

6

Advertising and Advertisements

Lesson Plan

Contents

- ▶ An overview of what advertising is, its purpose and techniques
- ▶ Understanding the functions, advantages and disadvantages of advertising

Objectives

- ▶ To understand what advertising is and its functions and reach
- ▶ To learn what constitutes good and bad advertising
- ▶ To know about the advantages and disadvantages of advertising
- ▶ To appreciate the lure advertising holds out to us as customers and how much of it we should rely on it

Teacher's Aids

- ▶ Globe
- ▶ Pictures, charts, atlas and newspapers and magazines
- ▶ Blackboard
- ▶ Internet

Tips for Teacher

- ▶ Explain the details of what constitutes advertising, how media is used in it, commercial and social advertisements; what we as consumers should look for; advantages and disadvantages of advertising.
- ▶ Use role play by students to enjoy a session on advertising: How would they sell a new geometry box or an atlas, a new idea, a revised timetable, a special class, a class holiday, etc.
- ▶ Students should be encouraged to bring cuttings of advertisements and discuss them in class.

Background and Reading

- ▶ Read the lesson aloud and explain, sharing the aids, etc., pausing to examine and explain the data in the boxes.

- ▶ Particularly focus on how advertisements target our social ambitions and catch our attention; how we should respond—the utility of the items and the expenditure involved.

What is Advertising

- ▶ A tool for promotion of ideas, goods, services—purpose is to appeal to a particular audience called customer by the advertiser.
- ▶ Usually done through media—magazines, journals, newspaper, TV, radio, hoardings, posters and banners.
- ▶ Technique chosen according to the customer's need, suitable for the product and budget—purpose to reach the public fast and communicate accurate information about the product to persuade him/her to buy it.
- ▶ Advertisements reach more people, bigger audience and market in different parts of the world—usually advertisements through a selected media on the basis of:
 - Size of audience
 - Reach of media
 - Target market of product
 - Cost of advertisement
 - Volume of sales

Types of Media in Advertising

- ▶ Print media: Newspaper, magazines, journals, newsletter, banner.
- ▶ Electronic media: Television, radio, internet, e-mail, film.

Newspaper

- ▶ Regional languages: like 'Anandabazar Patrika' in Bengali; 'Dinamani' in Tamil; 'Malayalam Manorama' in Malayalam.
- ▶ English language: 'The Hindu', 'The Times of India', 'Statesman'.

Magazines

- ▶ Advertisements reach only targeted audiences—not a mass reach or published daily.

Radio

- ▶ Reaches the maximum audience—advantage that we can hear radio even when travelling—cost is less—but it has only audio impact without visual impact.

Television

- ▶ One of the best modes of reaching the public—audio-visual impact—helps in dramatisation—caters to all age groups—especially children who are excited at the audio-visual impact during commercial breaks in programmes.
- ▶ Disadvantages—cost is high—based on time duration—because it has to be short due to cost, people tend to forget the message.

Commercial Advertising

- ▶ Commercial—its purpose is to earn profit—aims to satisfy the financial interest of the sponsor—also done through banners, hoardings, bus stand shelters, stage shows, and railway platforms, airports, etc.
- ▶ Also focus on branded products—people look for branded products even for things like toothpaste or soap, etc.—advertisement helps to popularise a particular brand.

Advantages of Advertising

- ▶ Advertisements influence our lifestyles—change our taste, style, and preferences—most things we buy, eat, drink, etc., decided on basis of advertisement.
- ▶ Promotes the qualities and sale of products—helps the customers understand differentiation of products which helps in giving recognition to a product.
- ▶ Appeals to our emotions—inspires and influences us in many ways.

How are Advertisements Created

- ▶ Agencies create advertisement copies—agencies consist of people with creative ideas and effective methods of launching a product.
- ▶ First develop a propaganda for a new product—give it a name—then create visuals to bring out its features after deciding the target people—product tested on them, followed by a feedback—once test successful—then choose the media through which to launch advertisement.

Advertisements also Fail—How and Why

- ▶ Easiest and most economical means of tapping a wide market—but some are not successful—they fail because: Lack of a consistent advertising policy; making exaggerated claims that make people lose confidence in the product; unimpressive appeals; wrong layout of advertisement designs; selecting the wrong medium; it indirectly increases the price of product by adding the cost of advertisement.

Social Advertising

- ▶ Done when no financial gains expected by the firm—meant for educating the public and create awareness.
- ▶ Examples: Energy Saving, Nature Conservation, Pollution, Public Health, National Integrity, Swachh Bharat, etc.
- ▶ Powerful tool to reach and motivate people—celebrities participate and government uses social media to educate the public.
- ▶ Democratic countries—political advertisements by political parties to highlight their programmes and agendas—manifesto.

Luring the Consumer/Customers

- ▶ Encourage consumerism—makes people forget reality and fall prey to positive and negative sides of advertising—check and find out more about the product before buying.

- ▶ To protect interest of consumers – government enacted Consumer Protection Act 1986 – provides protection through consumer courts at district, state and national levels – around 500 district consumer courts in India.
- ▶ Government has created awareness on rights of consumers: Right to safety; to be informed; to choice; to be heard; to seek redressal – Consumers can be protected only when they are aware.

Technologies of Advertising

- ▶ Advertisers use different techniques to promote the sales of their products.
- ▶ Frequent repetition of advertisements to ensure consumers remember brand name.
- ▶ Brand ambassadors like actors, cricketers, etc., hired to convince customers to buy the products used by their role models.
- ▶ Target their audience emotionally – care of baby for baby products – targeting the mothers.
- ▶ Use catchy slogans to attract attention.

Advantages of Advertising

- ▶ Helps in promoting sales
- ▶ Social advertisements bring awareness [Jago Grahak Jago]
- ▶ Social advertisements try to bring equality [girls' education, etc.]
- ▶ Some necessary for social development [Sarva Shiksha Abhiyan, etc.]

Disadvantages of Advertising

- ▶ By exaggerating the qualities of a product, some advertisements mislead consumers.
- ▶ Some emotionally blackmail target audiences like children, mothers, wives, teenagers, etc.
- ▶ Advertising is basically for branded products – so small shopkeepers suffer.
- ▶ People from weaker sections feel neglected because advertisements address the rich and affluent – also they start aspiring for things that are not really necessary, either for them or for the affluent.
- ▶ Advertising can be beneficial and also negative – both for individuals and for society – government should ban obscene, harmful or false advertisement – example: Alcohol, tobacco ads banned.

Assessment Corner

Oral Assignment

- Ask for answers at random from the students. Confirm the right answers. Let them write down the correct answers if they like in their books.

Written Assignment

- B–F. The teacher has two options—(i) Either do these exercises orally first and then ask the students to write them down. OR (ii) Ask the students to write the answers on their own. Then the teacher can announce the correct answers to the students and they can ask their partners to cross-check them.

In either case, the answers can be written as homework and the teacher can check them in the class.

Think Tank

- G. **HOTS question:** Discuss the three questions in the class and let the students write the answers to G and H as homework. Teacher should assess individual work.