

UNIT 1

CONCEPTS OF ADVERTISING

CHAPTER 2: Communication in Advertising

Lesson 8: Tutorial

Critically examine the Shannon Weaver model and explain the entire model in not more than 150 words.

Communication is all about reaching out to the public with your message being understood. In our age of a viewer getting the option of choosing between 50 channels, how do you ensure that communication via advertising can effectively reach the target market?

Take a product / brand of your choice and explain the concept of the AIDA model.

The faculty concerned could change the tutorial. I leave it up to the discretion of the faculty.