

Name: \_\_\_\_\_ Date: \_\_\_\_\_

Understanding Advertising

- Q1. Choose two of your favourite print advertisements. Now, look at each of these and answer the following questions:
- a. What visuals and text is being used in these advertisements to attract my attention?
  - b. What values are being promoted in these advertisements?
  - c. Who is this advertisement speaking to and who is it leaving out?
  - d. If you could not afford the brand that is being advertised how would you feel?

Ans.

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Ans.



- It shows the tagline of "Smoking Drains You Out".
- It promotes the values of "Smoking harms nearly every organ of the body."
- This advertisement speaks to all those who love smoking and leaves out them who do not smoke.
- I would not feel bad if I could not afford the brand that is being advertised.



- It shows the tagline of "Skin so gentle, as gentle as a mother's love".
- It promotes the values of "Mother's love and gentle care for the child."
- This advertisement speaks to all those women who have small baby and leaves out who do not have.
- I would not feel bad if I could not afford the brand that is being advertised as there are similar products available in the market.