

# Advertising Literacy

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# WHAT IS ADVERTISING?

## DEFINITION

- 1. PAID COMMUNICATION
- 2. PROMOTES PRODUCT/SERVICE/IDEA
- 3. REACHES A TARGET AUDIENCE
- 4. PERSUADES TO TAKE ACTION

## EXAMPLES



# What Is Advertising?

- Any **paid form of communication** intended to promote products, services or ideas.
- Key objectives: **Inform, persuade and remind** consumers.
- Exists in many forms: **print, broadcast, digital, outdoor and social media.**

# Television Ads

RECORD ►

LUX HAMAAM

HAMAAM

PARLE O

Maggi 2-MINUTE

ZAMAANE S CHALA A RAHA VISHAWAS

WAH Taj !  
वाह ताज!

# Advertising Literacy

Advertising plays an important role in any society. It helps to sell products and also ideas. Internal as well as international marketing both require advertising. At the same time, it is needed for all forms of goods, whether old, well-established, or modern.

# Advertising Literacy

- Advertising literacy refers to the ability of individuals to critically evaluate and understand the persuasive messages presented in advertisements. As advertising becomes increasingly prevalent in modern society, understanding the factors that influence advertising literacy .

# What is advertising literacy

- The ability to **analyze, interpret and evaluate** advertising messages.
- Involves understanding how ads influence **attitudes, beliefs and behavior**.
- Encourages **critical thinking** rather than passive consumption.

Advertising literacy means not just seeing an ad but questioning how and why it's designed to persuade you.

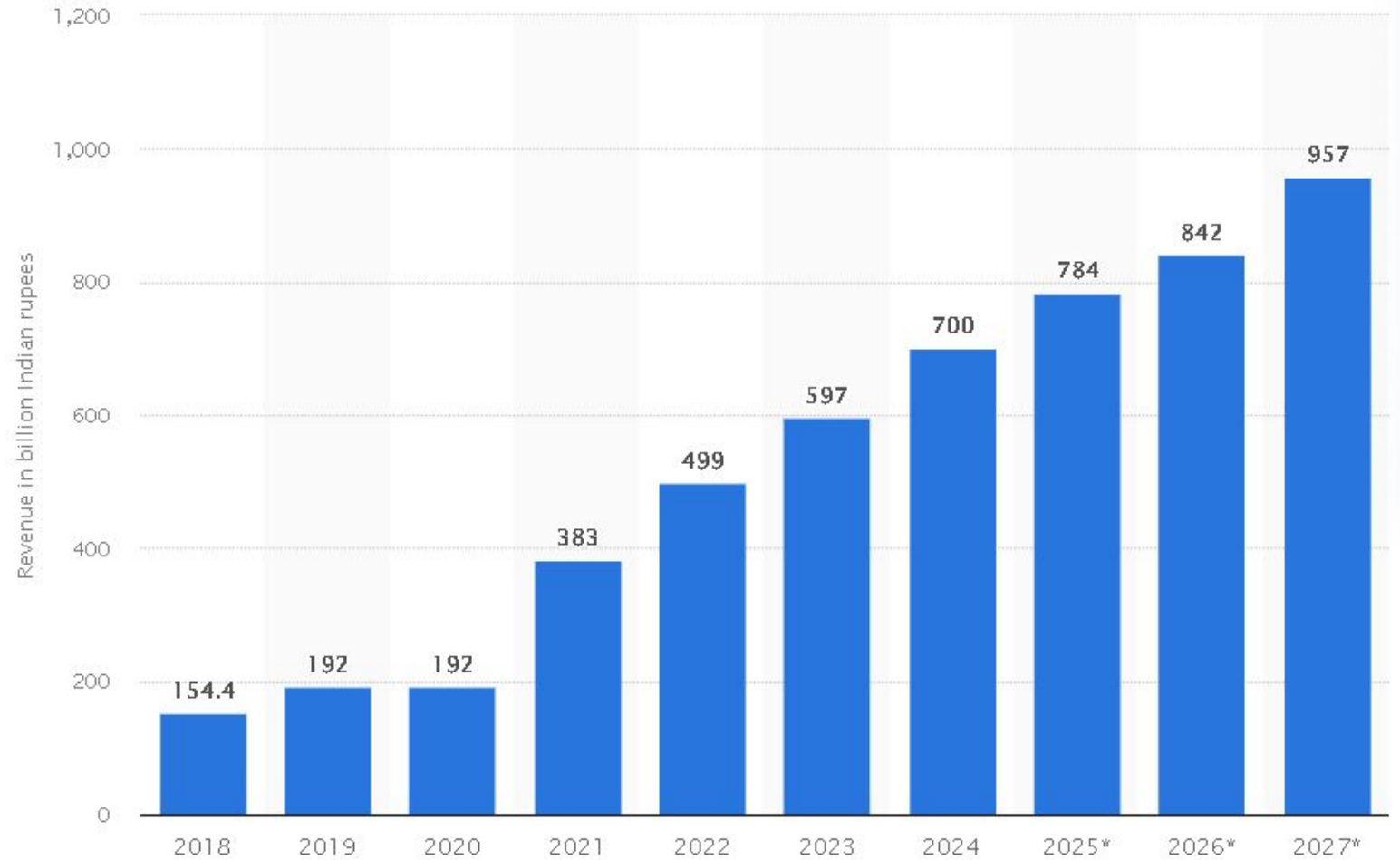
# Advertising Industry Overview...

- India's advertising industry plays an important role, like in other world markets, in shaping sentiments towards products and services in the minds of its consumers. The brand recall for several companies over the decades has hung solely on the balance of their advertisements.

## ...Overview

- From the “utterly, butterly delicious” Amul cartoon girl, to Vodafone’s Zoozoos, and being a Complan boy/girl, among numerous other tag lines that are synonymous with specific consumables, it comes as no surprise that the country has one of the most successful ad markets in the world.

# Digital advertising revenue in India from 2018 to 2024



Source: Statista 2025

## Why It Matters?

- Students encounter **hundreds of ads daily** across digital and physical spaces.
- Helps resist **manipulative or misleading marketing tactics**.
- Encourages **responsible consumer choices** and awareness of media influence.

# The Power of Advertising

- Shapes **cultural values and social trends**.
- Creates **brand loyalty and emotional connections**.
- Can influence **political, environmental and lifestyle** decisions.
- Example: Nike's "*Just Do It*" campaign = empowerment & motivation.

# Persuasive Techniques

Common tools advertisers use:

- **Emotional appeal:** Fear, love, happiness.
- **Celebrity endorsement:** Borrowed credibility.
- **Bandwagon effect:** “Everyone is using it!”
- **Repetition & slogans:** Reinforce memory.
- **Humor or shock value:** Attracts attention.

# Understanding the Target Audience

- Every ad is tailored for a specific demographic.
- Factors: **Age, gender, location, lifestyle, income.**
- Advertisers use market research and data tracking to refine targeting.
- Example: **Spotify ads customized by music preferences.**

# Medium Used for Advertising

- Print media
- Transportation advertising
- Outdoor media
- Radio media
- Television media
- Digital media
- Direct mail advertising
- OTT
- Speciality media (such as printed stickers and membership cards that display the company's logo or message)



# Media Platforms and Algorithms

- Ads appear where consumers spend time: Instagram, YouTube, TikTok, etc.
- Algorithms use data profiling to personalize ads.
- Raises issues of privacy and digital consent.
- Ask: "*Why am I seeing this ad?*"

# Hidden Messages in Advertising

- **Subliminal cues:** Colors, symbols, or sounds that evoke emotions.
- **Product placement:** Subtle brand visibility in movies or shows.
- **Cultural associations:** Linking brands to identity or lifestyle.

*Example:* Red = energy and excitement (used by Coca-Cola).

# Ethics in Advertising

- Honest representation of products.
- Avoiding exploitation (gender, race, age, or social issues).
- Respecting **consumer privacy** and **truthful claims**.
- **Regulatory bodies:** *FTC, ASA, Advertising Standards Council (country-specific)*

# Gender & Stereotyping

- Many ads reinforce outdated norms.  
Women = beauty & domestic roles.  
Men = strength & leadership.
- Today's trend: **Inclusive and diversity-based campaigns.**
- Example: Dove's "Real Beauty" Campaign.

# Social Media & Influencer Advertising

- **Native ads:** Look like normal content.
- **Influencers:** Paid to promote products subtly.
- **Disclosure laws:** Posts must be labeled “#ad” or “#sponsored”.
- **Critical skill:** Distinguishing **authentic vs. paid** endorsements.

# Advertising to Children

- Children are more impressionable and lack critical judgment.
- Common in toys, junk food, gaming and streaming platforms.
- Ethical concerns: Manipulation and unhealthy consumption habits.
- Many countries restrict children-targeted ads.

# Misleading and Fake Ads

- Common red flags:
  - Unrealistic claims
  - “Too good to be true” offers
  - Hidden costs or fine print
- Tools to verify: **Fact-checking sites, reviews, official sources.**

# Critical Thinking Framework

Ask yourself:

1. Who created this ad?
2. What message or emotion is it trying to convey?
3. What information is missing or exaggerated?
4. Who benefits and who might be harmed?
5. How does it make me feel — and why?

# Creating Ethical Advertisements

- Transparency: Be clear about intent.
- Authenticity: Reflect real values, not manipulation.
- Representation: Avoid stereotypes and bias.
- Responsibility: Consider environmental and social impact.

# Case Study: Real Ad Analysis

- **Example:** Apple's "Think Different" Campaign
  - Message: Celebrate creativity and innovation.
  - Emotional appeal: Inspiration & belonging.
  - Impact: Reinforced Apple's identity as a brand for dreamers.
- *Group Activity Idea:* Analyze one print or video ad using the critical framework.

# Key Takeaways

- Advertising literacy = awareness + critical analysis.
- Be conscious of **how** and **why** ads persuade you.
- Support ethical brands and **responsible media habits**.
- Think before you buy — and question before you trust.

**Thank You**