

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

CSS Special 2023 Precis

Sensationalist Advertisements and How They Deceive People

Despite criticism from viewers, unrealistic advertisements continue to perpetuate. TV commercials are merely focussed on sensationalism rather than reality. Some examples include, footballers scoring goals after consuming an energy drink, senior executives missing meetings to grab their favourite cookies, and scenarios of couples that are contrary to reality. This suggests that advertisers have little to ~~to~~ no knowledge about their audience, as these ads fail to promote their products. In fact, many view them simply because they want to laugh or because ^{these ads} they cannot be skipped.

This is also the reason for

high viewership of these advertisements.

Total Words in Passage:
256

Total Words in Precis: 98