

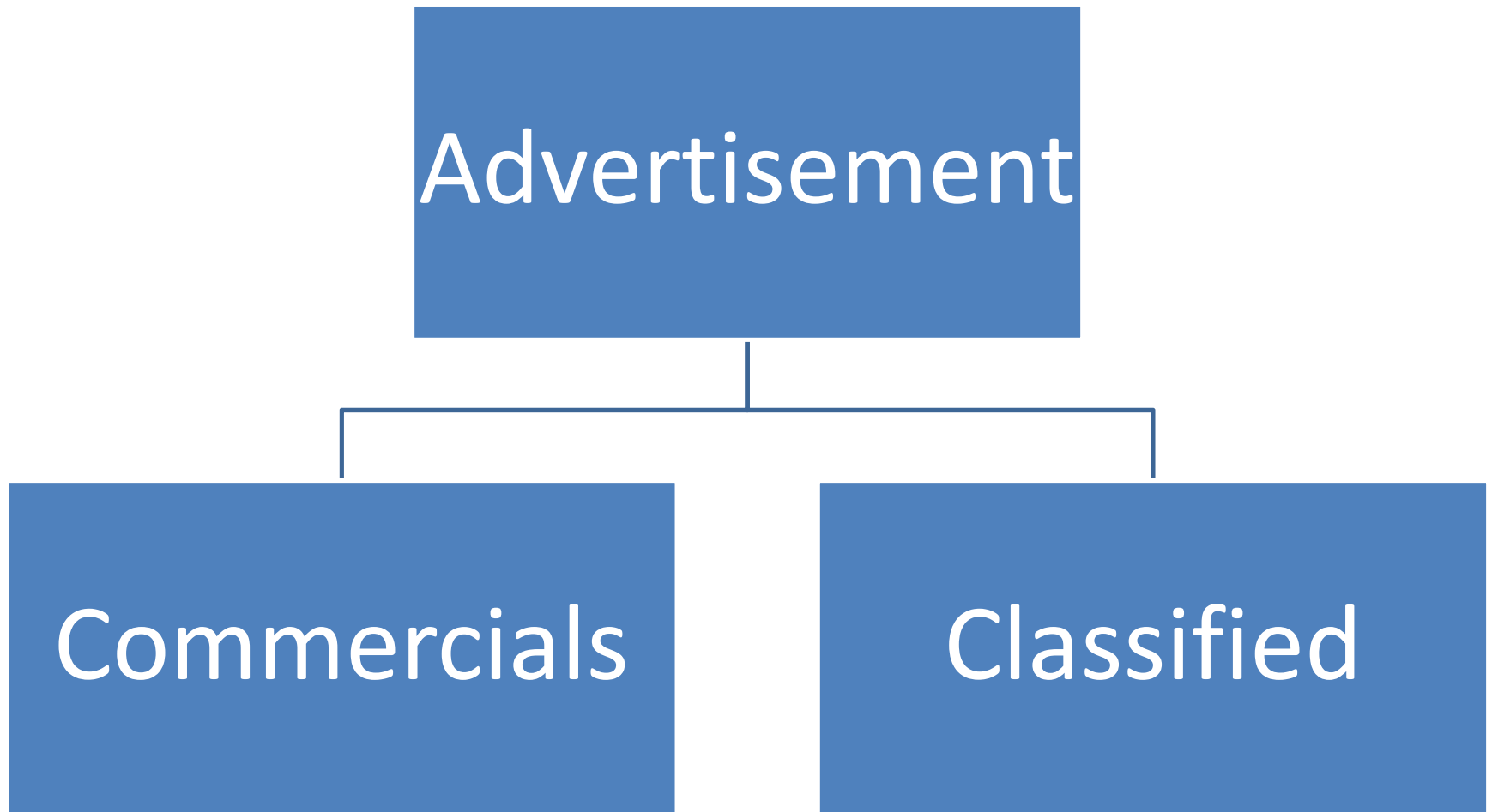
ADVANCED WRITING SKILLS

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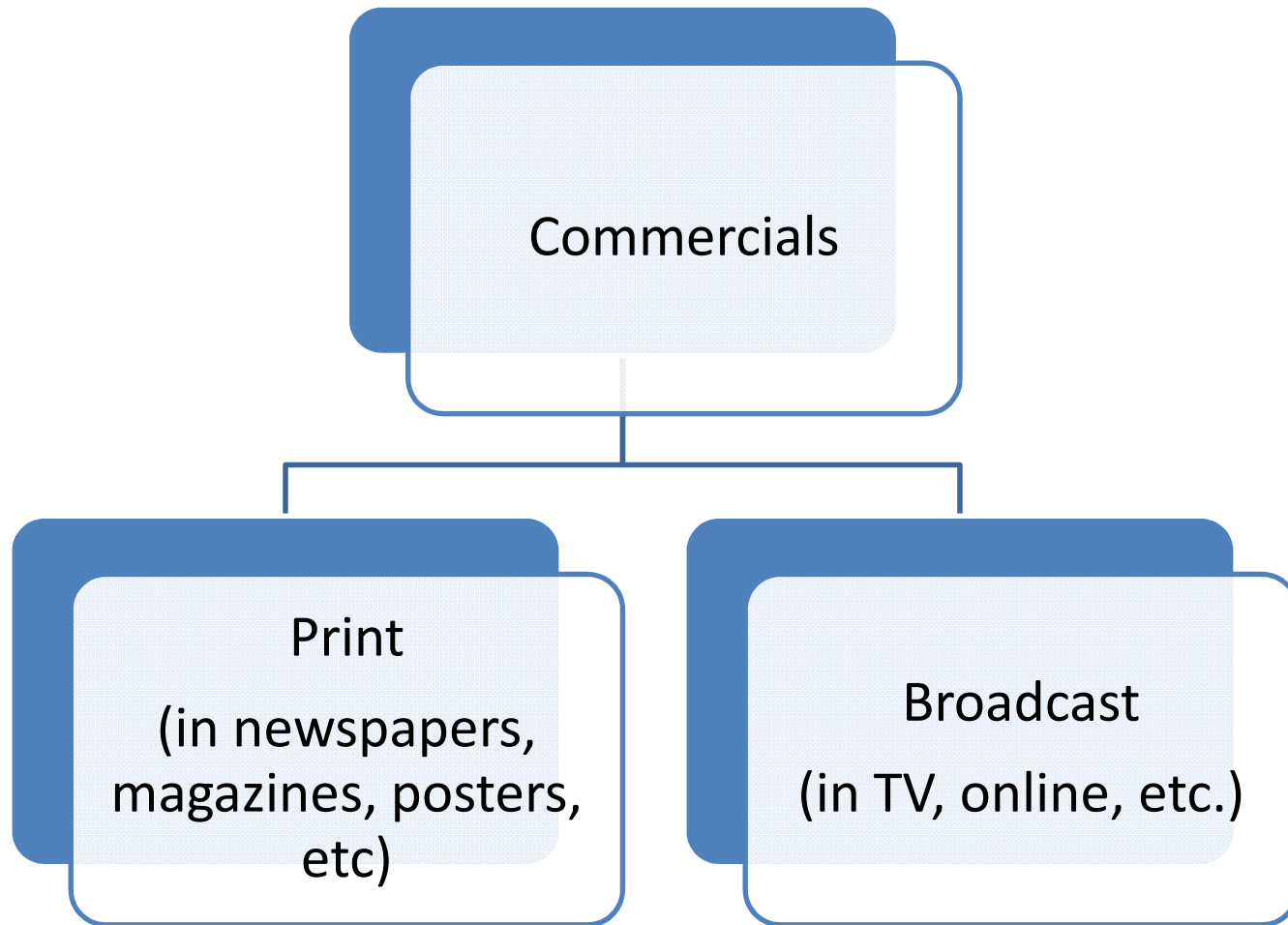
Advanced Writing Skills You'll Learn this year

- Advertisement
- Poster
- Notice
- Invitations
- Reply to Invitations

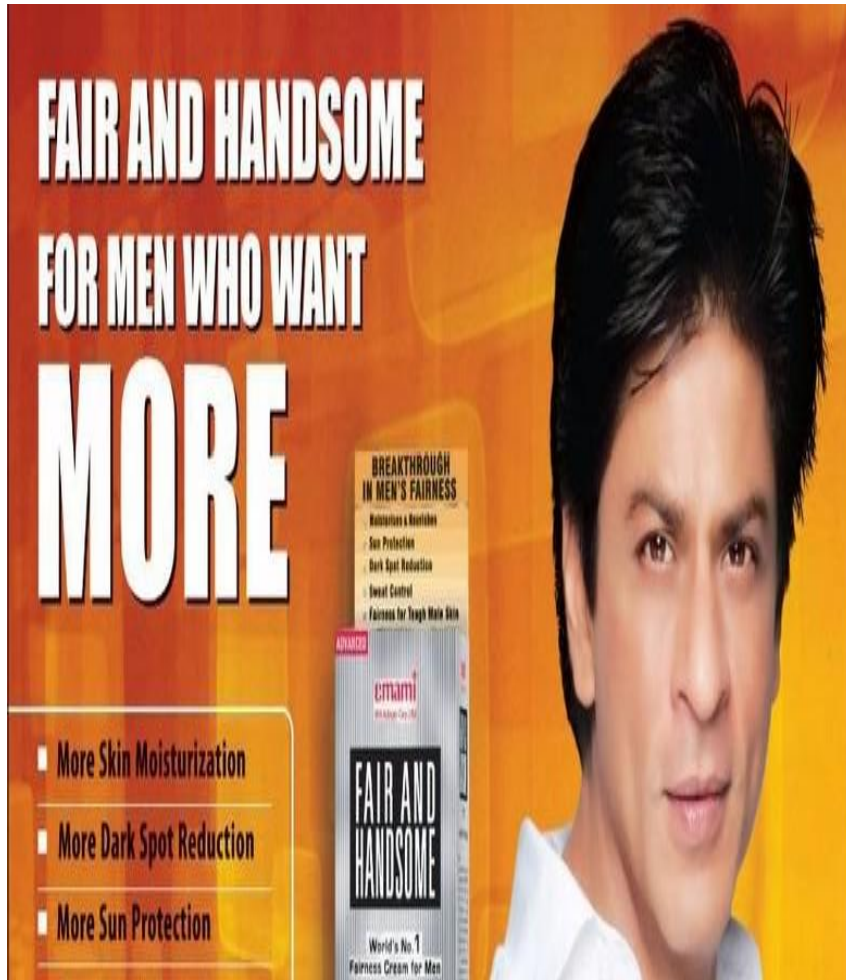
Advertisement Writing



Commercial Advertisement



Print Commercial Advertisement



- Design
- Colour
- Images
- Slogan (catchline)
- Models, Filmstars, Cricket stars, etc.
- For commercial purpose
- Issued by companies, manufacturers, etc

Broadcast Commercial Advertisements

- Moving images
- Sound (jingles, songs, etc.)
- Models, etc.
- Expensive
- For commercial purposes
- Issued by companies, manufacturers, etc

Classified Advertisements

- Usually only on print
- Published on the classified pages of a newspaper
- NO DESIGN
- NO COLOUR
- NO IMAGES
- NO VIDEOS
- NO MODELS
- NO CATCHY SLOGANS
- ONLY WORDS (WITHIN LIMIT)
- SIMPLE, FORMAL AND TO THE POINT
- ISSUED BY COMMON PEOPLE

SOME POPULAR TYPES OF CLASSIFIED ADS

PURPOSE	HEADING
RENT	TO-LET
JOBS	SITUATION VACANT
SELLING	FOR SALE
MARRIAGE	MATRIMONIAL
SEARCH	LOST & FOUND
TUITIONS	WANTED