



**INDIAN SCHOOL MUSCAT
DEPARTMENT OF SOCIAL SCIENCE
MIDDLE SECTION
UNDERSTANDING ADVERTISING**

NAME: _____ CLASS VII SEC: __ ROLL NO: __ DATE: __/11/2017

I. NAME THE FOLLOWING

1. A person who pays money to buy a product and use it: _____
2. A special identification or name that is associated with a product: _____
3. Advertisements that aims at selling a product: _____
4. Advertisements that have larger message for society:

II. FILL IN THE BLANKS

1. The concept of branding actually originated from _____
2. To sell a product, advertisers claim certain special _____ for their brand.
3. Brand values are conveyed through _____ and _____ to give us an overall image that appeals to us .
4. Advertisements often show us the _____ of rich people

III. Identify the type of Advertisements

1. This is a _____ Advertisement	This is a _____ Advertisement	This is an example for _____ Advertisements

IV. ANSWER THE FOLLOWING QUESTIONS IN TWO POINTS

1. What is advertising?
2. What do you understand by branding? Why is it done?
3. What are the different types of advertisements?
4. Define Social Advertising?

V. ANSWER THE FOLLOWING IN FOUR POINTS

5. Explain how advertisements adversely affects the issues of equality in a democracy

PORTION FOR POST MID-TERM

1. AIR(WEATHER AND CLIMATE) +DIAGRAMS
2. WATER+MAP



Jingle. A **jingle** is a short song or tune used in **advertising** and for other commercial uses. The **jingle** contains one or more hooks and meaning that explicitly promote the product or service being advertised, usually through the use of one or more **advertising** slogans.