

Writing Skills

ADVERTISEMENT

TYPES OF ADVERTISEMENT



Classified Advertisement is in your syllabus.

TYPE OF ADVERTISEMENT	PURPOSE
SITUATION VACANT	This advertisement is written by an employer who is looking for the services of a person in his organisation.
SITUATION WANTED	This is written by a job-seeker.
FOR SALE	This is written in an attempt to sell property, assets, office goods, etc.
TO LET	This is written by a person looking for tenants for his/her property.
ACCOMODATION WANTED	Written by the ones looking for a place for accommodation.
MATRIMONIALS	This is written while looking for prospective marriage candidates
MISSING	This is written in case any object/person/pet goes missing giving descriptive details for the same.

Tips for writing Classified Advertisement for class 12 English Writing skills paper

- i. When you're writing an advertisement, every word counts. Being too vague or wordy will cause people to skim your advertisement instead of pausing to read it, so the same writing tenets apply no matter what type of advertisement you're writing.
- ii. It should begin with a heading in bold or upper case letters.
- iii. The language should be according to the audience we are referring to. For example- If you want to sell something to the youngsters, the words chosen shall be good enough to attract them.
- iv. Do not use the same descriptive characteristics for every type of advertisement. For example- In Situation Wanted case, calling for receptionist applications, one must use words that are indicative of the personality and communication skills you are looking for. On the other hand, for hiring a tech executive, it is imperative you ask for skills limited to the IT department.
- v. Do not make full sentences. The prescribed limit is 50 words and in order to make your advertisement loaded with information about the topic, you have to manage your words carefully.

- vi. Always add contact details in the end either in the form of contact no., email id or both. They are generally given in the question.
- vii. Remember, nowhere in the answer are you required to mention your own personal details.
- viii. It should always be in a box made with sharpened pencil.
- ix. It should be neat and clean with good presentation.
- x. **Remember, you need to draw a box and keep the advertisement inside the box.**
- xi. Practice a lot of advertisements because, "*Practice makes one perfect*".

Solved Examples

Question 1:

You are Personnel Manager of Green Bio-Products Ltd., Sector 18, Industrial Area, Faridabad. You need an efficient PA. / stenographer for your office. Write an advertisement for the 'Situation Vacant' column of a local daily.

Answer:

SITUATION VACANT

Wanted a smart, efficient P.A./stenographer for a leading manufacturing company. Qualifications-Graduate, age 25-30 years. Typing speed 60 w.p.m., shorthand 120 w.p.m. Preference to those who can handle computers. Salary negotiable. Apply with complete bio-data within 10 days to Personnel Manager, Green Bio-Products Ltd., Industrial Area, Faridabad-18.

Question 2:

Hotel Lake View, Udaipur, needs young & smart lady receptionists. Write an advertisement to be published in the 'Situation Vacant' column of a local newspaper.

Answer:

SITUATION VACANT

Wanted convent educated, smart and young ladies in the age group 21-25 with pleasing personalities and fluency in communication to work as receptionists for a reputed five star hotel. Knowledge of a foreign language besides English will be preferred. Handsome salary and perks. Apply upto 30th June with complete bio-data and recent passport size photograph to Personnel Manager, Hotel Lake View, Udaipur.

Question 3:

You are Anil Verma of 257, Moti Nagar, New Delhi. You have just passed B.E. (Electrical) in first division from a prestigious Engineering College. You are in need of a job in or around Delhi. Write an advertisement for the 'Situation Wanted' column of The Times if Tridin.

Answer:

SITUATION WANTED

A first Class B.E. (Electrical) from I.I.T. Delhi seeks a job in or around Delhi. At present working with a private firm in Alwar. Salary expected: 7 12,000. Please Contact: Anil Verma, 257, Moti Nagar, New Delhi-110039. Phone: 25278431

Question 4:

You want to sell your flat in Ashok Vihar. Write out an advertisement giving necessary details in about 50 words.

Answer:

FOR SALE

For Sale Ashok Vihar, DDA flat, first floor, two bed-rooms. Drawing/Dining with full interiors, Car parking available. North / park facing, located near main market. Reasonable price. Contact: M.L. Goyal, 27263412

Question 5:

You want to purchase a flat. Draft an advertisement in about 50 words for a newspaper, detailing your requirements and your capacity to pay.

Answer:

FOR PURCHASE

Property

For purchase DLF Flat in South City / DLF Colony with three bed-rooms, D/D with family lounge. Corner flat preferred. Price around 20 to 25 lacs. Bonafide owners or dealers to contact. M.K. Bhasin, 12, Pandara Road, New Delhi-110001. Phone 23285062.

Question 6:

You want to let out a flat. Prepare an advertisement to this effect for publication in a newspaper, giving location of the building, nature of accommodation, rent expected etc.

Answer:

TO LET

Available on rent Sushant Lok, Ansals MIG flats, II floor, two B/Rs, lobby, balcony, fully furnished, well-ventilated. Walking distance from main market & taxi stand. Rent expected 5000 (fixed). Company lease preferred. Contact Subodh 2B/31, Sushant Lok, Ph. 27521012

Question 7:

Your younger brother Sirish Mathur, aged 15, 145 cms tall, fair coloured with a scar on left forehead and dressed in blue jeans and white shirt has been missing for a week. Draft a suitable advertisement for the 'Missing Persons' column of a newspaper in about 50 words.

Answer:

MISSING PERSONS

Missing since 6 July, Shirish a young boy of 15, height 145 cms, fair complexion, blue eyes, short hair and a scar on left forehead. He was in blue jeans, white shirt and black shoes. Finder will be suitably rewarded. Inform SHO Dehradun. Phone- 2410000.

Question 8:

You are P.K. Bansal of 57 Rajendra, Park, New Delhi. Your pet dog Scabbie is missing. Write an advertisement for the 'Missing Pet Animals' columns of a newspaper.

Answer:**MISSING PET**

Missing a dark brown, male labrador, 20" high since last Friday. Scabbie is 2 years old, has white stripes. He has a hole on his left ear and a strap of black leather round his neck. Informer will be suitably rewarded. Contact P.K Bansal, 57, Rajendra Park, New Delhi. Phone-25246789.

Question 9:

You have lost your purse. Draft an advertisement suitable to be given in the local daily. (Invent details). Your advertisement should not exceed 50 words.

Answer:**LOST AND FOUND**

Lost black leather purse in DTC bus (route no. 315), while travelling between Lucknow Road and Red Fort. Beside cash it contains some very important bills and receipts. Finder will be suitably rewarded. Please contact: Anil Sood, B-67, Lucknow Road, New Delhi or Phone 27618456.

Question 10:

You have found a briefcase while travelling by the A.P. Express. Write a suitable advertisement for the 'Lost and Found' columns of a national daily. State the details required for your satisfaction (Word limit = 50).

Answer:**LOST AND FOUND**

Found last Monday a black VIP briefcase while travelling to Delhi by the A.P. Express. It will be handed over to the rightful owner after ascertaining the particulars, identification and contéht. Please contact: P. Narayan, 237, Hauz Khas Enclave, New Delhi or Phone 26572034.

Question 11:

Sita Travels, 227 Jagriti Enclave, Delhi offers a package tour for 3 nights/4 days in Mauritius for f 10,000 per person. Draft an advertisement for publication in a national daily in about 50 words. Give necessary details.

Answer:**TRAVELS AND TOURS**

Attractive package available for Mauritius, 3 nights/4 days, breakfast and dinner, stay at 3-star hotel, sight seeing included. ? 10,000 per person. Special discount for early birds. Contact: Sita Travels, 227 Jagriti Enclave, Delhi. Phone: 25362000.

Question 12:

You are the director of 'Pawan Hans' a placement agency with excellent track record. You provide skilled as well as unskilled workers to business establishments, construction companies and manufacturing houses. Draft an advertisement for a national daily offering your services to your prospective clients.

Answer:

PLACEMENT SERVICES

Available for immediate employment, skilled as well as unskilled workers suitable for business establishments, construction companies and manufacturing houses. For consultancy and confirmation, contact: Pawan Hans, 2/21 Kirti Nagar, New Delhi. Tel.: 5276688, 5270188.

Question 13:

A highly placed IT professional settled in London seeks alliance with an exceptionally beautiful, educated, cultured and tall girl of status 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. Exceptionally beautiful, highly educated and cultured girl between 21 and 25 and at least 5'-4" tall. Only status Punjabi families. Box 867 B, The Times of India, New Delhi.

**COMMERCIAL ADVERTISEMENTS
OR
DISPLAY ADVERTISEMENTS**

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

Main Characteristics:

- Designed for commercial purposes.
- More space, more expensive in terms of the advertising costs.
- Visually attractive — varying font size or shape.
- Language: colourful and lucid — catchy slogans, punch lines, witty expressions and pictures or sketches.
- Proportionate spacing.

Question 14:

As the Manager of Bhawna Securities and Financial Services Ltd. G -52, Ashok Vihar, New Delhi, draft an advertisement offering concessions and freebies to your customers on car loans.

Answer:

Looking for Best deals for Car loans?
Visit
BHAWNA SECURITIES & FINANCIAL SERVICES LTD.
G-52, Ashok Vihar, New Delhi
and
DRIVE YOUR OWN
MARUTI • ZEN • ALTO • ESTEEM
or
• SANTRO • HONDA • LANCER • IKON

❖ Max. Discount	❖ Lowest Interest
❖ Spot Approval	❖ Sim Card Free
❖ Ready Delivery	❖ No income proof needed
❖ Free Insurance	❖ Free Central Locking

Special Offer for Defence Personnel
• Free Accessories • Cash Discount
OR
MICROWAVE / PERSONAL COMPUTER / DVD PLAYER

Question15:

'Farmfresh Foods', innovators in packaged farm products want to launch their new product 'Tender Green Peas'. Draft a suitable advertisement giving details of the product and launching offer in about 50 words.

Answer:

TASTE FARM FRESH PEAS

MOTHER'S CHOICE QUICK DRIED TENDER GREEN PEAS (350 gm)	CHILDREN'S DELIGHT
LARGE & SWEET From the makers of Tangy orange juice	
ENJOY GREEN PEAS / ALL YEAR ROUND	

NO REFRIGERATION REQUIRED

A QUALITY PRODUCT FROM
FARMFRESH FOODS LTD.

FREE TRIAL OFFER

TRY NOW
BUY LATER

**QUICK TO COOK
READY IN 10 MINUTES**


