

## **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.