



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) 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:

Social advertising
Social advertisements refer to advertisements made by the State or private agencies that have a larger message for society. The following are two social advertisements:

FREEDOM is our birthright too!

I wish you all a happy Independence Day!

I am not an Indian, but I have yet to give my birthright. I have had all the chances to separate and yet not heeded the voice of my fellow Indians.

Talking books or little books are hardly available in our libraries. The few of our educational institutions do not have the technology to read out loud to us. So we have made AICTE of India people to India use this to access higher education.

Since a pledge this 15th August to gradually remove the "Education for All" does not make a new chapter. This makes India a educational institution accessible and available to all.

When will we be free?

However fast you try, the train is always faster than you!!

Social advertisement regarding educational rights of disabled children.

Social advertisement regarding crossing of unmanned railway crossings.

(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.

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