

7 Understanding Advertising

Lesson at a Glance

- All of us are very much familiar with advertisements or ads. It is because we see advertisements everywhere—on television, on street walls, in newspapers etc.
- Advertisements** draw our attention to various products and describe them positively in order to impress us.
- Advertising is all about building **brands**. **Branding** actually means stamping a product with a particular name or sign in order to differentiate it from other products in the market.
- Only branding a product is not enough because there are many brands of the same product available in the market. This creates a tough **competition** for the manufacturers. They have to convince us that their products are better than the others. And at this juncture advertising comes in. It plays a crucial role in trying to convince us to buy the product that is advertised.
- But when the similar product under different brand names is advertised, it creates confusion for the **consumers**. They fail to decide which one they should buy.
- The advertisers are aware of this. Therefore, they begin claiming certain special values for their brand. In this way, they try to differentiate it from other similar product. These **brand values** are conveyed through the use of visuals and words to give us an overall image that appeals to us.
- Advertisements have become a part of our social and cultural life.
- All of us watch advertisements with great attention. Most of us discuss them and often judge people according to the brand products they use.
- Advertisements influence our life to a great extent.
- Branded products** are costly because they include the costs of packaging and advertising. It is therefore, many people cannot afford them.
- Those who manage to buy them feel exalted but those who fail to buy feel depressed.
- We must be aware of the fact that there is little difference between things sold in packets and those sold loose.

- Advertisements often target our personal emotions. By linking our personal emotions to products, advertisements tend to influence the ways in which we value ourselves as persons.
- Our cricket heroes and film stars advertise several products. We often feel tempted to buy these products.
- Advertisements often show us images of the lifestyles of rich people and seldom show us the real life situation.
- Advertisements aim to get people to buy a particular brand. This means that often we see an advertisement we should want to buy the brand.
- The persons who make advertisements decide on what images, text and personal emotions to use to sell the product.
- Advertising a product is a **costly affair**. It is therefore only large companies can advertise.
- Small business cannot afford the cost of advertisement and therefore they sell their products in weekly markets and neighbourhood shops.

IN-TEXT QUESTIONS SOLVED

9. 1. Look at the two advertisements given below and fill in the table that follow. (NCERT Textbook, page 81)



	Top Taste Daal	Care Soap
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?		

Ans.

	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

- Q. 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?

(NCERT Textbook, page 81)

Ans. 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.

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



- What does this advertisement want me to feel when I use this brand?
- Who is this advertisement talking to and who is leaving out?
- 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?

(NCERT Textbook, page 84)

- Ans. (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.
- Q. 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!

Social advertisement regarding educational rights of disabled children.

When will we be free?

Social advertisement regarding crossing of unmanned railway crossings.

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

Social advertisement regarding crossing of unmanned railway crossings.

- Who do you think is the target audience for the social advertisements above?
- What is the message that each social advertisement is trying to get across?
- Having read about diarrhoea epidemic in the chapter on State Government, can you make a social advertisement on what precautionary steps should be taken to prevent diarrhoea?

(NCERT Textbook, page 88)

Ans. (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.

(c)

SAVE YOURSELF FROM DIARRHOEA
Drink boiled water.
Keep your surrounding clean.
Sprinkle disinfectants in your surrounding area.
BE AWARE !

■ TEXTBOOK QUESTIONS SOLVED ■

9. 1. What do you understand by the word brand? List two reasons why building brands is central to advertising.

Ans. The word brand refers to a special identification or name that is associated with a product. Such identification is created through advertisements. Building brands is central to advertising because

- It differentiates the product from other products in the market.
- It prepares consumers to buy branded products.

9. 2. Choose two of your favourite print advertisements. Now, look at each of these and answer the following questions:

- (a) What visuals and text is being used in these advertisements to attract my attention?
- (b) What values are being promoted in these advertisements?
- (c) Who is this advertisement speaking to and who is it leaving out?
- (d) If you could not afford the brand that is being advertised how would you feel?

Ans. Advertisement No. 1

Advertisement No. 2

SECONDS SALE
Home & office furniture
at unbelievable prices

Godrej Interio

UPTO **70% OFF**

ALMIRAHs & MATTRESSES are also available on sale

Products are available on as is where is basis.
Delivery of products have to be organised by the customer.
Cheques and credit cards not accepted.

Godrej Interio, Godrej Plaza, 2nd Floor, 2nd Main Market Road, New Delhi Railway Station New Delhi, 110002
Ph: 011-56571502 Fax: 011-56571504. 40yr 3M122181

vitor
THE PATROL POLICE

CCTV Camera

Digital Video Recorder & Video Door Phone

Jammu / Delhi / Punjab / Uttaranchal / Rajasthan / Madhya Pradesh
Chattisgarh / Assam / Gujarat / Karnataka / Jharkhand / Orissa

Dealer's Enquiry Solicited

Toll Free no.: 1000-11-9009, sms: vitor to 33039 web: www.vitor.in
Email: sales@vitor.in Tel: 23042766/89, 23053793/86/87

(a) Advertisement No. 1

- Visual — Display of furniture items
- Text — Quality, brand, discount

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.

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

Ans. • 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.

9. 4. 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.

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

