

Name: _____ Date: _____

Understanding Advertising

Q1. Define the following terms: Product, Consumer, Brand, To influence and Lifestyle.

Ans.

Q2. What are the drawbacks of advertisements?

Ans.

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Q1. Define the following terms: Product, Consumer, Brand, To influence and Lifestyle.

Ans. Product: This refers to a thing or service that has been made for being sold in the market.

Consumer: This refers to the person for whom the goods or products have been made and who pays money to buy and use them.

Brand: This refers to a special identification or name that is associated with a product. Such identification is created through the process of advertising.

To influence: This refers to the power to change what someone believes or does.

Lifestyle: In this chapter, this word refers to people's lives being identified by the products they own, the clothes they wear, the places they eat in, etc.

Q2. What are the drawbacks of advertisements?

Ans. Drawbacks of advertisements

i. It makes us believe that things that are packaged and have a brand name are far better than things that do not come in packets. We forget that the quality of a product has little to do with the packaging that it comes in. This shift to packaged products negatively affects the sales of several small businesses forcing people out of their livelihoods.

ii. 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.

iii. 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.