

2.6

Ad'wise' Customers



You must have seen 'ads', that is, advertisements on TV and in many other places. Advertisements are given by owners of different companies to tell people about their products. Their aim is to make people buy those products.

Advertisements are designed in such a way that people are impressed when

they see them. They feel like buying the product – that is what the owners want! But is the advice in the ads always good for you? You must think about it carefully.

You must act like a wise customer, and decide what to buy, how much to buy and what not to buy!

What the ad says :

Feeling happy?
Krispy Krunchy!



Feeling sad?
Krispy Krunchy!



Feeling tired?
Krispy Krunchy!



Lost the match?
Krispy Krunchy!



Won the cup?
Krispy Krunchy!



Day and night,
Krispy Krunchy!



Now and then
Krispy Krunchy!



For you and me
Krispy Krunchy!



Every time!
Krispy Krunchy!

Only for ₹ 5!

Get one pack free on 5 !

My Teacher says :

We see many types of chips, wafers and other snacks in the market. We get them in attractive packets or pouches. These snacks are usually fried foods that contain a lot of salt and spices. They are good to taste – but not so good for your health if you eat them all the time.

Growing children need a balanced and nourishing diet that includes different types of cereals, pulses, fresh vegetables, fruits, nuts, milk, etc.

Dal rice,
peanuts,
bananas,
beans and
yoghurt are
my favourites.



POINTERS

1. Enact the advertisement :

Seven children wait in different places, striking a suitable pose as shown in the ad. The character 'Krispy Krunchy' comes in dancing. He goes near every child, singing the words shown in the ad. He offers a Krispy Krunchy piece to every child.

The child eats it and begins to smile and clap. At the end, the character faces the class, shows a big pack of Krispy Krunchy and presents the last few lines.

2. Discuss the following questions after you have seen a presentation of the 'ad'.

- What does the ad tell you?
- How many times is the name Krispy Krunchy repeated in the ad? Why?
- What would happen if you never ate Krispy Krunchy?
- What would happen if you ate proper meals like rice and dal or dal-roti?
- What would happen if you never ate fruits and vegetables?

3. Present the information in the box 'My Teacher says'.

Translate the box 'My Teacher says' into your mother tongue.

4. Watch the advertisements on TV. Choose any one of them for group discussion and analysis. Write your report on the advertisement.



What the ad says :

Didi, Didi,
Look at this!
My new dress
for the party.
Where's yours?

No party for me!



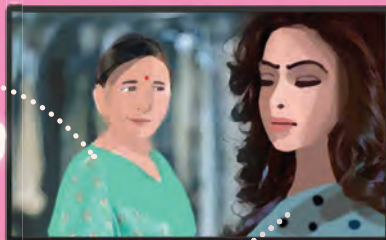
Bitia Rani,
Tap, tap, tap!
My new shoes
for the party.
Where are yours?

No party for me!



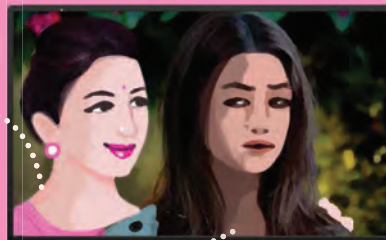
Bitia Rani,
Ting, ting, ting.
Choose new bangles
for the party.

No party for me!



What's the matter?
Why are you sad?

My skin is so dark.
I feel so bad.
No party for me!



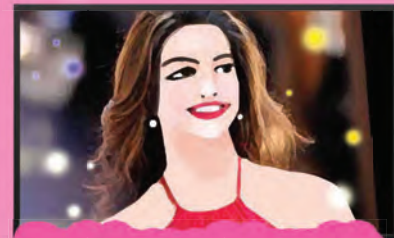
Is that all?
Don't worry.
Solve your problem
with **Hemagauri**.



Five days to fairness!



Hemagauri will make
your skin shine!



Be fair as a fairy with
Hemagauri.



₹ 10 off
on every 100 gm tube
or bottle -

Hurry! Offer closes
on 1 April.

My Teacher says :

Who says black is not beautiful? The colour of your skin has nothing to do with your beauty. It's more important to be healthy, neat and tidy if you want people to like your looks.

You should eat well, exercise well, sleep well and drink enough water to get a healthy, glowing skin. Never feel bad about the colour of your skin or your natural looks.

Be careful when you try fairness creams. They may have side effects.

My fur coat is always clean and shiny.

Mia, let's go out and exercise to get a glowing skin.



POINTERS

1. Enact the ad by playing the roles of Didi and her relatives. One more child acts as the salesman of 'Hemagauri' and presents the text given in white letters in pink bubbles.
2. Discuss the following questions after you have seen a presentation of the 'ad'.
 - Why does Didi say 'No party for me!'?
 - Can you become fair in five days?
How long will the effect of the cream last?
 - Will you love your brother or sister only if she's fair?
 - Think of the people you like.
Do you like them because they have a fair (white) skin or because of some other qualities? List those qualities.
3. Who do you think benefits most from commercial advertisements?
4. Have you seen non-commercial advertisements – those that are not 'selling' anything but are only giving people useful information?
5. Write a useful 'ad' for : importance of games, drinking enough water, your own school.

