

sightedness.

4. ORIGINAL PASSAGE

As material civilisation advances and the supply of available goods and services increases; man's needs correspondingly multiply. Advertising plays a key role in this never-ending process by stimulating the public's desire for certain products, and thereby promoting the sales thereof, until it has, in effect, created new needs, real or supposed, where there were none before. A familiar example is the motorcar – once a rare and costly novelty, now a ubiquitous and relatively inexpensive necessity. More recently, a computer has undergone the same transformation. While some people would deny that computer is a necessity, the fact that systems are found in a majority of Western homes shows that it answers, to a greater or lesser degree, the need felt by millions of people for entertainment and information.

A product, service, or commodity that the public needs, and knows it needs, tends of course, to "sell itself". We might therefore assume that, in such cases advertising would be of minor importance. To some extent this is true. Meat-packers, vegetable and fruit growers, and dairy operators spend less on advertising, for instance, than manufacturers of cigarettes, liquors, cosmetics, and other items of this type. On the other hand, the competition that exists between rival brands means that the suppliers of such basic necessities as food, clothing, and housing must advertise their wares to stay in business. Significantly, the industry that spends most on advertising turns out a product which almost everyone considers, a necessity; soap.

Original Passage Words = 240

$\frac{1}{3}$ rd of Passage = 80 words

Precis words = 75

Title = Material Civilization And Advertisers

Precis:

Due to the advancement of material civilization the needs of human have taken the upward track. Advertisement plays an important role in it. It changes the very shape of items from luxuries to necessities. Luxury items needs more advertisement for boosting up the sales. While essential commodities needs far less advertisement, but it has been noticed, that business houses dealing in necessities have also to advertise to stay in the business, because of keen competition.