

# Ch 7 Understanding Advertising

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## Exercises

1. What do you understand by the word brand? List two reasons why building brands is central to advertising?

### Answer

Brand: It means stamping a product with a particular name or sign in order to differentiate it from other products in the market.

Two reasons why building brand is central advertising:

- (i) It creates a positive image of the product in the eyes of the consumer and compel them to buy it.
- (ii) It differentiates the product from the local or other competitive products in the market.

2. Choose two of your favourite print advertisements. Now, look at each of these and answer the following questions:

- a. What visuals and text is being used in these advertisements to attract my attention?
- b. What values are being promoted in these advertisements?
- c. Who is this advertisement speaking to and who is it leaving out?
- d. If you could not afford the brand that is being advertised how would you feel?

### Answer



Advertisement 1: Filter your Life

- a. It shows the tagline of "Filter your life" by using the plant grown in the filter of the cigarette.
- b. It promotes the values of "Smoking is injurious to health".
- c. This advertisement speak to all those who do smoking and leave out them who don't do.
- d. I feel nothing if i could not afford the product but appreciate it as it spread social values.

## Advertisement 2: Show your child you care

- a. It shows the tagline of "Show your child you care" by using the soap, child and mother.
- b. It promotes the values of "Mothers love for their child".
- c. This advertisement speak to all those women having small child and leaving out them who don't have.
- d. I feel nothing if could not afford the product as there are lot of other care soap for baby available in the market.

3. Can you explain two ways in which you think advertising affects issues of equality in a democracy?

### Answer

Two ways in which advertising affects issues of equality in a democracy:

- (i) It only focus on the lives of the rich and famous and forget about the issues of poverty, discrimination and dignity.
- (ii) Advertising tends to promote a certain lack of respect for the poor as in a democracy, all people are equal and should be able to lead a life of dignity.

4. Making an advertisement requires a lot of creativity. Let us imagine a situation in which a manufacturer has just made a new watch. She says that she wants to sell this watch to school children. She comes to your class and asks you all to create a brand name as well as an advertisement for the watch. Divide the class into small groups and each group create an advertisement for this watch. Share it with the class.

### Answer

This is a class activity and done r performed in the class itself.