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# Class 11 English Notes

## ADVERTISEMENT FORMAT



Key Notes and Important Questions with Answers

## ADVERTISEMENT

The word "ADVERTISEMENT" is defined as a public notice or announcement, especially one advertising goods or services in newspapers. It is a very powerful tool for promoting sales or services or raising public awareness through quick dissemination of information.

This section deals with only newspaper advertisements which fall into two broad categories:

**Classified Advertisements**

- Occupy less space
- More economical
- Simple, concise compact

**Non classified Advertisement**

- Commercial purpose
- Visually attractive appealing
- Catchy slogans
- Varying font size's shape

### Type of Classified Advertisements

**Situation Vacant/Wanted**

**Points to remember:**

- Use Heading- Situation Vacant/Wanted
- Begin with Wanted or Required
- Mention name of the employee with address
- Mention the number of posts lying vacant
- Mention required age limit and minimum qualification (educational and professional)
- Pay scale and perks of the post concerned
- Mode of applying and whom to apply
- Deadline/last date for submission of application
- Contact address and phone number of contact person/authority