

L18 - ADVERTISING INDUSTRY

Keywords

Brand	Show of certainty and surety	Artificially flavoured	Adversely affect
Medium of information	Jingle	Fruit pulp	Portray women as passive, weak or submissive
Annoying	Traced	Declaration	Copywriters
World of advertising	Spot	Script approval	Visualizers.
Ad campaign	Cable television	Drugs controller	Glamorous
Physiological, safety, love, esteem and selfconfidence	Consumer	Exaggerated, exceptional or misleading claim	Challenging
Appeals	Public image	Offend	Career paths
Emotions of Envy, fear and anxiety about one's status and appearance	Office going women	Morality, decency and religious beliefs of people	Brand managers
Visualization	Conveyed	Race, caste, colour, creed or nationality	Marketing efforts
Slogan	Metros, big cities, towns, or villages	Insulting	Creative director
Stimulate	Intoxicants	Provoke	Wordsmiths,
Feel special, exclusive or 'cool	Endorse	Violence, crime or cause disorder	Witty
Conviction	Aerated water (soft drinks)	Criminality as desirable or admirable	Flair for languages
Ad medium	Freelancer	Technical writers	
Printing technology,	Media planner	Independent	Folk media

desktop publishing (dtp) technology, photography, typography, videography, and video and sound Editing work		Outside agency	
Mediating technologies	Potential consumers	Public relations	Subtle

In-text Questions

In-text Questions 18.1

1. Match the following sentences :

- | | |
|-------------------|--|
| i. classified ads | a) person using a product or service |
| ii. display ads | b) advertisement on audiovisual mediums |
| iii. consumer | c) direct but dull. |
| iv. jingle | d) bright and catchy |
| v. spot | e) rhyming song used to advertise a product. |

In-text Questions 18.2

1. List five points to be kept in mind while planning an ad campaign.

- i.
- ii.
- iii.
- iv.
- v.

In-text Questions 18.3

2. State whether the following statements are true or false:
 - i. Ads about medicinal products need to get the script approval of the Films Division before broadcast.
 - ii. Ads should provoke people to violence and crime.
 - iii. Ads are news.
 - iv. Ads cannot contain any exaggerated, superlative or misleading claim.
 - v. Ads can portray two men as passive, weak or submissive.
 - vi. Companies can show bidi and tobacco ads on television.
 - vii. Ads cannot be insulting of any race, caste, colour, creed or nationality.
 - viii. Ads can promote lying and cheating.

In-text Questions 18.4

1. Choose the correct alternative:
 - i. What does a copywriter do?
 - a. makes photocopies of the ads.
 - b. writes the main slogan, taglines and dialogue of the ad.
 - c. uses the typewriter.
 - ii. Who heads the ad team?
 - a. Creative director
 - b. Market researcher
 - c. Copywriter
 - d. Film director

- iii. Who is a freelancer?
 - a. Someone who works independently and has no permanent employment with one organization and gets paid according to the work done, rather than a monthly salary.
 - b. Someone who works for free.
 - c. Someone who works independently in a permanent job with monthly salary and Provident Fund.
 - d. Someone who has a lot of free time in office.

- iv. Who is a media planner ?
 - a. one who selects the clients
 - b. one who selects the advertising media
 - c. one who selects the ad agency
 - d. one who selects the research team

- v. Who is a visualizer ?
 - a. one who designs the ad
 - b. one who writes the text for the ad
 - c. one who helps in the production of the ad
 - d. one who prepares the budget for the ad

In-text Questions 18.5

- 1. State whether the following statements are true or false:
 - i. An advertisement is usually direct and explicit.
 - ii. Public relations stand for Press Report.
 - iii. Public Relations involves direct advertising.

- iv. A spot is a rhyming song used to advertise a product.
- v. Public relations is not paid for directly.

Terminal Questions

1. Explain the important principles of advertising.
2. What are the key guidelines for good advertising?
3. Describe the structure and functions of an ad agency?
4. Differentiate between advertising and public relations.

Previous Year Questions

1. Mention any two differences between Advertisement and Public Relations. 2
2. Write any two principles of advertising. 2
3. What does "advertising campaign" mean? [2]
4. Write the difference between advertising and public relations. 4
5. What is 'copy' in advertising? Discuss the role of copywriters. 4
6. Elaborate the principles of advertising and mention the message communicated in any **two** current advertisements to persuade target audience. 4
7. Mention any four key questions to be kept in mind while planning an advertisement campaign. 4
8. Discuss the principles of advertising. 4
9. Differentiate between advertising and public relation. 4
10. Write any four guidelines laid down for ad makers. 4
11. What is the difference between advertising and public relations? 4

Write any **six** questions to be kept in mind while planning an advertising.
12.

6

13. What are the key questions to be kept in mind while planning an advertisement? 6