

SANSKAR SCHOOL

GRADE-V

Assignment 42

Date: Monday, 7th September 2020

ENGLISH:

Read pages 38 to 40 of your grammar book to understand the formation and use of **Degree of Comparison** and complete exercises G, J and K given on pages 42 and 43 in book and exercises C, E and F in your notebook.

MATHS:

Circles

Q1) With the help of compass, construct a circle whose radius is: -

- a) 3cm b) 2cm 5mm c) 4cm 6mm

Q2) Find the diameter of a circle whose radius is: -

- a) 54cm b) 66cm c) 94cm

Q3) Find the radius of a circular ground whose diameter is: -

- a) 226m b) 128 m c) 300 m

Q4) Fill in the blanks

- a) A diameter is the _____ chord of the circle.
b) _____ of a circle is called a semicircle.
c) Any part of a circle is called an _____.
d) Perimeter of a circle is called its _____.
e) Radius of a circle is _____ the length of the diameter of the circle.

Q5) Draw a Circle (any Radius) and mark the following: -

- a) Radius
- b) Diameter
- c) Chord
- d) Circumference
- e) Arc

HINDI:

'समय का महत्व' विषय पर लगभग 150 शब्दों में अनुच्छेद अपनी कार्य- पुस्तिका में लिखिए।

UOI:

Choose any one form of media i.e. print, broadcast, digital or social media. Observe carefully and identify the techniques used to create it. You can take help from the reading material provided to you. You can use any medium to present your work. (written or digital)

G.K.:

Complete pages 21, 22 and 23 in your book.

MUSIC:

Read the following and present your understanding on your favourite graphic organizer.

The Relationship Between Music and Advertising: 5 Ways Music

Enhances Commercials

Music and advertising have maintained an intrinsically mutual relationship.

From classic, black and white TV ads from the 50s to our modern, HD ads, commercials have constantly relied on music to sell and gain brand recognition.

By combining natural instinct and science, music holds a few hidden abilities that can deeply impact a consumer's way of thinking.

Consider this. You turn on the radio and the first song you hear triggers a memory from your childhood

Music is scientifically linked to memory, bringing you right back to the moment when you were actually listening to the song.

Memory is just one of the many benefits music offers to advertisers. From creating moving messages to sending out calls-of-action, music has the ability to dramatically change the way you experience an ad.

Music compliments advertising in a number of ways.

Here are 5 elements that music offers to enhance commercials.

1. Evokes Emotion

One of the reasons commercials love to use music is because music has the ability to evoke a range of emotions. From an up beat, happy guitar, or even high-tech sound effects, the music that accompanies commercials can set the tone of what the commercial is trying to convey. More importantly, it resides along with what the brand stands for.

2. Creates a Story

A commercial's success often relies on its ability to tell a story.

Stories are a relatable element between the audience and the brand. That's why music plays such a crucial role in the storytelling process. Think about the last time you saw a TV show or a movie.

Whether the audience is paying attention or not, music offers cues to them that this moment is in the storyline is important, whether dramatically or subtly.

3. Sparks Action

Music has always been a source of inspiration.

Take a listen to any national anthem and how it fiercely inspires people to stand for a nation. Like mentioned before, music's ability to evoke emotion and inspiration is a strong one. From motivating you to do better, or taking a stand against something, music is a catalyst for change and action.

That's why commercials that want to promote, advocate, or a take a stand on a subject use music to help propel their message. With the brand's intent, coupled with inspirational music, people can be moved to take action and inadvertently begin to talk about the brand.

4. Reinforces the Sale

Whether sparking action or creating a story, music is the undeniable factor to help push the brand.

Brands align themselves with an audience they want to represent.

In turn, the music they use for commercials has to fall in-line with their message. That's why you hear gritty, electronic music in commercials geared towards a **younger audience** and more traditional, pleasant music for more mature audiences.

5. Entertainment

Any music used in adverts does not necessarily have a special bond or affiliation to the product. It acts more of a connecting medium. Songs can create bridges between the advertisement and the listener. The connection tends to add aesthetic value to the advert making it more entertaining. The more engaging a commercial is, the more appealing it will be to the target audience.

Creya(DLP):

Watch the video, revise your learning and complete Ques. And Answers given in the log book.

<https://youtu.be/QJYiLWh8cQ8>