



**Subject- English Core**  
**Section B (Advanced Writing Skill)**

**(a) Advertisement**

**Marking scheme (format – 1 , content –2 , Expression-2 )**

- ⊙ Classified advertisement
- ⊙ General advertisement

**(1) Some of the classified advertisement are:**

- ⊙ Situation vacant
- ⊙ Situation wanted
- ⊙ Matrimonial
- ⊙ Lost & Found
- ⊙ For sale and purchase of property / vehicle / house hold goods etc.
- ⊙ To Let
- ⊙ Missing persons / pet animal
- ⊙ Travel and Tours

**(2) Main characteristic of classified advertisement**

- ⊙ Categorized into column according to different classes.
- ⊙ Space, more economical
- ⊙ Written in short phrases and words
- ⊙ Language simple and concise

**Model classified advertisements and essential details:-**

**⊙ Situation vacant**

- Begin with 'wanted' or 'Required'
- Name of the company, post and no of vacancies
- Age and sex of the candidate
- Qualification and experience
- Other details
- Pay scale and perks
- Mode of applying
- Contact address and phone no.



**Situation Vacant**

Wanted a smart, confident PA/Stenographer for a leading export house. Qualification graduate, age 25-30 yrs, typing speed 40 w.p.m. Preference to those who can handle computer. Salary negotiable. Apply with complete Bio-data upto 15-12-2006 to Secretary, Orient Export House, M. H. Nagar, Chennai – 670001

**Situation Wanted**

A first class B Tech civil Engineer from Calicut university seeks a job in or around cochin. Presently working with a private firm in Calicut. Salary expected 25000. Please contact. Rajesh Kumar – Shastri Nivas- Kannur (Dt.) Phone 0497 - 2786003

**⊙Matrimonial**

- Mention groom / bride groom
- height, age, caste, religion, complexion, educational qualifications
- Phone number / post box no. and name of news paper.

**Bridegroom Wanted**

Alliance invited for Ramgarhia, Sikh Girl 29/165, M. A. English, tall, fair & beautiful. Caste no bar. Send recent photo & biodata. Ph. 0497 – 2788330. Box No. 1015 – B Indian Express COCHIN – 650337



**⊙ Lost and Found**

- Begin with 'lost' or 'found'
- Specify item
- Brief physical description.
- When / where lost or found.
- Reward if any
- Contact address and phone no.

**Lost and Found**

Lost a black coloured VIP suitcase model no 555, 38 x 30 contain important documents related marketing, left in bus no. DL-p 6778 on Delhi to Jaipur route on 10th November 2006. Kindly contact Purmal Singh Ph No. 9419284539

**⊙ For sale**

- with for sale/purchase etc
- Type of accommodation / vehicle / article / household items.
- Brief physical description
- Contact address & phone number.

**Car for Sale**

For sale Maruti 800 DX, 2000, white, sparingly used, scratch less, self driven, stereo-fitted, beautiful upholstery, excellent condition, no expense, rate Negotiable. Contact Amit Sharma , 25677900



☉ **To Let**

- Begin with 'wanted' or 'Available'
- Type of accommodation
- Brief description
- Rent expected
- Contact address & phone no.

**To Let**

Available on rent Anand Vihar Colony First Floor 2/3 bedroom, well furnished and ventilated, facing Park, car Parking, walking distance from main market. Reasonable rent. Contact. H. R. Meena 1A /23, Anand Vihar 278810017

☉ **Missing person/pet animals**

- being with 'missing'
- brief physical description;
- four person- name, age, height complexion, built, clothes and other identifying features
- for pet-name, age, colour of fur and other identifying feature
- since when/ from where missing
- Reward
- Contain address and phone no.

**Missing Person**

Missing a boy, Santosh Kumar, 15 years, 5'5", fair slim built wearing black t-shirt and white pants, since 10-11-2006 from Kota railway station. Finder will be duly rewarded. Inform Kota police station phone no. 0744-220010 or A.K. Sharma H.B road Kota phone no. 0744-220007



## Travels and Tours

- Being with 'package available' etc
- Name of travel agency
- Destination and duration
- Details of package-food/ boarding/lodging/sightseeing etc
- Cost and discount if any.
- Contact address and phone no.

### Travel and Tours

Attractive package available for Manali and Ooty, 5 nights/4 days, breakfast and dinner, stay at 5 star hotels, sight-seeing included. Rs 10000 per head. Special discount for booking till 10<sup>th</sup> November 2006. Contact blue star travel and tours. Chennai. 044-288000555

## Commercial advertisement

### 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



**Example:**

<p style="text-align: center;"><b>SALE</b> <b>Hurry !</b> <b>Up to 50% discount</b> <b>Shoes &amp; slippers</b> <b>Rush-----today</b></p> <p style="text-align: center;"><b>TATA FOOTWEAR</b></p> <p style="text-align: center;"><b>GLORY Market- JAIPUR</b></p>
--

### (c) Poster Designing

#### Main features

##### **(i) Layout**

- Eye catching and visually attractive
- A catching title
- Sketch or simple drawings
- Letters of different size & shape
- Proportionate sparing etc.

##### **(ii) Content**

- The theme or subject of the poster
- Essential details like time, venue and date in case of an event
- Name(s) of the issuing authority, organizers etc.

##### **(iii) Expressions**

- The overall organization and sequencing of the matter
- Appropriate and accurate language
- Creativities



**Sample 1**

**Q. Design a poster against the ill-effects of plastic on the environment.**

**SAY NO TO PLASTICS**

- Non-Biogradable
- Burning causes air pollution
- Dumping polybags pollutes environment
- Toxic chemicals cause lung cancer

**Instead use**

Paper bags / jute bags / cloth bags

**PROTECT THE ENVIRONMENT  
STAY HEALTHY**

**Issued By: President, Environment Club, DAV Public School, Delhi**

**(d) Invitation & Replies**

**Main characteristic of invitation**

- ⊙ Invitation can be both formal and informal
- ⊙ They can be printed on cards or can be drafted as social letter.
- ⊙ A single sentence presentation in third person, in case of a formal invitation of first/second person in case of an informal invitation.
- ⊙ It answer who, when, where, what time and for what i.e.
  - (a) The occasion
  - (b) Names of the invite



(c) Name of the host

(d) Date, time and venue

◎ The other details include name, designation and address of the organizer, sponsor of host or names of special guest and invitees in case of an official invitation.

The Principal Staff and Students of  
Delhi Public School, Ghaziabad  
cordially invite you to the

**“ANNUAL SPORTS DAY CELEBRATION”**

on Saturday the 10<sup>th</sup> November 2006 at 10 A. M. at the school  
ground

Shri N. M. Singh District Collector has consented to be the chief  
Guest.

RSVP

Principal 0744-288255

**Formal (letter type)**

It is just like a standard formal letter and then students should be guided to write as given below.

Delhi public school

Ghaziabad

5-11-2006

Shri K.J. Sharma

D.G.P. – Ghaziabad

Sub: initiation annual sports day celebration

Sir,

We are pleased to inform you that our school is celebrating.

.....  
.....





.....  
Soliciting a line in reply or call on us/ do attend and make it a success.  
Your Faithfully  
Sd/  
Principal

### Informal Invitation

**N.B. It is to be written in first/ second person. Other characteristics are same as that of formal one. The format is just like that of a personal letter**

Senders address  
Date  
Salutation  
Body  
Complementary close  
Name of the sender

12 A. C. Nagar  
Delhi  
10<sup>th</sup> November 2011  
Dear Ashok  
Would you like to join us  
.....  
.....  
.....



Hope to see you soon

With warm regards  
Anil Malhotra

**Replies:**

- (a) Replies are again two types formal and informal. It can be written in either in card type or in letter type.
- (b) It is meant for accepting an invitation or to show inability to attend it

**Formal reply – (written in third person)**

**Acceptance (card type)**

Mrs. and Mr. S. N. VERMA

Accept with pleasure the kind -----

At

On ----- at their residence

S. N. VERMA  
10-11-2010



**Regret (card type)**

Mrs. & Mr. S. N. VERMA

Regret their inability -----

----- at dinner

On----- because of prior engagement

S. N. VERMA

10-11-2010

**Formal reply (letter type)**

12, AB Nagar

Kolkata

10<sup>th</sup> November 2010

Sir

Mr. & Mrs. V.K.

Verma.....

.....

.....

.....

How even they express their inability to be present -----

With best wishes

V. K. VERMA

**N.B.- For informal replies the format is same like the one given above only the language and person ( first & second) are ,different.**