

## SECTION-A

### **READING COMPREHENSION**

#### **STRATEGIES FOR ATTEMPTING COMPREHENSION**

- 1- Read the title.
- 2- Quickly skim through the questions. This will help you to predict what the passage/ poem is about. It will help you to read and understand its contents with more clarity and will keep your mind focused on its theme.
- 3- Focus on the question that tests vocabulary skills. Read the antonym/synonym given. Look at the numbers of the paragraphs. Write each word against its respective paragraph. This gives you a ready reference and helps you to identify the word in the Passage / Para while reading.
- 4- While reading do the following:
  - a. Underline the content words
  - b. Underline the possible answers of the given questions. It will help you to identify the answers faster.
  - c. Encircle the words that are answers for the vocabulary. Normally a noun for noun, a verb for a verb and an adverb for an adverb etc.
- 5- Answer the questions -
  - a. The underlined content will help you to find the answer.
  - b. If confused between two words:
    - i. Choose the word of the same part of speech / form
    - ii. Read the sentence with the word in the question in place of the ones you are choosing from the passage.
- 6- Additional tips:
  - a. Write clearly and neatly.
  - b. Keep in mind the marks allotted to each question.
  - c. Do not leave any question unanswered.

**PASSAGE - 1**

1. The children probably don't know, or they don't care, the hugely popular WWF wrestling matches are actually all staged acts. The Hulks, the Undertaker or whatever else they are called-never really punch or kick as hard as they might appear doing on the show. It's all a show, a thrilling show.
2. So, you can't really blame children for getting hooked. But does that necessarily mean the show is entirely responsible for beating 12-year-old Subin Kumar got from his WWF inspired friends? Can viewing or watching violence on TV actually promote aggressive behaviour in children?
3. Media experts and social scientists have been wrestling with this question for decades and thousands of studies have been done on it. And most of them reached the same conclusion-media violence is responsible for aggressive behaviour in children.
4. Research has found that the more violence children watch on television, the more likely they may act in aggressive ways towards others. Also, they become less sensitive to others pain and are less likely to help a victim of violence.
5. A study of violence on Indian television and its impact on children commissioned by UNESCO accused the idiot box of "bombarding young minds with all kinds of violent images, cutting across channels, programmes and viewing times."
6. Not only studies, but also incidents go to prove that children who watch violent episodes show increased likelihood of behaving aggressively.
7. There have been reports from all over the country of children hurting themselves while trying to ape the superman feats of Shaktiman, the superhero of Indian TV. Then there was the six-year-old child of Lucknow who leapt off the balcony of his second floor flat trying to imitate a bungee jumping drop shown in a soft drinks commercial.
8. There's no doubt that media is a powerful teacher and contributes greatly to the way we act and behave. In some cases like these, the effects are immediate and in others there is a "sleeper effect", where the results show up much later.
9. Experts say it's incorrect to blame the media squarely. How would you explain the aggressive behaviour of a child who has never been exposed to television or any other media? So, while there is mounting evidence to link media violence and actual violence, most of it does not prove a direct cause-and-effect relationship. Because no one so far has been able to prove why and how TV affects some people and not the others. "We also have to take into account individual differences and vulnerabilities as human behaviour is result of many factors," points out Dr. Vasantha R. Patri, a counsellor, adding, "Violence viewing is only one of the myriad influences on a growing child."
10. Patri says there exists a population of risk individuals whose anger, aggression and anti-social tendencies are already quite high for whatever reason. Other factors like individual predisposition of the child, parental attitudes and reaction to aggression are probably equally important. In fact, she says that in most cases media is only the fourth most important

influence in child's life-with parents, teachers and peers being the first three.

11. Patri points out that the growing "here-and-now" culture in which kids are getting used to immediate gratification is leading to an intolerant society on the whole. "Children are not taught how to handle failure and conflict," she says. "As a result, they resort to aggression."
12. But media critics refuse to buy it. They insist the content of media needs to be monitored and care be taken to reduce violence if not remove it. But even if all the gore and violence is completely removed from the media, will it make a significant difference in aggressive behaviour of children? And then how do you justify the facts that studies have shown that viewing violence on TV also provides an opportunity to discharge the pent-up, aggressive feelings of anger, hostility and frustration.
13. "The problem is not with the media, but the lack of media education," points out Patri. "No one teaches the children how to assess the reality status of TV programmes." Good parenting, she says, is perhaps the greatest defence against the negative effects of violent images on TV.
14. Experts say it's time that parents and teachers took a long, hard look at themselves in the mirror. Says Patri, "Most parents treat TV as a baby-sitter when it suits them. And when something goes wrong, they turn around and blame TV for it!"

- Shweta Rajpal

## QUESTIONS

### 1. Choose the most appropriate option:

- (a) Violent behaviour is the outcome of.....
  - (i) Lack of media awareness
  - (ii) Lack of sensitivity
  - (iii) Increase in population
  - (iv) imperfection
- (b) Children fail to understand that the stunts shown on the screen are.....
  - (i) Real
  - (ii) Fake
  - (iii) Manipulated
  - (iv) None of the above

- (c) Parents consider TV a .....
- (i) Babysitter
  - (ii) Problem
  - (iii) Boon
  - (iv) None of the above
- (d) Aggressive behaviour in children can be best handled by.....
- (i) Teachers
  - (ii) Parents
  - (iii) Both teachers and parents
  - (iv) Children themselves
- (e) The aggressive children are likely to be;
- (i) Less sensitive and more helpful
  - (ii) More sensitive and less helpful
  - (iii) Lazy
  - (iv) Less sensitive and less helpful

**2. Answer the following questions briefly:**

- a. Does violence on TV promote children's aggressive behaviour? What is the opinion of media experts and social scientists?
- b. What two points have emerged from research on media violence?
- c. What two incidents are cited to prove the aggressive behaviour of children as an outcome of watching violence on TV?
- d. What factors other than violence viewing are important for causing aggressiveness in child?
- e. How do you think can the problem be solved?
- f. Find a word in the passage (Para 1) similar in meaning as 'exciting'
- g. Find words in the passage (Para 9) which means 'an extremely large number of Something'.

**PASSAGE - 2**

1. Among the natural resources which can be called upon in national plans for development, possibly the most important is human labour. Since the English language suffers from a certain weakness in its ability to describe groups composed of both male and female members, this is usually described as "manpower".
2. Without a productive labour force, including effective leadership and intelligent middle management, no amount of foreign assistance or of natural wealth can ensure successful development and modernization.
3. The manpower for development during the next quarter century will come from the world's present population of infants, children and adolescents. But we are not sure that they will be equal to task. Will they have the health, the education, the skills, the socio-cultural attitudes essential for the responsibilities of development?
4. For far too many of them the answer is no. The reason is basic. A child's most critical years, with regard to physical, intellectual, social, and emotional development, are those before he reaches five years of age. During those critical formative years he is cared for almost exclusively by his mother and in many parts of the world the mother may not have the capacity to raise a superior child. She is incapable of doing so by reason of her own poor health, her ignorance and her lack of status and recognition of social and legal rights, of economic parity of independence. One essential factor has been overlooked and ignored. The forgotten factor is the role of women. Development will be handicapped as long as women remain second class citizen, uneducated without any voice in family or community, decisions without legal or economic status, married when they are still practically children, and henceforth producing one baby after another, often to see half of them die before they are of school age.
5. We can enhance development by improving 'women power', by giving women the opportunity to develop themselves. Statistics show that the average family size increases in inverse ratio to the mother's years of education- is lowest among college graduates, highest among those with only primary school training, or no education. Malnutrition is most frequent in large families, and increases in frequency with each additional sibling. The principle seems established that an educated mother has healthier and more intelligent children, and that is related to the fact that she has fewer children. The tendency of educated, upper class mothers to have fewer children operates even without access to contraceptive services.
6. The educational level of women is significant also because it has a direct influence upon their chances of employment, and the number of employed women in country's total labour force has a direct bearing on both the gross national product and disposable income of the individual family. Disposable income, especially in the hands of women, influences food purchasing and therefore the nutritional status of the family. The fact that the additional income derives from the paid employment of women provides a logical incentive to restrict the size of the family.

**QUESTIONS:**

**1. Choose the most appropriate option:**

- (a) Among the natural resources which can be called upon in national plans for development.....**
- (i) The most important is certainly human labour.
  - (ii) The most important is possibly human labour.
  - (iii) The least developed is certainly human labour.
  - (iv) The least developed is undoubtedly human labour.
- (b) Without a productive labour force, including effective leadership and intelligent middle management.....**
- (i) No productive work is possible.
  - (ii) Entrepreneurs will incur heavy losses.
  - (iii) Economic development will not keep pace with national movements.
  - (iv) No amount of foreign assistance or of natural wealth can ensure successful development and modernization.
- (c) Development will be handicapped as long as women remain.....**
- (i) second class citizen
  - (ii) third class citizen
  - (iii) first class citizen
  - (iv) fourth class citizen
- (d) Disposable income in the hands of women strengthen**
- (i) Family bond
  - (ii) Nutritional status of the family
  - (iii) Spiritual status of the family
  - (iv) None of these
- (e) What happens to the family size from an educated mother to an illiterate mother?**
- (i) Increases in direct proportion
  - (ii) Increases in reverse proportion
  - (iii) Increases in inverse proportion
  - (iv) There is no relation

**2. Answer the following questions briefly:**

- a. What will be the source of the manpower development during the next quarter century?
- b. During which period is the child growth maximum?
- c. Why can't the first teacher of a child be effective in many parts of the world?
- d. What will happen to development if the womenfolk is neglected?
- e. What is the difference between an educated mother and an illiterate mother?

- f. How can we accelerate the rate of progress?
- g. Find a word in the passage (Para 5) which means 'Increase'
- h. Find a word in the passage (Para 6) which means 'Important'

**PASSAGE – 3**

1. Read the passage given below and answer the questions that follow: 12
1. Maharana Pratap ruled over Mewar only for 25 years. However, he accomplished so much grandeur during his reign that his glory surpassed the boundaries of countries and time turning him into an immortal personality. He along with his kingdom became a synonym for valour, sacrifice and patriotism. Mewar had been a leading Rajput kingdom even before Maharana Pratap occupied the throne. Kings of Mewar, with the cooperation of their nobles and subjects, had established such traditions in the kingdom, as augmented their magnificence despite the hurdles of having a smaller area under their command and less population. There did come a few thorny occasions when the flag of the kingdom seemed sliding down. Their flag once again heaved high in the sky thanks to the gallantry and brilliance of the people of Mewar.
  2. The destiny of Mewar was good in the sense that barring a few kings, most of the rulers were competent and patriotic. This glorious tradition of the kingdom almost continued for 1500 years since its establishment, right from the reign of Bappa Rawal. In fact only 60 years before Maharana Pratap, Rana Sanga drove the kingdom to the pinnacle of fame. His reputation went beyond Rajasthan and reached Delhi. Two generations before him, Rana Kumbha had given a new stature to the kingdom through victories and developmental work. During his reign, literature and art also progressed extraordinarily. Rana himself was inclined towards writing and his works are read with reverence even today. The ambience of his kingdom was conducive to the creation of high quality work of art and literature. These accomplishments were the outcome of a longstanding tradition sustained by several generations.
  3. The life of the people of Mewar must have been peaceful and prosperous during the long span of time; otherwise such extraordinary accomplishment in these fields would not have been possible. This is reflected in their art and literature as well as their loving nature. They compensate for lack of admirable physique by their firm but pleasant nature. The ambience of Mewar remains lovely thanks to the cheerful and liberal character of its people.
  4. One may observe astonishing pieces of workmanship not only in the forts and palaces of Mewar but also in public utility buildings. Ruins of many structures which are still standing tall in their grandeur are testimony to the fact that Mewar was not only the land of the brave but also a seat of art and culture. Amidst aggression and bloodshed, literature and art flourished and creative pursuits of literature and artists did not suffer. Imagine how glorious the period must have been when the Vijaya Stambha which is the sample of our great ancient architecture even today, was constructed. In the same fort, Kirti Stambha is standing high, reflecting how liberal the then administration was which allowed people from other communities and kingdoms to come and carry out construction work. It is useless to indulge in the debate whether the Vijaya Stambha was constructed

first or the Kirti Stambha. The fact is that both the capitals are standing side by side and reveal the proximity between the king and the subjects of Mewar.

5. The cycle of time does not remain the same. Whereas the reigns of Rana Sanga were crucial in raising the kingdom to the acme of glory, it also proved to be his nemesis. History took a turn. The fortune of Mewar - the land of the brave, started waning. Ranatried to save the day with his acumen which was running against the stream and the glorious traditions for some time.

**1. On the basis of your understanding of the above passage answer each of the following questions with the help of the options given below: 1x5=5**

- a. Maharana Pratap became immortal because
- he ruled Mewar for 25 year
  - he added a lot of grandeur to Mewar
  - of his valour, sacrifice and patriotism
  - Both (ii) and (iii)
- b. Difficulties in the way of Mewar were
- lack of cooperation of the nobility
  - ancient traditions of the kingdom
  - its small area and small population
  - the poverty of the subjects
- c. During thorny occasions
- the flag of Mewar seemed to be lowered
  - the flag of Mewar was hoisted high
  - the people of Mewar showed gallantry
  - most of the rulers heaved a sigh of relief
- d. Mewar was lucky because
- all of its rulers were competent
  - most of its people were competent
  - most of its rulers were competent
  - only a few of its people were incompetent
- e. Who was the earliest king of Mewar mentioned in the passage?
- Rana Kumbha
  - Bappa Rawal
  - Maharana Pratap
  - Ranasanga

**2. Answer the following questions briefly. 1x5= 5**

- What was Rana Kumbha's contribution to the glory of Mewar?
- What does the writer find worth admiration in the people of Mewar?
- How could art and literature flourish in Mewar?
- How did the rulers show that they cared for their subjects?
- What does the erection of Vijaya Stambha and Kirti Stambha in the same fort signify?



3. Find words from the passage which mean the same as:

1x2=2

- a. surprising (para 4)
- b. evidence (para 4)

#### PASSAGE - 4

Read the following passage carefully

(12 marks)

1. As religious people believing in God, we are all aware of the influence of prayer in our individual lives. It is true our temples, gurud waras, churches and mosques reverberate with the prayers of the devout on festive occasions and even in the course of daily life. When individuals face dire situations, often they are led into prayer; their faith thus opens for them a source of comfort and encouragement in their hour of need.
2. But how does India as collective entity, exercise its faith in prayer? It may be recalled that during the freedom struggle and subsequently after Independence, the Father of the Nation used to lead the people in prayer on matters affecting its destiny. The men of different faiths used to take part in such meetings, which gave them a sense of purpose and also a sense of solidarity as people sharing one destiny.
3. Since the Mahatma fell to the bullets of an assassin, no one else probably came forward to provide leadership to an exercise of prayer at the national level. No doubt, people of all faiths had organized prayers at their places of worship in the aftermath of national tragedies like the Gujarat Earthquake of the Orissa cyclone. The hijacking of an Indian plane with its passengers of Kandahar in the recent past had moved this nation to pray.  
The whole nation again had taken to prayers in mass on two other occasions when Amitabh Bachchan fell seriously on the sick bed.
4. Man's need for prayer is as great as his need for bread. As food is necessary for the body, prayer is necessary for the soul. I have not a shadow of doubt that the strife and quarrels with which our atmosphere is so full today are due to the absence of the spirit of true prayer. True prayer never goes unanswered," wrote Gandhiji. According to Vasudevan, Secretary of the Rajghat Samadhi Samiti, all-religion prayer meetings are held every Friday at Rajghat from 4 p.m. to 5.15 p.m.
5. It is said that the act of prayer changes people and situations. There is a general impression that prayer is an act of seeking favours from God for selfish ends. It is as if all praying people are only interested in taking their shopping lists to their Maker!  
For from it, the very act of praying teaches one to sympathize with those who suffer. It broadens one's vision and outlook. It builds up one's character by imparting a sense of responsibility towards other people and situations.
6. The latest example of a praying nation comes from the United States which is often labelled as too materialistic. Speaking at the national Prayer Breakfast at Washington in the second week of February, President George Bush praised Americans of all faiths for turning to prayer in the wake of the September 11 terrorist attacks. He said he had spent much time 'one bended knee' since terrorists attacked the World Trade Centre and the Pentagon, killing more than 3000 people.

7. Regardless of the religious affiliations, people in the affected areas showed an exemplary sense of togetherness in the hour of tragedy. All differences of religion, ethnicity, race and language were forgotten as volunteers got busy assuaging the pain and sorrow felt by the victims. The American example has several lessons for India which is also a pluralistic society. It has demonstrated that differences of religion and ethnicity need not stand in the way of the nation untidily facing all its challenges. If it is true that all religious faiths teach tolerance, humility and the value of helping neighbours, then the religious leaders of this nation could also engender unity and oneness of purpose by coming together periodically to pray for the nation. And when they focus on the fact that all people, regardless of their differences share one common destiny, there could be greater communal harmony. Such a consciousness ought to pave the way for peace in society.

**1. On the basis of your reading of the passage, answer the following questions by choosing the most appropriate option. (1x5=5 marks)**

- a. People often pray when they \_\_\_\_\_
  - (i) Are sick
  - (ii) Face dreadful situations
  - (iii) Want their desires to be fulfilled
  - (iv) Are depressed
- b. What is the general impression about the prayer?
  - (i) It provides food to the soul.
  - (ii) It is an act of seeking favour from God.
  - (iii) It teaches us to sympathies with those Who suffer.
  - (iv) It imparts in us a sense of responsibility towards other people and situations.
- c. All-religion prayer meetings are held at Rajghat.
  - (i) Biweekly
  - (ii) Weekly
  - (iii) Monthly
  - (iv) Annually
- d. Does the writer support the view that ‘all praying people are only interested in taking their shopping lists to their Maker!’
  - (i) Yes
  - (ii) No
  - (iii) Not sure
  - (iv) Partially Correct
- e. What should the religious leaders do?
  - (i) Coming together to pray for the nation
  - (ii) Demonstrate the differences of religion
  - (iii) Only teach tolerance, humility and the value of helping neighbour
  - (iv) They have no duty to the nation

**2. Answer the following questions as briefly as possible. (1x7=7 marks)**

- a. Comment on the importance of the collective prayer organized by the Father of the Nation.
- b. On what occasions did the people of all faiths organize prayers at their places of worship?
- c. What has the absence of the true prayer resulted in?
- d. What lesson does the America example give to India?
- e. What do all religious faiths teach?
- f. Find a word in the passage (Para 4) which means 'Killer'.
- g. Find a word in the passage (Para 4) which means 'Shown/displayed'

**PASSAGE - 5**

**Read the following passage and answer the questions that follow: (12 marks)**

1. Nuclear capability gives a status to the country in the community of nations. No nation can afford to make destructive use of the nuclear energy without risking a World War. That is why America did not make use of nuclear weapon in the Vietnam War though it had become a matter of prestige for her. Similarly Russia preferred to pull out her missile bases from Cuba instead of coming in direct conflict with a nuclear power, America. But India, since she started adopting nuclear technology, had decided to make only peaceful use of nuclear energy. The fear expressed by Pakistan and the comments made in the Chinese press are more for the sake of propaganda than for the projection of truth.
2. India needs nuclear energy in order to meet her power shortage. She has been depending upon hydroelectric power which is undependable because of the uncertainty of rainfall. Good quality of coal which is another source of energy cannot be extracted commercially because it lies very deep and the cost of extraction is very high. India is not producing much of oil; rather she has to import nearly 74 per cent of her total consumption. So the only alternative with India is to have a cheaper and more dependable source of energy. The known reserves of thorium in India are sufficient to last many hundred years. That is why India has already commissioned two nuclear power stations, one at Tarapur and the other at Rana Pratap Sagan. Each one has the installed capacity of producing 420 M.W. of electricity. Two other at Kalpakkam, are operational. This energy will be able to meet the power shortage throughout the country. If industries work at their full capacity, production will be higher and so per capita income will increase and inflation will be neutralized.
3. With the help of controlled nuclear explosions, artificial dams can be made. In fact for building a dam there should be two huge mountain walls enclosing a deep valley just near the course of a river. These conditions are not available at all the places. So with the help of controlled nuclear explosions mountains can be blown up. This can also help in laying roads in the mountainous areas. In fact, some of the borders of India have mountainous terrain and the movement of the army is quite difficult. So even for the sake of national security it is necessary to have roads in those areas.
4. With the help of radiation the shelf life of vegetables and fruits can be increased. In the tropical countries like India, it is necessary that the perishable fruit stuffs are preserved for a long time. Radiation can check the sprouting of onions and potatoes which are much in demand in foreign countries. Similarly fruits like bananas and mangoes which have much

export potential can be preserved for a very long time. The texture and taste of the fruit do not undergo any change.

5. Nuclear technology can also be harnessed for medical purposes. It is said that radioactive iodine is used for detecting the disease of the thyroid glands. Similarly, India of U.N. experts, radiated vaccine which can immunize sheep from lungworm disease, which used to take a heavy toll of sheep every year.
6. Properly processed nuclear fuel is also used for artificial satellite in space. Weather satellites can predict cyclones and the rainfall with extreme accuracy. Communication satellites can help in conveying the messages to very long distances. In a huge country like India, communication satellites are necessary.
7. Radiation is also used for preparing the mutant seeds. Many varieties of rice and some cereals have been prepared at Tarapur laboratory. This will increase our agricultural production and help India to become economically better off. So for India it is necessary to make peaceful uses of nuclear energy.

1. **On the basis of your reading of the passage, answer the following questions by choosing the most appropriate option** (1x5=5 marks)

- a. India needs nuclear energy in order to \_\_\_\_\_
  - (i) gain status in the community of nations
  - (ii) meet her power shortage
  - (iii) increase her might
  - (iv) frighten the hostile countries
- b. Coal, another source of energy, cannot be extracted commercially because \_\_\_\_\_
  - (i) it lies very deep
  - (ii) the cost of extraction is very high
  - (iii) it lies very deep and the cost of extraction is very high
  - (iv) it is risky for the miners to extract it
- c. Which are more for the sake of propaganda than for the projection of truth?
  - (i) Fear Expressed by Pakistan about India adopting nuclear technology
  - (ii) Comments made by the Chinese press about India's nuclear power.
  - (iii) Both (i) and (ii)
  - (iv) None of the above
- d. Which is not an example of the peaceful use of nuclear technology?
  - (i) Preparing the mutant seeds by the use of radiation.
  - (ii) Making artificial dams by controlled nuclear explosion.
  - (iii) Use of nuclear power stations to meet the shortage of power.
  - (iv) Contamination of local water supplies around uranium mines.
- e. The texture and taste of the fruit do not undergo any change due to ....
  - (i) Curing

## **POSTER - MAKING**

A poster is used to spread awareness regarding a social issue, an event or a product.

### **IMPORTANT POINTS TO REMEMBER:**

1. Give a heading.
2. Write a catchy line/slogan.
3. Remember to illustrate your poster with a sketch.
4. There is no fixed lay out.
5. Use convincing language.
6. Follow the word limit.(50 words)

#### 1. For awareness of a Social Problem:

- Heading
- The problem & it scauses
- Effects of the problem.
- Solutions to the problem.
- Any other additional information.

#### 2. For an Event:

- name of event
- purpose
- date, time, venue
- organiser's name
- entry ticket
- highlights of the event
- any other relevant information

### **MARKING SCHEME**

Format: 1 Mark

Content: 2 Marks

Expression: 1 Mark

**SOLVED EXAMPLE**


**Q.1 Draft a poster for promoting the need for joining the Defence Services. (Word limit 50 words.)**

**JOIN THE  
DEFENCE FORCES  
&  
SERVE YOUR MOTHERLAND**

**If you crave for:**

- \*Patriotism
- \*Adventure
- \*Heroism

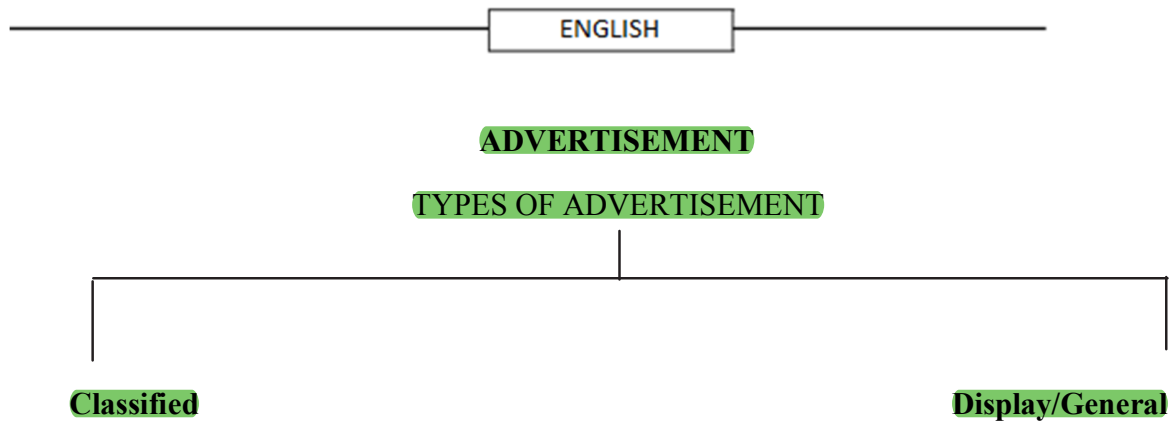
**COURSES OFFERED:**\*N.D.A. after plus two  
\*I.M.A. after Graduation



**Issued by: Defence Ministry; Government of India.**

**PRACTICE QUESTIONS:**

- (1) Design a poster in not more than 50 words for your school library on the value of books and good reading habits .You may use slogans.
- (2) You are making an effort to spread message that Old Persons are an asset to society and they should be taken care of by the society. Prepare a poster to be displayed in the different parts of the city in not more than 50 words.
- (3) Your company is launching a new range of lunch boxes & water bottles for children next month. Draft an attractive poster which can be displayed in all market areas of your town to promote their sale. Do not forget to mention the speciality of these lunch and water bottles.(Word limit 50 words)
- (4) Design a poster in not more than 50 words for your school on the importance of Yoga and its relevance in our daily life. You may use slogans.



**Main Characteristics of Classified Advertisements:**

1. They are categorised into columns according to different classes. The category is stated at the top.
2. They are written in short catchy phrases and words.
3. The language used is simple, factual and formal.
4. They are short, concise and to the point.
5. All the relevant information is provided.
6. Contact name and address is given.
7. They are written in a box to attract attention.

**Marking Scheme**

- Format - 1 Mark
- Content expression - 2 Marks
- Expression - 1 Mark

**DISPLAY/GENERAL**

**ADVERTISEMENTS Main Characteristics of Commercial**

**Advertisements:**

1. Designed for display purpose.
2. More space, more expensive in terms of the advertising costs.
3. Visually attractive-varying font size or shape.
4. Language colourful and lucid, catchy slogans, punch lines, witty expressions and pictures or sketches.

**Necessary Details:**

1. Name of the company/ institute/ organizers etc.
2. Details regarding the product/ event/ educational course etc.
3. Special offers of discount, if any
4. Address of the company/ institute/organizers etc.

**Example of Classified Advertisements****For Sale**

FOR SALE a brand new Maruti 800, AC, 2002 model, white colour, 1634kms, excellent condition, all accessories intact, owner leaving for USA. Expected price Rs. 1.6 lakhs, negotiable. Interested parties may contact Amarnath, 26, Nai Sarak, Delhi or Call on 26000981.

**SOME QUESTIONS FOR PRACTICE--**

1. You are a Commerce graduate with 8 years experience of keeping accounts. You want a job in some MNC/Corporate House. Prepare an advertisement to this effect.
2. You are Manager, Infocom Network C-3 Main shopping Centre, Vasant Vihar, New Delhi-110057. Draft an advertisement offering office furniture for sale. Give details.
3. As the Managing Director of a bureau providing tutors for home coaching, write out an advertisement to be published in the classified columns of a newspaper.
4. An old man aged 68, poor vision, mentally upset has been missing for a week. Draft a suitable advertisement for the 'Missing Persons' column of a newspaper in about 50 words.
5. Escort Shoes wish to announce their annual clearance sale before Diwali. Construct a suitable advertisement.
6. You are a builder and the proprietor of 'Dream House Construction'. Draft a suitable advertisement for a new multi-storeyed residential building for sale to the public. Include details like area, surroundings, facilities, etc.
7. You are the proprietor of a finance company. You have a special scheme for car loans/ house building loans for public. Construct an advertisement in about 50 words.

**FORMAL INVITATIONS AND REPLIES**

Invitations are extended to relatives, friends, acquaintances and clients on a number of social occasions like marriages, births, engagements, deaths or other public functions.

Invitations are of two types. - 1) Formal Invitations 2) Informal Invitation

While formal invitations are sent for the above mentioned occasions, many people also send a handwritten informal invitation beforehand to make these occasions more personal, cordial and intimate as is appropriate to their relationship.

Replying to invitations is essential. It is an essential courtesy to the host who has extended an invitation and also helps the host know how many guests will arrive so that he she may make arrangements accordingly.

Like the invitations, replies to invitations also may be:-

- formal replies
- Informal replies



**Formal Invitations:-**

Formal invitations are sent in official capacity for public functions except in the case of Marriage/ Anniversaries.

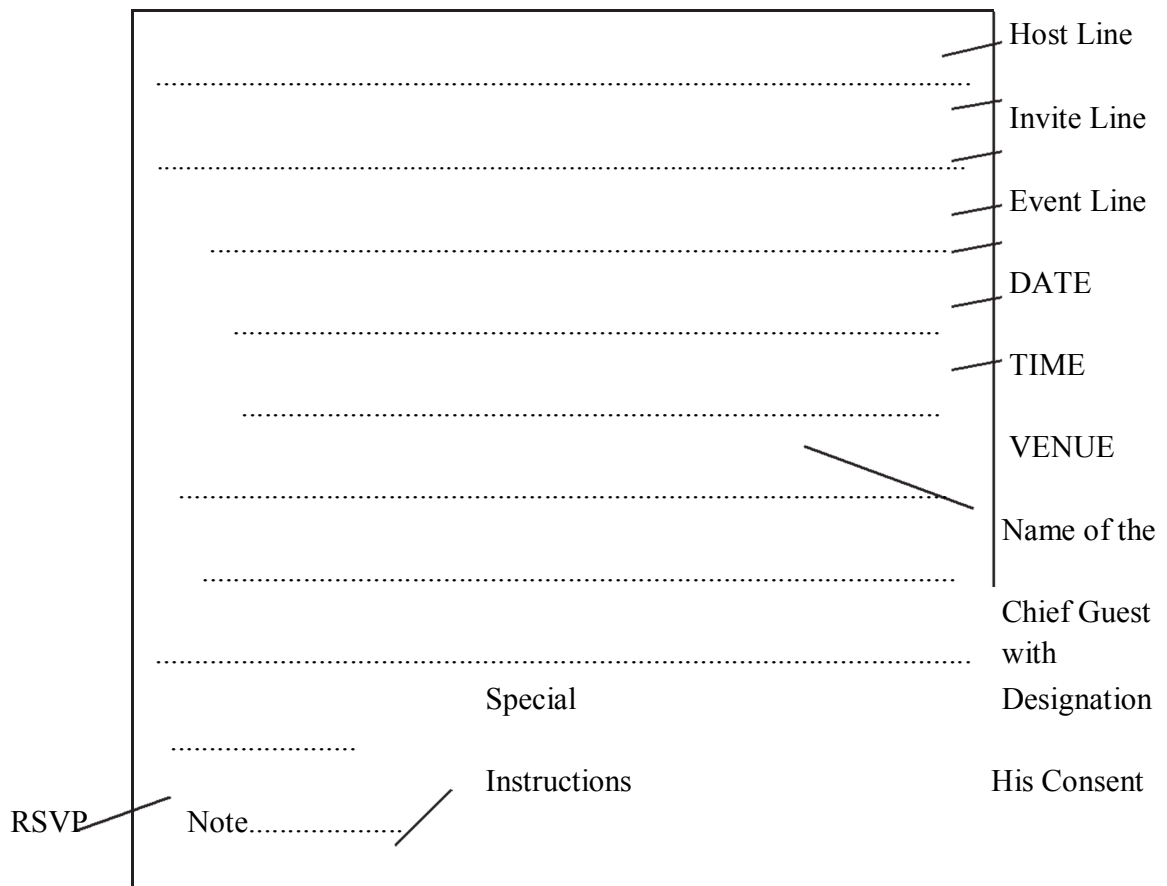
- A simple yet elegant printed card is preferred.
- Invitations are written in the third person.  
Example:- Mr. and Mrs. S Surendran request the pleasure of the company of Mr. and Mrs. Rajkumar.....
- Note that the English etiquette requires the husband's name to be written first. Example:- Mr. and Mrs. G Joseph
- Avoid use of abbreviations for the names of guests, days, dates. However, the abbreviations RSVP. (Repondez s'il vous plait) which means 'Please Reply' is put at the bottom.
- The subject matter is written in the centre setting. Details like address, dress code or any other instructions are written at the bottom to the left or the right as per choice or convenience.

**Important Points**

The invitation is laid out so that each of the following is in a separate line:

- the name(s) of the host (s) issuing the invitation
- the standard expression 'request the pleasure of the company of .....!'
- the reason for the invitation.
- the time and date of the event.
- the venue of event
- In case a VIP is to be invited (at an official function), his/her name appears prominently
- In case of Printed cards, the name of the invitee may not figure in the invitation.
- The date of issuing the invitation is not mentioned.
- No punctuation is required at the end of a line.
- The simple present tense is used.

**FORMAT OF FORMAL INVITATION**



**Example:-**

Your school is organizing the Annual Day next month in one of the prestigious auditoriums of your city. Draft an invitation in not more than 50 words giving all the essential details. Do not forget to include necessary instructions against mobile phone and cameras.

The Management, Staff and Students  
of  
**Government Model Sr. Sec. School, Chandigarh**

Cordially invite you to their

**ANNUAL FUNCTION**

"TARANG"

at 6:00 p.m. on 4 December 2016

in

**The National Auditorium**

**Sh. Pramod Kumar**

Secretary Higher Education, Ministry of HRD, Govt. Of India

has kindly consented to be the chief guest

RSVP

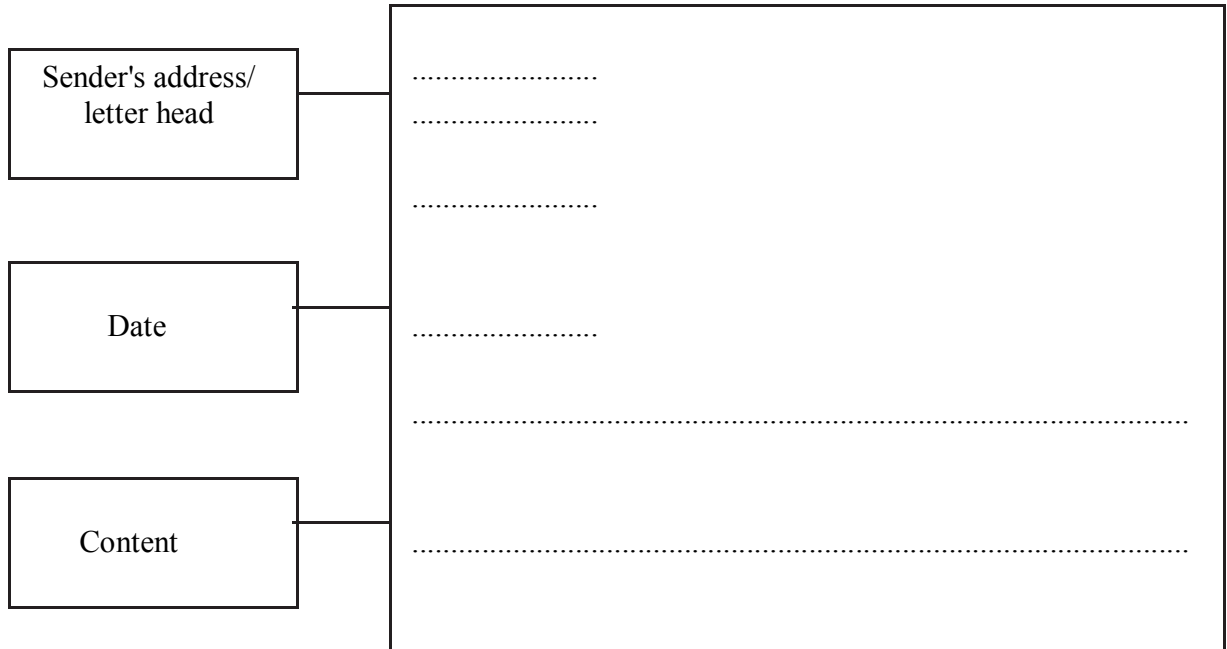
Ph....

**Instructions**

1. The card admits two people only
2. Please be seated by 5:30 p.m.
3. The use of mobile phones and cameras is  
prohibited  
Program  
overleaf

**Accepting the Invitation (Formal)**

**Format (Formal Reply)**



**Example**

Dr. Geeta Sahni was invited to preside over the Inter-School Declamation Competition to be held on 5 October 2019 at 10.00 am by Neha Rawat, the President of the English Literary and Debating society of Government Model Senior Secondary School, Sector 19, Chandigarh. On behalf of Dr Geeta Sahni, send a reply to Neha Rawat accepting the invitation.

Sender's address/ letter head	Dr Geeta Sahni 75, Sector 11 A Chandigarh
Date	20 September 2019
Acknowledging Invitation	Geeta Sahni Thanks Ms Neha Rawat, President of the English Literary and Debating Society to preside over the inter school declamation competition to be held on 5 October 2019 at 10.00 am
Acceptance	She is delighted to accept the invitation. It will be kind of
Follow-up, if any	you if she is provided with transport for the occasion.

**Informal Invitation**

Informal invitations are sent for personal occasions.

Important points

The main characteristics of an informal invitation are:-

- It is written in the first person (I/We)
- The sender's address is written as usual but the receiver's address is not mentioned.
- The date of writing the invitation is given but there is no need to write the year.
- The salutation is 'Dear+ name'.
- The complimentary close is 'Yours Sincerely'.
- Various tenses of the verb are used unlike the formal invitation.
- The Invitation does not ask for a reply as in the formal invitation. However, it is polite to reply to the invitation.

- The vocabulary is less formal.

**Example**

Mr and Mrs. G Joseph of 27, The Apple Tree Orchard, Kottayam have decided to have a party on the occasion of twenty-first birthday of their son, Vineet. Write the invitation giving details of the date, time and venue. Do not exceed 50 words.

Sender's address	27, The Apple tree Orchard Kottayam
Date	8 October 2019
Salutation	My dear/Dear Naomi
Occasion	We are pleased to invite you to the 21st Birthday party of our
Time, Date and Venue	son, Vineet, at 6.30 p.m. on 14th October at our residence. We hope that you will be able to come.
Complimentary Close	Yours sincerely Mr & Mrs Joseph

**Reply to Informal Invitations :-**

It is an essential courtesy to reply to an invitation. The layout of a reply to an informal invitation is also informal, like the invitation.

The reply is written in the first person. The salient points in the reply to an informal invitation are:-

- acknowledging the invitation
- mention acceptance/ refusal (It is essential to give a reason for refusing an invitation.)
- making use of warm and simple language.

**Declining the Invitation**

Mr. and Mrs. G Joseph of 27 Sardar Patel Marg Allahabad invited their neighbour, Priyanka to a party on the occasion of 21st birthday of their son, Vineet. Write a reply to the invitation on behalf of Priyanka expressing her inability to attend the party. (Word limit 50 words)

**Letter of Invitation should be included**

Sender's address	27, Sardar Patel Marg Civil Lines, Allahabad
Date	20th July 2019
Salutation	Dear Mr. Joseph
Reason for refusal	Thank you for your kind invitation. I am sorry to say, however, that I shall not be able to come to the party as I shall be out of station that week.
Follow-up, if any	I wish Vineet all the best for the future.
Complimentary Close and name	With warm regards  Yours sincerely Priyanka