UNIT 1    TYPES OF ADVERTISING

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1.0  OBJECTIVES

In this unit we shall introduce you to a powerful mode of mass communication, namely advertising. Here we shall be chiefly concerned with advertising as it appears in the print media such as newspapers and magazines. We shall also give you a chance to look at a number of advertisements as well as talk about direct mail advertising.

After reading this unit, you will be able to judge the:

• objectives of advertising;
• types of advertising;
• social and economic significance of advertising;
• language used in advertising; and
• merits of direct mail advertising.

1.1  INTRODUCTION

If you are looking for a suitable small apartment in a big city like Delhi or Chennai, what do you do first? Perhaps you go to your friends and colleagues for help, who in turn ask around, talk to apartment owners and finally fix you up in a cozy corner. But what do you do if this strategy doesn’t work? You may think of the advertisement column in the daily newspaper. You look at various advertisements for houses available on rent (the concerned column is entitled “Accommodation Available” or “To-Let”); you make your choice and reach for the telephone or contact the advertiser in other ways. With some good luck and the right kind of property owner, you do find something to your satisfaction.
The help that the advertisement column provides is by no means confined to a selection of houses; it also extends to other spheres of life—jobs, choice of a bride or bridegroom, sale and purchase of property, business offers, consultancy, etc. Depending upon your needs and requirements, you choose the appropriate item and get in touch with the advertising party. Very often it works. It brings the advertiser a potential customer, and it brings the customer the goods and services he requires. You feel obliged to the whole business of advertising which, in this vast society with its multiplicity of problems, comes to your rescue in your hour of need.

Advertisements may be short or long, clear or vague, in small or big boxes, spread over half a page or a full page of the newspaper or the magazine. Why do so many advertisements appear every day in newspapers? To whom are they addressed? What colossal amounts of money are spent by advertisers as fees to get their items published and why? These are important and interesting questions, and we shall consider them in this unit.

1.2 ADVERTISING

Advertising is a powerful form of social and commercial communication through any of the established mass media such as press, radio, television and film. It has developed in modern times as a necessary accompaniment to commerce and industry all over the world. In fact, it has become an industry in its own right. Consider the large number of professional advertising agencies and the vast sums of money involved in running them or utilizing their service.

Think of all the space advertisements occupy in the daily newspaper. Look at the regularity, often irritating, with which advertisements appear on the TV screen. You will begin to realize the magnitude of the advertising industry soon.

1.2.1 What is an Advertisement?

An advertisement is essentially a piece of persuasive communication because it seeks to influence public opinion by coaxing people into accepting what it has to offer. An advertisement is also a paid announcement intended to promote the sale of a product or service, to advance an idea or bring about some other effect desired by the advertiser. It is a general message, not forcing anyone to buy anything, but inviting everyone to identify, understand and adopt the use of goods, services and ideas. The advertiser pays the medium (press, radio, television, etc.) to deliver the message. He chooses the paper, or a number of papers simultaneously, or the issue of a magazine that will publish his message. If the medium chosen is TV or radio, he enjoys the freedom to select even the timing of the broadcast. But he has to pay heavily for exercising his choice. In this sense, newspapers, if not the other media, owe their existence to advertisers.

The product advertised may vary from matches and toothpaste to farm houses and automobiles. The services may range from restaurants and laundries to foreign tours. The ideas may be as simple as personal integrity and love-thy-neighbor themes, or they may be issues that affect society at large, such as fire prevention, afforestation, rehabilitation, of the old and disabled, traffic rules, drug abuse, crime control and universalisation of elementary education. Whatever the product, service or idea advertised, the advertisement seeks to point out its qualities so that it becomes attractive to the group of consumers whom the advertiser wishes to influence.
Check Your Progress 1

Note:  a) Space given below the question is for writing your answer.
        b) Check your answer with the one given at the end of this unit.

1) Define an advertisement, as you find it in print, in two or three sentences of your own.

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2) What do you think are some of the broad objectives of advertising?

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3) In what sense does a newspaper owe its existence to advertisements?

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1.2.2 Who Advertises?

Who are the possible users of advertising? Let us begin with individuals. You and I can put a small advertisement in any newspaper wishing a friend a happy birthday, or offering our services as teachers, doctors and skilled workmen. Some of us may advertise our qualifications inviting others to consider us for suitable jobs. Then, a department store may advertise to keep its regular customers informed of the availability of its wares. A restaurant may advertise to build and improve its patronage. The manufacturers of a toothpaste or a soap may wish to motivate consumers to prefer their brand. Big business houses may advertise to prepare suitable markets and to elicit appropriate consumer responses with regard to their products. Banks, insurance companies, government bodies and voluntary organizations may advertise their services and ideas to educate the public, thereby improving the quality of life and in the process making their names well-known and highly respected. The motive in almost all the cases is to awaken the people to the merits of what is being advertised, and to motivate them to make use of it in the long run. The motive is both commercial and educative. It is commercial in the case of products and services and educative in the case of ideas.
1.2.3 The Best Medium

A number of advertising media are available, but it is difficult to say which one of them is the single best medium for all advertisers. A medium may be good for one advertiser but it may have its limitations for another.

Once again newspapers with their varied items of information and entertainment come to mind. On account of their wide circulation, and the growing rate of literacy among people, they are likely to reach the remotest corners of the country. Thus, they seem to have the potential for acting as a good medium for most advertisers. They have also the advantage of combining business with pleasure – advertisements interspersed with news of what is going on in the world and the editor’s comments and features of entertainment. An advertisement in a newspaper or a magazine becomes part of the general reading matter. It is printed permanently. One can’t ignore it. If one misses it in the morning, one may glance at it in the evening. And lastly, depending upon the space the advertisement occupies, newspapers are by and large the most economical medium for advertising and, therefore, are within the easy reach of most advertisers.

Check Your Progress 2

Note:  
a) Space given below the question is for writing your answer.

b) Check your answer with the one given at the end of this unit.

1) State two reasons why newspapers can be the most suitable medium for most advertisers.

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2) Which of the two advertisements is likely to be more effective – a newspaper advertisement in black and white or an illustrated advertisement in colour published in a magazine? Why?

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1.2.4 Types of Advertising

How many types of advertisements do you find in newspapers and magazines? Is there any difference between the ones published in newspapers and those published in magazines? As you might have noticed, one obvious difference between that two is that a magazine advertisement is generally in colour and therefore more attractive. Very often it is illustrated also. Since magazine paper is of superior quality, the advertisements appear glossy and bold. Most of these are normally large size ads covering the entire page. The typical newspaper advertisements are the ones which
occupy, though it may not always be the case, the second page of the paper (except on Sunday when they run into several pages); they are set in small print and have nothing attractive or aesthetic about them. They are concerned with utilitarian motives such as announcing jobs, houses to let, motor vehicles for sale, poultry and farming, and other mundane areas of our day-to-day life. It is only the highly motivated reader who would go through them with interest and enthusiasm. Their main purpose is to provide information about opportunities available.

The other type of newspaper advertisement is the one which appears in bold letters arranged in a box. It looks much more prominent than anything else on that page, unless of course there are too many boxes of the same size. It also costs much more than the routine 14 word small-type ad on the second page. There are some still bigger than the box item and occupy half a page, even a full page, of the newspaper.

Let us now put advertisements in broad categories according to the messages they convey. The following are a few categories:

i) Classifed advertisements:
These are the ‘Want’ ads in newspapers. They are short statements set in very small type. Some of them may be larger than others. They appear dull, but they are the ones most sought after. When you complete your studies, you would also want to look at them regularly in the daily paper. The message of these advertisements is: Get in touch with me for what you want.

ii) Product advertisements:
They are intended to present goods and products, point out their qualities, and promote their sale. The product may be soft drink, soap, or toothpaste. The message is:

Buy our product. It is the best in the market.

iii) Institutional advertisements:
The objective here is not to introduce or sell a particular product but to build up the image of the manufacturing company or firm. The main purpose is to acquaint the public with the name of the institution, and what it is doing, and how its services are better than those of others, thereby stepping up the prestige of the institution or firm. The general message is: Know us and how good and efficient we are.

iv) Non-commercial or ‘Idea’ advertisements:
Government bodies, charitable institutions and other voluntary organizations, etc. often publish advertisements in newspapers and magazines. Their main objective is to acquaint the people with the ‘cause’ or the ‘idea’. They wish to inform and educate the public. Sometimes they wish to raise donations also. To follow traffic rules, to avoid smoking and drinking, to keep your city clean, to improve the quality of life: these are some of the ideas advertised by different agencies. The message of such advertisements is: Accept our idea or help our cause.

Advertising flourishes most in profit-oriented and market free societies (societies where the production and distribution of goods and services is not directly or solely controlled by the state, but is open to private enterprise also). Advertising promotes competition among producers and brings about awareness among consumers. It
Advertisements quickens the pace of distribution and consumption of products and thus helps to raise the general standard of living.

Check Your Progress 3

Note:  
a) Space given below the question is for writing your answer.
b) Check your answer with the one given at the end of this unit.

1) Read the following and then answer the questions.

I am the senior Partner of the well-known firm of Surveyors and Estate Agents.

I cannot think how I can attract a fully-experienced secretary to apply for an arduous and challenging job which calls for a high output of first-class shorthand and typing, responsibility for other secretarial staff and considerable P.A. duties.

If you telephone my present secretary, she may be able to explain how she survived 8 years and has enjoyed the work and is leaving only to be married shortly.

She may attribute this to the high salary, fringe benefits, pleasant working conditions and a convenient location.

If you are interested, telephone her and she will arrange your interview.

i) Who is the letter addressed to?

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ii) What is being advertised?

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iii) What are some of the requirements?

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iv) What makes the offer attractive?

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v) What do references to the present secretary prove?

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vi) Is it a good advertisement? If so, why?
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vii) Which sentence in the letter do you like best, and why?
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viii) Change this letter into a normal advertisement in the classified column. Do not omit any important point.
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2) Write two or three sentences to say what you understand by institutional advertising.
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3) Look at the following headlines from ads:
   a) Hello! It's time you got connected to more places through direct dialing.
   b) Good News Travels Fast: Apollo Tyres
   i) How is 'a' different from 'b'?
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   ii) Which one is a product ad?
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   iii) Which is better from the point of view of language? Justify your answer.
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4) Read this:
Nurse a sapling each –

i) What is being advertised?

ii) What type of an ad is it?

iii) How is it different from 3 ‘a’?

iv) Does the headline bring to your mind something other than trees? If so, what?

1.3 HEADLINES IN ADVERTISEMENTS

Into how many parts can you possibly divide an advertisement? Generally it consists of three parts – the headline, the copy (reading matter that follows the headline), and an illustration. The illustration may or may not be there, but the headline and the copy are essential items. The copy is arranged differently in different advertisements. Some of it may be above, and some below the illustration. Part of it may be on either side of the illustration. It may be just a phrase, or a sentence, or a few sentences, but it is always there to clarify and reinforce the main idea embodied in the headline.

The most important part of an advertisement is its headline – call it the telegraphic message which the advertiser puts in big print for the public to read. The majority of people, it seems, read little else. That shows the importance of the headline in an advertisement.

A combination of a good headline and an attractive illustration is what makes the advertisement click. The reader will be compelled to read the copy if the headline is catchy and the illustration is attractive.

A good headline should have the following features or qualities:

i) it appeals to the reader’s self-interest – in other words it offers the reader exactly what he wants.
ii) it gives something new – either a new angle/idea or a new product. In other words it has news value.

iii) it arouses the reader’s curiosity so that he is compelled to go on to the rest of the matter.

iv) it suggests a quick and easy way out of the tight spot the reader may be in – baldness, failing eyesight, how to invest one’s savings.

v) it uses simple, direct, interesting and effective language.

Check Your Progress 4

Note: a) Space given below the question is for writing your answer.

b) Check your answer with the one given at the end of this unit.

1) What are the three most important components of a successful headline, as discussed in this section?

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2) It has been observed that in advertisements language is often used creatively. Explain in very simple terms what you understand by a creative use of language.

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1.4 DIRECT MAIL ADVERTISING

What is direct mail advertising? It refers to all the printed matter—cards, letters, leaflets, folders, booklets, and brochures—that is sent directly by mail to individual ‘prospects’, that is, persons whom one hopes to have as buyers of one’s goods. It is an effective way of attracting individuals’ attention to the message advertised. The advertiser feels fairly certain that his material will be at least partly read by the recipients and that it will be read on the date it is received. If the letter is addressed to the recipient by name, the message becomes personalized and has a better chance of appealing to the recipient’s interest than if it had appeared elsewhere as a non-personal announcement. Often the language and style of the letter is very close to that of a personal letter laying a special claim to the addressee’s attention and magnanimity.

Sent to school, office or home, direct mail provides the advertiser with effective timing and presentation of the message, and a way of selling directly to the people.
1.4.1 Leaflets and Letters

Leaflets

A leaflet is a single sheet of paper which carries printed matter on it with or without a design or illustration. Its purpose is to inform the recipients of the availability of goods or services in a particular area. Its circulation is limited, often confined to a single locality within a radius of one or two kilometers. (Some leaflets can be of a general nature and are sent to people everywhere.) The reading matter (copy) is usually better and in bold type. Such leaflets, it is noticed, are not very imaginatively or carefully prepared in our country. You may come across spelling mistakes and other signs of indifferent printing in them.

Mostly there are no interesting headlines, nor is there such reading matter (copy) as would immediately capture the readers’ attention. It seems the advertiser has tried to economise on composing, editing and printing. Such leaflets come with the morning paper, and very often get thrown away without the courtesy of a careful look. But they do serve the purpose of the sender, or else they wouldn’t be there at all. Someone may casually look at them, and may inform others of the services advertised.

This is not to suggest that all leaflets are ineffective or indifferent as the ones spoken of above. If you go to a reputed department store (the stores often mail their advertising materials to people directly also), you may be given, at the entrance, a leaflet that gives details of an interesting scheme initiated by that store. You require some time to go through its contents, which eventually interest you.

Letters

Like the leaflets, letters are also mailed or distributed to people by advertisers. Carefully drafted and neatly printed, these letters are essentially informative in nature. Their tone is polite and persuasive and the message is clearly and directly presented.

Such letters are not mailed indiscriminately. The advertiser carefully chooses special groups of recipients who may have a professional interest in the services offered. Depending upon what is being offered, the language of some letters may be technical or jargon-ridden while that of others may be similar to that of private communication.

1.4.2 Folders and Brochures

Folders

A folder can be best described as a folded circular. It can also be a small file or an envelope for holding loose sheets. It is sent by mail to people, or can be given directly to them at shops, emporia, concert halls, etc. A folder serves the same purpose as a leaflet or a letter, only in greater details and more methodically. As pointed out earlier, it can come as an enclosure with a letter.

Most folders are commercial. Their main aim is to persuade people to buy goods and services. Magazines issue folders to their readers to promote their sale by offering new schemes, or to introduce a new magazine or supplementary material like audio/video cassettes.

Brochures

A brochure is a pamphlet or booklet which contains summarized or introductory information about an institution and its programmes. The institution can be an academic one like a college or university, or it can be a tourist organization which
conducts individual or package tours in or outside the country, or it can be a consultancy office or any private or public undertaking. For instance, the Delhi Development Authority (DDA) issues, from time to time, brochures about its schemes of house-building and house allotment. So do all colleges, universities and other academic and research organizations publicizing their work and programmes.

The purpose of a brochure is to inform the people of the services organized by the institution which prepares and releases it. In other words, it is advertising. But a brochure is very different from a usual advertisement that appears in a newspaper of a magazine. For one thing, it is far too big in size to be published in a newspaper; for another, it is meant to be carefully studied, and may be more than once, for the useful information it contains. A brochure is carefully prepared and clearly presented. It is meant for wide circulation and large specialized readership. Its quality of printing, which reflects the status and prestige of the institution, is usually of a high order. It is difficult to come across an indifferently prepared brochure issued by a prestigious organization.

A brochure is an advertisement in spirit though not in form. It advertises things and ideas in the sense that it creates awareness among people by informing and educating them, and also by inviting them to join the organization in carrying out its ideas and programmes. A good brochure is an interesting piece of extended writing. Since a brochure is like a very short book (booklet), it has a title, which is a substitute for a headline in an advertisement. It may or may not contain pictures, but it must have instructions at the end as to how the services offered can be utilized, the addresses of officials to be contacted and their telephone numbers. By its very nature, a brochure is a complete, though short, document on a given topic.

1.5 IDEA ADVERTISEMENTS OR PSAs

Given below are some ‘idea’ advertisements for you to read. They appeared in The Times of India recently, and contain very useful ideas for the public. Notice that none of these has an axe to grind (nothing to sell or propagate). There is no sales talk. Yet they are very important from the social point of view. The main objective is to educate the people, to awaken them to some important social issues. We are asking you to read them with attention so that you may understand (a) what ‘idea’ advertisements are like and (b) what kind of ‘idea’ are advertised by different agencies, and how they can be useful. The advertisers are Indian Cancer Society, Delhi Water Supply and the Ministry of Welfare, Government of India.

Advertisement 1

Are you forcing your child to smoke?
Every time you smoke, your loved ones are forced to breathe in the dangerous air you breathe out.
Cigarette smoke contains over 100 deadly chemicals. These poisons slowly destroy your family’s health, corroding the lungs, weakening the heart, and bringing on heart attacks, paralytic strokes, and cancer of the throat, lungs, pancreas and bladder.
Stop smoking. After all, do you love cigarettes more than your family? Go for a cancer check-up today, and follow it up once a year.

Indian Cancer Society
Early discovery, early recovery
Advertisement 2

Don’t Waste Water

Save it

Here are some ways we can save water.

- Check your taps. : A slowly dripping water wastes about 4 gallons of water a day.
- Close taps during shaving and brushing. : Use a mug instead.
- Sweep and mop floors. : Don’t wash the floors with drinking water.
- Hold back the hose. : Wash your car or scooter with a sponge or a piece of cloth and a bucket of soapy water.
- Wash vegetables and fruits in a bowl. : Avoid cleaning vegetables under a running tap. It wastes water unnecessarily.
- Public Hydrants. : Close the tap when it is not in use.

Delhi Water Supply and Sewage Disposal Undertaking

Advertisement 3

By the time you get to the fourth paragraph you’re hooked.

It begins as a lark. Someone, probably a friend, offers you an experience. It’s Smack. You’re not too sure, but what the heck, you only live once. It’s pleasurable, you discover, drowsy, dreamy. You do it again. But you’re not going to get hooked, you resolve.

Of course you’re not getting hooked. You’re only getting to like it more and more. Smack lulls you into a floating high. You may lose some friends, but so what? You’ve now got a different gang. If college, work or games suffer, it’s okay, you’ll get around to them.

You need more. The same pleasurable drowsiness needs more Smack. You’re listless. Your mouth feels dry all the time. Your body feels warm all the time. You want Smack all the time.

It’s too late. You crave for the stuff. If you can’t get it, your body gives way. You vomit, shiver, sweat. There’s an excruciating pain in your bones. Your eyes and your nose water all the time. It feels like a living death. You’re hooked, because it’s time for a fix.

It’s like sliding quickly into quicksand. You sink deeper and deeper. Life is one fix after the other. Somewhere along the line, you lost your parents, your family, your friends. And what you thought was paradise, becomes a living hell. And the loneliness hits you like a sledgehammer. It’s time for a fix.

You’re doing things you’d not even dreamt of doing earlier. Stealing money from home, pawning valuables, borrowing. It’s that fix. You need it at any cost. Physically
Smack
It’s quicker than quicksand.

Stay away from drugs. It is never too late, to help yourself or to help someone afflicted with Smack or any other drug addiction. Contact any of the de-addiction centres for counseling and therapy. *(Time of India, 16th June, 1017)*

### 1.6 LET US SUM UP

In this unit we have discussed the aims and objectives of advertising along with various types of advertisements. We have also discussed the social and economic significance of advertising as well as the importance of headlines in advertisements. We have also spoken about direct mail advertising. We have reproduced three ‘idea’ advertisements or PSAs for you to read and think over. Hope you have enjoyed going through the unit.

### 1.7 ANSWERS TO CHECK YOUR PROGRESS

**Check Your Progress 1**

1) An advertisement is a group of words published in a newspaper or a magazine to publicise a commodity, a service or an idea. Often words are accompanied by an illustration.

2) i) to produce awareness among consumers,
   
   ii) to create a liking and preference for a particular product, service or idea,
   
   iii) to stimulate thought and action about it.

3) A great deal of money is earned through advertisements, without which the printing cost of the paper would be impossible to meet. Money paid by advertisements keeps the price of the paper very low, so that everybody can easily buy it.

**Check Your Progress 2**

1) a) They have a wide circulation.
   
   b) Their rates are not as high as those of other media.

2) The coloured and illustrated one. It is bigger. It looks better. It stays in one’s memory longer than the usual black-and-white ad. The illustration makes the idea look concrete and the ad effective.

**Check Your Progress 3**

1) i) It is addressed to anyone who is qualified for, and interested in, the post of Secretary in a firm of Surveyors and Estate agents.

   ii) the job mentioned in (i)

   iii) shorthand and typing, previous experience as Secretary, managing other secretarial staff, P.A.’s duties, etc.
Advertisements

iv) high salary, other benefits, good working conditions, convenient location of office, and perhaps a good boss to work with.

v) She was very happy with her work and salary. So will the new Secretary be! She is leaving not because of job dissatisfaction but for personal reasons. Only someone efficient like the present Secretary can be appointed.

vi) It is an unusual advertisement. It is very good because it is very clear. It is likely to stimulate a good response.

vii) The sentence about the secretary surviving 8 years and enjoying the work too. It is a very nice way of saying she has successfully completed eight years of services and gets good salary.

(You may make your own choice.)

viii) Wanted an experienced Secretary for a firm of Surveyor and Estate Agents. Good shorthand and typing essential. Experience of personnel management and duties of Personal Assistant also essential. High salary, pleasant working conditions and other benefits. Telephone secretary for interview.

2) Institutional advertising is directed mainly at image building. It also seeks to inform the public of what the institution is doing or can do for the betterment of all. Such an advertisement can appear in the form of an appeal or notice also.

3) i) ‘a’ has news value, whereas ‘b’ is publicising a product. ‘a’ is a ‘service’ advertisement and ‘b’ is a ‘product’ one.
   ii) obviously ‘b’. Tyres are being talked about so that they should sell better.
   iii) Both are good. ‘b’ is more idiomatic. ‘Travel’ and ‘fast’ indicate speed. Tyres are also associated with speed. ‘News travels fast’ followed by ‘Apollo Tyres’ gives us a complete picture. The use of language in ‘b’ is creative.

4) i) Afforestation, or planting trees is being advertised
   ii) It is an ‘idea’ advertisement.
   iii) 3 ‘a’ is announcing a service. This one is advancing an idea or a cause.
   iv) ‘to nurse’ someone is ‘to look after someone with care and affection’. It also means ‘to help someone regain health’. One may think of nurses and patients and health. One may also think of parents looking after their child. The word ‘each’ may bring to mind the small family consisting of mother, father and one child.

Check Your Progress 4

1) Self-interest, curiosity and news.

2) In a creative use of language, words are often not used for their literal meanings but for their connotative meanings. For example, ‘rose’ is a flower, but in a particular context it can suggest a beautiful, but shortlived object, or the springtime. The image and pictures that a word or a group of words in a given context is capable of evoking is its connotative meaning.