

ADVANCED WRITING SKILLS: CLASSIFIED ADVERTISEMENTS

WORKSHEET

An advertisement is a kind of public announcement asking for or offering services or buying and selling property, goods or giving information about missing persons, pets etc.,. It is a potent medium and is made through a popular medium that targets a large number of people. Newspapers, magazines, TV, radio, cinema, leaflets and pamphlets are extensively used for such purposes. Their content is brief, words limited and sentences not necessarily grammatically correct.

There are two types of advertisements in the newspaper:

- 1) CLASSIFIED and 2) COMMERCIAL/ DISPLAY.

CLASSIFIED ADVERTISEMENTS are placed by individuals wishing to advertise goods and services available or needed. These ads, as the name implies, are grouped according to the product or service type. Classified advertisers are billed by the word or line. As a result, classified ads are generally brief and descriptive. Since the advertisement must attract the reader it must be attractive. Every word must express the idea clearly. However, brevity should not be at the cost of clarity.

CHARACTERISTICS OF A CLASSIFIED ADVERTISEMENT

- ❖ The main characteristics of a classified advertisement are:- They are categorized into columns according to different classes. They are brief and occupy less space. They are economical.
- ❖ They are written in short phrases. The language is simple and concise, factual and formal.
- ❖ There are no blocks or designs.

TYPES OF CLASSIFIED ADVERTISEMENTS

There are various types of classified advertisements. These include:

- SITUATION VACANT
- SITUATION WANTED
- SALE AND PURCHASE OF PROPERTY/ VEHICLES/ GOODS
- TO-LET OF PROPERTY
- EDUCATIONAL INSTITUTIONS
- MISSING PERSONS/ PETS
- TRAVELS AND TOURS
- LOST AND FOUND

1. SITUATION VACANT

The important points to be remembered for this type of advertisement are:

- Preferably begin with 'Wanted' or 'Required'
- Write the name of the organization
- Indicate the post and number of vacancies
- State the essential qualifications and experience / proficiency in language/computer
- Age and gender of the candidate
- Pay scale and perks
- Mode of applying – application / interview schedule
- Contact address, e mail id and phone number

SAMPLE –SITUATION VACANT

Aspire India Pvt. Ltd. is starting a new branch office in Noida. The company decides to publish an advertisement in 'The Times of India' regarding walk-in interviews for many posts. Draft an advertisement in not more than 50 words giving necessary details.

SITUATION VACANT

REQUIRED workaholic male/female youngsters, graduate with minimum two years of experience in Marketing, Office administration, Team lead, Content developing etc. for various posts for a new branch office in Noida. Age below 30 years. Should have a good command over English. Salary as per qualification and experience. Walk in with your resume from 22nd April to 25th April 2015 between 11.00 a.m. and 5.00 p.m. at Hotel Nalanda. Contact Mr. Abhay Upadhyay, CEO, Aspire India Pvt. Ltd., Noida. Ph.: 09878345902. E mail id: ceo@aspire india.com

2. SITUATION WANTED

The important points to be remembered for this type of advertisement are:

- Include personal details
- Include age and sex of the candidate
- Any other details that are optional and can be included
- Indicate preferences such as type of job, area, locality
- Indicate expected pay scale and perks
- Provide contact address, e mail id and phone number

SAMPLE- SITUATION WANTED

You are an electrical engineer with 5 years of experience looking for a job near Mumbai. Write an advertisement for the classified in about 50 words.

SITUATION WANTED

B. E (Electrical) topper from Maharashtra University with an experience of 5 years in a multinational company seeks a job in and around Mumbai. Age 30 years. Familiar with Java and C++. Expected salary 30, 000 p.m. Contact Sarthak Raina, 342, Dadar, Mumbai, Ph. 9500397008. E mail id: sarthakraina@gmail.com

3. SALE AND PURCHASE OF PROPERTY/ VEHICLES/ GOODS

The important points for these types of advertisement are:

- ❖ Preferably begin with the words **SALE/ AVAILABLE/ WANTED**
- ❖ State the type of **ACCOMMODATION/ VEHICLES/ GOODS** in question
- ❖ Give a brief physical description, contact details, price.

VEHICLES FOR SALE

- ❖ Make: Maruti/Hyundai Santro etc.
- ❖ Model/colour/accessories/year of manufacture/mileage/ distance covered
- ❖ Condition / registration
- ❖ Ownership details
- ❖ Price expected
- ❖ Contact address/phone number

PROPERTY FOR SALE

- **HOUSE /FLAT / PROPERTY FOR SALE**
- Type of accommodation, No. of rooms/floor
- Whether it's independent or an apartment
- Price expected/negotiable
- Location-where it is
- Area : in sq. meters/yards
- Name of the development authority
- Whom and when to contact
- Contact address/phone number

HOUSEHOLD GOODS

- ✚ Name the item
- ✚ Brand, model, year of manufacture
- ✚ Condition
- ✚ Contact address/phone number

SAMPLE –VEHICLE SALE

You plan to sell your bike. 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 bike. You are Shaan/Shamita, 55, Malviya Nagar, Pune - 40.

FOR SALE

For immediate sale, Bajaj Pulsar, 2014 model. Excellent running condition. All necessary accessories intact. Average mileage around 60 kms per litre. Used for less than a year. Registration valid up to December 2015. Documents complete in all respects. Price negotiable but not less than 50,000. Interested persons may contact, Mr. Shaan, 55, Malviya Nagar, Pune –40 or Mobile – 09999445456.

4. TO-LET OF PROPERTY: The important points for this type are:

- ✓ TO-LET
- ✓ Type of accommodation, No. of rooms/floor
- ✓ Whether it's independent or an apartment
- ✓ Rent expected / Location
- ✓ Type of tenant required-Bank employee/small family
- ✓ Whom and when to contact
- ✓ Contact address/phone number

SAMPLE: TO-LET

You are Deepak/ Deepika of 110, Gandhi Marg, Hyderabad and wish to let out a portion of your newly constructed flat. Draft an advertisement in not more than 50 words for publication in the 'To Let' column of 'The Hindu', Hyderabad giving all necessary details.

TO LET

To let a portion of a newly constructed flat in Gandhi Marg, Hyderabad. Close to Vidya Mandir School and Bus Stop. Ground floor, 3BHK with attached baths, wooden work and parking space for two and four wheelers available. Equipped with brand new, latest fittings and fixtures. Rent expected around Rs.30, 000 per month. Contact: Deepak, 110, Gandhi Marg, Hyderabad. Ph: 09895876346.

5. EDUCATIONAL INSTITUTIONS.

SAMPLE: Poonam has to start her Yoga Centre for school children at her residence, 234, Khaknal. Draft an advertisement about it, to be published in a local daily giving all relevant details.

The important points for this type are:







- Name of the institution
- Courses / classes offered
- Facilities
- Fee details
- Last date for registration
- Address/ contact details

YOGA CLASSES

Three week course in Yogic exercises for school children. Training by experts. Classes for girls from 6 am to 7 am and for boys from 6pm to 7 pm on all weekdays. Special batch for ladies. Last date for registration May 1st, 2015. Contact Poonam, Director, Yoga Center, 234, Khaknal.ph.9904490871

6. MISSING PERSONS/ PETS

Points to be remembered are :

-  Begin with the word 'missing'
-  Give a brief description of the person-**name, age, height, complexion, build, health conditions, identification marks, clothes**
-  **Pet- name, breed, colour, identifying features**
-  State missing from when/ where
-  Indicate reward, if any
-  Provide a contact address/ phone number

SAMPLE- MISSING

Your neighbour had been to the market where her 5 year old son was lost. Write an advertisement for the newspaper in about 50 words describing the child.

MISSING

Boy missing, Divesh Sharma, 5 years, 3'4" tall, fair, slim, wearing red T-shirt and white pants, since 4.4.2015 from Mall Road Market. Speaks Hindi and English. Informer will be suitably rewarded. Inform mall Road Police Station, Mandi. Ph. 24569875

7. TRAVELS AND TOURS

The important points to be remembered are:

- Name of the agency
- Destinations and durations
- Details of the package
- Discounts if any
- Contact address and phone number

SAMPLE- TRAVELS AND TOURS






You are the proprietor of Raj Travels and have organized a 15 day tour of Europe for Rs.35,000 inclusive of two meals a day. Draft an advertisement for a national daily to draw people to it.

TRAVELS AND TOURS

Attractive package available for Europe, 15 days, breakfast and dinner, stay at 4-star hotels, inclusive of sightseeing, Rs.35, 000 per person. Special Diwali bookings before Nov 15. Contact Raj Travels, Changspa, Leh, Ph: 67548976.

4. LOST AND FOUND

The important points to be remembered are :

-  Begin with LOST/FOUND
-  Description of the article
-  When and where the article was Lost/Found
-  Reward for finding it
-  Contact address and phone number

SAMPLE-LOST AND FOUND:

You have lost your pet dog. Draft an advertisement by giving necessary details about the pet to be published in the newspaper in the 'Lost and Found' column.

LOST AND FOUND

A German shepherd male dog missing since last Sunday from Garden Park. One year old with light brown complexion and tail cut a little. A black leather belt around its neck. Anyone who gives the whereabouts will be awarded suitably. Contact: Dr. Sanjeev Trivedi, 24, Annasalai Road, Chennai-14. Ph. 09945683424.

PRACTICE QUESTIONS

1. You own an independent house in D-Block, South City, Gurgaon. You are interested in disposing it off, as you are going to settle abroad. Draft an advertisement in not more than 50 words to be published in 'Gurgaon Times', giving all the necessary details.
2. The firm Bhatia & Bhatia, Industrial Area, Bangalore wants two engineers for their Chennai office. Draft an advertisement for the 'Situation Vacant' column of a local newspaper giving all the necessary details. Do not exceed 50 words.
3. You are a commerce graduate with 8 years of experience of keeping accounts. You want a job in MNC/ Corporate House. As Anil Verma of 257, Moti Nagar, New Delhi, prepare an advertisement.
4. You want to sell your Maruti Car. Draft a suitable advertisement in about 50 words to be published in the 'For Sale' columns of the Times of India. You are Daniel of 245/D, Beach Road, Goa.
5. You have been transferred to another city. You want to sell certain electronic goods. Draft a suitable advertisement in about 50 words. You are Ajay Goswami of Sector 56, Cantonment Road, Dispur.
6. Hemant has lost his Degree marksheet and certificates while travelling in Bus No. 110. Write an advertisement to be placed in the 'Lost and Found' column of a newspaper in not more than 50 words.
7. You want to let out a portion of your newly constructed independent house. Write an advertisement in about 50 words to be published in the 'To Let' classified columns of the Indian Express.
8. 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.
