

**ANNUAL PREPARATORY PROGRAMME FOR ENHANCEMENT IN  
ACADEMICS AND REVISION (APPEAR)  
CLASS XII, ENGLISH CORE - 301  
MODULE - VI (WRITING ADVERTISEMENTS)**

Module Detail	
Subject Name	English Core
Course Name	Annual Preparatory Programme for Enhancement in Academics and Revision (APPEAR) in English for Class XII
Module Name/Title	Writing Advertisements
Module Id	leeg_w2
Pre-requisite	Students should have the ability to use describing words and phrases in sentences.
Learning Outcomes	<p>After carefully reading the module and doing the suggested activities, you will:</p> <ul style="list-style-type: none"> <li>• understand what an advertisement is and why we write it</li> <li>• become familiar with different types of advertisements</li> <li>• know the essential components of an advertisement, and</li> <li>• learn to draft an advertisement for any purpose.</li> </ul>
Keywords	Advertisement, classified, commercial, forms, features, language

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### **INTRODUCTION**

In the previous module, we discussed how to write a notice. Similar to a notice, an advertisement also tries to inform the public. But there is a difference between the two in terms of objectives, format, presentation of the matter, etc.

In your day-to-day life, you must have come across various types of advertisements, i.e., newspaper, radio or television advertisements. Think of examples of some advertisements and write them below:

1. Audio Ads: .....
2. Video Ads: .....
3. Print ads: .....

While doing the above-given activity, you must have understood that advertisements can be in the form of print, audio, or video. In this module, we will focus on how to write an advertisement, i.e., print advertisement. Let's first understand what an advertisement is and why we write it.

### **WHAT IS ADVERTISEMENT?**

Advertisement is a type of public notice promoting a product, asking for services or offering services, buying or selling property, goods, or even an idea. This form of communication tries

to attract the immediate attention of the people and convince them. For example, a new English Coaching Center in your city through the advertisement tries to convince you to join it and not other Coaching Centers.

There are two types of advertisement:

- Classified Advertisement
- Display/Commercial Advertisement

### CLASSIFIED ADVERTISEMENTS

Classified Advertisement, as the name suggests, is based on only words. This is the most common type of advertisement you come across in the columns of newspapers and magazines. Examples of classified advertisements include “Situation Vacant/Wanted, For Sale, Matrimonial, Travels and Tours, etc.”

The placement of such advertisements is very specific. They are categorised into columns according to different classes. For example, the advertisement of an eligible bachelor will only be placed under the “Matrimonial” category.

The picture below is how a classified text looks like:



#### Activity-1

Match the type of advertisement on Column A with the purposes on Column B.

Column A-Type of Advertisement	Column B- Purposes
(a) Situation Vacant	(i) This advertisement is written by a job-seeker

(b) Situation Wanted	(ii) This is written by an employer who is looking for the service of a person in his/her company
(c) For Sale	(iii) This is written by a person who is looking for tenants for his/her property
(d) Matrimonial	(iv) This is written in case any person/pet/object goes missing providing descriptive details of the same.
(e) Accommodation Wanted	(iv) This is written by those who are looking for prospective life partners.
(f) Missing	(vi) This is written by those who are looking for a place for accommodation
(g) To Let	(vii) This is written by a person who wants to sell his/her property, goods, assets, etc.

To see the correct answers, please refer to the ‘Answers’ section at the end of the module.

### **FEATURES OF CLASSIFIED ADVERTISEMENT**

- It generally does not include logos, blocks, graphics, designs, or pictures.
- It takes less space and is more economical.
- The language used in such advertisements is factual.
- It is simple, formal and to the point.
- It includes all the important details.

While drafting a classified advertisement you should keep the following points in mind:

- Begin with the category in bold or upper case letters at the top, e.g., ‘**Wanted**’.
- Write the details in points using commas.
- Use simple and descriptive language.
- Write the name, contact address and phone number.
- Put the matter in a box

There are several types of classified advertisements such as:

1. Situation Vacant
2. Lost and found
3. Sale and purchase
4. Accommodation wanted
5. Educational
6. Placement services
7. Matrimonial
8. To Let
9. Packers and Movers
10. Travels and Tours

Let us look at some of the types of classified advertisements with the help of examples and note the essential details which must be included in each category.

1. Situation Vacant
  - Begin with 'WANTED' or 'REQUIRED'
  - Name of the company/firm
  - Post and number of vacancies
  - Age and gender of the candidate
  - Qualifications and experience required
  - Details of the offered payment
  - Mode of applying
  - Contact address and phone number

**Wanted**

A smart, skilled PA/ Stenographer for a leading export house. Qualification-graduate, Age-25 to 30 Yrs old, with 40 WPM typing speed, shorthand 100 WPM, Preference will be given to computer expert, salary negotiable. Apply with complete bio-data latest by 15 May 2009 to Secretary, Orient Export House, Karol Bagh, New Delhi- 110005  
Contact No. 9550567291

## Activity-2

Given below is the advertisement written by the Principal of a school who wants to recruit a receptionist for his school. Read the advertisement and fill in the blanks with suitable words.

(1) \_\_\_\_\_

A young, (2) \_\_\_\_\_ and friendly female receptionist for Delhi Public School, Hyderabad. (3) \_\_\_\_\_ salary with (4) \_\_\_\_\_ benefits. (5) \_\_\_\_\_ work environment. (6) \_\_\_\_\_ graduates having BA (Honours) or (7) \_\_\_\_\_ degree in English with (8) \_\_\_\_\_ communication skills can apply by sending their cover letter and resume (9) \_\_\_\_\_ October 15, 2020 on the below mentioned id: dps123@gmail.com. For (10) \_\_\_\_\_, contact 955096XXXX.

## 2. Lost and Found

- Begin with 'LOST' OR 'FOUND'
- Specify the item
- Provide a brief physical description
- When/where
- Reward if any
- Contact address and phone number

**LOST**

A black-coloured leather bag, model no. 124, 36"x28", contains important documents related to property, educational certificates, left in an APSRTC bus, on the Vijaywada route on Saturday, 22<sup>nd</sup> August 2020, between 5 p.m. to 6 p.m. Kindly contact Amit Kumar, phone no. 9550964345

### Activity-3

You have lost your expensive watch probably in the market. Write an advertisement in about 50 words for the 'Lost and Found' column of a local newspaper giving all the relevant details. Offer a reward also.

#### 3. To Let

- Begin with 'TO LET' or 'AVAILABLE'
- Type of accommodation, i.e., flat, house
- Short description
- Rent expected
- Contact address and phone number

#### TO LET

Available on rent at Line 2, Vaishali Nagar, Bhopal, Madhuri Enclave, II floor, 3 BHK flat, modern construction, fully furnished, well-ventilated, with all amenities and parking space, 24 hours water supply, power back up. Walking distance from the market. Rent expected 12000/-. Contact: Rajesh Roy, House no. 6, Vaishali Nagar, Phone no. 272100012

### Activity-4

You want to rent out your newly constructed flat in the prime location of the city. Draft an advertisement in about 50 words to be published in 'Local Daily' newspaper, Bhopal, under classified columns. Give all the necessary details.

#### 4. For sale

- Begin with 'FOR SALE'.
- Type of vehicle, household items, goods
- Short physical description
- Contact address and phone number

### CAR FOR SALE

Available for sale, Maruti 800 DX, 2016, grey colour, sparingly used, scratchless, well maintained, self-driven, stereo-fitted, beautiful upholstery, Price negotiable. Contact Rajiv Permar, House No.- 6/20, MANIT Campus, 462003, Mobile-955087634

**Activity 5:** You have planned to sell off your two-wheeler which you have been using for five years. Draft an advertisement in not more than 50 words, giving a proper description of the two-wheeler.

### DISPLAY/COMMERCIAL ADVERTISEMENTS

A commercial advertisement, as the name suggests, is designed entirely for commercial purposes. It is also known as Display Advertisement. Examples of commercial advertisements are sale/purchase of property, advertisement for a fitness club, announcement of professional development courses, etc.

Such advertisements generally appear adjacent to editorial content (articles), although sometimes a bunch of them appear together on a page without other news or articles.

The picture below is how a commercial advertisement looks like:

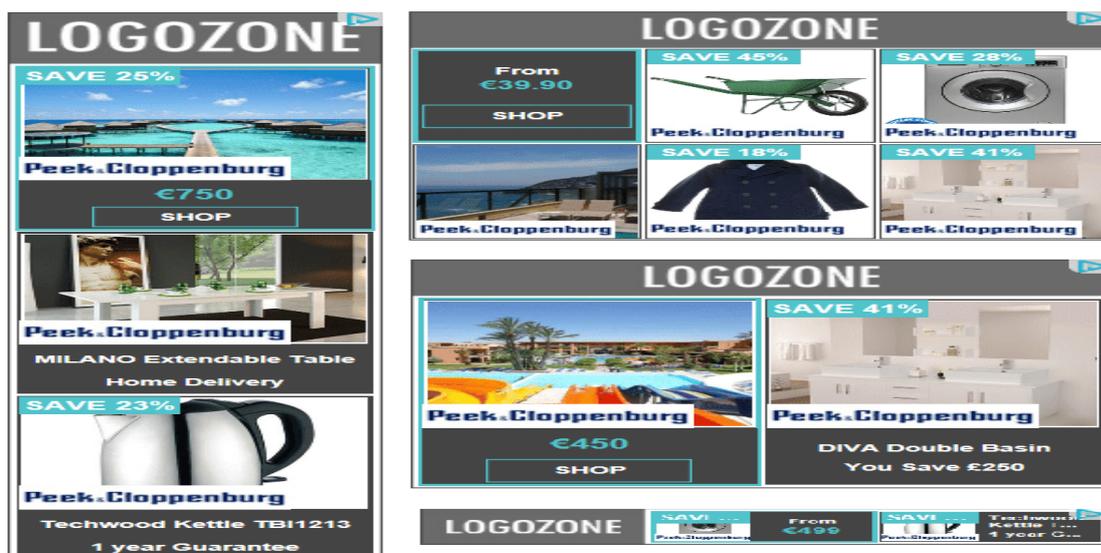


Image Source: <https://bit.ly/3gMpPiW>

## FEATURES OF COMMERCIAL ADVERTISEMENT

- It can have elements like company logo, graphics, design, pictures, etc.
- Unlike a classified advertisement, it takes more space and is more expensive in terms of advertising costs.
- It contains eye-catching slogans, punch lines, witty expressions, pictures, and sketches to make it appealing and visually attractive.
- The language used in such advertisements is persuasive and figurative.
- It uses the writer's creativity such as various font sizes and shapes, colours the sentences, etc.
- It uses carefully chosen language to appeal to their target audience.

Look at an example of commercial advertisement below:

**Fluency Express**  
Speak English with Confidence  
Online coaching by our experienced ELT team

Duration: 50 hours (an hour a day at *YOUR* free time)

<b>✗ NO</b>	<b>✓ YES</b>
📍 No coursebook	📍 Speech practice
📍 No formal teaching	📍 Situational conversation
📍 No grammar exercises	📍 Fluency techniques
📍 No writing	📍 Vocabulary development
📍 No homework	📍 Group discussion

**Flexible timings**      **Fee: Rs. 6,000/-**

**CONTACT**  
For more information, please send a message.

 **9825442418**

 **Fluentlingua**  
www.fluentlingua.com  
**Spoken English**

 **Dharmendra Sheth**  
MA, PhD (English)

**This course is NOT for beginners.**

A commercial advertisement includes the following essential details:

- Name of the company/institute/organisers, etc.
- Details regarding the product/event/educational course.
- Special offers or discounts, if any.
- Address of the company/institute/organisers, etc.
- Contact details.
- Put the matter in a box.

### Activity-6

#### Sofa for Sale



A. Which Words and phrases are suitable for the sale of the sofa in the above-given image? Tick the three correct answers from the options given below.

- A. \_\_\_\_\_ immaculate condition
- B. \_\_\_\_\_ signs of use
- C. \_\_\_\_\_ reasonable condition
- D. \_\_\_\_\_ no wear and tear
- E. \_\_\_\_\_ unmarked
- F. \_\_\_\_\_ has some minor damage

### Activity-7

Complete the advertisement by filling the blanks with the suitable words from the box.

design	due to	square	immediate
wear and tear	negotiable	collection	suitable
Beautiful, large, grey coffee table for (1) _____ sale. Immaculate condition. Sleek, modern (2) _____, with a solid wood base and a glass top.			
(3) _____ shape, 110 x 110 x 50 cm. (4)			

\_\_\_\_\_for keeping books, magazines, or plate of snacks. Minor (5) \_\_\_\_\_, not really noticeable. Selling (6) \_\_\_\_\_shifting house. Please call on 0955697XXXX for any query. Price not (7) \_\_\_\_\_. For (8) \_\_\_\_\_ only.

Look at another example of a commercial advertisement below.

**VIT Bhopal**

VIT Bhopal announces the commencement of its proficiency courses in foreign languages: Japanese, French, German and Spanish, 4- month duration, Eligibility- senior secondary, Qualified faculty, Computerized training, Rs. 3000/- per course, Incentives for early birds, Submit your application by 28 July 2020  
Contact – Admission In-charge 596324.

The above-given sample tries to convince students to join courses with the help of lucid language. It includes the name of the institution, courses offered, duration, eligibility, fee structure, offer, last date for registration, and phone number of the concerned person.

### **Activity-8**

Read each statement given below carefully and state whether they are true or false. Tick in the relevant box.

1. The choice of medium of advertisement depends on the contents of the message.

True ( )      False ( )

2. Basic principles of the advertisements remain the same for different mediums of advertisements. True ( ) False ( )
3. The classified advertisements generally do not include logos, illustrations and images. True ( ) False ( )
4. Classified advertisements are designed completely for commercial purposes. True ( ) False ( )
5. Display advertisements use rhetorical question and persuasive writing. True ( ) False ( )
6. Short advertisements with key points work best. True ( ) False ( )
7. You must give information about the condition of the item. True ( ) False ( )
8. You must use bullet point while drafting advertisements. True ( ) False ( )
9. Including delivery information is not necessary in an advertisement. True ( ) False ( )
10. Like a notice, an advertisement does not limit itself to factual information but tries to attract people for commercial purposes. True ( ) False ( )

## LET US SUM UP

In this module, we have introduced you to the format of writing advertisements. We have also discussed different types of advertisements, purposes of writing them, and their essential components. We have also taken you through various types of activities to check your understanding of the module and finally to help you learn to write them. We hope you find the module useful and interesting.

## ANSWERS

### Activity-1

a. (ii)   b. (i)   c. vii   d. iv   e. vi   f. iv   g. iii

### Activity-2

1. Required   2. dynamic   3. Attractive   4. Additional   5. Healthy
6. Fresh   7. Equivalent   8. Good   9. Till   10. Further information

### Activity-3

#### **Lost and Found**

Lost a Titan watch, white dial and black leather strap, in new market, Bhopal on 27th September 2020 at 5pm. Anyone who finds the watch please contact Sudhansu Kumar, Link road, House No.-6/38, Bhopal. Finder will be rewarded with nice treat. Mobile:955686XXXX.

### Activity-4

#### **Available for Rent**

Newly constructed 3 BHK flat on Ganga Nagar Road, Bhopal with 24 hrs. Narmada water supply and electricity back-up facility. Has big, well-furnished bedroom with attached bathroom, one huge drawing-cum-dining. Behind FOUR SEASONS hotel. Expected rent – 15000 per month. Company lease only. Contact: Mahendra Kumar, Mobile: 832667XXXX.

### Activity-5

#### **For Sale**

Suzuki 125 cc motorbike fully loaded with accessories for sale. Done 20,000 km, in good condition, 2015 Model, Price expected 30,000 (non-negotiable). Genuine buyers, please contact Pushpendra Kumar, Mobile No. 955076XXXX

### **Activity-6**

- A. Immaculate condition    D. no wear and tear    E. unmarked

### **Activity-7**

1. Immediate    2. Design    3. Square    4. Suitable  
5. Wear and tear    6. Due to    7. Negotiable    8. Collection

### **Activity-8**

1. True    2. True    3. False    4. False    5. True  
6. True    7. True    8. False    9. False    10. True

### **REFERENCES**

- Narayanaswami, V.R. Strengthen your Writing. 1979. Orient BlackSwan, 2005.

### **PRACTICE QUESTIONS**

1. You are Amit Kumar of Link Road-2, Bhopal. You want an English teacher for your younger brother who is in class X. Draft an advertisement in about 50 words stating your requirements.
2. You want to sell your newly constructed flat. Draft an advertisement in not more than 50 words to be published in the classified columns of 'Times of India' giving all necessary details.
3. You have been asked to draft a commercial advertisement for a book exhibition to be held at Pragati Maidan. Include necessary details. Offer discounts.
4. Fragrance India is launching a new perfume. Draft a display advertisement in not more than 50 words.

## PRACTICE QUESTIONS (ANSWERS)

1. You are Amit Kumar of Link Road-2, Bhopal. You want an English teacher for your younger brother who is in class X. Draft an advertisement in about 50 words stating your requirements.

### Required

An experienced male English teacher as a private tutor for a class X student. Candidate should have at least 5 years of experience of teaching English in a school. He should have B.A. (hons) in English and B.Ed. degree. He should be a strict disciplinarian. Remuneration is no constraint for the right candidate. Email your application to Amit Kumar with complete details.

Email Id: [amitkumar@gmail.com](mailto:amitkumar@gmail.com), Mobile: 832886XXXX.

2. You want to sell your newly constructed flat. Draft an advertisement in not more than 50 words to be published in the classified columns of 'Times of India' giving all necessary details.

### For Sale

Newly constructed, ideally located 3BHK flat for sale on Link Road, Bhopal. Three bedrooms with attached toilets, spacious drawing-cum-dining and servant room, 24 hrs electricity supply. Around 20 mins drive from the airport and 5 mins drive from the railway station. Behind Shukla hospital. In close vicinity of reputed schools and colleges. Expected price - 45 lacs.

Contact: Dharmendra Pandey, House-7/68, Vaishali Nagar, Bhopal.

Mobile: 955667XXXX.

3. You have been asked to draft a display advertisement for a book exhibition to be held at Pragati Maidan. Include necessary details. Offer discounts.

*Books for pleasure! Books for leisure!*

**International**  
BOOK FAIR 20XX

**10% DISCOUNT**

**DISPLAY PROFILE**

- ◆ Books for all age groups
- ◆ Computer software & CD Roms
- ◆ Teaching aids
- ◆ Audio Visual aids

Date	Time	Venue
July 23 – July 30, 20XX	9 a.m. – 8 p.m.	Pragati Maidan

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Image Link: ([https://live.staticflickr.com/65535/50250227508\\_98f13a9645\\_o.png](https://live.staticflickr.com/65535/50250227508_98f13a9645_o.png))

4. Fragrance India is launching a new perfume. Draft a display advertisement in not more than 50 words.

**FRAGRANCE INDIA**  
Fragrance that defines you...

**VENUS**  
New perfume collection

- Excellent fragrance
- Stays on skin 24x7
- Free from harmful chemicals
- Affordable prices

Contact us for business deals: DLF Ankur Vihar, Loni

Image link: ([https://live.staticflickr.com/65535/50250227423\\_f11058d374\\_o.png](https://live.staticflickr.com/65535/50250227423_f11058d374_o.png))