****

**CHAPTER-7**

**UNDERSTANDING ADVERTISING**

Qs 1(Imp). What is branding? Why it is done?

Ans. Branding means stamping a product with a particular name or sign. This is done in order to differentiate it from other products in the market.

Qs 2. Why do the manufacturers advertise their products?

Ans. They do so to convince the people to buy their product. Through advertisements, the advertisers claim certain special values for their brand. In this way, they try to differentiate it from other similar products.

Qs 3(Imp). How advertisements are an important part of our social and cultural life?

Ans. We watch advertisements, discuss them and often judge people according to the brand products they use. By linking our personal emotions to products, advertisements tend to influence the ways in which we value ourselves as persons.

Qs 4(Imp). What are the ways in which advertising links to issues of equality in a democratic country?

Ans.1. Advertising a product costs a lot of money. This often means that only large companies can advertise. If you have a small business, you will not have the money to show your product on TV or newspapers and magazines.

2. Advertising also makes us believe that things that are packaged and have a brand name are far better than things that do not come in packets. This shift to packaged products negatively affects the sales of several small businesses forcing people out of their livelihoods.

3. Advertising, as it appeals to personal emotions also tends to make people who cannot afford certain brands feel bad. They feel that they are unable to give their loved ones the best care that brand products appeal to offer.

Thus, in a democracy in which all people are equal and should be able to lead a life of dignity, advertising tends to promote a certain lack of respect for the poor.