

## Chapter – 7 Civics

### Understandign Advertising

- Advertisements draw our attention to various products, describing them positively so that we become interested in buying them.
- **Building Brands and Brand Values:**
  - (i) Advertising is all about building brands. At a very basic level, branding means stamping a product with a particular name or sign.
  - (ii) For example, there are many soaps but every company will have to give the soap a different name. By doing this, they create another brand of soap.
  - (iii) Through advertisements, the company uses visuals and images to create a brand value for their product such that the products may create an impression in customer's mind.
- **Brand Values and Social Works:**
  - (i) Advertisements play an important role in social and cultural life.
  - (ii) Branded products are costly but companies link them to style, design, etc. such that people tend to buy them.
  - (iii) Advertisements appeal to personal emotion of people which induce people to buy the products.
- **How does an Advertisement Get Made:**
  - (i) Advertising plays an important role in making a brand name.
  - (ii) Advertising is normally made by advertising agencies which help in devising a marketing strategy.
  - (iii) Campaigning is done carefully by the companies to promote their products.
- **Advertising and Democracy:**
  - (i) Advertising a product costs a lot of money.
  - (ii) It makes us believe that things that are packaged and have a brand name are far better than things that do not come in packets.
  - (iii) Democracy is based on equality. As citizens of a democratic country, people should understand that they can take a better decision about whether they wish to buy a product or not.