

# □ Creating Advertisements □

*Explore • Analyse • Create • Reflect*

Name:		Class & Section:		Submission:		First Day Back
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Welcome, Class 8! Advertisements are everywhere — on TV, hoardings, newspapers, phones, and even school walls. But have you ever stopped to think about how they are made, and why they work? In this project, you will decode real ads, understand the science behind them, and create your very own advertisement from scratch. Get your creative hats on!

## □ PART 1 — EXPOSURE | Look & Discover

### Task 1 — Ad Hunt Around You

Over 3–4 days, observe advertisements around you — on TV, radio, hoardings, newspapers, phones, and product packaging. Find 6 different ads and fill in the table:

Product / Brand	Medium (TV/Print/Outdoor...)	Target Audience	Key Message	Tagline / Slogan
Example: Maggi	TV	Children & mothers	Taste & quick cooking	2-minute noodles

Which ad caught your attention the most and why?

*My answer:*

## Task 2 — Decode an Advertisement

Cut out or sketch one print advertisement (from a newspaper or magazine) and paste / draw it in the box below. Then answer the questions that follow.

*(Paste or draw your chosen advertisement here)*

Now decode the ad:

Question	My Answer
What product / service is being advertised?	
Who is the target audience?	
What need or desire does it appeal to?	
What colours and images are used? Why?	
Is the claim in the ad believable? Why / why not?	
What technique is used? (Celebrity / Emotion / Humour / Fear / Fact)	

## Task 3 — Types of Advertisements

Advertisements can be commercial, social, or classified. Fill in one real example for each type:

Type	Purpose	Example Given	Your Real Example
Commercial Ad	Sells a product or service for profit	Example: Coca-Cola hoarding	
Social / Public Service Ad	Spreads awareness for a social cause	Example: Beti Bachao Beti Padhao	
Classified Ad	Small text-based ad for jobs, property, etc.	Example: Job vacancy in a newspaper	

## □ PART 2 — PRACTICE | Learn & Analyse

## Task 4 — Elements of a Good Advertisement

Every effective advertisement has key elements. Study them and then find an example of each from real ads you have seen:

Element	What It Means	Example from a Real Ad
Headline	The bold, attention-grabbing title	
Tagline / Slogan	A short, memorable phrase the brand is known by	
Visual / Image	The picture or graphic used to attract attention	
Body Copy	The main text explaining the product	
Call to Action	What the ad wants you to do (Buy now! Call today!)	
Brand Logo	The symbol or name that identifies the company	

### Task 5 — Advertising Techniques

Advertisers use clever techniques to persuade us. Read each technique and write a real ad that uses it:

Technique	How It Works	Real Ad Example
Celebrity Endorsement	A famous person promotes the product	
Emotional Appeal	The ad makes you feel happy, sad, or nostalgic	
Bandwagon	"Everyone is using it — join them!"	
Humour	Makes you laugh so you remember the brand	
Fear Appeal	Warns of consequences if you don't use the product	
Statistical / Fact-based	Uses numbers or research to build trust	

Which technique do you think is the most powerful? Give a reason.

*My answer:*

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### Task 6 — Truth in Advertising

Not all advertisements are fully truthful. Some exaggerate or mislead. Answer the questions below:

1. Have you ever bought or asked for a product because of an ad, and then felt disappointed? Describe.

My answer:

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2. Why do you think it is important for advertisements to be honest? What could happen if they are not?

My answer:

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*Think About It: In India, the Advertising Standards Council of India (ASCI) sets rules to make sure ads are truthful and not harmful. Can you find one ad that you think might be misleading?*

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### □ PART 3 — ACTIVITY | Create & Do!

#### Task 7 — Create a Print Advertisement

Design your own print advertisement for ONE product from the list below. Your ad must be on a separate A4 sheet and include all key elements.

Option	Product to Advertise
A	A new healthy snack for school children
B	A solar-powered study lamp for students
C	An eco-friendly water bottle
D	A neighbourhood library membership
E	Your own imaginary product!

I chose option: \_\_\_\_\_ Before designing, plan your ad here:

Planning Element	My Idea
Product Name	
Target Audience	
Key Feature / Benefit	
Headline I will use	
Tagline / Slogan	
Technique I will use	
Colours / Images planned	

Call to Action	
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Now create the final ad on a separate A4 sheet and attach / paste it below:

*(Attach your Print Advertisement here)*

**Task 8 — Write a Radio / Audio Script**

Radio ads are heard, not seen! Write a 30-second audio script (about 75–80 words) for the same product you chose in Task 7. Remember — you have only your words, sound effects, and music to grab attention.

*Tips for a great radio ad: Start with a hook (a question or surprising fact). Use simple, clear language. Include the product name at least twice. End with a strong call to action.*

**My 30-second Radio Ad Script:**

*Opening line:*

**Task 9 — Social Cause Advertisement**

Create a small poster-style social advertisement (on a separate sheet) for any ONE cause you care about:

Option	Social Cause
A	Save Water
B	Stop Bullying
C	Plant a Tree
D	Read More Books
E	Your own cause

I chose cause: \_\_\_\_\_ Attach / sketch your social ad here:

(Attach your Social Cause Advertisement here)

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## □ PART 4 — REFLECTION | Think & Grow

### Task 10 — My Learning Journal

Write a short paragraph (about 80 words) reflecting on what you learnt. Think about:

- What was the most interesting thing I discovered about advertising?
- Which task challenged me the most and how did I handle it?
- Has this project changed the way I look at advertisements? How?

*My reflection:*

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### Task 11 — Advertising & Society

1. How do advertisements influence what people buy? Give an example from your own life.

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2. Do you think advertisements aimed at children should have special rules? Why?

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3. How is a social advertisement different from a commercial advertisement in purpose and impact?

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### Task 12 — Peer / Family Feedback

Show your print advertisement (Task 7) to one family member or friend and record their response:

Question	Their Response
Name & relation / friend	
What they liked about the ad	
Did it make them want to buy the product?	
One suggestion they gave	
Their signature	

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Remember: Write neatly and in your own words. Use colours, borders, and bold text in your advertisements to make them eye-catching. Be creative, be original, and most importantly — have fun!

**"Creativity is intelligence having fun!"**  **Happy Holidays, Class 8!**

## केंद्रीय विद्यालय, सिंगरौली

### ग्रीष्मकालीन अवकाश गृहकार्य

#### कक्षा-आठवीं विषय- हिंदी

- 1- एक डॉक्टर और एक मरीज के बीच होने वाली बातचीत पर 120 शब्दों में एक संवाद लिखिए ।
- 2- एक शिक्षक और छात्र या छात्रा के बीच किसी बिंदु को लेकर होने वाली बातचीत पर 120 शब्दों में एक संवाद लिखिए ।
- 3- राष्ट्रभाषा हिंदी पर 150 शब्दों में एक अनुच्छेद लिखिए ।
- 4- डॉक्टर भीमराव अम्बेडकर पर 150 शब्दों में एक अनुच्छेद लिखिए ।
- 5- अपनी कालोनी में सार्वजनिक नल लगवाने हेतु नगर निगम आयुक्त को एक पत्र लिखिए ।
- 6- आपके मोहल्ले में कुछ अपराधी-तत्व सक्रिय हो गए हैं । अपने क्षेत्र के थाना अध्यक्ष को गश्त बढ़ाने के लिए 100 शब्दों एक पत्र लिखिए ।

Kendriya Vidyalaya Singrauli  
Holiday Home Work  
Class VIII  
Subject -English

Q1. Write essay on any two topics-

- a) Impact of cinema in our life.
- b) Who faces more peer pressure, boys or girls.
- c) Discuss why mental health is as important as physical health.

Q2. a) Write a letter to the school board requesting a change in curriculum.

b) Write a letter to your parents describing some incident that happened during your vacations.

Q3. Notice writing-

You are a member of the Nature Club of your school. Draft a notice informing the student of grade 6-8s about the inauguration of the Herb Garden.

Points to remember-

Mention the purpose of writing, date, time, venue and any other relevant information whom to contact, when and where.

Q4. Make a Tense chart with examples.

Q5. Write 10 sentences daily in Hindi and translate to English. Date should be mentioned in your copy from (8th May to 15th June). Make another thin English copy for your work.

Class – 8  
कक्षा – अष्टमी



Sub. – Sanskrit  
विषय: – संस्कृतम्

१. निम्नलिखितवाक्येषु उचितक्रियापदानि लिखत।

(निम्नलिखित वाक्यों में उचित क्रियापद लिखिये)

- सः \_\_\_\_\_। ( भ्रमति, भ्रमसि, भ्रमतः )
- यूयम् \_\_\_\_\_। ( वदथ, वदन्ति, वदामः )
- आवां \_\_\_\_\_। ( पिबामि, पिबतः, पिबावः )
- वयम् \_\_\_\_\_। ( स्मरति, स्मरामः, स्मरथः )
- त्वम् \_\_\_\_\_। ( खादसि, खादामि, खादति )



२. अधोलिखितधातूनां लोट्लकारे रूपाणि लिखत। (निम्नलिखित धातुओं के रूप लोट्लकार में लिखें)

धातुः	एकवचनम्	द्विवचनम्	बहुवचनम्
वद् (बोलना)	वदतु वद वदानि	वदताम् वदतम् वदाव	वदन्तु वदत वदाम
लिख् (लिखना)			
खाद् (खाना)			
रक्ष् (बचाना)			

३. निम्नशब्दानाम् अर्थान् स्वपाठ्यपुस्तकात् चित्वा लिखत।

(निम्न शब्दों के अर्थ पाठ्यपुस्तक से खोजकर लिखें)

करी - हाथी	पिकः - _____	विस्मयः - _____	प्रच्छन्नः - _____
त्वरया - _____	कनकम् - _____	भग्नः - _____	अवज्ञा - _____
घनाः - _____	सत्वरम् - _____	तरवः - _____	भूयः - _____

४. अधः प्रदत्तानि शब्दरूपाणि दृष्ट्वा शब्दद्वयस्य इकारान्त-उकारान्तशब्दयोः रूपाणि लिखत। (नीचे दिये गये शब्दरूपों को देखकर एक इकारान्त और एक उकारान्त शब्द के रूप लिखें)

'उ'कारान्तः पुलिङ्गः 'गुरु'-शब्दः				'इ'कारान्तः पुलिङ्गः 'कवि'-शब्दः			
विभक्तिः	एकवचनम्	द्विवचनम्	बहुवचनम्	विभक्तिः	एकवचनम्	द्विवचनम्	बहुवचनम्
प्रथमा	गुरुः	गुरू	गुरवः	प्रथमा	कविः	कवी	कवयः
द्वितीया	गुरुम्	गुरू	गुरून्	द्वितीया	कविम्	कवी	कवीन्
तृतीया	गुरुणा	गुरुभ्याम्	गुरुभिः	तृतीया	कविना	कविभ्याम्	कविभिः
चतुर्थी	गुरवे	गुरुभ्याम्	गुरुभ्यः	चतुर्थी	कवये	कविभ्याम्	कविभ्यः
पञ्चमी	गुरोः	गुरुभ्याम्	गुरुभ्यः	पञ्चमी	कवेः	कविभ्याम्	कविभ्यः
षष्ठी	गुरोः	गुरोः	गुरूणाम्	षष्ठी	कवेः	कव्योः	कवीनाम्
सप्तमी	गुरौ	गुरोः	गुरुषु	सप्तमी	कवौ	कव्योः	कविषु
सम्बोधनम्	हे गुरो!	हे गुरू!	हे गुरवः!	सम्बोधनम्	हे कवे!	हे कवी!	हे कवयः!
एवम् - तरु, रिपु, प्रभु, इक्षु, शत्रु इत्यादयः				एवम् - मुनि, रवि, कपि, विधि, अग्नि इत्यादयः			

गुरु , साधु , भानु , तरु , प्रभु , शत्रु , मुनि , हरि , रवि , कपि , गिरि , अरि

५. तृतीयपाठस्य श्लोकान् सुलेखरूपेण पुस्तिकायां लिखत श्लोकमेकं च स्मरत। (पाठ-३ में दिये गये सभी श्लोकों को अपनी संस्कृत पुस्तिका में लिखें तथा उनमें से कोई एक श्लोक याद करें।)

## Revising Maths - 8

### Summer Vacation assignment - 2026

- Take reading of chapter-3
- write multiples, squares & cubes from 1 to 20
- write and learn Table 1 to 20
- complete figures it out chapter 1 to 2
- 4 Questions per day from NCERT maths book. class 6-8 & others

KENDRIYA VIDYALAYA SINGRAULI  
SUMMER VACATION ASSIGNMENT (2026-27)

Class: 8

Subject: Social Science (Geography)

SUMMER VACATION ASSIGNMENT: STRICT INSTRUCTIONS & GUIDELINES

Read carefully before starting your work. Ignorance of these rules will result in a zero.

1. Format & Authenticity: All answers and research reports must be written in your own handwriting in your subject notebook. Printed pages or typed documents will not be accepted. Do not blindly copy from the textbook or the internet. Read, analyze, and write the answers in your own words.

2. The "Copy-Paste" Penalty: I will be strictly checking for identical answers. If two students have the exact same phrasing, or if an answer is clearly copied directly from a website without understanding, both students will receive a zero for their Internal Assessment.

3. The Keyword Rule: In every long answer and research report, you must use a black pen or pencil to underline the 3 to 4 most important factual keywords or concepts in your own paragraphs.

4. Submission Deadline: This assignment is due on the exact day the school reopens.

SECTION A: CORE CONCEPTUAL QUESTIONS

Answer the following questions comprehensively in your subject notebook. Strictly adhere to the word limits provided.

1. Justify the statement: "People themselves are the most important resource, without whom human-made resources would not exist." (120 words)

2. "All resources have value, but not all resources have an economic value." Explain how the utility and value (both commercial and aesthetic) of a resource vary from time to time and place to place. (100 words)

3. Give three examples of 'cycles of regeneration' by nature through which it maintains its renewability. (75-100 words)

4. Explain how technology plays an important role in the development of resources. (100 words)

5. Why do we need to switch back to traditional fishing and agricultural practices? Describe these traditional practices. (150 words)

6. What are the necessary conditions for a natural resource to remain renewable for a long time? (50 words)

7. "Not all conventional sources of energy are non-renewable, and not all non-conventional sources of energy are renewable." Explain this statement with appropriate examples. (80-100 words)

SECTION B: INTERCONNECTED RESEARCH REPORT

The environment is a connected system. For this section, you will write a continuous 3-part research report showing how the crisis in one resource directly causes a crisis in another. Each topic must have its own separate heading.

Topic 1: Air as a Resource – The Pollution Crisis

Importance: Briefly explain the importance of air.

The Chain Reaction (Air to Soil): Explain the main chemical gases released by factories and automobiles. Explain how these gases mix with clouds to generate Acid Rain. Briefly explain how this acid rain physically alters the pH of the soil, ruining agricultural resources.

Solution: Mention two crucial air conservation steps.

Topic 2: Soil Crisis – Alkalization and Acidification

Importance: Briefly explain the importance of soil fertility.

The Agricultural Challenges:

What is the Alkalization of soil, and how does over-irrigation (water-logging) cause it?

What is the Acidification of soil, and how do factory-made chemical fertilizers cause it?

The Chain Reaction (Soil to Water): Explain how the overuse of these chemical fertilizers doesn't just ruin the soil, but washes away into rivers and lakes, causing the Eutrophication of water bodies.

Solution: Suggest methods for the conservation of soil and plantation.

Topic 3: Water Crisis – A Renewable Resource Getting Unaffordable

The Groundwater Issue: Discuss the severe problem of the underground water level going down.

The Pollution Issue: Discuss the pollution of water (linking back to the agricultural runoff and eutrophication you explained in Topic 2).

Real-Life Application: Explain the severe water crisis currently occurring in front of major big cities like Bengaluru and Delhi. How does a renewable resource become scarce?

# KENDRIYA VIDYALAYA SINGRAULI

## Class VIII – Science

SUMMER HOLIDAY HOMEWORK (Session 2026–27)

### General Instructions

1. Complete the work neatly in a **notebook**.
2. Plan your work: do **1–2 tasks daily** during holidays.
3. Use **diagrams, tables, and examples** wherever required.
4. Activity work must be done **safely under adult guidance**.
5. Maintain **clean handwriting and proper presentation**.
6. Submit the homework on the **first day after vacation**.

### Section A: Chapter 1

#### *Exploring the Investigative World of Science*

1. What is **scientific investigation**? Explain with an example.
2. Define **observation** and **inference** with examples.
3. What are **variables**? Explain their types.
4. Why should only **one variable be changed** at a time?
5. What is a **controlled experiment**? Give an example.
6. Explain why a **puri puffs up** when fried.
7. Why is **one side of a puri thinner** than the other?
8. Write the **steps of the scientific method**.
9. Differentiate between **observation and conclusion**.
10. Design a **simple experiment** from daily life.

### Section B: Chapter 2

#### *The Invisible Living World*

1. What are **microorganisms**? Give examples.
2. Classify microorganisms into different groups.
3. Who discovered microorganisms? Why is he important?
4. What is a **cell**? Explain its main parts.
5. Differentiate between **plant cell and animal cell**.
6. Explain the **levels of organization** in living organisms.
7. Write the **beneficial roles of microorganisms**.
8. Write the **harmful effects of microorganisms**.

9. Why does **curd form faster in summer**?
10. Write **precautions to prevent food spoilage**.

## **Section C: Activity & Investigation Work**

*(Do any 5 activities)*

1. Perform the **puri experiment** and record observations.
2. Conduct a **yeast experiment** (fermentation) and note changes.
3. Grow a **plant** and record daily observations.
4. Observe **food spoilage** and explain the reason.
5. Prepare **compost** using kitchen waste.
6. Identify **variables** in any experiment around you.
7. Make a **simple electric circuit** at home.
8. Observe **reflection in a mirror** and draw a diagram.
9. Compare time taken for **sugar to dissolve in hot and cold water**.
10. Write any **5 scientific observations** from daily life.

## **Section D: Creative & Project Work**

*(Do any 3 tasks)*

1. Draw a **labelled diagram of plant cell and animal cell**.
2. Make a **chart on types of microorganisms**.
3. Write a short **essay: "Importance of Science in Daily Life"**.
4. Prepare a **model of any scientific concept**.
5. Create a **mini project file on "Curiosity in Science"**.