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Class - XII

English

Composition

Advertisement

Part - 1

Neha Rajvanshi

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It is a display/verbal description of a product, job or service to encourage people to buy or to use it.

It is designed to circulate in the print, electronic media or other media. It is used to promote sale and services.

The main features of the advertisment are that it must be eye-catching, simple, brief and clean.

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Advertisments Classified

Advertisment are called classified because we divide these as per their content.

For Example :

- To Purchase
- To Sale
- To Let
- Matrimonials
- Property for sale
- Property to purchase

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- Situation vacant
- Accomodation wanted
- Educational
- Lost/Found
- Travels & Tours
- Vehicles for sale or purchase
- Change of name
- Missing person

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- For seeking privacy policies newspaper officies giving facility to allot them 'P. O. Box No.' with some extra charges.

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(1) Appointments Format

Situation Vacant

- Name & Address of the organisation
- Name of Post and Number of vacancy/vacancies
- Age
- Essential Qualification
- Experience
- Salary
- Interview Date and Time
- Contact Address/ P. O. Box No.

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Q. Imagine you are the Principal of Subodh Public School, Jaipur. Write an advertisment on behalf of the Principal in newspaper giving necessary detail for the vacant post of maths lecturer. He must be an M.A. in the desired subject with B.Ed, must have 5 year's teaching experience.



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Situation Vacant

Wanted a Lecturer in Maths. The candidate must be an M. A. (Maths), B.Ed. and having five year's teaching experience. Salary Rs. 35,000 /- a month. Please walk-in-interview on 2 January 24 from 10 am to 12 ~~pm~~ AM, with all important documents in the Principal's office, Subodh Public School, Jaipur.

Mob. No. 0000000000

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(2) MATRIMONIALS

BRIDE/GROOM WANTED

- Details of the prospective bride/groom- Caste, Age, Height, Complexion, Qualifications, Financial status, Job, Achievements family background.
- Details of the desired bride/groom- Beauty, Age, Height, Education, Homely or Working, Caste, Religion etc.
- Contact-
  P. O. Box No.

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Q. Mr. Shrawan Kumar is looking for a bride for his son. Write an advertisement to be published in the 'Matrimonials' column of a local newspaper.

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BRIDE WANTED

Alliance invited for a smart, handsome 24/5'6'' Mathur boy, permanent Accountant in a Govt. College. Joint family. Father is having a medical shop. Looking for a really beautiful, slim and well-educated girl from status family. Write with complete biodata and a recent photograph to Sharwan Kumar, box no. 48 Rajasthan Patrika, Bikaner.

age =

height =