

NIOS lesson adaptation project

by  **Embrace** The power within you! Volunteers

(A community initiative of Harchan Foundation Trust)

CHAPTER -15

ADVERTISING

This project is aimed at supporting children with different needs. Information provided is adapted to the best of knowledge by the volunteers. For complete information please refer to the NIOS resources in <https://www.nios.ac.in/online-course-material/secondary-courses.aspx>.



KWL Chart

K - What does the child KNOW	W - What does the child WANT to know	L - What has the child LEARNT
	What is advertising?	
	Media types used for advertising	
	Advantages and limitations of each medium	

New Words

NEW WORD	MEANING
Non-personal	Which is not for a single person
Sponsor	Someone who pays for an activity
Identified	Who is known
Promoting	Making something more important and popular
Prospective Buyer	A person who is likely to become a buyer
Periodical	Magazine (Weekly/Monthly)

New Words

NEW WORD	MEANING
Disclosed	Made known
Illiterate	A person who cannot read or write
Limitations	Disadvantages
Mobile	Can move from one place to another
Consumer goods	Goods used by end-customer (for example, tooth paste)
Target customer	The customer to whom we want to sell our product or service

Mind Map

Advertising

Print Media

Newspapers

Periodicals

Electronic Media

Radio

Television
(TV)

Internet

Other Media

Hoardings

Posters

Vehicular
Display

Advertising means non-personal promotion of ideas, goods, and
services. It is paid by an identified sponsor.

Features of Advertising

Non-personal presentation

Paid communication

Identified Sponsor

Promotion of ideas, goods and services

Use of different media like print and electronic

- ❑ **Non-personal presentation**– No direct contact with the customer. It is for all prospective buyers.
- ❑ **Paid communication** – Manufacturer has to pay to show the advertisement in print, electronic or other media.
- ❑ **Identified sponsor** – The name of the manufacturer who has paid for the advertisement is always disclosed.
- ❑ **Promotion of ideas, goods and services** – Advertisement tries to make a idea/good/service known and popular.
- ❑ **Use of different media like Print and Electronic** - Media like newspaper, TV, radio etc are used.

Objectives of Advertising

Educating customers

Creating demand for new products

Retaining existing customers

Increasing sales

Assisting salespersons

- ❑ **Educating Customers:** Customers come to know about the features of the product.

For example, **Tata Salt** advertisement educates customer that iodine is good for health.



- ❑ **Creating Demand for new products:** Customers come to know about new products in the market. Then, they are motivated to buy the new product. For example, new **Dairymilk** chocolate flavours.



- ❑ **Retaining existing customers:** If advertisement is shown always, customers do not forget our product. Otherwise, they forget our product and buy someone else's product.

For example, people forgot **Nirma** washing powder when **Wheel** washing powder came into the market.

- ❑ **Increasing sales:** Advertisements motivate the customers to buy the products. Then, the sales increase.

- ❑ **Assisting salespersons:** Salesperson can explain the features of the product to the customer quickly by showing the advertisement.



Media of Advertising

Advertising

```
graph TD; A[Advertising] --> B[Print]; A --> C[Electronic]; A --> D[Other]
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Print

Electronic

Other

Print Media

Print Media

Newspaper



Periodicals

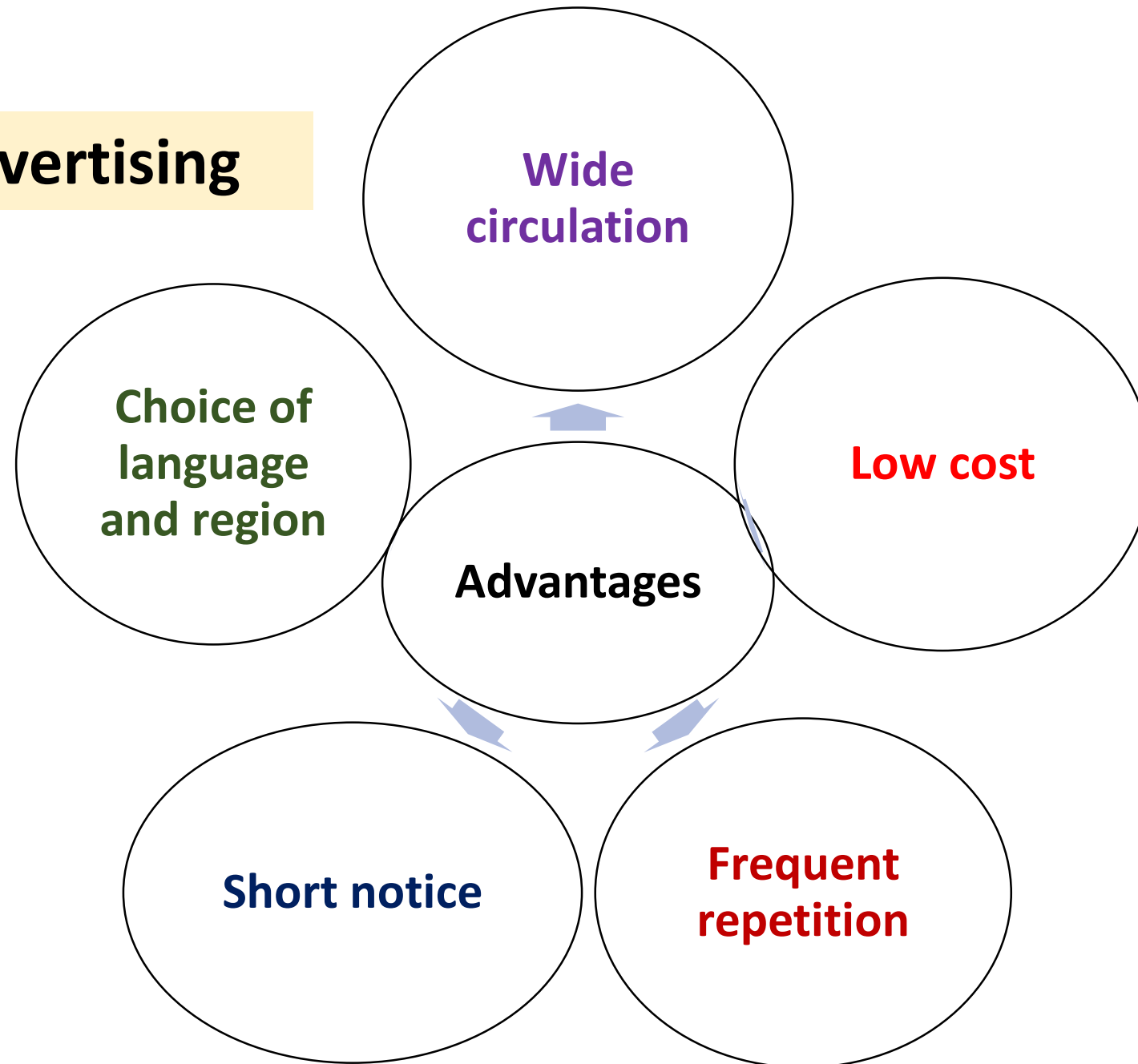




News Paper

- ☐ In our country, newspapers are published in English, Hindi and in other regional languages.
- ☐ These are the sources of news, opinions and current events.
- ☐ Advertisements in newspapers reach crores of people.

News Paper Advertising



News Paper - Advantages

- | | |
|----------------------------------|--|
| • Wide circulation: | Advertisement in the newspaper can quickly reach a large number of people. |
| • Low cost: | The cost of advertising is relatively low because of wide publication. |
| • Frequent repetition: | The same advertisement can be repeated frequently to remind readers every day. |
| • Short Notice: | The matter of advertisement can be given to newspaper office at a very short notice. |
| • Choice of language and region: | As newspapers are published from different regions and in different languages, we can choose our audience. |

News Paper - Limitations

- ☐ Illiterates cannot read
- ☐ Read mainly for news
- ☐ Short life, as new one comes everyday

Advertising in News Paper is suitable for

Consumer
Goods

New Products

Sale/Offer





Periodicals

- ☐ Periodicals are published on a weekly, fortnightly, monthly, etc basis.
- ☐ They are published in English, Hindi and all regional languages also.
- ☐ Advertisements in periodicals reach a large number of people.

Periodical - Advantages

- ☐ Long life: Periodicals come weekly, monthly etc. Hence, they are read again and used for reference also.
- ☐ Known target customers: For example, Magic Pot and Tinkle are for children. Hence, only child-related product advertisements are published in them.



Periodical - Limitations

- ☐ High-cost: Advertising in periodicals is costlier.

- ☐ Less circulation: Advertisement in the periodicals reaches to a less number of people compared to newspapers.

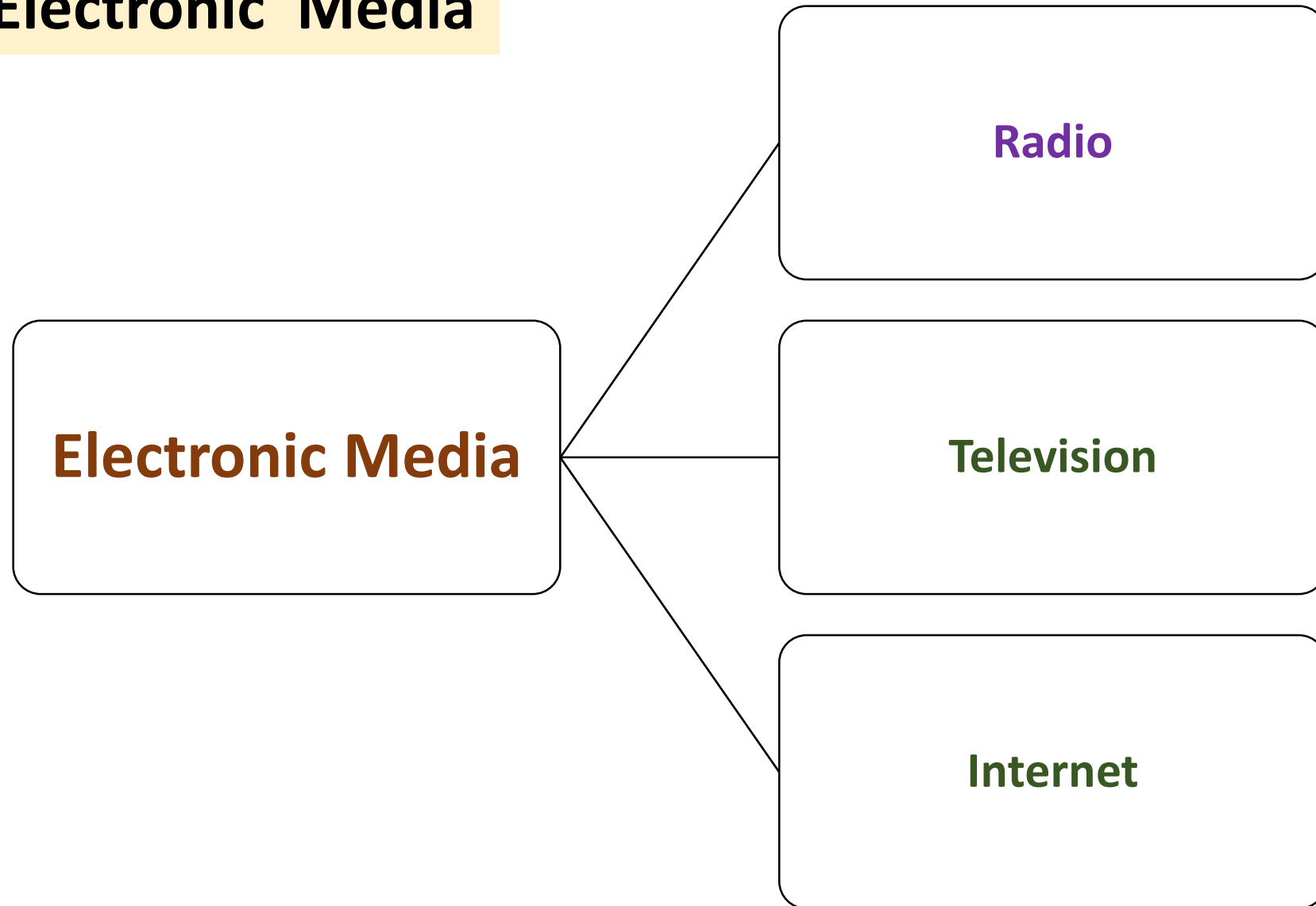
- ☐ Advance notice: The advertisement materials need to be given in advance in periodical office. Hence, last minute changes are not possible.

Advertising in Periodicals is suitable for

Target customers of the periodical

Consumer goods, if the periodical is widely circulated

Electronic Media



Radio

- ❑ Advertisements in radio are transmitted during commercial breaks.
- ❑ They are transmitted at regular intervals.



Radio - Advantages

- ☐ Illiterates also can hear and understand
- ☐ Can be heard while travelling/driving also
- ☐ Affordable to advertise

Radio - Limitations

- ☐ Lacks visual experience
- ☐ Outside noise may interrupt listening
- ☐ Repetition required

Advertising in Radio is suitable for:

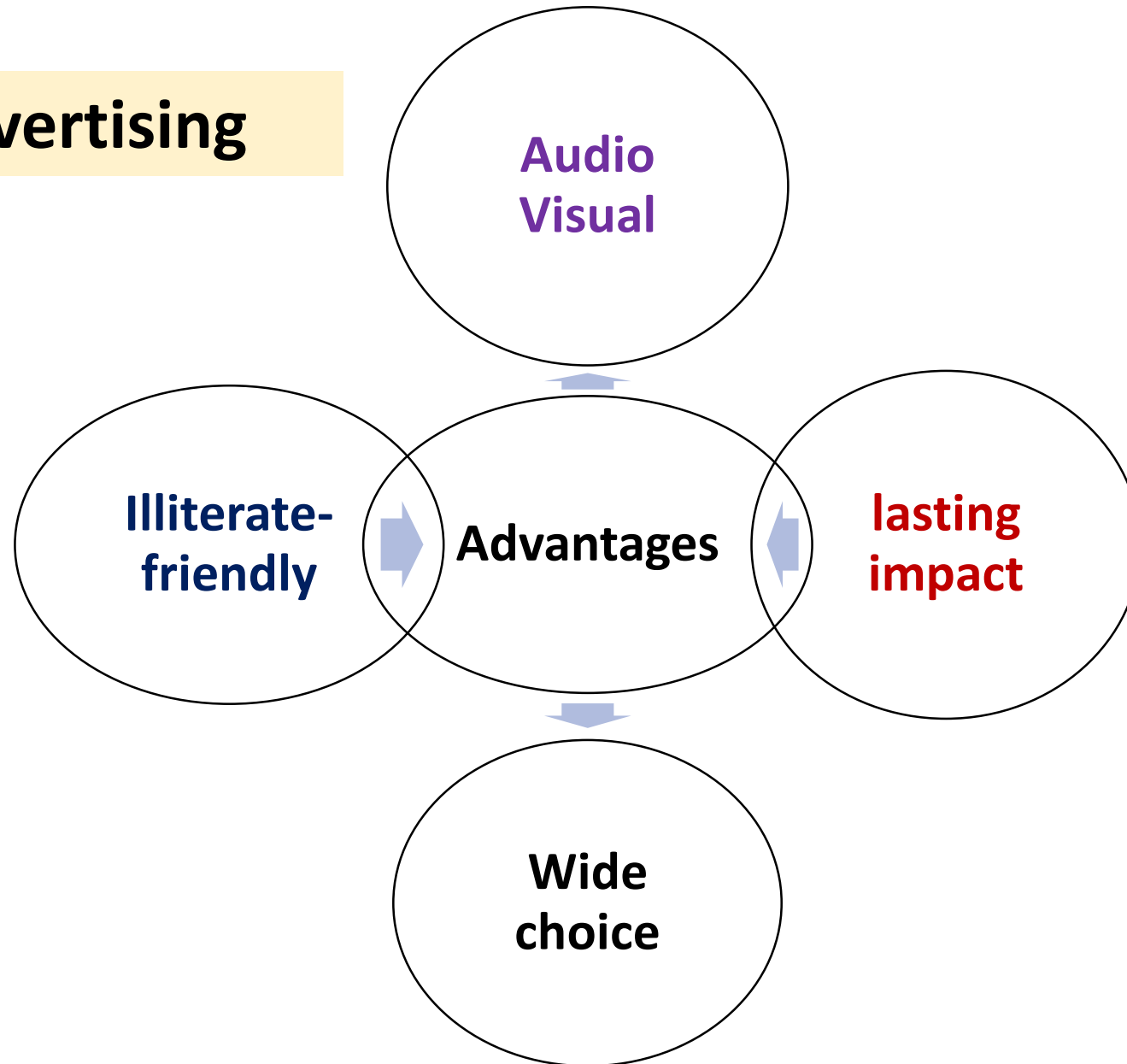
- ☐ **Rural areas**
- ☐ **Known products. Then, there is no need to show them visually**

Television

- ☐ Most popular medium for advertising.
- ☐ Products can be shown as well as their uses can be demonstrated.
- ☐ Advertisements are telecast during commercial breaks.



Television Advertising



Television - Advantages

<input type="checkbox"/> Audio-visual:	It is most effective as customers can both hear and see.
<input type="checkbox"/> lasting impact:	Customers can remember for a long time because colours, music and famous personalities are used
<input type="checkbox"/> Wide choice:	Many channels and programmes give advertisers choice of time and channel.
<input type="checkbox"/> Illiterate-friendly:	Even illiterates can understand advertisements made in their own language

Television - Limitations

- ☐ Expensive
TV advertisements are usually expensive to prepare as well as to telecast.
- ☐ Reduction in Impact in recent times
These days, too many advertisements on television is leading to lack of interest among viewers

Advertising in Television is suitable for:

- ☐ **Products that require live demonstration**
- ☐ **New products**

Internet

- ❑ Latest method of communication and information gathering.
- ❑ Through internet we can go to the website of any manufacturer and gather information.
- ❑ In almost all the search engines or portals different manufactures/service providers advertise their products.



Internet - Advantages

- ☐ All the information is made available in our computer/phone
- ☐ Consumers can see advertisement at any time as per their convenience.

Internet - Limitations

- ☐ Internet connection and a computer are necessary
- ☐ Not suitable for people who do not know how to operate internet.

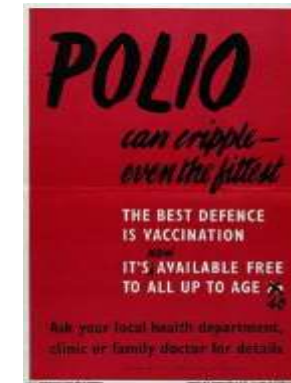
Other Media

Hoardings



Other Media

Posters



Vehicular Displays



Other Media

Hoardings

- Placed on road sides, roof tops etc
- Painted or electronic displays
- Visible day and night

Posters

- Printed and stuck to walls
- Example: movie posters

Vehicular Displays

- Displayed on buses, trucks cars etc
- Large number of people in different areas can see as vehicles are mobile

List of Volunteers

Embrace-NIOS lesson adaptation project

(A community initiative of Harchan Foundation Trust)

Mentors (Volunteers) : Banu Arjun, Hema Bhatia, Indumathi , Kalpana Sankar, Priya Balasubramanian, Renu Goyal, Sowmya Srikumar, Viraja.

Special educator/Parent Volunteers:

Beverly Sujit ,Chantelle Saldana, Gayathri,Haritha Meda,Jaishree Muralidharan, Madhushree Bhat, Meenakshi, Nisha Narayanan, Pavithra, S. Arjun , Savita Sharma Bhardwaj, Sathyabhama Naryanan, Selvarani, Shakkeela Narikkoottungal, Shweta Taneja, Sucharitha Karthik, Suja Varghese, Sunitha R , Rohitesh Sharma , Tinu Anna Sam.

"volunteers don't necessarily have the time, they just have the **HEART**."

~ elizabeth andrew

Thank You
Volunteers.

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