

**NAS Based Reading Comprehension****22.10.2021**

Advertising was initially meant to make people aware of the goods available in the market. It was as simple as announcing what you have in your store or the services you offer in your premises. Over the years, advertising has evolved into a major industry that goes beyond informing to persuading and influencing. It is a form of brainwashing consumers. Advertising has become a type of culture with ardent followers. In the process, it attracts enviable attention from manufacturers and service providers who fancy an edge over their competitors. Unfortunately, in keeping with the ever-increasing demands of the manufacturers, the advertisers have resulted in creating unnecessary wants and excess consumption in most of us. This is a craving for harmful products that we are better off without. It preys on our minds rendering us completely irrational. The billboards (hoardings), television and radio advertisements target us from a very early age, forming our view of the world as we grow into adults.

Q1. What was the purpose of advertising, initially?

- a) to make people aware of the goods available in the market
- b) to sell in bulk quantity
- c) to purchase at reasonable rate
- d) none of these

Q2. How do advertisements make us irrational?

- a) by creating unnecessary wants
- b) by creating craving for harmful products
- c) by showing exceptional performance
- d) both a and b

Q3. Advertising has become a type of culture with _____ followers.

- a) many
- b) specific
- c) ardent
- d) more

Q4. The means of advertisement are:

- a) billboards
- b) television
- c) radio
- d) all of these

Q5. 'Adult' means _____

- a) someone over 18 years old
- b) someone who attains the age of 14 or above
- c) a person who is fully grown or developed
- d) both a and c

