

L17 - ADVERTISING – An Introduction

Keywords

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|-----------------------------------|------------------------------|--------------------------------|-----------------------|
| Power of advertising | <i>Political campaign</i> | Arrival and departure of ships | Boost |
| Public announcement | Handbills | Trade and commerce | Phenomenal growth |
| Persuade | Pamphlets | Dozen | Fairs and exhibitions |
| Notice, circular, label, wrapper | Revolutionized | Impetus | <i>Visualizers</i> |
| Posters | Advent | Market research | <i>Illustrators</i> |
| Hoardings | Literate population | Readership surveys | Print ads |
| RJ, or radio jockey | Non-literates | Professionalisation | Bills |
| Town criers, drummers | Urban as well as rural areas | Television rating points (trp) | Wall posters |
| Excavations | Satellite television | Statistical data | Banners |
| Papyrus | Internet | Multi-colour printing | Calendars |
| Commercial messages | Parallels | Commercial art | Linotype printing |
| Classified | Display ads | Matrimonials | Detective agencies |
| Housing | Shares | Glossy magazines | Vibrant |
| TV ad is also called a commercial | Big monitors | Light Boards | Metros |
| Target people | Popping up | Annoying | Internet ads |
| Tagline | Brand | Advertisement campaign | Single idea and theme |
| Advertisement strategy | Initiated | Marital status | Gender |
| National integration | Family planning | Public awareness | Hard-hitting |
| Immunization | Social work | Positive image | |

In-text Questions

In-text Questions 17.1

1. Given below is a list of ancient civilizations. Relate them to the respective form of advertising that was used during that period.
 - i. Harappa and Mohenjodaro a) stones or pillars for making public announcements
 - ii. Emperor Ashoka b) drummers and criers made announcements
 - iii. Greece and Rome c) used signs to sell arts and crafts
 - iv. Egypt d) Acta Diurna -a wall newspaper
 - v. Rome e) sales messages and wall posters on papyrus

In-text Questions 17.2

1. Choose the correct alternative/s:
 - i. Who began the first newspaper to be published from India?
 - a. Mahatma Gandhi
 - b. Bennett and Coleman
 - c. James Augustus Hicky
 - d. James Cameron
 - ii. What is the name of the first ad agency established in our country?
 - a. Ogilvy and Mather
 - b. Indian Advertising Agency

- c. Modern Publicity Company
 - d. India's Advertising Company
- iii. What contributed to the rise of advertising?
- a. Swadeshi movement
 - b. News agencies
 - c. New industries
 - d. Introduction of new printing technologies
- iv. Name the powerful tool used to fight the British?
- a. Khadi
 - b. Textile Industry
 - c. Advertisement industry
 - d. Newspapers
- v. What do you understand by 'TRP'.
- a. Television Reader Poll
 - b. Television Rating Poll
 - c. Television Rating Points
 - d. Television Rating Programme

In-text Questions 17.3

1. What is classified advertising?
2. Why is 1907 an important year for the print industry in India?
3. What are the new platforms of advertising?

In-text Questions 17.4

1. Sort out the following examples in the categories of product advertising, service advertising and public service advertising.
 - i. cars
 - ii. life insurance
 - iii. postal services
 - iv. hospitals
 - v. pollution control
 - vi. shampoo
 - vii. family planning
 - viii. airlines
 - ix. soft drinks

Terminal Questions

1. Describe the various forms of advertising which existed in the ancient world. How are they different from modern methods of advertising?
2. Write short notes on the following:
 - a. Origin of advertising
 - b. Tagline
 - c. Brand
3. Compare the process of advertising in the print, electronic and new media.
4. Differentiate between product, service, institutional and public service advertising?

Previous Year Questions

1. Write a popular tag line of advertising. 1
2. What is TRP ? 1
3. Who started first modern advertising agency around 1875 in US? 1
4. How is an advertisement usually direct and explicit? 1
5. Define advertising. 1
6. Name the first advertising agency started in the USA in 1875. 1
7. Define advertising. [1]
8. Write any **four** popular Advertisement slogans. 2
9. What does "advertising campaign" mean? [2]
10. What is 'Tagline' ? Write **two** popular taglines or slogans of present day advertising. 2
11. When and where did first modern advertising agency start and who started it ? 2
12. What is a Brand ? Give suitable examples. 2
13. Give the years of following events : 2
 - a. B. Dattaram and Co. launched in advertising
 - b. The Indian Society of Advertisers formed
14. Briefly explain any *two* of the following : 4
 - a. Brand
 - b. Campaign
 - c. Target Audience
15. Define Advertisement and write any **two** examples of advertisement. 4
16. Discuss the features of *four* types of advertising, with suitable example, categorized according to theme and content. 6

17. Classify ads according to various media **[6]**

18. Classify Advertising according to different media. Discuss with examples.

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