ADVANCED WRITING SKILLS-II...contd

Advertisement Writing

We’ll now see some of the common types of classified advertisements.

**REMEMBER THESE POINTS**

Stick to the word limit, but do not leave out any important information.

Not needed to use the first person pronoun.

The following necessary information must be included in each of the different types of advertisements.

Situation Vacant

* Specify the post and number of vacancies
* Qualification of the person required
* Name of the Company (optional)
* Age and sex of the candidate
* Payscale and perks
* Mode of applying
* Contact address and phone number

♦ To-Let

* Type of accommodation, Number of rooms/ floor
* Whether it is independent or an apartment.
* Location
* Amenities
* Rent expected
* Type of tenant required: Bank employee / small family.
* Whom and when to contact.
* Contact address/phone number

For Sale

* What is for sale?

If it is a car,then

* Make (Maruti/Hyundai/Honda, etc.)
* Model/colour/accessories/year of manufacture/mileage
* Condition
* Ownership details
* Price expected
* Contact address/phone number

Lost And Found

* Begin with LOST/FOUND
* Description of the article
* When & where the article was lost/found
* Reward for finding it
* Contact address and phone number

Tuitions

* Classes and subjects
* Special qualities of the tutor
* Qualifications and experience of the tutor
* Previous results of his/her students
* Contact address/ phone number

Matrimonials

* Begin with Wanted/Alliance or Proposal invited.
* State boy/girl.
* Educational/Professional qualifications.
* Service/Profession — income.
* Age, height, complexion, build.
* Caste/subcaste — religion.
* Qualities sought in partner.
* End with Box No C/o the daily.

**SAMPLE CLASSIFIED ADVERISEMENTS**

**1. Principal, Royal Global School, Guwahati requires a receptionist for her school. Draft a suitable advertisement in about 50 words to be published in the classified columns of a national newspaper giving all the necessary details of qualifications and experience required in the receptionist.**

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|  **SITUATION VACANT**REQUIRED a young, dynamic, smart, charismatic and friendly female receptionist for Royal Global School, Guwahati. Attractive salary with fringe benefits. Healthy work environment. Fresh graduates having honours or equivalent degree in English with good communication skills can apply by sending their applications along with the bio-data to The Principal, Royal Global School, Guwahati-15 within 15 days. |

**2. You are Harish/Harshita of 12, Gopal Nagar, Dibrugarh. You want to sell your flat as you are shifting to another city for work. Draft a suitable advertisement in not more than 50 words to be published in a newspaper.**

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|  **FOR SALE**Flat No. 12, Gopal Nagar, Dibrugarh. Ground floor with two bedrooms having attached bathrooms, car parking available, park facing, best location, friendly neighbours, 24 hour power and water supply, low maintenance charges and  reasonable price. For further details, contact:Harish/Harshita 98100XXXXX |

**3. You are Ram/Rajani. Draft a classified advertisement, in not more than 50 words, to be published in India Times for the sale of a used motor car giving all the necessary details. You can be contacted at 12345679.**

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|  **FOR SALE**A black Maruti SWIFT Dzire, ZXI, year 2016, self-driven, cautiously used, scratch less with a stereo and perfectly working air-conditioner. No dents, leather upholstery, good condition. Only 25000 kms clocked. Interested persons may contact:Ram /Rajni , 12345679 |

**4. You are Karan Kumar/ Karuna Bajaj, a leading lawyer practising in Guwahati. You want to buy an independent house at City Light Road to be used as office-cum-residence. Draft an advertisement in about 50 words for the classified columns of a local newspaper. You can be contacted at 45645678.**

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|  **FOR PURCHASE**Independent house at City Light Road to be used as office-cum-residence, medium-sized, preferably the corner one, fully-furnished and ready to move in. Reasonably priced. Interested may contact Karan Kumar/ Karuna Bajaj: 45645678 |

* 1. Write an advertisement in not more than 50 words for the Lost & Found column of a daily newspaper stating the loss of your wallet containing Rs.5000 in cash and other valuables, while travelling by bus from Nagaon to Guwahati. You are Raman/Rooopa.

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| **LOST AND FOUND**Lost a black coloured leather wallet while travelling bus form Nagaon to Guwahati on Sunday afternoon, containing Rs. 5000 in cash, ATM card of SBI, I-Card and driving license. If found, please contact Raman on phone No. 9876616490. His noble gesture will be greatly acknowledged. |

**6.Draft a suitable advertisement for the To Let’ column of a newspaper for a house with all facilities.**

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| **TO LET**Available on rent a newly constructed house in Chandmari, Guwahati, having 3 spacious bedrooms with attached bathrooms, a big drawing room-cum-dining hall and kitchen. 24-hours running water, power back-up and garage also available. Convenient locality with markets, hospitals and schools nearby. Expected rent Rs. 15,000 pm. If interested, please contact on 9384119193. |

7.A highly placed IT professional settled in London seeks alliance with an exceptionally beautiful, educated, cultured and tall girl. Write a suitable advertisement for the ‘Matrimonial’ column of a national daily.

**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. Beautiful, highly educated and cultured girl between 21 and 25 and at least 5’-4” tall. Caste and religion no bar. If interested, please mail to Box 867 B, The Times of India, New Delhi.

NOTE: PRACTICE MORE EXAMPLES AT HOME. THE MORE YOU PRACTICE, THE BETTER YOU WILL GET.