

International Indian School, Jeddah
Ch – 7, Understanding Advertising

Class: VII

Sub : Social And Political Life

1. State whether True or False:

- a. Advertisement draws our attention to various products so that we become interested in watching them []
- b. The word branding came from cattle grazing. []
- c. We never judge people according to the brand product the use. []
- d. By linking our personal emotions to products, advertisement tend to influence the ways in which we value ourselves as persons. []
- e. Advertisements often show us images of the lifestyles of poor people. []
- f. The rich feel that they are unable to give their loved ones the best care that brand products appears to offer. []
- g. Producing and showing advertisements in the media is very expensive. []
- h. By critically understanding what advertisements do, we can make better decisions about whether we wish to buy a product or not. []

2. Fill in the blanks.

- a. _____ plays a crucial role in trying to convince us to buy the product that is advertised.
- b. The advertisers try to differentiate the products from other similar products by adding _____ to it.
- c. _____ spend crores of rupees to make sure that we see their advertisements where ever we go.
- d. Advertisements seldom show us the reality of _____ lives that we see around us.
- e. Advertising makes us believe that things that are packaged are _____ than the things that do not come in packets.
- f. _____ promotes a certain lack of respect for the poor.
- g. Only _____ companies can advertise.
- h. _____ have to sell their products in weekly markets and neighbourhood shops.
- i. Advertising helps us forget about issues of _____ , _____ and _____ all of which are central to the functioning of equality in a _____.
