

D.El.Ed 2nd year (18-20)

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College Name
Shankuntlam Institute
Of Teacher's Education
(702 Code)

Kirhindi, Shisagar Road,
Sasaram

Sub name - PEDAGOGY OF ENGLISH

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ADVERTISEMENTS (विज्ञापन)

The back bone of commerce and trade are advertisement. Manufacturing a thing is something different but selling it is perhaps more important and difficult. Currently the things are generally sold through advertisement.

The advertisement are not meant for any specific group or section

of people but it is meant for general public. The basic aim is to convey to this general group about the thing, product or an event.

Medium of Advertising:-

1. Newspaper and magazines
2. Radio and loudspeakers
3. Television
4. Cellular phones
5. Door to Door Advertisements

Advertisement provide information:-

The advertisements provide information about -

- ⇒ The products and services
- ⇒ Elections
- ⇒ Religious programmes
- ⇒ Exhibition & fairs.
- ⇒ Health issues
- ⇒ Politics and political achievements.

Types of Advertisements:-

1. Government Advertisements:- The different

ministries and their department publish their advertisements for various reasons. These days there are number of advertisements for public awareness and information.

2. Placement Advertisement: There are advertisements published for filling up vacancies for various post in government departments and offices.

3. Matrimonial (Dārfar) Advertisement: The Sunday copy of all the newspaper carry few pages of matrimonial advertisement. Some monthly and weekly magazines also publish these advertisement.

ARTICLE WRITING :-

There are multitude of articles of various types, including news stories, profile features, instructional article etc. While each has a specific quality that are unique to its type but all articles share some common characteristics.

Stages of Writing an Article :-

1. Forming your idea
2. Research your idea
3. ~~outlining~~ outlining your idea
4. Writing your article
5. Finalizing your article.

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