

## DIWALI HOLIDAY ASSIGNMENT

Class - IX

### English

Kindly take printout or do it in A4 size sheet.

#### **Read the passage and answer the questions**

1. Celebrities advertising products is nothing new, in fact, it has been part of our lives for years. Back in the 2000's. you couldn't sit through a commercial break without seeing the teen pop icon of that time, Britney Spears, endorsing Pepsi. The Pepsi legacy was later continued by the most famous celebrity Beyonce. She was paid millions to promote the carbonated drink, which outraged health advocacy groups. Many concerned people questioned her ethics, as to why she was supporting a drink that plays a major role in causing obesity.

2. With the growing importance of social media in a shopper's purchase journey, companies are evolving and stepping up the endorsement game across different channels. With celebrities vouching for promoting their products, brands can increase awareness, trust and familiarity, which are important variables in the purchase decision-making process.

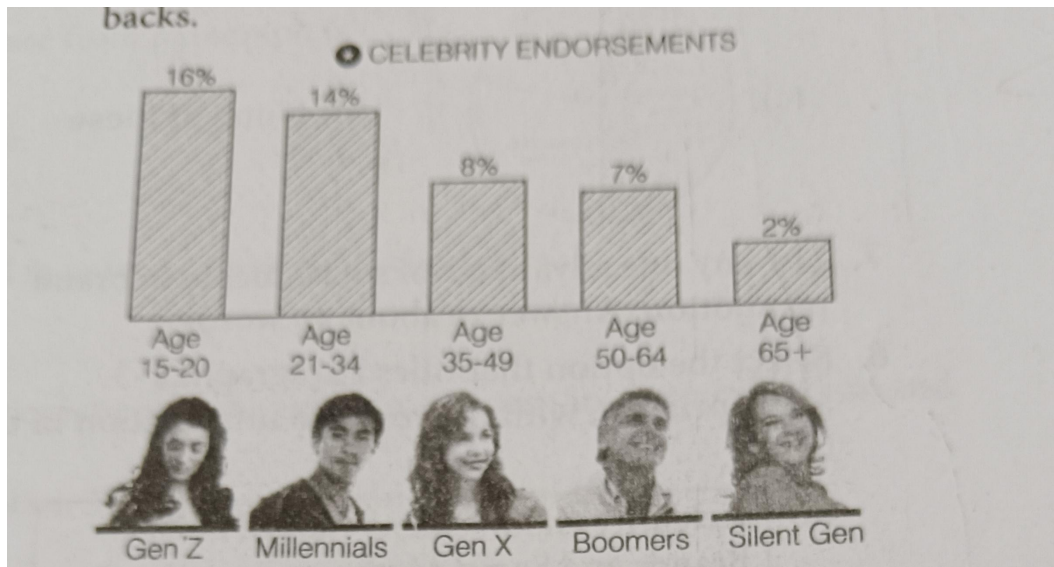
3. Consumers feel more sympathetic towards a brand if their products are promoted by a celebrity they admire or relate to. It's a simple psychological effect: people believe that purchasing a product that's promoted by a celebrity they admire, will allow them to emulate the celebrity's desired traits or attract similar people into their lives. They will associate the celebrities' success, beauty, athletic skill, etc. with a particular product.

4. Research by Nielson conducted in 2015 broke down the level of trust in advertising formats by different generations. It found that celebrity endorsements resonate more strongly with Generation Z (ages 15-20) and Millennial (ages 21-34) audiences. Brands are taking advantage of that by increasingly utilising the social media communities of celebrities. Social media is a way for consumers, in particular, those of younger demographics, to engage and build intimate connections with the celebrities they follow, making it the place for these celebrities to plug a company or a product on their personal social media accounts.

5. While celebrity endorsements certainly help to attract consumers, their direct influence on the consumers' purchasing decisions is inconclusive. As consumers are becoming better educated and have faster access to information, blind faith in celebrity endorsement is beginning to wane. They will be attracted to a brand because of a celebrity but they will quickly move away if the product does not perform. It's the quality of your product that will keep consumers coming back, not a celebrity link.

6. A brand needs to tell the consumer why a product makes sense for them as individuals and what problem they can solve with it, not solely rely on a real-life Barbie doll, athlete or pop-

culture icon. If they can't, their products will lose value over time and consumers will be the first ones to turn their backs.



Based on your understanding of the passage, answer the following questions.

1. Complete the following sentence. Consumers are no longer lured by celebrity endorsements because (Paragraph 5)

2. Fill in the blanks.

From Paragraph 3 we can infer that people believe that purchasing a product that's promoted by their favourite celebrity will help them \_\_\_\_\_(emulate/desire) their traits or \_\_\_\_\_(attract/repel) similar people into their lives.

3. Infer one reason for the following, based on information in Paragraph 2. Answer in about 40 words.

With celebrities vouching for promoting their products, brands can increase awareness, trust and familiarity.

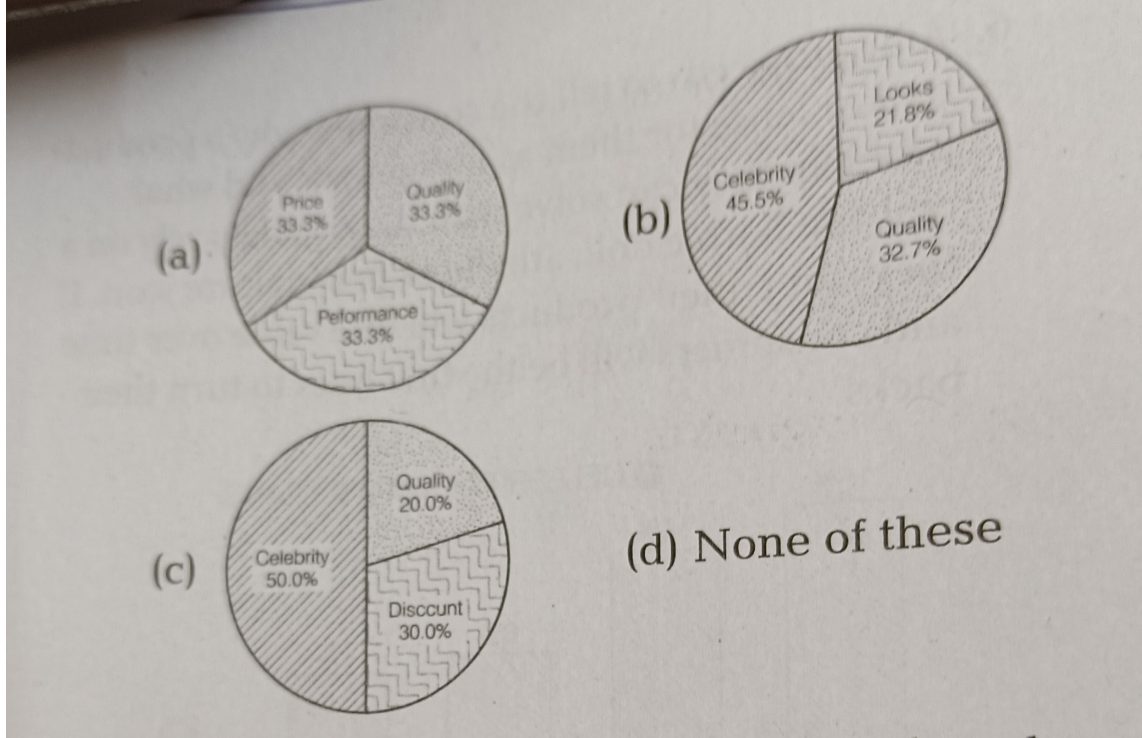
4. List any 2 benefits of 'celebrity endorsement' as mentioned in Paragraph 2.

1. \_\_\_\_\_

2. \_\_\_\_\_

5. Why is blind faith in celebrity endorsement beginning to wane?

6. Select the pie chart that appropriately depicts the needs of the customers that are well-informed and educated.



7. List any one advantage of social media in brand promotion. Answer in about 40 words.

8. Select the option that titles Paragraphs 1-3 appropriately, with reference to information in the text.

(a) Celebrity endorsement culture in 2000s Brands and Social Media Brands and Celebrity Endorsements

(b) Social Media Brands of Today Celebrity Endorsements

(c) Endorsement culture in 2000s The Human Psychology Brands and Celebrity Endorsements

d) Need for endorsement Social Media- a tool Celebrity Endorsements

Hindi :

अनुच्छेद लेखन – समाचार पत्रों का महत्व

अपठित गद्यांश – व्याकरण कितब पेज नं.- 45 का चित्र वर्णन पेज नं. 160 (व्याकरण की कॉपी में लिखिए)

**Maths :**

Prepare lab. manual - Activities - 1, 7, 8, 9, 10, 11, 12, 13, 19, 20 (a), 20 (b)

**S.Sc :**

Map work only (Geography pg. 45 mark wild life reserves all three types on political map of India.

**Science :**

Prepare a brief write - up for portfolio on any one topic from the choices given below:-

- 1) Air Pollution:- its causes, adverse effects & mitigation strategies.
- 2) Water Pollution :- Causes, adverse effects & mitigation strategies.
- 3) Soil Pollution :- Causes, adverse effects & mitigation strategies.
- 4) Biogeo chemical cycles:- with diagram
  - a) Water cycle
  - b) Nitrogen cycle
  - c) Carbon cycle
- 5) Green House Effect:- Causes, impacts on environments & precautions.
- 6) Ozone layer & its depletion.