

Commercials and Ads

Ads and commercials are everywhere! You see them on TV, the internet, billboards, and even in magazines. But have you ever wondered why they are there and what they want you to do? Ads and commercials are like special messages from companies and businesses. They want to tell you about their products, like toys, snacks, or even cool new gadgets. These messages are made to catch your attention and make you interested in what they're selling.

Ads and commercials have two big jobs. First, they want to tell you about something awesome they have for sale or a service you can get. Maybe it's a tasty cereal or a fun video game or an opportunity to have your bike tuned up. They use bright colors, catchy songs, and cool pictures to make you think their product is fantastic. Second, ads and commercials want you to do something. They might want you to ask your parents to buy their toy or snack. Or, they might want you to remember their brand, like the golden arches of a famous fast-food place. Sometimes, they even want you to visit their website or call a special number. It is important to be a smart viewer when you watch ads and commercials. Ask questions like, "Do I really need this?" or "Is it as good as they say?" Talk to your parents about what you see in ads. They can help you decide if it's a good idea to buy something.

Ads and commercials are like friendly messengers who want to show you amazing stuff. They can be fun to watch, but it's important to think carefully about what they're saying. So, next time you see an ad or commercial, remember to be a clever viewer and decide for yourself if it's something you need or want.

Questions:

1. Why is it important to be a 'smart' viewer when watching or listening to ads and commercials?
2. Explain how ads can trick you into thinking you want or need something.
3. Why should you always ask yourself – '*What is this ad NOT telling me?*'
4. Why should you always ask yourself: '*Do I really need this?*' *Is it that amazing?*'