



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



	<i>Top Taste Daal</i>	<i>Care Soap</i>
What are the advertisements 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 seeing the advertisements?		

Answer:

	Top Taste Daal	Care Soap
What are the advertisements 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 seeing 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) 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 *****