GAD Salcedo (2022)

With the study of advertising in local media in Salcedo, we can understand that, although we are facing a globalized scenario, with the circulation of products that are generalized in different contexts and regions; local media forms of commercial communication have higher levels of proximity and socio-cultural recognition that provide entrepreneurs and businesses with opportunities that are not provided by large media and platforms. This is due to the growth of competition and the high costs involved in more specialized advertising campaigns.

For Molina (2020), there are advantages for businesses when advertising in local media, namely:

- You will pay much less for your campaigns by advertising your local business
- You will reach your target audience directly by offering your products or services.
- You will be able to carry out locally targeted campaigns to a specific audience.
- You will help the media outlet continue to provide valuable content to your neighbors.

Conclusions

69

From a practical and historical point of view, it is erroneous to subjugate the concept of advertising to the media and to organizational strategies for the sale of products, goods or services. Although the theory of this field of communication has lacked greater attention to its cultural dimension, the review, practice and daily interaction with reality, shows that the ancient forms of commercial communication through orality, posters and other symbolic resources, have been and continue to be an important part of public communication.

Attention was given to this perspective during the development of the work. It is shown that, in contexts such as the canton of San Miguel de Salcedo, numerous advertising practices, both media and popular, take place on a daily basis through the use of orality and graphic communication, which are an indispensable part of the culture, tradition and local heritage.

The canton of San Migue de Salcedo, like other contexts of the province of Cotopaxi and the country in general, is a reflection of the autonomies and economic and social openings, which result in opportunities for citizens in terms of community development. It is in this sense, that local publicity intervenes in the different institutional and autonomous undertakings.

In order to examine advertising, it is essential to look at the economy, mediations and commercial practices. A peculiar feature of local advertising is the offer that is specific to the context and represents the community identity, even if the media or digital platforms, such as social networks, can be used for this purpose.

Advertisements in the media in San Miguel de Salcedo demonstrate the prioritized treatment given to local products, goods and services. Advertising for foreign commercial products is minimal, which favors community development from an economic and sociocultural point of view.

The popular/community character is also given by the way in which commercial communication takes place, closer to the people of the context, their cultures, their worldview, their interests and concrete needs.

The examination of other forms of local advertising that occur daily in the canton of San Miguel de Salcedo, and that require studies by different disciplinary fields, such as communication, graphic design, etc., is still pending. Likewise, a theoretical-methodological proposal for the study of mediations in local advertising, whether political, social, economic and cultural, would be advisable.

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