

2. Write a précis of the following passage and suggest a suitable title:

(20)

Despite complaints from viewers, television commercials are not getting any more realistic. Their makers continue to present idealized people in unreal situations. The wide gaps between their fanciful depiction and the mundane realities of life in most cases make them appear funny as well as repulsive. A footballer suddenly starts scoring goals after consuming a particular energy-drink. A would-be groom avoids hugging his father-in-law because he recalls not having used a particular shampoo that morning. A busy manager leaves an important meeting to grab a dozen packets of his favourite cookies, and so on. The advertisers also persist in showing a version of male-female relationships that can hardly exist in two households in an entire city. A wife panics simply because a meddling neighbor points out that her husband's shirt is dirty, while another fears for her marriage because her finicky husband doesn't like her coffee. What do the advertisers know about us, or how we see ourselves, that make them continue to plunge millions of dollars into these kinds of commercials? They probably don't know that these glamorous and noisy clips in no way promote the product for which they are aired. The reported number of viewers may be heartening and tempting for the manufacturers of the products. It might also be the main reason for them to keep on hiring the advertisers for promoting these products. In fact, however, these advertisements are mostly watched either to laugh at, or because the viewers are unable to skip them by changing the channel as soon as they start.

PRECI 2023 (Special CSS Exam)

PRECI:

TITLE:

Idiotic Television Commercials

The unrealistic television commercials are continued to present despite of opposition. Apparently, these commercials are funny as well as repulsive. This is due to the distinction between reality and idealised fancy creation. However, there are various examples: advertisements of drinks, Shampoos, cookies, in fact cheerful household - if such situation exist -. Nevertheless, these commercials are unable to promote products instead ^{they} are just wasting millions of dollars. Still, some viewers are reported who taken them just for fun and also because unable to skip them on television.

(86 words)