

## **SPEAKING**

Summarizing a lecture

Consider the following guidelines for summarizing a lecture.

- ❖ Read and Re-read the text.
- ❖ Search for the most important concepts and fundamental points of the text.
- ❖ Organize the main ideas.
- ❖ Introduction.
- ❖ Main body paragraphs.
- ❖ Conclusion paragraphs.
- ❖ Write the text with your words.

## **READING**

### **READING ADVERTISEMENTS**

Advertisements can be of different kinds used for different purposes. Public service messages or advertisements by national organization like Red Cross Society or AIDS Awareness Society are carried out at no charge. But consumer products are advertised through various media by paying hefty amounts. So many organizations use the services of agencies to prepare the advertisements.

#### **Major types of advertising:**

1. Institutional advertising
2. Product advertising

An advertisement should be modelled having the A-I-D-A in mind. A good advertisement should grab the attention of the target audience by instigating an interest

in the product or service, creating a desire to purchase the product and make the customer act by buying the product.

### **How to create an effective advertisement?**

One need not be a creative genius to create a simple, yet effective advertisement.

1. Research the product to be advertised
2. Develop a concept
3. Design/ write the advertisement
  - i) Decide on the length based on the price of the product, where it appears
  - ii) The budget allocation
  - ii) Consider how the product is different in the competition

### **How to develop the advertisement?**

1. Create a dramatic, convincing headline that attracts the customer's attention
  - a) "Your hair can make you even more beautiful" - a positive approach
  - b) "Are you about to pay too much for your New Tyres"- a negative approach but tells the reader that this product will help them avoid worry
2. Expand on the headline give another benefit of the product
3. Highlight offers like free gift
4. Use photographs or humorous cartoon on illustration which help to draw People's attention.
5. Leave white space when printed messages are given and keep sentences short and direct - Testimonials of satisfied customers and endorsements by experts and celebrities have the power to impress people.
6. The closing statement should be centred on convincing a potential customer to act immediately make an offer like "Buy one get one free"; create a sense of urgency like 'Limited stock'.

These days the television media is playing a crucial role in marketing. In this, the eyes and the ears of the customers do the judgements. The internet, on the other hand, is a two-way process. Customers can get information and make purchases and payments all through the internet. No other medium can accomplish these marketing functions

instantly without resorting to other means.

## **GADGET REVIEW**

**Consider the following guidelines for gadget review**

- Know the product.
- Make a comparison.
- Rate the product.
- State the obvious.
- Use images.
- Direct the title.
- Mention the price.
- Introduce the pros and cons.

