



**INDIAN SCHOOL MUSCAT  
SENIOR SECTION  
DEPARTMENT OF ENGLISH  
CLASS XI  
Commercial advertisement**

Definition: “the action of calling something to the attention of the public especially by paid announcement to call public attention by emplacing describable qualities as to arouse a desire to buy or patronize (promote)”.

**Advertising**

- Advertising is a mass- mediated form of communication.
- Promotes an item, product or person
- Attempts to persuade the audience it is targeted for.
- Advertising takes away your choice it wants you to buy their products and not others.



**A brief insight on the spheres of advertising**

**Print advertising** - is advertising in newspapers, magazines, catalogs, or mailers. Usually, print ads use some of different mixtures photographs, illustrations, and copy.

**Outdoor-** Any advertising done outdoors that publishes the business's products and services. Types of outdoor advertising include billboards, bus benches, interiors and exteriors of buses, taxis and business vehicles, and signage posted outside of the business's own headquarters.

**Broadcast advertising** - is by streaming, radio, TV and by using the internet. Normally the number one broadcast advertising is advertising on the television.

**Covert-** Also known as guerrilla advertising is when a product or brand is embedded in entertainment and media. For example, in a film, the main character can use an item or other of a definite brand, as in the movie Minority Report, where Tom Cruise's character John Anderton owns a phone with the Nokia logo. **Surrogate advertising-** is when an advertisement has the logo or brand of another company advertised within it. An example would be a product that shows in the commercial retailer outlets that offer their product in stores.

**Celebrity-** Companies use famous people to advertise their product such as, celebrity or athlete. By doing so people will recognise the product and buy it for example television adverts, posters, newspapers, but most commonly magazines.

**Viral** -The buzzwords viral marketing and viral advertising refer to marketing techniques that use pre-existing social networks to produce increases in brand awareness or to achieve other marketing objectives (such as product sales) through self-replicating viral processes, analogous to

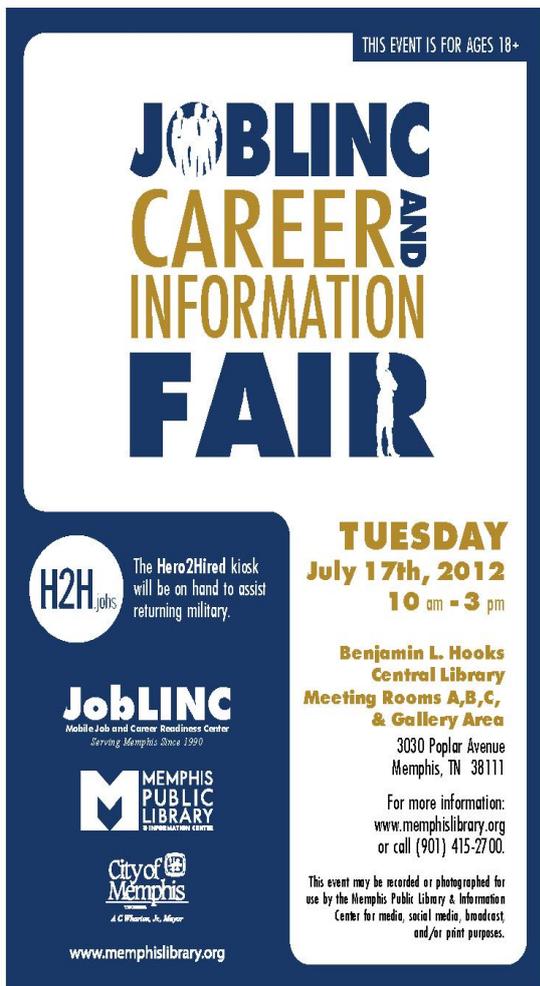
the spread of pathological and computer viruses. Viral promotions may take the form of video clips, interactive Flash games, advert games, eBooks, brand able software, images, or even text messages.

### Main characteristics:

- Designed for commercial purpose
- More space, more expensive in terms of the advertising cost.
- Visually attractive with catchy slogans/ with expression and pictures or sketches
- Varying font size or shape
- Language; colourful and lucid..
- Proportionate spacing with appealing overall arrangement

### Essential details:

- Name of the company/ institute/organizers etc.
- Detail regarding products/event/ educational course etc.
- Special offer or discount if any
- Address of the company/ institute/ organizer etc.



THIS EVENT IS FOR AGES 18+

# JOB LINC CAREER AND INFORMATION FAIR

**H2H Jobs**  
The Hero2Hired kiosk will be on hand to assist returning military.

**JobLINC**  
Mobile Job and Career Readiness Center  
Serving Memphis Since 1990

**MEMPHIS PUBLIC LIBRARY**  
© MEMPHIS PUBLIC LIBRARY

**City of Memphis**  
A C. Wright, Jr. Mayor

[www.memphislibrary.org](http://www.memphislibrary.org)

**TUESDAY**  
**July 17th, 2012**  
**10 am - 3 pm**

**Benjamin L. Hooks  
Central Library  
Meeting Rooms A,B,C,  
& Gallery Area**

3030 Poplar Avenue  
Memphis, TN 38111

For more information:  
[www.memphislibrary.org](http://www.memphislibrary.org)  
or call (901) 415-2700.

This event may be recorded or photographed for use by the Memphis Public Library & Information Center for media, social media, broadcast, and/or print purposes.

***DON'T MISS THIS GREAT OPPORTUNITY***

**SALE !! ANNUAL SALE !!**  
**STOCK CLEARANCE**

**SALE !!**

**HURRY!!**

**UPTO 50% OFF**

From : 12<sup>th</sup> March to  
20<sup>th</sup> March



**METRO SHOES**  
All Branches

**Good News**

For

SCHOOL CHILDREN

**Shine Enterprises Ltd., Sriganaganagar**

Launches

A new range of

**SCHOOL BAGS**

For all age group students

- ◆ Long Belt
- ◆ Suitably Padded
- ◆ Dark Brown, Blue & Black Colours
- ◆ Locking System
- ◆ Convenient Handle
- ◆ Separate Pockets for Tiffin or Geometry Box.

**Available at : All leading Books-stores, Sriganaganagar.**



## SUPPER BRILLIANT POINT

ISO 9001.2008 CERTIFIED INSTITUTE

### Do you want to achieve 100% ?

We provide:

- SSC (CGL), UPSC
- BANK PO, IBPS, BANK CLERK
- RAILWAYS, DMRC, POLYTECHNIC
- SUB INSPECTOR (S.I.), DELHI POLICE
- U.P. POLICE, H.R. POLICE
- AIR FORCE, ARMY, NDA
- SCRA, BSF, CDS, INDIAN NAVY
- B.EL.ED, DSSSB, B.ED, CTET
- JBT, TGT, PGT, LDC UDC



**OVER 600 SELECTION IN LAST 4 MONTHS**

Address: L - 323, Street No. - 7, Mahipalpur Ext., Near Saptagiri Hotel, New Delhi-110037  
Contact: 011-26033774, 011-26783771, 9958113774, 9311060988, 9313989740  
Address: J 1/1 DDA Flats Kalkaji, Near 429 Bus Depot, New Delhi -110019



## VELALAR COLLEGE OF ENGINEERING AND TECHNOLOGY

(Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai)

Erode -12

Association of Management Studies [VELMA]

&

Association of Computer Applications [COMRADE]



**Events**  
Adzap [Advertisement]  
Brain Teasers [Quiz]  
Word Track [Word Hunt]  
Treasure Hunt  
Surprise [Spot] Events

### VELALAR CARNIVAL 2015

STUDENTS FEST...

**Attractive Cash Prizes !!!**

30<sup>th</sup> January 2015

Important Dates

Apply Before : JAN 24, 2015

Intimation Date : JAN 27, 2015

Email : [velalarcarnival@gmail.com](mailto:velalarcarnival@gmail.com)



Contact : 9843658303, 9942917500

### Practice Questions:

1. On behalf of M/s Excellence Tutorials, draft an advertisement in about 50 words, to be published in a newspaper attracting students of classes XI and XII who intend to become professionals. Offer free prospectus to the interested students.
2. Your brother has recently opened a restaurant serving Italian food.. It has a warm ambiance and serves authentic Italian dishes. Draft an advertisement with necessary details.