

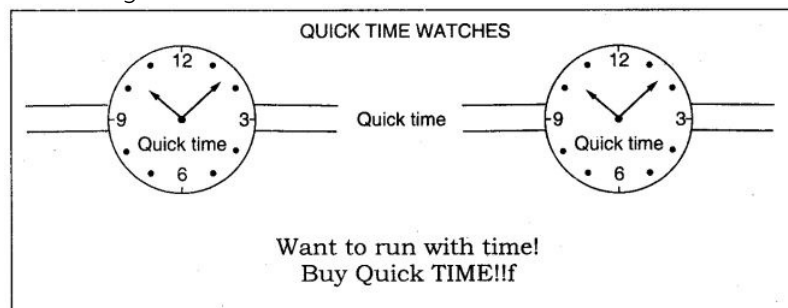


5. Can you explain two ways in which you think advertising affects issues of equality in a democracy?

Answer: Branded products cost much more than those sold loose. It is because they include the costs of packaging and advertising. Whatever may be the reason, it is very difficult almost impossible for the large majority of people to buy such costly/branded products. Only a small group of high class people, say wealthy people can afford to buy them. Here, the principle of equality is ignored. Advertising a product is a costly affair. Only large companies can get their products advertised. So far small businessmen are concerned, they find it difficult to advertise their product because their income is small. They often have to sell their products in weekly markets and neighbourhood shops. Here, also the principle of equality is marred.

6. 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 creates an advertisement for this watch. Share it with the class.

Answer: Students should attempt it at class level. One sample answer is given below:



#### VERY SHORT ANSWER TYPE QUESTIONS

1. What do advertisements do?

Answer: They attract people's attention to their products.

2. What do you mean by the word branding?

Answer: The naming of a product is called branding.

3. Why is the consumer confused? Or What makes the consumer confused?[V. Imp.]

Answer: Sometimes there are two or more advertisements of a similar product. This makes the consumer confused because it becomes difficult for him to differentiate one product from the other/others.

4. What do the advertisers do to convince the consumer?

Answer: They start claiming certain special values for their brand.

5. How are brand values conveyed to us?

Answer: Brand values are conveyed to us through the use of visuals and words.

6. When products are advertised by cricket heroes and film stars, we feel tempted to buy them. Why?

Answer: It is because persons whom we consider our heroes tell us that those products are worth buying.

7. Advertisements aim to get people to buy a particular brand'. What does this really mean?

Answer: It means that after we see an advertisement we should want to buy the brand

8. Why do companies show the advertisements again and again?

Ans. They do so in order to get it stick in people's minds.

9. Under what pressure do companies show the advertisements again and again?

Answer: There are so many advertisements in the market. This creates a pressure on the companies and they start showing the advertisements again and again to make it most popular.

10. What do you mean by social advertisements? [V. Imp.]

Answer: Social advertisements are advertisements made by the State or private agencies.

These advertisements have a larger message for the society.

11. What impressions does advertising create on us?

Answer: It creates the impressions that things that are packaged are better than things that are sold loose.

12. Mention one drawback of advertising.

Answer: It tends to promote a certain lack of respect for the poor.

13. How do people feel when they fail to afford certain brands?

Answer: They feel bad on their helplessness to buy certain brands.

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