

Advertisement Writing

Introduction

An **advertisement** is a short and attractive piece of writing used to provide information about a **product, service, property, job, event or opportunity**. Advertisements are designed to attract the attention of the reader and encourage them to take action.

In Class 11, advertisements are mainly divided into **Classified Advertisements** and **Display Advertisements**.

Classified Advertisements

Meaning

Classified advertisements are short advertisements published in newspapers or online under specific categories. They use **simple and brief language** and usually contain only essential information.

Common Types

- Situation Vacant
- Situation Wanted
- To-Let
- For Sale
- Lost and Found
- Educational
- Matrimonial
- Accommodation Wanted
- Missing Person
- Sale and Purchase

Important Features

- Use a suitable heading.
- Keep the advertisement brief and precise.
- Include only relevant information.
- Use short phrases instead of long sentences.
- Use abbreviations where appropriate.
- Mention contact details.
- Do not write unnecessary details.
- Put the advertisement inside a box.

Format

HEADING

Details: Give important information related to the advertisement.

Contact: Name, address, phone number or email.

Example: Situation Vacant

SITUATION VACANT

Required a qualified and experienced **English Teacher** for a reputed school in New Delhi. Candidate should have a Master's degree in English and at least 2 years of teaching experience. Interested candidates may send their CV within seven days.

Contact: The Principal, ABC Public School, New Delhi.

Phone: 98XXXXXXX

Display Advertisements

Meaning

Display advertisements are larger and more attractive advertisements designed to promote a **product, service, event or organisation**.

They use creative language, attractive slogans and persuasive expressions to catch the reader's attention.

Important Features

- Use an attractive heading.
- Mention the product or service clearly.
- Use a catchy slogan.
- Highlight important features or benefits.
- Use persuasive and appealing language.
- Include special offers or discounts, if relevant.
- Give contact details.
- Use a neat and attractive layout.
- Put the advertisement inside a box.

Format

ATTRACTIVE HEADING / PRODUCT NAME

Catchy Slogan

Main Details: Describe the product, service or event and its main benefits.

Special Offer: Mention discounts or special features, if any.

Contact Details: Address, phone number, website or email.

Difference Between Classified and Display Advertisements

Classified Advertisement

- Short and factual
- Mostly text-based
- Uses simple language
- Usually arranged under specific categories
- Focuses on essential information
- Generally cheaper to publish

Display Advertisement

- More creative and attractive
 - Uses catchy slogans and persuasive language
 - May include pictures, logos or decorative elements
 - Designed to attract maximum attention
 - Used mainly for promotion and publicity
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Important Tips

For Better Marks

- Always write the correct **heading**.
- Include all important details given in the question.
- Keep the content within the prescribed **word limit**.
- Use short and effective sentences.
- Avoid unnecessary information.
- Use appropriate abbreviations in classified advertisements.
- Mention contact details clearly.
- Draw a box around the advertisement.
- Maintain a neat and attractive presentation.

Common Abbreviations

Useful Short Forms

- **Ph.** – Phone
- **Mob.** – Mobile
- **Exp.** – Experience
- **Qual.** – Qualification
- **Reqd.** – Required
- **Furnished** – Furn.
- **Unfurnished** – Unfurn.
- **Contact** – Cont.
- **Immediate** – Immed.
- **Wanted** – Wtd.

Quick Revision

Remember

Classified Advertisement = Short + Precise + Factual

Display Advertisement = Attractive + Creative + Persuasive

A good advertisement should be **clear, concise, informative and attractive**. The information should be presented in a way that immediately catches the reader's attention.