

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.

Date: _____

Day: _____

SUITABLE TITLE

Unrealistic television commercials

PRECIS:-

Television commercials are far away from reality. Presenting celebrities in such unrealistic situations make commercials unattractive. Particular products are presented as necessary using funny scenarios. Commercial makers also show unrealistic sides of personal relationships. If such advertisements are so repulsive than why still it is a million dollar market? It is because people take advertisements as fun and do not focus the product being advertised. Also, manufacturers are also deceived by the number of views of the advertisements but they do not realise that nobody gives a serious attention to these advertisements.

(TOTAL WORDS = 264)
(PRECIS WORDS = 93)