

STUDY NOTES

Chapter Name : **ADVERTISEMENT**

Sub - concepts	<ul style="list-style-type: none"> ➤ A component of writing skills under Section-C of CBSE question paper. ➤ Skills , Tips and the Format for effective Advertisement composing
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<p>1</p>	<p style="text-align: center;">Introduction to <u>Advertisement</u></p> <ul style="list-style-type: none"> ✓ It's a component of Section – B of the Question Paper, under short-answer question category. ✓ An advertisement is a type of public announcement for the promotion of services, goods etc. or for giving information about missing persons. ✓ It is an announcement made through a popular medium that targets a large number of people. ✓ It can be through print or electronic medium. Newspapers, Magazines, TVs and Radios are usually used for advertising. The content of advertisement is kept brief, words used are limited and the English used is not necessarily grammatically correct. ✓ There are two basic types of advertisements in the newspapers or magazines. <ol style="list-style-type: none"> i. Classified Advertisement ii. Display /Commercial/ Product advertisement
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<p>2</p>	<p>Defining Classifieds & commercials</p> <p>1. Classified Advertisements: These are placed by individuals in newspapers or magazines to advertise their services offered or because of the need for goods and services. Classified ads are charged according to the space they occupy, therefore they are written with limited words, conveying the complete message.</p> <p>2. Display/ Commercial Advertisements : These advertisements are attractive, they convey the complete message and are usually included under the category of posters.</p>
<p>3</p>	<p>CBSE Perspective:</p> <ul style="list-style-type: none"> ➤ Section –B of the question paper will have one compulsory writing of short-answer category, like Advertisement, carrying 4 marks. ➤ As alternatives to Notice writing, Advertisement, Poster writing, Invitations and Reply t invitation are also set in the question paper.
<p>4</p>	<p>Marking Scheme</p> <ul style="list-style-type: none"> ➤ Advertisement, carries 4 marks, with the following distribution. <ul style="list-style-type: none"> - Format - 1 mark - Content - 2 marks - Expression - 2 marks

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5	<h2 style="color: red;">Format of Classified Advertisement</h2>		
	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 60%; padding: 10px;"> <p>Heading (Category of Classified)</p> <p>B O D Y (containing the details of the requirements)</p> <p>Contact address : (To contain both mailing address & Electronic address alike- Email, Mobile No, Web Site etc.</p> </td> <td style="width: 40%; padding: 10px; vertical-align: top;"> <p>Heading , containing the category of Classified</p> <p>-Body of Classified</p> <p>-Contact Address</p> </td> </tr> </table>	<p>Heading (Category of Classified)</p> <p>B O D Y (containing the details of the requirements)</p> <p>Contact address : (To contain both mailing address & Electronic address alike- Email, Mobile No, Web Site etc.</p>	<p>Heading , containing the category of Classified</p> <p>-Body of Classified</p> <p>-Contact Address</p>
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Detailed Format structure

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- Introduction to the product
- Features of the product
- Graphics on the product
- Special attraction on the product
- Contact details for further inquiry