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## NCERT Class 7 Political Science Chapter 7: Understanding Advertising YouTube Lecture Handouts

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### Where We Get Advertisements?

- TV
- Radio
- Newspapers
- Hoardings
- Taxis & Rickshaws

### What Advertisements Do?

- Draw attention to Products
- Describe the product
- Create interest to buy the product

### Branding

- Builds Brand: Stamping product with particular name & sign
- Branding differentiates it from other products
- Pulses are sold as: Urad, Moong, Tur (now 24 Organics or Top Taste Daal – branding)
- Convince to use that product – either as value or taste (in above example)
- Helps to bring special value to the product
- Helps to give an appealing image
- People judge others based on brands used
- Branded pulses would cost more than loose pulses – cost of packaging & advertising included – no more insects, no more requirement to seal, longer shelf life
- Linking personal emotions to advertisements help to increase sales
- Publicized by film stars or heroes – links to lifestyle of rich

- Lifestyle: people's lives being identified by the products they own, the clothes they wear, the places they eat in, etc.
- Patanjali – Popularized by Baba Ramdev (Indigenous Brand) – comparing prices

## What the Reality?

- A popular model may charge ₹ 5 lakh or more per advertisement
- The telecast rate for a 30 second advertisement on a major TV channel is ₹ 1.65 lakh.
- Cost of bringing out a quarter page color advertisement in a leading newspaper is ₹ 8.36 lakh.
- Costs a lot of money
- Only large companies can advertise
- Homemade industries – cannot advertise – sell in weekly markets
- Packaged product negatively affects the small business - quality
- Creates lack of respect for poor and small industries
- Those who cannot afford to buy feel unhappy or bad
- These usually focus on lives of rich – equality in society is not matched
- Plays strong influence on daily lives

## How is Advertisement Made?

- Not easy
- Lot of market research is involved
- After seeing advertisement – person must intent to buy
- Associate them