

WORLD BEHIND SCREEN

original passage word count = 260 words.

Television commercials are designed to depict a utopian world having little or no realistic approach. The wonders of energy-drinks, girl dreading marriage over flavourless coffee, or a wife worried about spot on spouse's shirt are a few examples that totally deny the actual truth of these situations. Despite million dollars investments in these commercials, rarely they promote the intended product. The viewership, which is mostly to decide these TVCs, tends to keep the advertisers to come up with such unrealistic ideas.

Precis word count:- 75 words.

(V) No Page/Space be left blank between the answers. All the blank pages of Answer Book must be crossed.

(VI) Extra attempt of any question or any part of the question will not be considered.

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.