

Unreal Unrelatable Home Adverts -

~~The no improvement has been~~

- ① The unrealistic commercials still exists despite complaints ~~from~~ audience's - The unreal situation
- ② There is a huge gap between realities ^{of life} and their showcase of realities - ✓
- ③ Their makers show unrelatable situations - ✓
- ④ Several examples can be quoted
- ⑤ ~~Our~~ ^{The} mindset people hold ^{can be the reason in} huge amount of money is invested into them. ~~How~~ The society make them invest huge amount into adverts yet the purpose of commercial them is nowhere achieved -

A bulk of people watch them, ^{is maybe} is a ~~too~~ good sign for makers that's why they keep ~~continuing~~ it -
But In real, people keep watching because they can't skip it or change the channel -

✓ 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 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.

Useless Unrelatable Advertisements

The unrealistic commercials still exist despite complaints from audience. Their makers show unrelatable situations. There is a huge gap between realities of life and their showcase of realities. Several examples can be quoted- The society makes them invest into it, yet the purpose of those chaotic advertisements is nowhere achieved. People watch them is maybe a good thing for the makers, that is why they keep making it. But, in real people do watch because they cannot skip it or switch the channel as soon as they turn on the television.

89/273