

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

Understanding Advertising

Q1. Can you explain the ways in which you think advertising affects issues of equality in a democracy?

Ans. \_\_\_\_\_

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## Understanding Advertising

Q1. Can you explain the ways in which you think advertising affects issues of equality in a democracy?

Ans. Advertising affects issues of equality in a democracy in the following ways:

- i. Advertising a product costs a lot of money. A small businessman cannot afford to show their product on TV or national newspapers and magazines. So, they often have to sell their products in weekly markets and neighbourhood shops.
- ii. It also makes us believe that things that are packaged and have a brand name are far better than things that do not come in packets. This shift to packaged products negatively affects the sales of several small businesses forcing people out of their livelihoods.
- iii. 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.
- iv. Advertising, because it appeals to personal emotions also tends to make people who cannot afford certain brands feel bad.
- v. More than just selling us products, advertisements tell us how we should live our lives, what we should aspire and dream for, how we should express our love, what it means to be smart, successful and beautiful.