

The City School

North Nazimabad Boys Campus

E-Worksheet



Teacher Name:

Class:

Subject:

Date:

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Class 8

English

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Advertising

(From *Shops and Shopping* by W. K. Brennan)

Advertising can be a service to the customer. This is true when advertisements give reliable information about the goods advertised. Such information is needed if the customer is to make a sensible choice when he buys. It is useful in that it lets him know of the kinds of goods in the shops. Printed advertisements do this job best. Customers can collect them and compare them. They can be taken along to shops and their claims checked against the actual goods in the shop. It is much harder to do this with T.V. or radio advertisements. The best T.V. and radio advertisements direct attention to printed advertisements which can be used as suggested above; few of them belong to this group, however.

Some advertisements are not very useful to the customer. Instead of helping him to satisfy his real needs, they set out to make him want things. They set out to create a need. These advertisements are cleverly done. The people who produce them understand our weaknesses. They set out to make us believe that what they advertise will make us cleverer, prettier, more handsome, if only we use it. Or they suggest that people who are all these things use their product. The voice on T.V. says, "Getaway people use XYZ petrol". The screen shows a picture of a petrol pump and a fast expensive car owned by a boy with a pretty girl. They drive off to wonderful country or a lovely beach. Some people may feel that clever, successful people use XYZ petrol. Some might choose that petrol next time they fill up their car. Soft-drink advertisements often work in the same way. They suggest that "everybody" drinks soft-drinks. Most of the time they are trying to get people to ask for a certain brand of soft-drink. This kind of advertising is very well done on T.V. or on the cinema screen. Others forms of advertising can also be used in this way. Often the T.V. advertisement is backed up in newspapers and on hoardings. We should be on guard. It's our money they're after.

Some advertisements mislead customers by using part of the truth to suggest something false. The advertisement says, "The makers of *Toovar* washing machine recommend *Jazz* washing powder." So they do. But they recommend six other washing powders as well.





The advertisement does not say that *Toovar* recommend only *Jazz*. It is skilfully made to give that idea to the careless reader, listener or viewer.

At its best advertising can be useful to the customer. At its worst it can mislead him. Many newspapers check on the advertisements which they publish. They check on the goods for which the advertisements make claims. Most newspapers are very careful about the small advertisements which try to sell goods directly to the readers by post. Many newspapers print information about this on their small advertisement page. Advertising has become a very big business, and good firms in it do all they can to make sure it is conducted with some attention to truth. This is a help to the customer. But the only real safeguard for the customer is his own alertness.

A Meaning in context

1. Explain the meaning of each word and then use it in a sentence.

- | | |
|-------------------------------|-----------------------|
| (a) service (l. 1) | (f) hoardings (l. 31) |
| (b) advertisements (ll. 1, 2) | (g) mislead (l. 33) |
| (c) claims (l. 7) | (h) recommend (l. 35) |
| (d) create (l. 14) | (i) business (l. 46) |
| (e) weaknesses (ll. 15, 16) | (j) safeguard (l. 49) |

2. Choose the best explanation for each phrase.

- (a) "give reliable information" (l. 2) means
A make deceiving statements.
B provide secret information.
C provide dependable information.
- (b) "make a sensible choice" (l. 3) means
A choose intelligently.
B choose seriously.
C decide without thinking.
- (c) "do this job best" (l. 5) means
A perform this work most effectively.
B do this work cheaply.
C carry out this work easily.
- (d) "to satisfy his real needs" (l. 13) means
A to make him desire for more.
B to meet his actual requirements.
C to make him contented.





(e) "be on guard" (l. 29) means

- A be nasty.
- B be demanding.
- C be wary.

B Choose the best answer.

1. Advertisements can be useful
 - A if they give accurate information about goods.
 - B if they tell customers what to buy.
 - C if they tell the customers only the merits of the goods.
 - D if they tell the customers what goods are not available in the shops.
2. Advertisements that play on our weaknesses
 - A make us buy only those things we need.
 - B make us buy up everything.
 - C make us desire for things we do not need.
 - D make us feel weak and uncomfortable.
3. Some advertisements are deceiving because
 - A they use part of the truth to suggest something false.
 - B they do not tell the truth at all.
 - C they only let the customers know about inferior brands.
 - D they do not let the customers know about the faults of the goods.
4. Which of the following statements is true?
 - A All advertising firms do not care to convey the truth about the goods they advertise.
 - B Most advertising firms make sure that advertisements do not purposely deceive.
 - C All advertising firms only care to make money as advertising is very big business.
 - D Advertising firms are responsible for the customers' choice of goods.

C Answer these questions

1. Why is reliable information about goods important to a customer?
2. What are the advantages of printed advertisements as compared to T.V. or radio advertisements?
3. How do some advertisements succeed in creating a need?
4. Why should we be on guard against such advertisements?
5. What do newspapers do before they publish any advertisements?
6. Which statement in the passage makes you think that not all advertising firms conduct their business with propriety? Give your reason.

