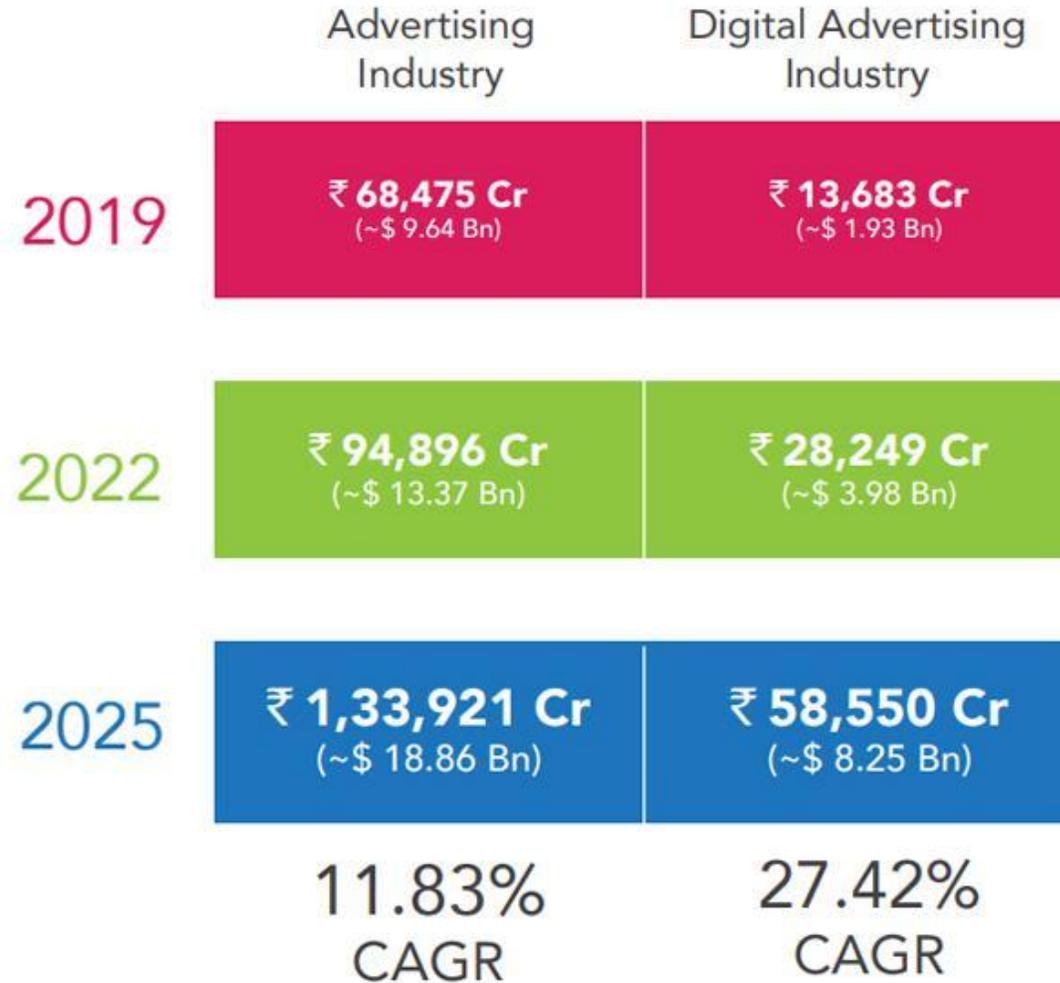


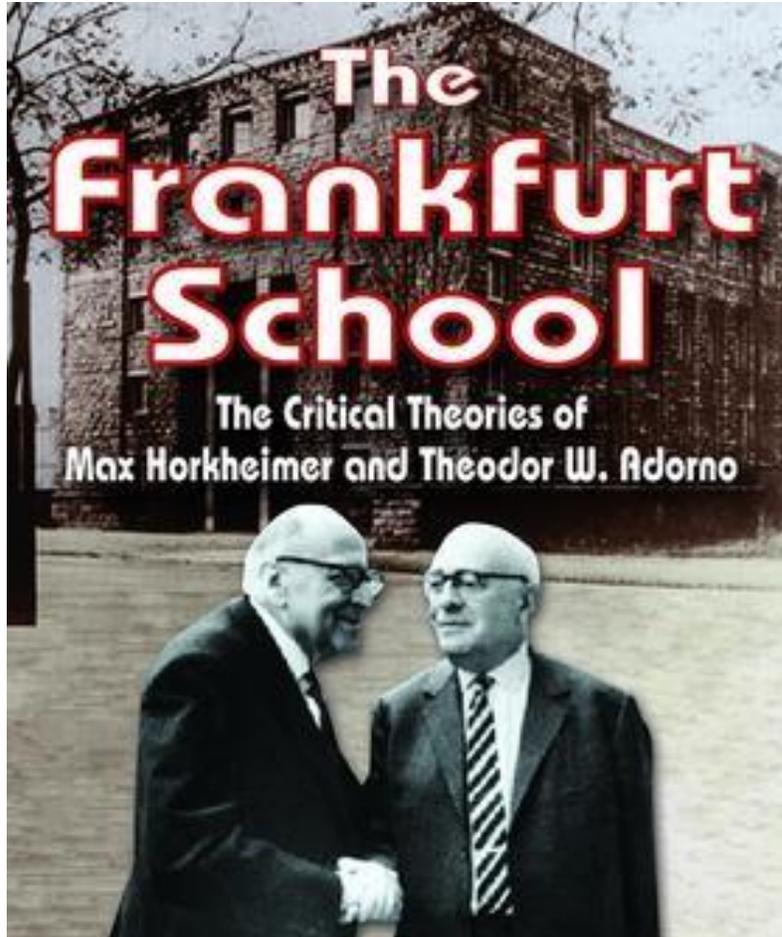
**ADVERTISING LITERACY**  
**@**  
**Online Training on Media Literacy**  
**CIET-NCERT & IIMC (22<sup>nd</sup> February 2023)**

Dr. Kulveen Trehan  
University School of Mass Communication  
Guru Gobind Singh Indraprastha University New Delhi, India  
kulveentrehan@ipu.ac.in

# Growth of Advertising In India



Many ways of understanding advertising ....!



(Stephanie O' Donohoe)

Advertising creates a  
**Problematic**  
**WORLDVIEW?**



## Games of Persuasion

- Is Advertising **centripetal** or peripheral ?
- Does Advertising constructs **perceptual reality** ?
- Is it always **commercial**?
- Do **Audiences** negotiate meanings in ads?
- Are Ads, just like any media **political and social** ?

# So, what is the discourse **in/on/about** Indian advertising ?



# Honey Brands Hauled Up!!!

Dabur & Patanjali  
Ads for Honey

**Hindustan Times**

**Dabur Honey**

## WHY SHOULD YOU BELIEVE THAT DABUR HONEY, THE WORLD'S NO. 1\* HONEY BRAND IS 100% PURE?

BECAUSE DABUR HONEY

- ✓ Complies with all 22 FSSAI parameters
- ✓ Is sourced entirely from Indian beekeepers
- ✓ Has no added sugar or other adulterants
- ✓ Is also tested for antibiotic presence, as mandated by the FSSAI
- ✓ Has the first corporate-owned NMR machine in India

**100% PURE HONEY NO ADDED SUGAR**

**Dabur Honey**  
PURITY GUARANTEED

**Dabur Honey Squeezy**

**Hindustan Times Leadership Summit**  
19th November - 19th December, 2022

**SBI**  
KHUSHI BUSINESS KO SIRF CHALANE MEIN NAHI, BADHANE MEIN HAI.

**Pepsodent**  
MOUTH, TEETH, MOUTH

Summer of 2022,  
India Woke up to the  
LAYER'R Shot ad!



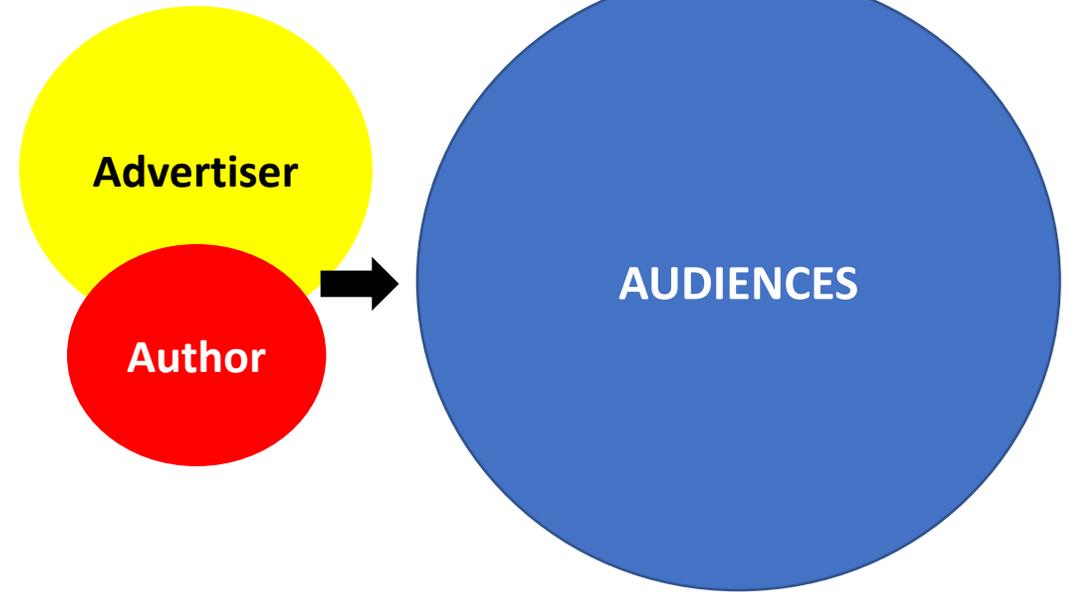
# Moment of Truth ?

Deceptive practices in Advertising & Promotion

ADVERTISING LITERACY

'Nestle's Maggi contains LED & MSG'

FSSAI



# Situating Advertising Literacy

Rossitor & Robertson( 1974); John (1999)studied the ability to understand advertising in terms of its truthfulness

Livingstone and Helsper(2006) argued about the salience of advertising literacy skills across age groups



Malmelin (2010) developed the four dimensions of Advertising Literacy

Nelson(2016) examined the potency of 3 hour advertising literacy programme as an intervention for preteens

# What is advertising literacy ?

Advertising literacy is the presence of sense and sensibilities to decode advertisements vis-à-vis their consumption , production value , socio-cultural and psychological intent'( Donohoe & Tynan,1998)

# What and How of Advertising Literacy

1. Recognition of advertising
2. Understanding selling intent
3. Recognition of advertising's source
4. Perception of intended audience
5. Understanding persuasive intent
6. Understanding persuasive tactics
7. Understanding advertising's bias
8. Retrieval of advertising literacy
9. Application of advertising literacy

(Rozendaal et.al. 2011)

# Visual Distortions



**LESS WRINKLES  
IN ONLY MINUTES**

*simulated imagery*

**TRY IT TODAY!**

[www.dermitage.com](http://www.dermitage.com)

The advertisement features a central image of a woman's face split vertically. The left side shows a young woman with smooth skin, while the right side shows an older woman with significant wrinkles. A vertical line with a yellow highlight separates the two images. In the bottom left corner, there is a small image of the Dermitage product packaging, including a tube and a jar. A red button with a play icon is located in the bottom right corner of the image area.

# Constructing Beauty



# Fake , False FOOD Ads!

Food ads elevate fake into an art form

## Fast Food Items

Brand	Ads	Reality
Burger King		
McDonald's		
Wendy's		
Taco Bell		

© presentia.com

## Dangerous Testimonials



# Advertising (In)equality





Children, Advertising & The  
Learning Process

# Digital Advertising literacy must for Sponsor /Advertiser



# Ad Verification (internationally recognized)

Media Rating Council (MRC)

Interactive Advertising  
Bureau(IAB)

# Advertising Literacy Initiatives



[Our Solutions](#)

[Resources](#)

[About Us](#)

[Contact Us](#)

[Careers](#)

[Book Appointment](#)

## mFilterIt - ADDING TRUST TO DIGITAL



One such Example !

# MediaSmart

Education from the Advertising Industry

TEACHERS ▾

PARENTS

SUPPORTERS

ABOUT ▾

BLOG

USEFUL INFO ▾

LOG IN

Search



We are the non-profit education programme from the advertising industry. Our mission is to ensure that every child in the UK, aged 7 – 16, can confidently navigate the media they consume including being able to identify, interpret and critically evaluate all forms of advertising.

Media Smart provides free teaching resources and parent guides on subjects like social media, body image and influencer marketing. Join the thousands of UK teachers that have been using our media literacy materials since 2002...



Primary School Teachers



Secondary School Teachers

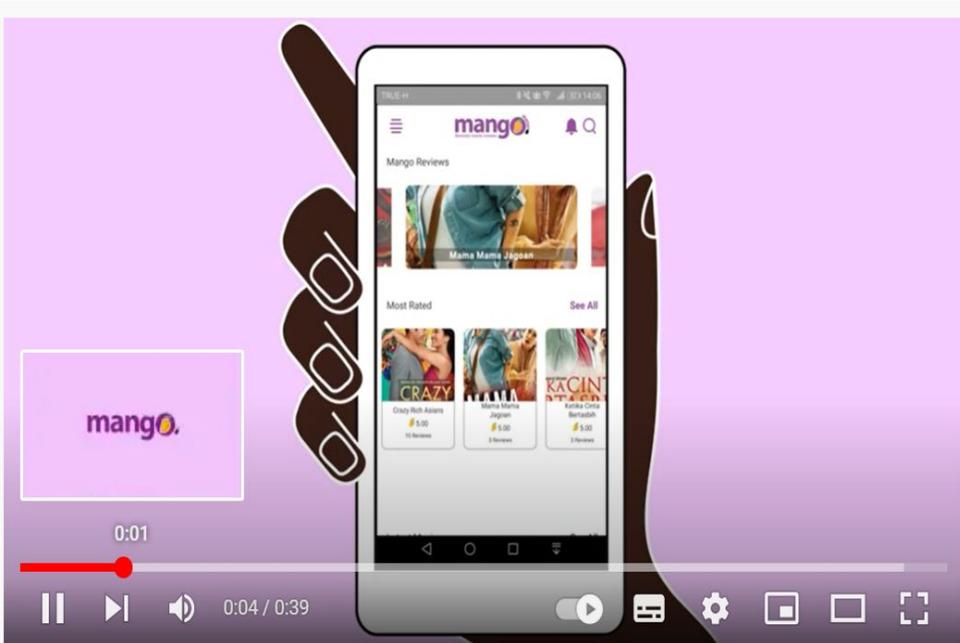


Parents & Guardians



# Gender literacy interventions !

(for advertising : **SEA Framework & 3S Screener**)



Mango Meter: A feminist film reviewing mobile app.

Self Esteem

Empowered

Allied

3 S SCREENER

**:SUBORDINATION , SERVICE &  
STANDARDISATION**

# Intervention II - Advertising Literacy Performance

## different cohorts

### Design

Quasi Experiment set in classrooms where audio visual stimuli (TVC) are presented

### Test Stimuli

(Hastak & Mazis, 2011)

Series of 7 ads rated as deceptive in a TAL/DAL activity

TVC! Why Real ads!

Individual motivations have been controlled by simultaneous exposure

Ads possess product or value based deception

### Method (Sawssen, C& Rached, 2014)

Use of a two part questionnaire

Part 1- 42 item scale (4 factors )

Part 2- 10 forced choice ( ASCI Literacy)

Sample :630\*

From 3 schools , 2 colleges and 4 PG Departments in DU & GGSIPU, India

# Product Based Claims

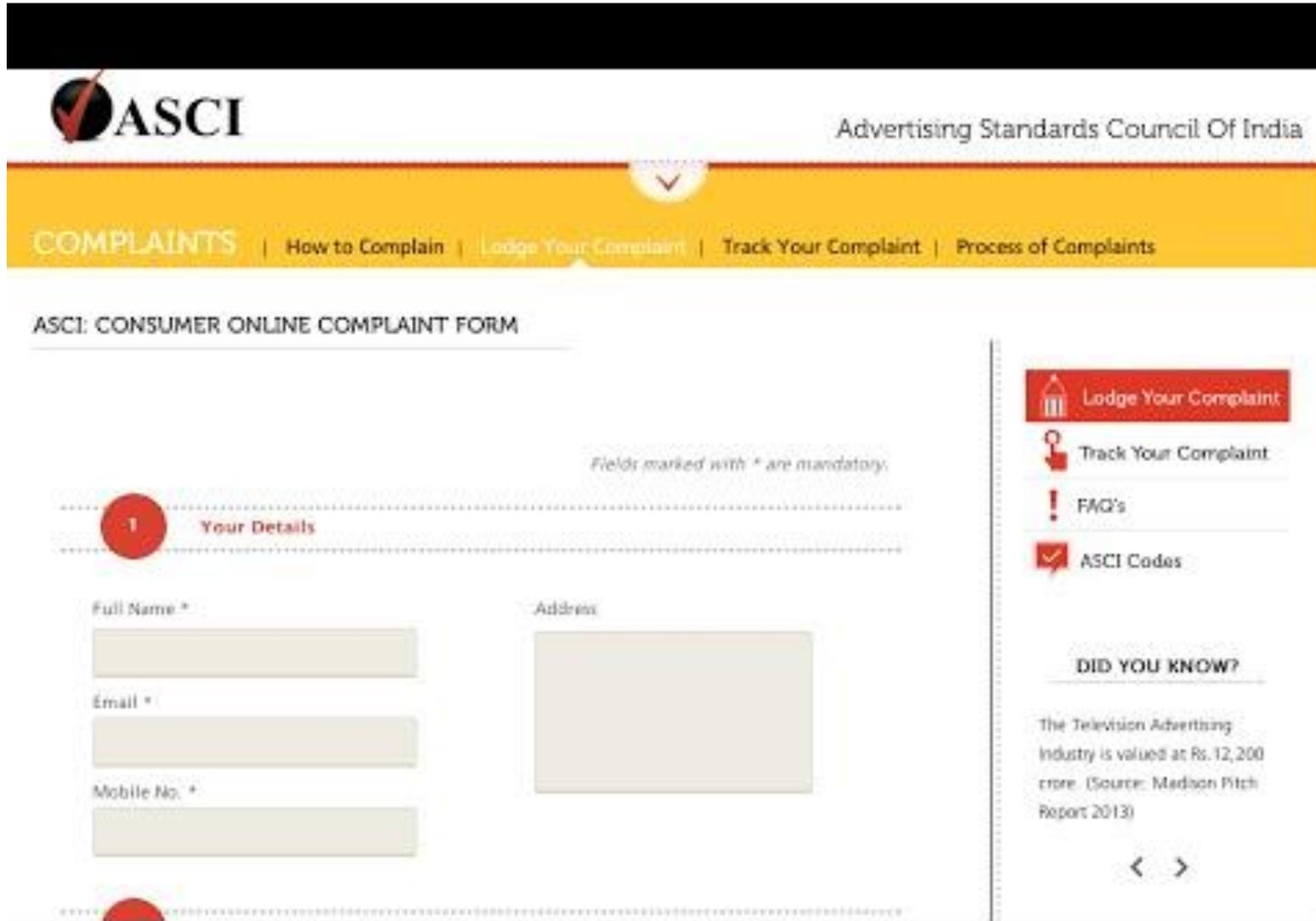
	Component Matrix <sup>a</sup>					
	Raw			Rescaled		
	Component			Component		
	1	2	3	1	2	3
Presence of Five Natural Ingredients Claim by toothpaste ad	.780	-.149	.371	.681	-.130	.324
No Chemicals claim in the Toothpaste ad	.647	-.241	.419	.587	-.219	.380
Full Disclosure by 4 G telecom ad	.718	-.714	-.475	.568	-.565	-.376
Brand Claim of Fastest 4 G Network Verified	.800	-.201	-.413	.656	-.165	-.339
30 day challenge fully explained in the fairness cream ad	.725	.177	-.392	.638	.156	-.345
Ayurvedic Ingriedients in Tea ad make you fight disease better claim	.715	.194	.221	.635	.172	.197
100% Dandruff Free is factually true in Shampoo ad	.506	.383	.100	.466	.353	.092
Shade Cards are useful in fairness cream ads	.646	.869	-.159	.509	.685	-.125
Comparative advantage shown via product claim by toothpate ad	.396	-.191	.731	.338	-.163	.624

Perceived Veracity  
Non Product  
Deception Literacy

	Component Matrix <sup>a</sup>			
	Raw		Rescaled	
	Component		Component	
	1	2	1	2
Women selected to show beauty metaphor (fairness) in cream ad	.478	.316	.429	.284
representation of marital equation in tea ad akin to social roles	.728		.598	
Wife plays the subservient role to Husband in Tea ad	.291	.173	.314	.186
Cream ad claim of good looks make you confident is true	.930	.248	.692	.184
Cream and facewash ads show/tell that dark girls are not beautiful	-.434	1.418	-.288	.941
All the 8 Ads target urban boys and girls	.203	.241	.179	.212
Smooth and Silky hair for good looks	.494		.437	
celebrity made me like the ad	.695	.207	.575	.171

Extraction Method: Principal Component Analysis

# If you are ad literate , you can



The image shows a screenshot of the ASCI (Advertising Standards Council of India) website's consumer online complaint form. The page features the ASCI logo and navigation links for 'COMPLAINTS', 'How to Complain', 'Lodge Your Complaint', 'Track Your Complaint', and 'Process of Complaints'. The form is titled 'ASCI: CONSUMER ONLINE COMPLAINT FORM' and includes a section for 'Your Details' with fields for 'Full Name \*', 'Email \*', 'Mobile No. \*', and 'Address'. A note states 'Fields marked with \* are mandatory.' On the right side, there are links for 'Lodge Your Complaint', 'Track Your Complaint', 'FAQ's', and 'ASCI Codes'. A 'DID YOU KNOW?' section provides information about the television advertising industry's value.

**ASCI** Advertising Standards Council Of India

**COMPLAINTS** | How to Complain | Lodge Your Complaint | Track Your Complaint | Process of Complaints

ASCI: CONSUMER ONLINE COMPLAINT FORM

Fields marked with \* are mandatory.

**1** Your Details

Full Name \*

Email \*

Mobile No. \*

Address

**Lodge Your Complaint**

**Track Your Complaint**

**FAQ's**

**ASCI Codes**

**DID YOU KNOW?**

The Television Advertising Industry is valued at Rs.12,200 crore. (Source: Madison Fitch Report 2013)

< >

Component Matrix <sup>a</sup>				
	Raw		Rescaled	
	Component		Component	
	1	2	1	2
file complaint against misleading claims	.819	-.042	.733	-.037
review on social media of a deceptive ad	.859	.072	.772	.064
talk about bad ads with mates	.750	.094	.658	.083
when it comes again, i point out its deception to everyone	.702	.095	.635	.086
do not bother	-.132	1.249	-.105	.992

Extraction Method: Principal Component Analysis.  
a. 2 components extracted.

**ASCI**  @ascionline · 22h

Surrogate #advertising is not allowed in India. ASCI guidelines lay down clear criteria for what qualifies as a genuine extension of a brand into other categories. To know more about ASCI brand extension guidelines click here (refer page no.15): [bit.ly/ascicodebook](https://bit.ly/ascicodebook) 



1    3    2    

ns

**Tweets**    Tweets & replies    Media    Likes

 Pinned Tweet

**ASCI**  @ascionline · Sep 22

Self-regulation works. Last year, we had a compliance rate of 98% on rulings on complaints. #advertising

 **ASCI**  @ascionline

The Advertising Standards Council of India (ASCI), established in 1985, is committed to the cause of Self-Regulation, ensuring protection of consumers' interest

509 Following    11K Followers

 Followed by Pratihtha Kaura, ET Brand Equity, and 4 others you follow

**Self-regulation works**

Last year, we had a compliance rate of **98%** on rulings on complaints. #advertising



1    4    



ASCI

@ascionline



[#ASCIAlert](#) In a new advisory, the Additional Directorate General of Public Information has stated that ads depicting [#actors](#) in [#military](#) fatigues will need approval from them prior to release. [@TheAdClub\\_India](#) [@AAAIOfficial](#) [#defenceservices](#) [#IndianArmy](#) [#ASCIAdGuide](#)



Thank you