

SECTION - D

QUESTION NO. - 23 (MARKS - 4)

ADVERTISEMENTS

Meaning (अर्थ) – एक विज्ञापन उत्पादन (product) या रिक्त पद के बारे में एक घोषणा है। एक समाचार-पत्र में विज्ञापन विभिन्न विभागों (sections) के शीर्षक (Headings) के अन्तर्गत दिया जाता है। विवाह से सम्बन्धित विज्ञापनों को 'विवाह सम्बन्धी' (matrimonial) के अन्तर्गत दिया जाता है। किराये पर (on rent), घरों की उपलब्धता (availability) सम्बन्धी विज्ञापन (To Let) category के अन्तर्गत दिये जाते हैं। ये सब विज्ञापन अपने विषय के अनुसार वर्गीकृत किये जाते हैं और ये 'Classified advertisements' (वर्गीकृत विज्ञापन) के नाम से जाने जाते हैं।

Categories of Advertisement (विज्ञापन की श्रेणियाँ)

समाचार पत्र विज्ञापन विस्तृत रूप से निम्नलिखित श्रेणियों में छापे जाते हैं—

- (A) Matrimonials (वैवाहिकी) (B) Educational (शैक्षणिक)
(C) Accommodation (आवास स्थान) (To let or Wanted) (D) Job Vacancy (नौकरी की रिक्तता)
(E) Lost and found (खोया-पाया) (F) Sale-Purchase (विक्रय-क्रय) (G) Miscellaneous (विविध)

विज्ञापन लिखते समय निम्न बिन्दुओं को ध्यान में रखना चाहिए —

- (A) कम से कम शब्दों का प्रयोग करना चाहिये।
(B) हम **articles, conjunction** और **linking verbs** को हटाया जा सकता है बशर्ते सूचना स्पष्ट रहे।
(C) डाक पता या सम्पर्क स्थापित करने का पता दूरभाष सहित या **e-mail** पता आदि हो तो स्पष्ट लिखना चाहिए।

1. Write out a matrimonial column for publication in a newspaper for a suitable match for your son.

BRIDE WANTED

A beautiful slim girl from respectable highly educated Gaur Jangir family for a handsome graduated boy 25 years, 174 cms dealing in wholesale business of Shoes. Father owning his farms worth cross in Jaipur. Girl only consideration and no dowry. Early marriage. Apply Box No. 2158-CD Indian Express, Jhunjhunu.

2. You are Kamlesh/Komal, a student of Class XII, Prince Sr. Sec. School, Sikar. You are interested in giving tuition in Maths to one or two students of Class VIII. Draft an advertisement in not more than 50 words for a local newspaper.

SITUATION WANTED

A meritorious student of class XII in a Public School, is available for renovated teaching in Maths to one or two students of Class VIII. Home tuition classes will be taken on alternate days in the evening hours. Reasonable, moderate and negotiable remuneration acceptable. Interested students may contact Kamlesh/Komal, class XII, Prince Sr. Sec. School, Sikar or ring 9413893728 between 7.00 to 9.00 p.m.

3. Your younger brother aged 5 has been missing for the last three days, Draft an advertisement in not more than 50 words for the Missing Persons column of a local newspaper. You are Ram/Rama.

MISSING

Krishna, a 5-year old boy, 65 cms. fair complexion, round face, well-built physique has been missing from Rajasthan since 16th August, 20--. He has a scar on his forehead. He is wearing a white shirt and blue shorts and was carrying a school bag when seen last. He speaks Hindi and Rajasthani. The person giving any clue shall be suitably rewarded.

Contact Ram/Rama, 9829276181

4. Prepare a Matrimonial advertisement for a Bride Groom giving all necessary details.

BRIDE GROOM

Wanted handsome match for beautiful Punjabi Khatri girl, age 23, height 180 cm. Government employee. Father Sr. Manager, PNB. Caste no bar. Write with complete details to M.R. Khatri, 12/114, Punjabi Colony, Sikar. Mo. 9797971960.

5. You are Saroj of 15, Rajaji Nagar, Jaipur. You want a maths teacher for your son who is a class 10 student. Draft a suitable advertisement in not more than 50 words stating your requirements.

SITUATION VACANT

Services of a well trained, experienced, result oriented and a retired Maths teacher are urgently required to teach my son who is studying in 10th class at D.P.S. Jaipur. Evening times are most suitable since the boy attends morning classes. Remuneration negotiable. Interested lectures having the mind to labour hard may please contact Saroj of 15, Rajaji Nagar, Jaipur contact 0141-2434343.

6. You have a residential flat. Now you want to sell it. Draft an advertisement giving details in the 'sale' column of the local newspaper.

FLAT FOR SALE

A newly built residential flat with three bed rooms, two bathrooms, one dinning hall, one servants' bath room at JANNAT APARTMENT, Jamnalal Bajaj Marg, C-Scheme, Jaipur. Contact : Ratan Lal, E-465, Civil Lines, Jaipur phone No. 9982XXXXXX

7. You have lost your red bag with important educational documents. Draft a suitable newspaper advertisement to be published in the local daily.

LOST & FOUND

A red plastic bag with important educational documents has been lost somewhere near the bus stand on 02 March, 20--. at 7 a.m. The finder is promised a handsome reward. Please return to XYZ. Shiv Sadan, Station Road, Sikar. Mob. 9351447388

8. You have recently started a Yoga Centre for school children. Draft an advertisement to be published in a local daily about it, giving all relevant details.

YOGA CENTER

Yoga Centre for school children. Yogic exercises taught practically by experts and professionals. Separate half an hour for meditation. Classes for girls held only in morning from 6 am to 7 am. Classes for boys on Thursday, Friday and Saturday from 6 pm to 7 pm. Contact : Director, Yoga Centre, Market Road, Ajmer.

9. You plan to sell your two wheeler. Draft a suitable advertisement in not more than 50 words to be inserted in the classified columns of a local daily, giving all necessary details of the two wheeler. You are Sumit , 15, Krishna Nagar, Delhi.

FOR IMMEDIATE SALE

For immediate sale, Bajaj Super, 2005 model. In excellent running condition. All necessary accessories intact. Average around 45 kms per litre. Documents complete in all respects. Price negotiable but not less than Rs 7500. Interested persons may contact ; Sumit, 15 Krishna Nagar, Delhi or Phone - 9810284039

10. You are Prenika Jangir. Write an advertisement for the hobby classes to teach vocal and instrumental music and batik painting, at your residence, in not more than 50 words.

HOBBY CLASSES

Join Hobby Classes and Spend time gainfully starting from 1st Dec., 20--. Experienced, Qualified Teachers to teach Vocal and Instrumental Music & Batik Painting Rush for admission, Limited Seats, For further details contact - Prenika Jangir, A-283, RIICO, Jhunjhunu. Mob. : 09783897999.

11. The Tagore Sr. Sec. School Jhunjhunu requires cricket and hockey coaches. Draft a suitable advertisement in not more than 50 words for the 'Situation Vacant' column of the Rajasthan Patrika stating your requirements.

SITUATION VACANT

A prestigious Senior Secondary School requires cricket and hockey coaches. Only graduates in Physical Education from recognised sport institutions will be considered. Experience coaches will be given preference. Age below 40. Good salary for the right candidates. Apply Principal, The Tagore Sr. Sec. School, Jhunjhunu.

NOTICES

सभी संस्थाओं में सामूहिक रूप से सूचनाएं जारी करने के लिए Notices का प्रयोग किया जाता है। इसमें निम्न बातों का विशेष ध्यान रखा जाता है :-

- (i) सर्वप्रथम Notice जारी करने वाले विभाग अथवा संस्थान का नाम एवं पता लिखा जाता है।
- (ii) संस्था के नाम के नीचे दांयी ओर (R.H.S.) Notice जारी करने का दिनांक लिखा जाता है।
- (iii) तीसरे नम्बर पर मध्य में Notice शब्द लिखकर उसके नीचे उचित शीर्षक दिया जाता है।
- (iv) घटना/समारोह के बारे में आवश्यक सूचनाएं (दिनांक, समय, स्थान आदि) छोटे एवं सरल वाक्यों में प्रस्तुत करते हैं।
- (v) नीचे दांयी तरफ (R.H.S.) कोने में Notice जारी करने वाले व्यक्ति (Undersigned) का नाम व पदनाम लिखा जाता है।

1. Write a notice on 'Clean India/Swachchh Bharat Awareness Camp' in a nearby village.

GOVT SR. SEC. SCHOOL, LADUSAR

July 21, 20--

NOTICE

SWACHCH BHARAT AWARENESS CAMP

All students of classes IX to XII are hereby informed that the school has organised a 'Swachch Bharat Awareness Camp' at the nearby village of Ladusar on November, 25, 20--. The camp will educate villagers on personal hygiene and waste disposal methods. A leading NGO is collaborating on the event. Concerned students are requested to participate and make the effort a success.

S. R. Khichar
(Principal)

2. Your School is celebrating Annual Function./ Prize distribution Function/Teacher's Day. As an incharge, prepare a notice informing students to give their names for speech, songs etc. regarding the function.

GOVT.SR. SEC. SCHOOL, LADUSAR

20th September, 20--

NOTICE

ANNUAL FUNCTION/PRIZE DISTRIBUTION

FUNCTION/ TEACHER'S DAY

All the students are being informed that our school is celebrating Annual Function/ Prize Distribution Function/ Teacher's Day on 5 Sept., 20-- in the School Hall. Those who wish to participate in the function may give their names to the undersigned by 28 August. 20--

Narendra Chahar
Incharge

3. As the editor of your school magazine, write a notice for the school notice board inviting articles from the students.

GOVT. SR. SEC. SCHOOL, JODHPUR

5th January, 20--

NOTICE

PUBLICATION OF SCHOOL MAGAZINE

All the students are informed that our school is going to publish a magazine PERFECT ENGLISH in the month of March. Therefore, the interested students are requested to give their original articles in the form of essays, stories, poems, songs etc. by the 31 of this month. Hoping for your cooperation.

M. L. Saini
Editor

4. As an incharge N.C.C., prepare a notice for the students to inform them about the pulse polio campaign on Sunday. Ask them for the contribution