

Name: _____ Date: _____

Understanding Advertising

Q1. Discuss the social and cultural impact of advertisements.

Ans. _____

Q2. "Advertisements aim to get people to buy a particular brand." What does it mean?

Ans. _____

Q3. Why companies have to show the advertisements again and again?

Ans. _____

Q4. What role do advertisements play in our lives?

Ans. _____

Q5. Where does the word branding come from?

Ans. _____

Understanding Advertising

Q1. Discuss the social and cultural impact of advertisements.

Ans. 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.

Q2. "Advertisements aim to get people to buy a particular brand." What does it mean?

Ans. Advertisements aim to get people to buy a particular brand. This basically means that after we see an advertisement we should want to buy the brand.

Q3. Why companies have to show the advertisements again and again?

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

Q4. What role do advertisements play in our lives?

Ans. 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.

Q5. Where does the word branding come from?

Ans. Branding actually came from cattle grazing. Cattle of different owners grazed together in ranches and they often got mixed up. The owners thought of a solution. They started marking their cattle with the owner's sign by using a heated iron. This was called 'branding'.