

LESSON: 3

Advertising

Ex (A)

Meaning in context

Q.(1)

(a) service - benefit

- Advertising can be a useful service to the customer.

(b) Advertisement = Public announcements
in the press or on
T.V etc.

- Some advertisements shown on television are very attractive.

(c) claims = statements

- Despite his claims of innocence, he was found guilty.

(d) creat = cause

- Corruption can creat frustration in the society.

(f) weaknesses = defects

It is very important for you to

(2)

overcome your weaknesses.

(f) hoardings = boards used for displaying advertisement.

• Companies use hoardings to display their products.

(g) to g = to give a wrong idea to someone

• Some advertisements mislead the customers.

(h) recommend = speak favourably of

• What would you recommend to remove the ink-stain?

(i) business = commercial activity to make money.

• Advertisement has become a very big business.

(j) safeguard = a thing that serves a protection

• We made copies of our computer disk as a safeguard against

accidents.

Q.2 Choose the best explanation

(a)

Ans. provide dependable information

(b)

Ans. choose intelligently

(c)

Ans. perform this work most effectively.

(d)

Ans. to meet his actual requirements

(e)

Ans. be wary

Ex-B

Choose the best answer;

1. Advertisement can be useful;

Ans. If they give accurate information about goods.

2.

Ans. make us desire for things we do not need.

3.

Ans. they use part of the truth to suggest something false.

4.

Ans. Most advertisement firms make sure that advertisements do not purposely deceive.

(Ex-C)

Answers these questions

Q.1-

Ans. It is important to a customer because it actually enables him to make a sensible choice of goods.

Q.2.

Ans. Printed advertisement can be collected and compared. They can also be taken along to shops and their claims checked.

(5)

against the actual goods in the shops.

Q.3 -

Ans. Some advertisements set out to make the customer want things and so create a need. These advertisements hit at people's weaknesses and make them yearn to buy what is advertised. They set out to make people believe that what they advertise will make us cleverer, prettier and more handsome, if only we use it.

Q.4.

Ans. They are after our money. They make us buy things which we need not to buy.

Q.5

Ans. Most newspapers are very careful about the small advertisements which try to sell goods directly to

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the readers by post. These newspapers print information about this on their small advertisement page.

Q.6.

Ans. The last statement in this passage makes us think. It tells the customers to rely on his own alertness more than on anything else.