

GURU GOBIND SINGH PUBLIC SCHOOL, CHAS

e-content & Assignment, May Week 2

Class XII.

English

ADVERTISEMENTS:

What is an advertisement ?

An advertisement is a public announcement made through a popular medium like newspapers, magazines, television, radio and for the cinema. An advertisement may be displayed on a black art as well. It is non-personal, oral or visual message regarding a product or service or an idea it is very compact.

Purpose: Advertisement attracts immediate attention of the problem. It's a very important tool for promoting sales or services. It is used to influence the minds, taste and even motives of the masses. It is to be remembered that an advertisement is a play of words. Therefore it must be very attractive and eye catching for the readers.

Types of Advertisement:

1. Classified
2. Commercial

1. Classified advertisements

Let's have a look at the following classified advertisements from the newspaper.

HEALTH & PHYSICAL FITNESS FEEL Frozen, full range of world class beauty services, credit card accepted also. Contact Majid 9810585626, 9810561813. 521019-L Enter the world of paradise relaxing, soothing, mind blowing tension-free massage, "Relax" Contact 9810217510. 521552-L	ALLIANCE invited for Kerala Christian CSI boy 27/175, working in Ltd Co from employed girl. Apply with Photo to Box 62684-CA Hindustan Times, New Delhi - 110001
HORTICULTURE LANDSCAPING OF FARMHOUSE, Factory, houses & terrace garden etc. All type of plants & seasonal flowers variety available. Krishan Kumar 9811072404, 26904352. HK-574-IND	MOTOR VEHICLE FOREIGN Consultants Cielo Gio 1996 last. Original single owner, beautiful excellent condition. 50,000 kms. Fully loaded. # 25738697. MKK-2156-CA
INTERIOR DECORATION RAHE Crystal porcelain curios stone, wood, books, paintings Connoisseurs only, Vijay 9810110671 and 25464660, 26473217, Delhi IM-410-CA SPECIALIST Aluminium Door/Window Partition. Devendra Industries Sarai Rohilla. Ph: 25758224, 9811397642, 25064122 AC-2063-CA	PACKERS & MOVERS GERTA Packer & Movers for household goods car by Maruti Trailer, local shifting, branches all over India. 011-23521510, 9810250793. 526927-L GLOBAL Packer & Mover (R) h. hold Incl. cars docu/ Intl by sea & Air Br in all main cities 011-25625665 9810410548 Noida 9868054138. 521619-L
KENNEL & LIVESTOCK GENUINE pedigree dogs from Delhi's genuine Kennel pick any Lhasa Dalmatian, Spits, Boxer, German Shepherd, Labrador, Dachshund. Ph: 25178456, 25119180, 9811173134. VINAKO offer cute toy black & golden Pom, Poodle, Tan Dachshund, Black Cocker Spaniel, Dalmatian, Golden Retriever, Labrador, GSD Greatdanes Boxer pups. A-2 Naraina 25796911-22, 9810037770 NV-1204-CA	PROPERTY DLF/sushant Lok, plots/bungalow/flats, shops/showrooms/offices. Kashyap Estate Consultant: 26101326, 26168165, 9810006767, 9816063788. 521432-L
LOST & FOUND LOST Lease Deed of Property No-15A/4, East Patel Nagar, New Delhi. If found return it to Owner on this same address. Bhakuntla. 62535-CA We Lost From C-102501 to 102510 & Form E-161235. Finder Pl. Cont. Jyoti Farm Eqp. & Fab., C-160, Naraina Ind. Area Ph-1, Nd-28 NV-1199-CA	FOR SALE PHOTOCOPIERS xerox 102RE Rs. 18000/- quality product, all makes, rental also Cont: Manish Tel-26790211. Xerox Rs. 8000/- onwards, moneyvalue. NV-1166-CA BRAND New, German Dish Washer (Famous Miele), with original packing, also Three Year used. Large size Deep Freezer (German Miele) and some Vietnamese Furniture with fine Mother of Pearl work for Sale. Contact-9810111112/26857738/26862377. 62358-CA
MATRIMONIAL RC Girl fair & slim from reputed family working in KSA as staff nurse 27/163 coming on leave. Contact 011-27284177, 0482-643439 AC-2046-CA	TRAVEL & TOURS 4N/5dys Manali Rs. 5999/- P. incl. inclusive Del-Manali-del Trfa on Map plan. Goa 3n/4d Rs. 5999/- on CP. Contact:- 26155610, 26140308. 522242-L 19% off on Indian Airlines, 11% off on Jet Airways. 17% off on Air Sahara, free home delivery. Contact: 27481609, 27481610 (24 hours). 522116-L
	SITUATION VACANT Wanted a smart lady personal secretary for Director. Convent Educated, Handsome Salary and Perks. Contact: Full Marks Pvt. Ltd., Darya Ganj, New Delhi-110002 65216-SK

Important elements of classified advertisements:

- The category of the classified advertisements is always stated at the top.
- They are written in short catchy phrases.
- The language used is simple, factual and formal.

- All the relevant information is provided.
- Contact name, address and contact number is given.
- It is always written inside a box.

a) Job Related Advertisement:

Essential details:

- Start with 'Situation Vacant' or 'Situation Wanted'.
- State the name of the company or use reputed company.
- Mention post, no. Of vacancies, minimum qualification and experience desired.
- Give age, sex, pay scale and perks.
- State the mode of applying and end with contact no., E-mail id and address.

Sample Question 1: Hotel Lake View, Udaipur, needs young & smart lady receptionist. Write an advertisement to be published in the column of a local newspaper. Invent the necessary details.

Answer:

SITUATION VACANT

Wanted convent educated, smart and young lady in the age group of 21 to 25 years with a pleasing personality and fluency in communication to work as a receptionist for the treated 5 star hotel Lakeview in Udaipur. Knowledge of a foreign language in English will be preferred. Handsome salary and perks. Apply up to 30th June 2020 with complete bio data in recent passport size photograph to the personal manager, hotel Lake View, Udaipur.

Contact: 9865XXXXXX, E-MAIL: lakeview@xyz.com

b) Sale and Purchase or Rent:

Essential Details:

- Begin with 'For Sale/ Purchase' or 'Available/Wanted'.
- Mention the type of accommodation/ vehicle/ household item.
- Give a brief physical description.
- End with contact address and phone numbers.
- For property related advertisement specific details such as size(in square feet), number of floor, number of rooms, fixtures, bath fittings, location, surroundings, additional facilities and price expected or offered must be stated.
- For advertisements related to vehicle, one must mention model, month and year of manufacturing, condition of the vehicle, number of kilometres covered, colour, accessories fitted, mileage and price expected/offered.
- For advertisements related to household goods or items, one must mention brand, model, year of manufacturing, material used, present condition and price offered/expected.
- For renting purposes the heading used should be 'TO LET'. It must begin with available or wanted. One must state the type of accommodation to let or required on rent and other descriptions will remain same according to the questions of sale and purchase. The only difference will be that instead of asking prices it will be the rent expected which will be either monthly rent or annual rent.

Sample Question 2: You want to sell your flat in Ashok Vihar . Write an advertisement giving necessary details in about 50 words to be published in a local newspaper.

Answer:

FOR SALE

A 2- bedroom, 1st floor, DDA flat in Ashok Vihar, New Delhi. Drawing/dining hall with full interiors, car parking available, North/Park facing, located near main market. Hospitals and school within a radius of 3 kilometres. Marble and tile flooring, elevator facility also available. Reasonable price. Interested buyers may contact:
M. L. Shah,27263XXX.

Sample Question 3: You want to sell your Maruti car. Draft a suitable advertisement in about 50 words to be published in the 'for sale' columns of The Times of India.

Answer:

FOR SALE

Available Maruti Swift Dzire LXI, 2012 model in excellent working condition. White in colour, scratch less body, self driven, sparingly used. Average mileage is 18 km per litre, all original accessories intact. Expected price not below 2.4 lacs. For more details, contact:
B. L. Singh,987654XXXX.

Sample Question 4: You want to let out a flat. Prepare an advertisement to this effect for publication in a local newspaper, giving location of the building, nature of accommodation, rent expected and other descriptions.

Answer:

TO LET

Available on rent in Sushant Lok, Ansals MIG flats, 2nd floor, 2 bedrooms, lobby, balcony, fully furnished, & well-ventilated. Walking distance from main market and taxi stand. Rent expected 10000 rupees per month. Company lease preferred. For renting contact the undersigned:
Subodh Sahay, phone-654376XX.

c) Lost & Found:

Essential details:

- Begin with 'Lost' or 'Found'.
- Specify the item and give us brief physical description.
- Mention when/where item is lost or found.
- Also mention rewards, if any, and end with contact address and phone number.

Sample Question 5: You are Prashant of 202, Laxmi Nagar, New Delhi. You lost your briefcase while travelling by bus from Laxmi Nagar to Connaught place. The briefcase contains some valuable

documents. Draft an advertisement in not more than 50 words to be published in the local newspaper under the 'lost and found' column. Include all the necessary details.

Answer:

LOST!

A brown VIP 'classic' brand briefcase with 'Prashant' written near the handle was lost while travelling by DTC bus route number 89 from Laxmi Nagar to Connaught place on Saturday, 9th of May, 2020. It contains some valuable documents. Finder will be suitably rewarded. For returning the briefcase, if found, or for giving valuable information related to it, contact:

Prashant Sen, phone number:987654XX.

d) Travels and Tours

Essential details:

- Begin with package available and state the name of travel agency.
- Specify destination and duration of the package including details like- food/boarding/lodging, sight seeing etc
- Give estimated cost and special discounts.
- End with contact details.

Sample Question 6: Sita Travels, 227 Jagriti Enclave, Delhi offers a package tour for 3 nights/4 days in Mauritius for ₹30,000 per person. Draft an advertisement for publication in a national daily in about 50 words. Invent other necessary details.

Answer:

TOURS AND TRAVELS

Attractive tour package available for Mauritius, 3 nights 4 days, breakfast and dinner, stay at 3 star hotel, sightseeing included & air fare excluded. ₹30,000 per person. Special discount for early birds. For booking contact:

Sita Travels, phone number:987665XX

e) Matrimonials

Essential details:

- Begin Alliance Wanted or Proposal Invited.
- State Boy/Girl, age, height, complexion, build
- Service/ Profession, income.
- Caste/ sub caste & religion.
- Qualities sought in partner.
- End with contact details or box no., C/O the newspaper.

Sample Question 7: A highly placed IT professional settled in London seeks alliance with a beautiful, educated, cultured and tall girl of upper class Punjabi family. Write a suitable advertisement for the 'Matrimonial' column of a national daily.

Answer:

BRIDE WANTED

Alliance invited for a very handsome, tall and cultured IT professional, 29 years, 180 cm tall, NRI settled in London as CEO of a reputed firm. To be bride should be beautiful, highly educated and cultured girl between 21-25 years and at least 5ft 4" tall. Only upper class Punjabi families need to respond. Contact: Phone number: 987654XXXX, Box no. 87 B.

f) Educational institutions:

Essential details:

- Give the name of Institution.
- Mention the courses offered, duration, eligibility condition.
- List the facilities available and fee structure.
- Quote the last date for registration/application.
- End with contact address and phone number.

Sample Question 8: You are the secretary of the Indian Institute of Foreign Languages, Hyderabad. Draft a suitable advertisement to be published in a newspaper announcing the commencement of new courses.

Answer:

EDUCATIONAL

IIFL announces the commencement of its short- term courses in French, Chinese, Japanese, Spanish etc. Duration- 6 months. Eligibility- Senior Secondary. Excellent faculty, computerised training. Incentives for early birds, ten percent seats free. Send in your application by 16th May, 2020 or contact: Secretary, IIFL, 2254XX.

2. Commercial Advertisements

Commercial Advertisements are inserted by leading manufacturers, establishments, organisations etc for the publicity and promotion of their products, services or some events.

Important elements:

- Designed for commercial purposes.
- More costs and more expensive as they take up prime space.
- Visually appealing- varying font and size.
- Language: colourful, catchy slogans, punch lines, witty expressions and pictures or sketches.

Essential details:

- Name of the company/ institute/ organisers etc.
- Details regarding the product/event/ course etc.
- Special offers/ discounts.
- Address of the company, contact, etc.
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Sample Question 9: M/s Bright Vision have produced a new television named 'Home Theatre'. Draft an advertisement for a local daily to promote the sale of the television. Offer a Kodak camera free along with the television to those who buy it before July 30.

Answer:

WATCH & CLICK OFFER
Free
A CLICK N SHOOT CAMERA
When you buy

HOME THEATRE

31" flat screen
HI-FI SOUND SYSTEM
COMPETITIVE PRICE
BUT HURRY

This is a limited offer open upto 30 March
Contact: *Your nearest dealer Today*
BRIGHT VISION TELEVISIONS
The promise of a happy home

Let's have a look at the following commercial advertisements from the newspaper

The image displays a collage of newspaper content. On the left, a Specsavers advertisement features a teddy bear wearing glasses against a blue sky background. The text reads: "Lost glasses?", "Kids get two free pairs", "Including SuperTough lenses + UV filter", and "Today is a special day". The Specsavers logo is at the bottom right of the ad. On the right, a newspaper page is shown with several headlines and articles. The main headline is "It's Labour's fault that second-rate poshos are PM" with a sub-headline "Working class was never full of leaders". Other visible headlines include "MIGRANT QUESTION IS SO EASY", "TONY PARSONS", "THEY'RE JUST KIDS, DUMMIES", and "REAL TED, BY MYRA". The newspaper page also includes various photographs and smaller text snippets.

ASSIGNMENT

1. RKD Financial Services Ltd., 21 Nehru Place, New Delhi requires a Company Secretary for its corporate office urgently. Write out an advertisement for a walk-in-interview to be published in the classified columns of a local newspaper.
2. You are a Chartered Accountant with 10 years experience. You need a part time job. Draft in not more than 50 words, an advertisement for a newspaper giving particular qualifications, experience, salary acceptable.
3. You are Manager in Info Comm Network, C-3, Main Shopping Centre, Vasant Vihar, New Delhi-110057. Draft an advertisement offering office furniture for sale. Give details.
4. You want to let out a portion of your newly constructed independent house. Write an advertisement to be published in the 'To Let' classified column of The Indian Express, Delhi.
5. As the Director of New Star Orientations, a leading name in the postal coaching for IIT-JEE and CBSE-PMT in India, write an advertisement for publication in a newspaper for the benefit of students aspiring for admission in prestigious engineering and medical colleges.
6. You have lost your wrist watch in a public park. Write a suitable advertisement for the 'Lost & Found' column of a local daily.
7. A retired Army Officer is looking for a suitable match for his smart, convent educated daughter. Write out a matrimonial advertisement for publication in a newspaper.