

1. Look at the two advertisements given below and tell in the table that follow.



	Top Taste Daal	Care Soap
What are the advertise- ments selling		
How do they describe the product?		
What is the text trying to say?		
What do the pictures convey?		
Would you want to buy these products after see- ing the advertisements?		

Answer:

	Top Taste Daal	Care Soap
What are the advertise- ments selling	Daal	Soap
How do they describe the product?	Top taste daal	Express your love afresh
What is the text trying to say?	Guests should be served this.	Children should be given best care
What do the pictures convey?	Hospitality of a host	Love of a mother
Would you want to buy these products after see- ing the advertisements?	Yes	Yes

2. Do you think there is a problem in using the image of the mother as the only person who takes care of the child on the Care Soap, advertisement?

Answer: I don't think there is any problem. Mother is undoubtedly the only person in the family who takes the greatest care of her child.

3. Observe the advertisements given below and answer the questions that follow:



- (a) What does this advertisement want me to feel when I use this brand?
- (b) Who is this advertisement talking to and who is leaving out?
- (c) If you have money to buy these products, how would you feel when you see these advertisements? If you do not have money, then how would you feel?

Answer: (a)When I use this brand I feel exalted.

- (b) This advertisement is talking to those who can afford to buy this brand. It is leaving out those who belong to the poor lot and earn their livelihood with great difficulty.
- (c) If I have money to buy these products, I would feel proud when I see these advertisements. But if I do not have money, I would feel depressed.
- 4. Observe the advertisement given below and answer the questions that follow:



- (a) Who do you think is the target audience for the social advertisements above?
- (b) What is the message that each social advertisement is trying to get across?
- (c) Having read about diarrhoea epidemic in the chapter on State Government,

Answer: (a) Here are two social advertisements. In the first advertisement the target audience is the disabled children. In the next advertisement the target audience is common mass.

(b) Freedom is birthright to the disabled children also. Unless they get education, this freedom won't come to them. Hence, they have every right to get education.

Railway runs faster than us. Hence, we should not dare to cross the railway crossing when the train is coming.

- Advertisement No. 1
- Visual Display of furniture items
- Text Quality, brand, discount,

(a) Advertisement No. 2

- Visual Display of CCTV
- Text Features, Quality, Availability
- (b) People can afford best things at cheaper price.
- (c) Advertisement No. 1. This advertisement is speaking to the middle class people and is leaving out the people belonging to higher societies.

Advertisement No. 2 is speaking to the business group and is leaving out the common mass.

(d) I would feel a little bit depressed.

******* END *******