

ASSIGNMENT

1. Select a road in your city. Travel a distance of 1 km and observe all the hoardings of different companies that are kept on that side of the road. Observe the different things that are used in advertisement like language, colour of font, size of fonts, image(if any), etc. Try to understand the reason behind such advertisement and analyse what they are trying to say and how they are trying to say. You can perform this activity in a group also.

2. Many a times when we watch television, we change the channel at the time of advertisements or we mute it. Try to watch at least 20 different advertisements per day and try to analyse it as how they are affecting a customer's mind.