

CIVICS CHAPTER-6

CLASS-7

UNDERSTANDING ADVERTISING

Understanding Advertising

- Today we are surrounded by advertisements or ads as we call them. We watch these on television, listen to them on radio, see them on the streets and in newspapers and magazines.
- Even taxis and rickshaws carry advertisements on them.
- When we go to cinemas, we see advertisements before the film begins
- On the Internet, they often pop-up when we go into different websites.

What do advertisements do?

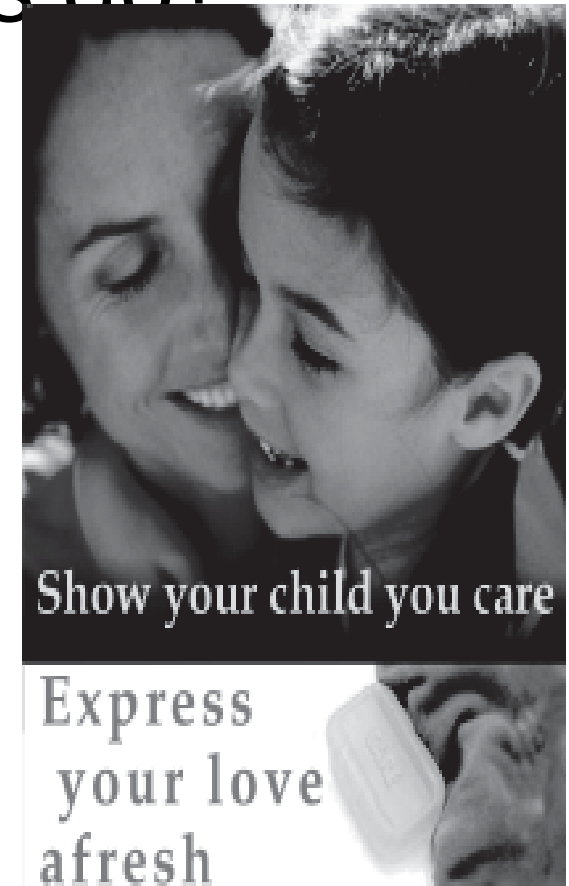
How do they attract our attention?

Learning Objectives

In this Chapter you will learn about :

- Advertisements draw our attention to various products.
- Brand and Brand value are integral to advertising.
- Brand Values and Social Values
- Techniques of Crafting Advertisement.
- Advertising and Democracy
- Critical understanding of what advertisement do.

What do advertisements do?



Advertisements draw our attention to various products and describe them positively so that we become interested in buying them

BUILDING BRANDS AND BRAND VALUES

- Advertising

is all about building brands. At a very basic level, '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.

- look again at the advertisements above.

Why do you think the manufacturers of the soap and the daal gave their products a specific name?

TWO ADVERTISEMENTS TO SEE HOW IT WORKS-

- It needs to do this so
- that we don't confuse the daal in that particular packet with the daal that is sold loose.

They decide on a name like 'Top Taste Daal'.

- This naming of the product is called 'branding'.
- Similarly, in the case of the soap, there are many soaps in the market today.

In bigger towns and cities, we no longer just say soap but rather refer to the using the different names of companies that make them.

MAGZINE

NEWSPAPER

Brand Value

- Just naming the product may not make us buy it.
- The manufacturers have to convince us that their soap and daal is better than other available in market.
- This is where advertising comes in.
- Trying to convince us to buy the product that is advertised.
- The task of creating a brand does not stop at giving the product a special name.
- So advertisers begin claiming certain special values for their brands.

Brand Values

- From the advertisements, you can now see that the two daals are saying different things.

‘Top Taste Daal’ is appealing to our social tradition of treating guests extremely well.

- ‘Best Taste Daal’ is appealing to our concern for our children’s health and that they eat things that are good for them.
- Values such as treating our guests well and making sure our children get nutritious food are used by brands to create brand values.

Brand values and social values

- Advertisements are an important part of our social and cultural life today.

We watch advertisements, discuss them and often judge people according to the brand products they use.

Given that advertisements are such a powerful source of influence in our lives, we need to be able to understand the ways in which they work.

- *Manufacturers spend crores of rupees to make sure that we see their advertisements wherever we go.*

Advertisements create difference

- Branded daals cost much more than daals that are sold loose because they include the costs of packaging and advertising.

So, many people cannot afford them. However, because of the advertisement

people who cannot afford Top Taste Daal might begin to feel that they are not treating their guests properly.

- Gradually, people will come to believe that only branded daals are good and will want to buy the daal that comes in a sealed packet rather than that which is sold loose.

But, in reality there is little difference between daals that are sold loose and those sold in a packet.

CARE SOAP ADVERTISEMENT

- As a mother, if you want to show your child you care, then you have to buy this expensive soap.
- The advertisement uses the mother's concern for her child. It tells the mother that her love and care is best shown through using this particular brand of soap.
- Because of this, mothers begin to feel that using this soap is a sign of how much they love their child.
- In this way, the advertisement uses the love of a mother for her child to sell this expensive soap.

ROLE OF ADVERTISEMENTS IN OUR LIVES

- Advertisements play a big role in our lives. We not only buy products based on them, but often, having certain brand products influences the ways in which we think about ourselves, our friends and our family.
- It is, therefore, important to know how advertising works and understand what it does before we choose to buy the products that advertisements sell.

We need to be able to critically understand why they use particular images, the personal emotion that they are appealing to us

The ways in which this affects how we think about ourselves when we use the product or are not able to buy it.

ADVERTISING AND DEMOCRACY

- Advertising a product costs a lot of money. Usually, crores of rupees are spent advertising a brand.
- Producing and showing advertisements in the media is very expensive.

Because there are so many advertisements in the market today, companies have to show the advertisement again and again to have it stick in people's minds.

- If you own a small business, you will not have the money to show your product on TV or national newspapers and magazines.

So, persons who sell papad, pickles, sweets and jams that they have made at home are not considered as fashionable as brand products.

ADVERTISING AND DEMOCRACY

- 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. They are not the faces we most often see in advertisements and so we tend to dismiss their lives as worthless.
- Advertising, because 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 appear to offer.

SOCIAL ADVERTISING

FREEDOM is our birthright too!

I wish you all a happy Independence Day!

I too am an Indian, but I have yet to gain my independence. Free India still chooses to separate me and put me behind the bars of so-called 'Special Schools'.

Talking Books or Braille Books are hardly available in our libraries. The best of our educational institutions do not have the technology to read out text to us. No wonder only 4.2% of blind people in India are able to access higher education.

Take a pledge this 15th August to genuinely ensure that 'Education for All' does not remain a mere slogan. Help make India's educational institutions accessible and disabled-friendly.

When will we be free?

Issued in the public interest by
**National Centre for Promotion of
Employment for Disabled People**
for more information, write to:
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Persons: ncped.org, nri.org

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



Always stay alert at Unmanned Level Crossing.

1. Look before you cross. Look for a train coming from both directions.
2. Do not cross the tracks until you are sure it is safe to do so.
3. Do not cross the tracks until you are sure it is safe to do so.
4. Do not cross the tracks until you are sure it is safe to do so.
5. Do not cross the tracks until you are sure it is safe to do so.

A train moves towards you at a speed of 50 metres per second, whereas the speed of your vehicle passing through level crossing is comparatively very low. Your vehicle actually takes more time than you do to cross. Always make sure that there is no train approaching from either side before you cross an unmanned railway level crossing.

STAY AWAY FROM MOTOR VEHICLE NOT SAFE TO CROSS If you are the driver of a motor vehicle, do not approach an unmanned level crossing unless you are sure it is safe to do so. Do not cross the tracks until you are sure it is safe to do so. Do not cross the tracks until you are sure it is safe to do so. Do not cross the tracks until you are sure it is safe to do so.

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SOCIAL ADVERTISING

- Made by state or private agencies.
- Larger message for society.
- Taking up any social cause
- Motivating and creating awareness.

Summary

- Advertising by focusing on the lives of the rich and famous helps us forget about issues of poverty, discrimination and dignity, all of which are central to the functioning of equality in a democracy.
 - More than just selling us products, advertisements tell us how we should live our lives, what we should aspire and dream for, how we should express our love, what it means to be smart, successful and beautiful.
 - As citizens of a democratic society, it is important for us to be aware of the strong influence that advertising has on our lives.
- By critically understanding what advertisements do, we can make better decisions about whether we wish to buy a product or not.

Thank you