

**Subject – POLTICIAL SCIENCE**

**Month – OCTOBER**

**Duration – 1 Hr**

**Activity – ADVERTISEMENT MAKING    Lesson – UNDERSTANDING ADVERTISEMENT**

**Learning outcome-**

1. Students will be able to identify the importance of advertisements in our lives.
2. Critically analyze the steps of advertisement making.

**What I have to do? - Advertisement making**

**What I require? – Colorful sheet, colours, observation sheet.**

**Nature of Activity – Group Activity**

**How do I Proceed?-**

**Teacher's Activity -**

1. A class of 40 students will be divided into 8 group, 5 students in each group.

**Student's Activity -**

1. Prepare an advertisement on the product of their own choice.
2. Each group will advertise their product in front of the class.
3. The product will be displayed in the class or a cutout can be displayed
4. Using of props will make the advertisement more realistic

**What have I observed?**

| <b>Name of the product</b> | <b>Type of advertisement</b> | <b>Name of the brand</b> | <b>Target group</b> |
|----------------------------|------------------------------|--------------------------|---------------------|
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**What have I learnt?**

Complete the worksheet of the lesson from the assignment booklet

## Worksheet-3

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### CHAPTER-7 : UNDERSTANDING ADVERTISEMENTS

I. Answer the following Question :

1. What is the role of advertisement in our daily life. Explain in 50 words.

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2. What is meant by advertising ? Name the various kinds of advertising.

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3. What is a brand ?

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II. Write any two merits and demerits of advertisements.

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III. Make a picture of social advertisement on the given topic in the space provided and answer the Questions:

“What precautionary steps should be taken to prevent diarrhoea”

Q.1. What is meant by social advertisement ?

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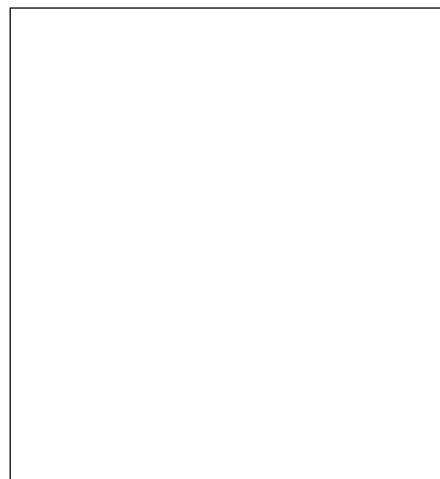
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Q.2. What is the importance of social advertisements

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## Extended Learning - 1

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**L-6 : UNDERSTANDING MEDIA  
L-7 : UNDERSTANDING ADVERTISEMENTS**

- Q.1. Make a list of the advertisements that you watch on TV or listen to on radio where the products are advertised by celebrities. Do these advertisements have a social message ?

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- Q.2. In what ways, do you think advertisements give rise to inequality in a society ?

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- Q.3. We usually see an advertisement across a variety of media. What is the significance of this ?

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- Q.4. List the five consumer rights of which every consumer should be aware of.

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