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

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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 meddlesome 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.

Umar - Farooq

Precis - special ess

Title :

Un-realistic Television Commercials

Irrespective of viewers objection, television advertisements become un-realistic. Producers cast the people whose body language and the real situation do not meet, which make them funny. For instance, a footballer's goal is connected with energy drink, a groom forgets hugging his father-in-law because he does not used a shampoo that morning, and most notably a professional meeting is linked with a non-sense cookies. Moreover, the presenters showing a wife-husband relationship that a wife become angry when a neighbor notify that her husband's shirt is dirty, while the husband of another female does not like her coffee and she fears for her marriage. It means that the advertisers do not know anything about the viewers, that such non-sense and irrelevant advertisements are unable to promote their products. The number of viewers may be disappointing for the manufacturing of the products. In reality, the viewers watched these commercials either to make fun of, or because they are forced to watch them.

Original Words: 264

Precised Words: 157

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