

A.B.M. College, Golmuri

English Core

I.Com.

By Manish Prabhakar Singh

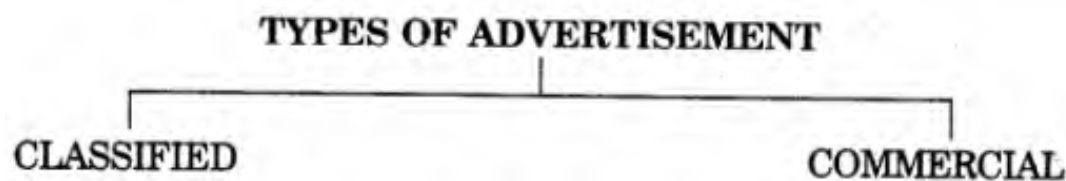
Advertisement Writing

- Situation Vacant

(Note down the Format. Write down the solved example given blow in the copy followed by the unsolved question assigned to you as homework. No need of copying down anything else in the copy.)

An advertisement is a public announcement made through a popular medium like newspapers, magazines, television, radio and the cinema. An advertisement may be displayed on a placard as well. It is non-personal, oral or visual message regarding a product, a service or an idea.

Purpose: An advertisement attracts immediate attention of the public. It is a very potent tool for promoting sales or services. It is used to influence the minds, tastes and even motives of the masses. Remember, an advertisement is a play of words. It must be very attractive to catch the eye of the reader.

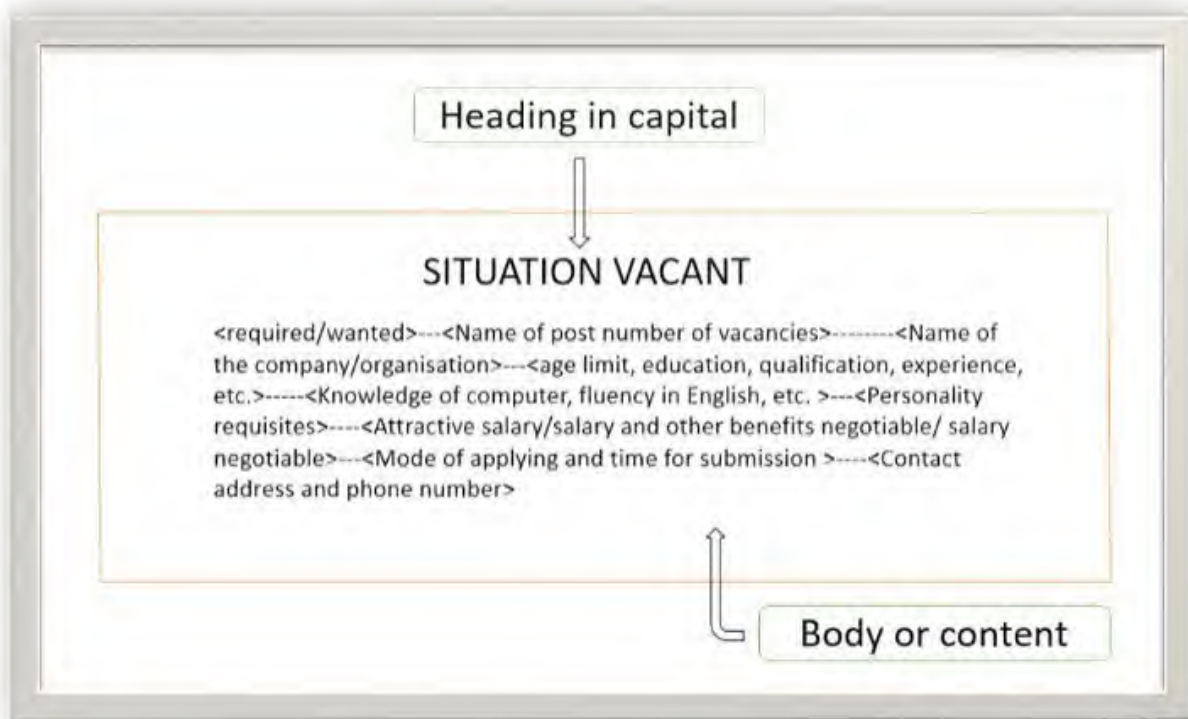


TYPE OF ADVERTISEMENT	PURPOSE
SITUATION VACANT	This advertisement is written by an employer who is looking for the services of a person in his organization.
SITUATION WANTED	This is written by a job-seeker.
FOR SALE	This is written in an attempt to sell property, assets, office goods, etc.
TO LET	This is written by a person looking for tenants for his/her property.
ACCOMODATION WANTED	Written by the ones looking for a place for accommodation.
MATRIMONIALS	This is written while looking for prospective marriage candidates
MISSING	This is written in case any object/person/pet goes missing giving descriptive details for the same.

1. SITUATION VACANT

An Advertisement should include these Essential Details:

- Begin with 'Wanted' or 'Required'.
- State the name of the Company.
- Mention the post and the number of vacancies.
- State minimum qualifications and experience desired.
- Give age, sex and preferential qualifications.
- Mention pay scale and perks.
- State the mode of applying clearly.
- End with contact address and Phone numbers.



Q. 'Bindals' a renowned garment store of Kamla Nagar, Delhi requires an experienced Floor Manager not above 45. Draft an advertisement to be published in the classified columns of a local daily in not more than 50 words.

Answer:

SITUATION VACANT
A renowned garment store of Delhi requires
Floor Manager

The candidate should be dynamic, responsible and highly experienced but not above 45. Good communication skills & pleasing personality plus points. Salary and perks; negotiable. Contact personally with detailed resume at: Bindals, Bungalow Road, Kamla Nagar, Delhi-110008.

HOMEWORK

Q. You are General Manager of Ivy Software Solutions, Jamshedpur, Jharkhand. You need a software engineer for your organization. Draft an advertisement in not more than 50 words to be published in 'The Times of India'.