

6. Advertising and Advertisements

Worksheet 1

A Explain the following terms:

1. Consumerism: _____

2. Branded product: _____

3. Consumer court: _____

4. Target audience: _____

B Fill in the blanks to complete the following sentences:

1. Advertisers generally target the audience _____.
2. _____ is done when the advertiser does not expect any financial gain.
3. Advertisers hire _____ to promote their products targeting the fans.
4. Consumers have the right to _____, _____, _____, _____, and _____.
5. Advertisers select the media after considering the _____ of the audience, the _____ of the media, the _____ market for the product, the _____ of the advertisement and the _____ of sales.

ANSWERS TO WORKSHEET 1



- A. 1. Consumerism: It is the tendency of the customer to forget reality and fall prey to the positive or negative side of advertising.
2. Branded product: These are products that we recognise not for their basic use but because they carry the name of a specific manufacturer, like Parle, Britannia, Amul, Maruti-Suzuki, Levis, etc.
3. Consumer court: These are courts set up at district, state and national levels to protect the interests of the consumer.
4. Target audience: This is the group of possible consumers whose attention advertisers wish to attract through their advertisement and whom they wishes to persuade to

purchase the product.

- B. 1. emotionally 2. Social advertising 3. brand ambassadors
4. safety, information, choice, opinion, redressal 5. size; reach; target; cost; volume

Worksheet 2

A Each student should do a project. Cut one advertisement and paste it in the book. Write the following:

1. What is the product: _____

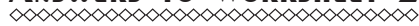
2. Who is the advertiser/firm selling the product: _____

3. If the agency's name is given, write the name of the agency: _____

4. Who is the target audience: _____

5. Do you think this is a good advertisement? Why/Why not?

ANSWERS TO WORKSHEET 2



A. The teacher can guide the students to do this project.