

Q. 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.

Indent the paragraph.

Ads

Product Adds: A fanciful Approach

Television commercials are not based on reality even viewers have complained on this. Their makers gives fanciful depiction of an ideal and unrealistic situations. It sometimes appeals people and often makes them angry. They show an ideal couple relationship which is very rare in reality and make such ~~advertis~~ ads for the promotion of their product. The viewers may not know the real purpose behind such ads and get attracted to them. But, actually these ads are watched either for a time pass or if viewer has no other choice

word count : 88
Total words : 264

Structural mistakes.
Subject verb disagreement found.
Tevisie present indefinite tense.
Spelling mistakes also found.