

National Institute of Open Schooling
Senior Secondary Course: Mass Communication(335)
Lesson 17: Advertising – An Introduction
WORK SHEET -17

1. What do you understand by advertising? In this regard, watch any five TV commercials used in daily life and give answer based on your experience.
2. Ancient Indian civilization also used advertisements, watch some inscriptions used by Emperor 'Ashoka' and understand the type of advertisements broadly used by the king.
3. List any five advertisements written on the walls, mention one feature of each advertisement.
4. Discuss in your own words, in which Indian newspaper the first advertisements were published?
5. Explain the Difference between public advertisement and service advertisement.
6. Do a comparative study of advertisements in Print, Electronic and New Media?
7. Collect the two sample of each Leaflet, Poster and Handbill.
8. Identify and mark all the new advertising platforms used in present times.
9. What do you understand by Papyrus? What does this have to do with advertising? Give the answer logically.
10. Choose any two companies working on advertising services; make a list of their task.