

Hots (Higher Order Thinking Skills)

Q.1. How are brand values and social values used?

Ans. (i) Advertisements are an essential part of our social and cultural life. Brands create value.

(ii) A branded daal may cost much more than loose daal even though there is not much difference between the packed and loose daal.

(iii) Likewise, in the Care soap advertisement, once again a personal emotion is being used as the advertisement uses the mother's concern for her child.

(iv) This affects their lifestyle as quite often we buy products which we think may be good for ourselves, friends and family.

(v) Personal images are used to appeal the emotions of people so that people go for brand value and buy the product.

Q.2. How does advertising affect democracy? How should we be careful?

Ans. (i) Advertising is an expensive process.

(ii) It makes people believe that products like papad, pickles and jams made at home are not branded and so not good.

(iii) We forget that the quality of product has little to do with the packaging that comes in.

(iv) It affects life of small producers. In a democracy, all people are equal.

(v) Advertising tends to promote a certain lack of respect for the poor.

(vi) As citizens of a democratic society, we should be aware of the strong influence which advertisements can have on our lives.