

A Classified advertisement is written by an employer who is looking for the services of a person in his organisation or to sell/purchase/rent any property or for many other purposes.

TYPE OF ADVERTISEMENT PURPOSE

SITUATION VACANT

This advertisement is written by an employer who is looking for the services of a person in his organisation.

SITUATION WANTED

This is written by a job-seeker.

FOR SALE

This is written in an attempt to sell property, assets, office goods, etc.

TO LET

This is written by a person looking for tenants for his/her property.

ACCOMODATION WANTED

Written by the ones looking for a place for accommodation.

MATRIMONIALS

This is written while looking for prospective marriage candidates

MISSING

This is written in case any object/person/pet goes missing giving descriptive details for the same.

Tips for writing Classified Advertisement for class 12 English Writing skills paper

When you're writing an advertisement, every word counts. Being too vague or wordy will cause people to skim your advertisement instead of pausing to read it, so the same writing tenets apply no matter what type of advertisement you're writing.

It should begin with a heading in bold or upper case letters.

The language should be according to the audience we are referring to. For example- If you want to sell something to the youngsters, the words chosen shall be good enough to attract them.

Do not use the same descriptive characteristics for every type of advertisement. For example- In Situation Wanted case, calling for receptionist applications, one must use words that are indicative of the personality and communication skills you are looking for. On the other hand, for hiring a tech executive, it is imperative you ask for skills limited to the IT department.

Do not make full sentences. The prescribed limit is 50 words and in order to make your advertisement loaded with information about the topic, you have to manage your words carefully.

Always add contact details in the end either in the form of contact no., email id or both. They are generally given in the question.

Remember, nowhere in the answer are you required to mention your own personal details.

It should always be in a box made with sharpened pencil.

2. You are Vikram/Sonia, an Hon's graduate in history with specialization in Medieval India. You are well acquainted with places of historical interest in Delhi, Agra and Jaipur. You are looking for the job of tourist guide. Write an advertisement in about 50 words for the situations wanted column of a local newspaper. Your contact no. 999751234.
(CBSE 2017)

Answer:

SITUATION VACANT!

BA (Hons) History topper, Vikram/Sonia, with specialization in Medieval India is looking for the job of a tourist guide. Age 22 years. Affluent in Hindi and English. Well-acquainted with places of historical interest in Delhi, Agra and Jaipur. Good communication skills, persuasion skills and charming personality. Expected salary- 30,000pm. Contact no.: 999751234 and email-id : abc123@gmail.com.

It is compulsory to make a box in advertisement