

7th - Understanding Advertising



Advertisements draw our attention to various products and describe them positively so that we become interested in buying them.

Building brands and brand value:

- Advertising is all about building brands. At a very basic level, branding means stamping a product with a particular name or sign. This is done in order to differentiate it from other products in the market. The task of creating a brand does not stop at giving the product a special name. For example, just when top taste *daal* begins to be sold, another company decides to also sell daals in a packet and calls this best taste daal. So, now there are two branded daals in the market. Both the companies are keen that you buy their *daals*.
- The consumer is confused because you really cannot tell the difference between top taste daal and best taste daal. The manufacturer has to give the consumer a reason to prefer a particular brand of daal. Just naming a daal does not help sell it. So, advertisers begin claiming certain special values for their brand. In this way, they try to differentiate it from other similar products.

Brands values and social values:

- Advertisements are an important part of our social and cultural life. We watch advertisements, discuss them and often judge people according to the brand products they use. Advertisements are such a powerful source of influence in our lives; we need to be able to understand the ways in which they work. An advertisement plays a big role in our lives.
- We not only buy products influences the ways in which we think about ourselves, our friends and our family. It is, therefore, important to know how advertising works and understand what it does before we choose to buy the products that advertisements sell. We need to be able to critically understand why they use particular images, the personal emotion that they are appealing to and the ways in which this affects how we think about ourselves when we use the product or are not able to buy it.

How does an advertisement get made?

- Advertising is a very important part of getting people to buy a brand. This does not happen easily and several hundred books have been written on this. Advertisements aim to get people to buy a particular brand.

Advertising and democracy:

- There are various ways in which advertising links to issues of equality in a democratic society. Advertising a product costs a lot of money. Usually crores of rupees are spent advertising a brand. Producing and showing advertisements in the media is very expensive.
- Because there are so many advertisements in the market today, companies have to show the advertisements again to have it stick in people minds. 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 advertisement and so we tend to dismiss their lives as worthless.
- 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.

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- Advertising by focusing on the lives of the rich and famous helps we forget about issues of poverty, discrimination and dignity, all of which are central to the functioning of equality in a democracy.
- More than just selling us products, advertising tell us how we should live our lives, what we should aspire and dream for, how we should express our love, what it mean to be smart, successful and beautiful. As citizens of a democratic society. It is important for us to be aware of the strong influence that advertising has own our lives.

