

National Institute of Open Schooling
Senior Secondary Course: Mass Communication(335)
Lesson 18: Advertising Industry
Work Sheet -18

1. You are the manufacturer of Toothpaste 'X', to advertise the product which traditional and current medium you will choose. Give your answer rationally.
2. Jingles rhyme songs to be used in advertising a product, please choose any five jingles songs, and discuss its various effects over the listeners.
3. Make a list of 10 advertisements that make the reader/viewer/listener desire the product being advertised.
4. Explain the difference between classified and display advertising, give one example of each.
5. List points to be kept in mind while planning an ad campaign.
6. Create any 'Slogan' or 'Tagline' to discuss its effects with your friends and family.
7. What do you understand by copywriting? Give the answer to prove the usefulness of a copywriter.
8. Make a list of professionals working in the advertising industry and classify them on the basis of their functions.
9. Market research is mandatory before an advertisement is created. What are the various aspects involved in market research and why? Give your answer rationally.
10. Discuss the similarity between the advertising and public relations. Do a comparative study.