

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 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.

CSS Special 2023

elephant

Unrealistic

commercials

Q2 Precis: Title: Television Commercials ~ A while

Viewers consider television commercials as unreal and beyond reality. Displayed content, ~~more~~ and real life are at greater distance.

different

Public ^{views} viewed these commercials for entertainment purpose. These ~~commercials~~ ideal commercials ^{give} gave birth to several questions. Overt motivation

This sentence is grammatically incomplete.

behind huge investments. Moreover, they ~~did not~~ got benefitted from this methodology. It is

They are not benefited

also reported that, most of the audience gets absurd by this content. On contrary,

laughing

some watch them for laughing purpose, or some ~~do not~~ do not change the channel due to its swift action.

lack of option

Word Count: 79

Q4 Corrections

1) I am looking forward to see you on Monday:

- I ~~am~~ shall be looking forward to you on Monday.

You are allowed to submit only one question in one pdf. The remaining questions may be submitted in separate pdfs.

2) How many students are ready to give the test today

3) I contacted my five colleagues but all of them did not respond.

- I contacted my five colleagues, but ~~no one~~ no one responded.

4) Orphaned in infancy, he was brought about by his grand parents

- Orphaned in infancy, he was brought up by his grand parents

Q5 ca) Punctuations

- 1) Courts were open today; however, no cases were heard.
- 2) His duty was clear - he had to report theft.
- 3) Great expectations, is an autobiographical novel.
- 4) The item was discussed, and decided; however, members were by no means convinced.
- 5) Shakespeare's play Hamlet, is popular due to ^{the} complex character of Hamlet.

B) Prepositions

- 1) What can be the reason for his absence?
- 2) Please remind me at the meeting next week.
- 3) We shouldn't give up to such pressure tactics.
- 4) Heavy rains are generally preceded by violent winds.
- 5) Did you pay the bill in cash?
- 6) I agreed with his revised plan.

- 1 ✓ آپ اس فیصلے کے مضمرات سے ابھی واقف نہیں۔
- 2 -2 صدر کی اپنے ہم منصب سے ملاقات پہلے سے طے شدہ تھی۔
- 3 -3 میرا بھائی ماہر فلکیات ہے، نجومی نہیں۔
- 4 ✓ ہمیں خود کو نئے حالات کے مطابق ڈھالنا چاہئے۔
- 5 -5 نماز باجماعت جلد ادا کی جائے گی۔
- 6 ✓ سفارتی آداب کا خیال رکھنا ضروری ہے۔
- 7 ✓ تقریب کا باضابطہ افتتاح کون کرے گا؟
- 8 ✓ فرقہ پرستی کئی تعصبات کی جڑ ہے۔

Q7 Translation

- 1) You are not aware about the consequences of this decision.
- 2) We should adjust ourselves according to new situations.
- 3) Sectarianism is the root cause of many ills.
- 4) Who will officially inaugurate the ceremony.
- 5) It is necessary to follow diplomatic ethics.