

CLASSIFIED ADVERTISEMENTS

An advertisement is a very powerful medium. It is a paid, non-personal, public communication deliberately used to influence the minds, tastes and even motives of the masses. It is an announcement made through a popular medium that reaches the maximum number of people. Newspapers, magazines, TV, radio and the cinema are extensively used for Advertisements.

Advertisements are of two types Classified and General Display Advertisements.

DRAFTING ADVERTISEMENTS: USEFUL HINTS:

1. Always use a catchy, simple and effective language while drafting an advertisement.
2. There should be a proper blending of content and style. The main issue/issues in the advertisement should be sensibly highlighted. Facts should be stated correctly.
3. The advertisements should be brief and to the point.
4. Advertisements shouldn't be made heavy, lengthy and dull by using long sentences.
5. Contact information must be given.

Types of classified advertisements.

- Situations Vacant/Wanted
- Sale and Purchase
- To Let
- Missing (Persons and Pets)
- Lost and Found
- Tours and Travel
- Matrimonial Alliance
- Obituary
- Change of Name/Address /Other information

Samples

1. You have recently started a Centre for Personality Development for school children. Draft an advertisement to be published in a local daily about it, giving all relevant details (Word limit: 50)

Answer

'Centre for Personality Development'

Opened recently. A 'Centre for Personality Development' for school children. An experienced panel of experts, professionals and psychologists. Special classes for Public Speaking, Group-discussions, Arts and Crafts and Communication Skills. Latest audio visuals used. Special concession for poor and meritorious school children. Contact on: Ph 27XXXXXX.

2. You are the manager, Herbal India Ltd. Draft an advertisement for your company for the post of two Sales Executives. Specify your requirements, qualifications, experience, and personality of the candidates.

Answer:

SITUATION VACANT

Wanted two young and dynamic Sales Executives for our marketing division. Minimum Qualifications – M. Pharma. Work experience of at least 5 years. Proficiency in English, impressive personality & ready to travel. Good salary and other perks. Apply in confidence with complete bio-data till 15 March 2013 to Manager, Herbal India 6 B/247, Ashok Vihar, New Delhi-110070.

3. You want to sell your old car as you are planning to buy a new one. Draft a suitable advertisement to be published in a local daily under the classified columns.

Answer:

Vehicle For Sale

Available Ford Ikon 2004, 1300CC, silver colour, travelled 49000 km only, Chandigarh registration, sparingly used, fitted with alloy wheels and latest Panasonic music system with CD Player, 1000 watts amplifier, woofer and speaker, giving 15 Kmpl petrol with AC, leather upholstery, beige interior, sunroof, good condition, fully insured. No dealers, please.

Contact Srishanth Jha: 97112702XX

Assignment

1. You want to purchase a flat. Draft an advertisement in about 50 words for a newspaper, under the classified columns, detailing your requirements and your capacity to pay.
2. You want to let out a house. Prepare an advertisement to this effect for publication in a newspaper giving the location of the building, nature of accommodation, rent expected, etc.

FREEDOM INTERNATIONAL SCHOOL