

Collegedunia NCERT Notes

NCERT Revision Notes

Chapter 6: Creating Advertisements

These notes explain Class 8 Kaushal Bodh Chapter 6 as a project-based revision guide. The chapter teaches students to observe advertisements, identify their parts and create an honest campaign for a local business.

Also see for this chapter:

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1 Chapter Map: Why Advertisements Matter

Creating Advertisements is a project about communication. Students study how messages persuade people, then design an honest advertisement for a small local business.

1.1 Main idea of the chapter

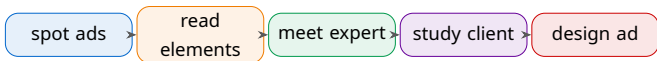
Advertising connects a seller, service provider or social campaign with an audience. The message may ask people to buy, visit, save, vote, vaccinate, donate or change a habit.

- **Commercial message:** promotes a product or service.
- **Social message:** promotes public welfare or responsible behaviour.
- **Audience:** the people who should understand and act.
- **Medium:** the channel used to carry the message.

Core Idea

An advertisement works only when the right message reaches the right audience through the right medium.

Advertising Learning Path



1.2 Commercial and social advertising

The NCERT chapter explains two broad purposes. A bakery poster and a tailor flyer are commercial. A vaccination poster or road-safety message is social.

Type	Goal	Example
Commercial	increase sales or visits	a shop board for sweets
Social	improve public behaviour	vote, road safety, cleanliness
Local	reach nearby buyers	hand-painted wall sign
Digital	reach users online	short video or social post

Revision Check

Ask two questions for any ad: What action is requested, and who is being asked to act?

1.3 Traditional and modern reach

The chapter links town criers, dhindora, door-to-door vendors, melas, hoardings, radio, television and social media. The tools changed, but the goal stayed similar.

- The message must draw attention quickly.
- The audience must remember one clear promise.
- The action must be easy to understand.
- The claim must remain truthful.

Local Economy Link

Small businesses often depend on trust, repeat buyers and local recommendations. A clear ad helps them explain what makes their work special.

2 Types and Media of Advertisements

A good student project starts by observing real advertisements. The chapter asks students to classify ads seen in daily life and note how each medium shapes the message.

2.1 Print, outdoor, audio and digital

Each medium has a strength. Print can be read slowly. Outdoor ads are seen quickly. Audio relies on sound. Video combines story, music and visuals.

Medium	Best use	What to check
Print	details, price, address	readable headline and contact
Outdoor	quick recall	large visual and short text
Radio	jingle and voice	clear words and timing
Television	story and emotion	sequence, sound and action
Social media	fast sharing	size, caption and permission

High reach newspaper, radio, community notice	High engagement street play, mela stall, product demo
handmade poster, flyer, shop board Low cost	short video, reel, audio jingle Rich media

2.2 How to choose a medium

The chosen business, audience, budget and resources decide the medium. A handmade poster may be enough for a nearby tailor. A short reel may help a bakery show fresh products.

1. Identify where the target audience spends time.
2. Check what material the group can make safely.
3. Match the cost with the project resources.
4. Pick one main medium and one backup medium.

Common Mistake

Do not choose a medium only because it looks exciting. Choose it because it can reach the intended audience.

2.3 Recording observations

Observation tables help students compare ads without relying on memory. The table should include the medium, product, audience, main message and call to action.

Observation Rule

Write what you actually see or hear. Separate facts from opinion. This keeps the project evidence fair.

Field Tip

While observing outdoor ads, note the distance from which the headline is readable.

3 Elements of an Advertisement

The chapter identifies the parts that make an advertisement memorable. These parts work together, so changing one part can change the whole message.

3.1 Logo and tagline

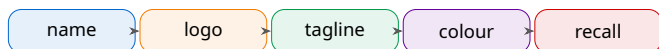
A logo is a visual identity. A tagline is a short phrase that stays in memory. Together they help people recognise a product, service or campaign again.

- A logo should be simple enough to redraw.
- A tagline should be short, clear and relevant.
- Both should match the product and audience.
- Both should remain consistent across media.

Memory Key

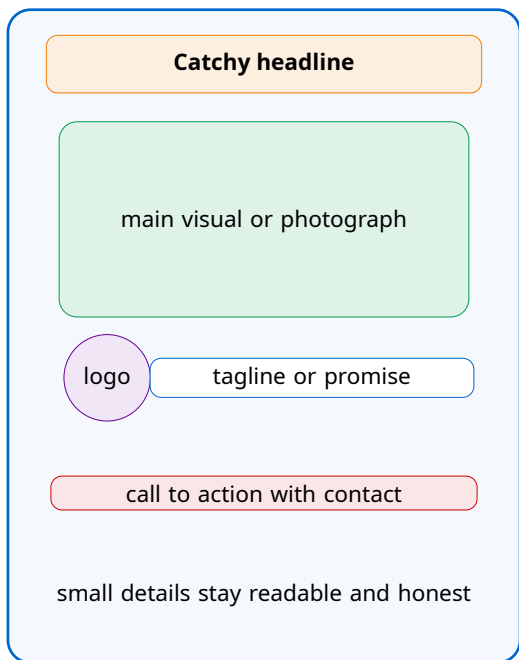
Use LTS: Logo tells source, Tagline tells promise, Slogan stays in memory.

Brand Identity Chain



3.2 Visuals and layout

Visuals include photographs, drawings, shapes, colours, font size, contrast and placement. Text should be limited and easy to read.



Layout Check

Good layout = clear headline+strong visual+readable

Common Mistake

*Do not fill a poster with too many small words.
A crowded poster becomes hard to read from a distance.*

3.3 Sound, jingle and duration

Audio and video advertisements use music, rhythm, voice and timing. Since the time is short, every second must support the message.

- Music sets mood.
- Jingle supports recall.
- Dialogue explains the problem or benefit.
- Duration prevents boredom.

Media Link

A short jingle can help a small business sound familiar at a fair, school event or local announcement.

4 Emotion, Story and Call to Action

Advertisements persuade because they connect facts with feelings. The chapter asks students to notice the story behind the message and the action requested from the audience.

4.1 Emotional connection

People remember ads that make them feel hope, care, pride, safety, joy or urgency. The emotion must fit the product or social message.

Emotion	Useful for	Possible cue
Trust	food, tailoring, repair	owner at work, clean space
Pride	local craft	maker story, heritage design
Care	health and safety	family, child, community
Urgency	social campaign	deadline, risk, simple action

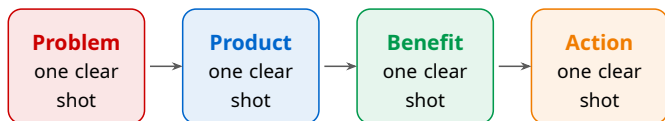
Revision Tip

Emotion should support truth. It should not hide weak information or false claims.

4.2 Story structure

A simple story has a problem, a helpful product or action, a benefit and a final request. This structure works for posters and videos.

Four-frame video plan



Story Rule

Keep one story. If the ad tries to tell three stories at once, the audience may remember

none.

4.3 Call to action

The call to action tells the audience what to do next. It may say visit, call, buy, vote, save water, wear a helmet or ask for more information.

- Make the action direct.
- Place it where people can see it.
- Add contact details if needed.
- Avoid pressure or unfair fear.

CTA Test

Call to action = verb+audience benefit+next step

Memory Key

Use ACT: Action, Clarity, Trust. A good CTA has all three.

5 Ethics, Safety and Permissions

Advertising work involves real people, photographs, products and claims. The chapter gives strong safety and ethics rules before students visit a business or publish any material.

5.1 Personal safety during fieldwork

Students should inform parents, guardians or teachers before visiting a small business. Interviews should happen in public, well-lit places and with a known adult nearby.

- Visit in groups and during suitable hours.
- Share the plan with a teacher or parent.
- Avoid entering private spaces without permission.
- Stop the visit if anyone feels unsafe.

Safety Link

Good project work respects both learning and personal safety. A useful advertisement is never worth unsafe fieldwork.

5.2 Truthfulness and consent

Ethical advertising is truthful, fair and socially responsible. Students must not copy images, make false claims or record people without permission.

Issue	Meaning	Safe action
Copyright	using someone else's work	create original work or credit source
Fake claim	saying what is not true	verify with business owner
Consent	using photo or voice	ask and record approval
Sensitivity	avoiding stereotypes	review with teacher

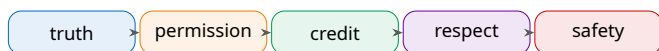
Common Mistake

Do not copy a logo, photo or song from the Internet and place it in the ad without permission.

5.3 Internet safety

Digital tools can help with posters and videos, but students should not upload personal information or download unknown files without guidance.

Ethical Ad Check



Project Tip

Keep a permission log. Write who approved

each photograph, quote, song or business detail.

6 Client Study and Business Interview

The project becomes practical when students choose a client. The client may be a bakery, tailor, diya seller, bamboo craftsman, stationery shop or another small local business.

6.1 Identifying a client

Students first list small businesses around the school or neighbourhood. Then groups choose businesses and approach them respectfully.

1. Make a list of possible local businesses.
2. Match each group with one business.
3. Explain the project clearly.
4. Ask whether the owner is willing to participate.
5. Record the agreement in simple words.

Client Rule

The business owner is not just a subject of the project. The owner is a partner whose trust and approval matter.

6.2 Questionnaire for business owner

The questionnaire collects facts that help the advertisement show the business honestly.

Area	Questions to ask
Product or service	What do you sell or provide? What is most popular?
Uniqueness	What makes it special, price, material, quality or service?
History	How long have you done this work? What started it?
Audience	Who usually buys it? From which nearby area?
Feedback	What have customers said? What improvements were made?

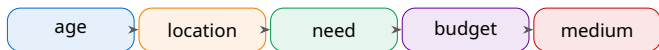
Interview Key

*Use SPCA: Story, Product, Customer, Action.
These four areas give enough material for a first ad plan.*

6.3 Target audience profile

A target audience profile describes who should see the advertisement. It can include age, location, need, price sensitivity and preferred medium.

Audience Profile



Common Mistake

Do not say "everyone" is the audience. A useful ad is written for a clear group.

7 Designing the Advertisement

After research, students decide the logo, tagline, visual style, emotional connection, medium and call to action. These choices should be recorded with reasons.

7.1 Design decision table

The NCERT table asks students to write each design decision and the reason for it. This prevents random decoration.

Element	Decision	Reason to check
Logo	shape, colour, name	easy to recognise
Tagline	3 to 7 clear words	easy to remember
Visuals	photo, drawing, pattern	shows product benefit
Jingle	rhythm or sound cue	supports recall
CTA	visit, call, buy, try	tells next step

Design Tip

Use one main colour family and one accent colour. Too many colours can weaken the message.

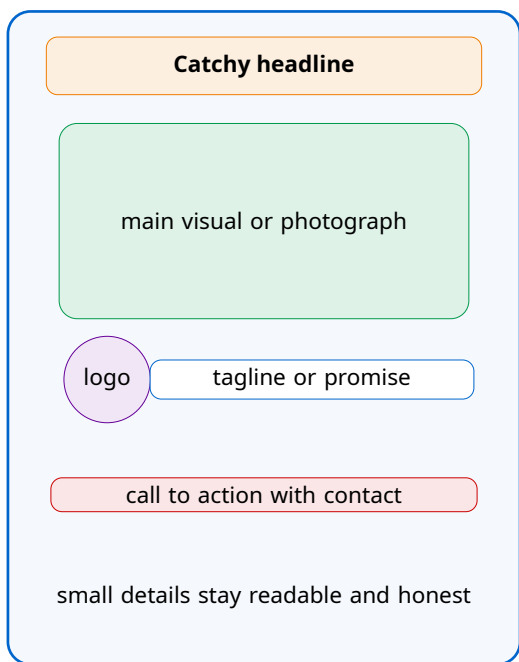
7.2 Poster advertisement

A poster must communicate at a glance. The title, visual, contact and call to action should be easy to find.

- Use a short title that grabs attention.
- Keep the main visual large.
- Write contact details clearly.
- Place the call to action near the bottom or

centre.

- Check readability from two metres away.



Poster Link

A handmade poster can still be effective for a local business if it is neat, truthful and placed where the audience can see it.

7.3 Digital and animated ads

Digital tools can turn a poster into a social media image, presentation slide, short video or animation. The core message should remain the same.

Medium Rule

Same message+changed format = consistent campaign

Common Mistake

Do not add music or animation only for decoration. Every sound and movement should support the message.

8 Script, Storyboard and Production

Audio-video advertisements need planning before recording. A script, storyboard and shot list save time and reduce confusion during production.

8.1 Scriptwriting

A script gives the words, voiceover, dialogue and sequence. It should be short enough for the selected duration.

- Start with the problem or need.
- Show the product, service or action.
- Mention one proof or benefit.
- End with the call to action.

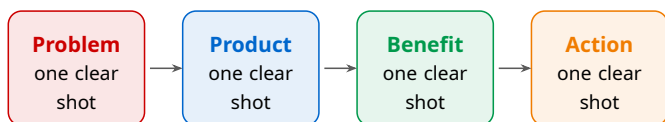
Script Rule

Read the script aloud. If a line sounds unclear when spoken, rewrite it before recording.

8.2 Storyboard

A storyboard shows the order of shots. It helps the group decide what to record, draw or animate.

Four-frame video plan



Production Tip

Make a four-frame storyboard before shooting. It prevents long, unfocused videos.

8.3 Editing and review

After recording, students check the video or poster for accuracy, readability and permission. The business owner should see the draft before final display.

1. Check that the logo and tagline match the agreed plan.
2. Remove any unclear or unfair claim.
3. Fix spelling, contact details and timing.

4. Get owner and teacher feedback.
5. Export the final file in the required format.

Teamwork Link

One student can handle script, one can handle visuals, one can manage permission, and one can edit. Shared roles improve the final ad.

9 Revision Tables and Practice Tasks

Use this section for fast revision before submission. It condenses the project into definitions, checks, examples and practice prompts.

9.1 Key terms

Term	Meaning
Advertisement	persuasive message that asks people to act
Branding	creating a recognisable identity
Logo	visual symbol for a business or campaign
Tagline	short phrase linked with the promise
CTA	instruction that tells the audience what to do next
Target audience	group for whom the ad is designed
Ethical advertising	truthful, fair and responsible communication

Memory Key

Use LAVCA for ad elements: Logo, Audience, Visual, CTA, Action proof.

9.2 One-page project checklist

- Selected client and got permission.
- Interviewed business owner with prepared questions.
- Identified target audience and medium.
- Designed logo, tagline, visual and CTA.
- Checked copyright, consent and truthfulness.

- Shared draft with owner and teacher.
- Submitted final advertisement with reasons for design choices.

Submission Tip

Attach the design decision table with the final ad. It shows why each element was chosen.

9.3 Practice prompts

1. Classify five advertisements you saw today by medium.
2. Write a tagline for a local diya seller in five words or fewer.
3. Create a CTA for a road-safety poster.
4. List three questions for interviewing a tailor.
5. Explain why permission is needed before using a shop photograph.

Final Review Cycle



Final Takeaway

A good advertisement is clear, memorable, honest and audience-focused. The project tests both creativity and responsibility.

10 Extended Project Workbook

This workbook section gives extra practice for the advertisement project. Use it after revising the main chapter notes and before preparing the final submission.

10.1 Client brief format

A client brief is a short record of what the business needs. It keeps the group focused when choosing visuals, words and medium.

Part of brief	What to write
Business name	exact name approved by the owner
Product or service	main item or service being promoted
Audience	who should notice the advertisement
Promise	one truthful reason to choose it
Proof	price, quality, story, material, skill or service detail
Action	visit, call, order, ask, try or attend

Brief Rule

The brief should be short enough to read in one minute. If it is too long, the ad idea will become unclear.

10.2 Copywriting practice

Copywriting means writing the words used in the advertisement. The words should be simple, specific and suitable for the audience.

Need	Weak line	Better line
Fresh food	best snacks in town	fresh samosas near school gate
Tailoring	good stitching here	school uniform altered by Friday
Craft sale	nice diyas available	handmade diyas for festival gifts
Repair shop	all repair work	cycle puncture fixed in ten minutes

- Prefer a clear benefit over a vague praise word.
- Keep the audience in mind while choosing words.
- Check spelling of names, places and phone numbers twice.
- Do not promise speed, price or quality without owner approval.

10.3 Peer review checklist

Before final submission, exchange work with another group. Ask them to review the advertisement like a real audience member.

Review question	Yes/No	Improvement note
Can I identify the product or service?		
Can I find the logo or business name?		
Is the tagline easy to remember?		
Is the main visual clear?		
Is the call to action direct?		
Are all claims truthful and respectful?		

11 Quick Reference Summary

This final summary is for last-minute revision. It brings the whole project into a short set of rules, examples and checks.

11.1 Seven golden rules

1. Start with the audience, not decoration.
2. Keep one main message.
3. Use a logo and tagline consistently.
4. Choose visuals that support the promise.
5. Add a clear call to action.
6. Get consent for photographs, voice and business details.
7. Review the ad for truthfulness, readability and respect.

Final Rule

Creativity makes people look. Clarity and trust make people act.

11.2 Common exam-style answers

Question type	Answer points
Define logo	visual symbol, identity, recognition
Define tagline	short memorable phrase linked to promise
Why target audience matters	message, medium and language depend on audience
Why consent matters	protects privacy and keeps project ethical
Why CTA matters	tells people what step to take next

11.3 Final self-test

1. Name two traditional forms of advertising from the chapter.
2. Give one difference between commercial and social advertising.
3. Write one example of an ethical advertising rule.
4. Explain how music helps an audio-video advertisement.
5. Write a five-word tagline for a local bakery.

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