

**CBSE Class – VII Social Science**  
**NCERT Solutions**  
**Political Science Chapter 07**  
**Understanding Advertising**

**Question 1. What do you understand by the word brand? List two reasons why building brands is central to advertising?**

**Solution:**

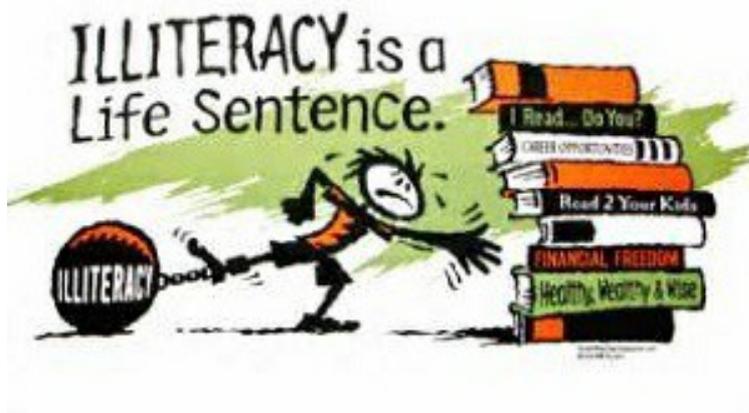
By 'brand', we mean that a particular product is marked with a name and logo which differentiates it from other products in the market. Building a brand is central to advertising so that buyers don't get confused among the various products in the market. But just naming the product is not enough; the buyers have to be convinced that a particular brand is better than others. Advertising promotes brands to convince buyers to buy different products.

**Question 2. Choose two of your favourite print advertisements. Now, look at each of these and answer the following questions:**

- a. What visuals and text are 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?

**Solution:**

The two advertisements I have selected are, "Fighting Against Illiteracy" and "Bournvita".



- a. The advertisement for the campaign against illiteracy uses colors and text in bold font. Similarly, the advertisement for Bournvita uses vibrant colors to highlight the product.
- b. The campaign against illiteracy highlights values of providing basic facilities to all citizens. The Bournvita ad highlights the need to remain healthy and energetic at the same time.
- c. The advertisements for the campaign against illiteracy and Bournvita speak to those who can understand English, but are meant for all citizens.
- d. I would feel left out if I could not afford to participate in the campaign against illiteracy or consume Bournvita as I find both advertisements appealing and I connect with their messages.

**Question 3. Can you explain two ways in which you think advertising affects issues of equality in a democracy?**

**Solution:**

Advertising focuses on the lives of the rich and famous and makes us forget issues of poverty and discrimination. It makes us take decisions by conditioning our minds and has a potential to create discontent if a certain product is not affordable.

Usually, only large companies can advertise. If you own a small business, you will not have the money to show your product on TV or national newspapers and magazines. This affects small businesses and many times, people working in small businesses are unable to sell their products and are sometimes, forced out of their livelihoods.

**Question 4. Making an advertisement requires a lot of creativity. Let us imagine a situation in which a manufacturer has just made a new watch. She says that she wants to sell this watch to school children. She comes to your class and asks you all to create a brand name as well as an advertisement for the watch. Divide the class into small groups and each group create an advertisement for this watch. Share it with the class.**

**Solution:**

Once your group is decided, start working on the name of the brand. More often than not, the name of a brand plays an important role in building its reputation. Once that is done, you can make teams of two within your group and start thinking about the advertisement. While you are doing this, make sure that you know what you want the advertisement to focus on. After all, your advertisement should be good enough to connect with the consumers, which in this case, are school children. Your being a student will be of tremendous help as you would know the kind of watch you would want for yourself. Once all teams in your group have come up with some thoughts, come together as a group and consolidate on the best idea and discuss it with your teacher and the other groups.