UNIT 17 LESSON 28

Reading – Prediction of content

Predicting the content of any given Passage enables you to comprehend quickly. When you are able to guess or predict the meaning even before completing the reading of the Passage, you understand the Passage completely. In order to predict, you should develop the skill of rapid reading because any good reader is able to think ahead, hypothesize and predict.

While reading you may find certain hints that would help you to predict the content. If the subject is a known one, you would easily spot the topic sentence in every paragraph, the headings, subheadings, the diagrams, illustration and the cohesive markers like pronouns, repetitions and transitions which would help you in the process of prediction.

Now quickly run through the below given passage and answer the questions given below.

The film industry is facing the challenge of the television screen, which, because of its ready availability and nearness to entertainment seekers is becoming very popular, particularly in the west where television programmes are as indispensable to people as newspaper material. Sustained entertainment for multitudes lasting two or three hours is possible only in big cinema halls. Scenic beauty, background effects and colour techniques, which have made the products of cinema industry so attractive and delightful may not be reproduced by television programme organisers and therefore the important invention in the field of wireless communication ,in spite of having become a big rival of the cinema may not succeed in replacing it.

The motion picture has also stepped into the international sphere as an agent of goodwill and co-operation among nations. As cultural agents movies can cement ties of love and brotherhood among nations and teach them to confer on each other the benefits of all the rich and glorious achievements of the present enlightened age. Film festivals which many European and Asian countries have been organising from time to time have also proved to be of immense value in reducing social barriers, colour prejudices and other causes of friction between nations.

In the spheres of human conduct and behaviour, movies are an inexhaustible source of inventiveness. All our new fashions in respect of the clothes we wear, the cut of our hair, the

shape of our footwear, interior decoration of our rooms and even our manners and habits at social gatherings owe their origin to cinema industry. In the screen world nothing ever grows dull and stale; even the most ordinary things look with exquisite charm . The science of makeup is mainly responsible for the glamour. Tailors, photographers, barbers, shoe makers, manufacturers of articles, of cosmetics and traders of thousand other varieties of luxury goods look to this industry for guidance and inspiration for they enrich their professional knowledge which helps them to meet their customer's demands.

1. The main idea expressed in the first paragraph is
   a) Television is a major rival of the cinema.
   b) Films are more attractive than television programmes.
   c) Television can never replace cinema.
2. Mention three essential aspects of cinema that cannot be reproduced by the television.
3. Describe the role of movies as cultural agents.

Answers: 1. (a)

2. Scenic beauty, background effects and colour techniques.

3. Movies can serve as cultural agents for creating goodwill, cooperation and harmony in international cinema.

Understanding Advertisements Lesson 29

Reading is generally defined as a process that helps us to

a) decode, decipher and identify the words in print
b) articulate, speak and pronounce the words in print
c) understand, interpret and sense the meaning of words or text in print

The first one consumes time if done alone. With the guidance of teacher the concept becomes clear.

The second one pertains to reading aloud with the guidance of the teacher. For beginners loud reading helps them to discover how writing is associated with the spoken words. Yet reading aloud is a complex activity because our attention is divided between reading and speaking. Also it slows down the reading speed and often impedes understanding.

The third one is what contributes silent reading or reading for comprehension. It is an activity that we normally do while reading newspapers, books, posters, road signs, etc. moreover silent reading is faster than loud reading as the reader concentrates on the written matter.

A lot of written material can be understood even without understanding the meaning of the individual words and sentences. Many unknown words can be comprehended by placing them in

the overall context of the sentence. We normally, guess, predict and anticipate many things about the content, ideas of the text, as we read the text.

Thus predicting the content of a given reading passage helps you to speed up the process of comprehension. In order to guess and predict the meaning you should develop rapid reading skill, your knowledge about the subject, topic sentences in every paragraph, headings, sub-headings, charts, diagrams, graphs and cohesive markers like pronouns, repetitions, transitions and synonyms would enable you in the process of prediction.

Understanding Advertisements:

Today we live in the world of advertisements. Starting from a small trader to million dollar turn over company depend so much on their advertisement for public response. It is the main medium through which they become known to the world. It is a powerful tool which is deliberately used to influence the minds, tastes and even motives of the masses. Newspapers, magazines, TV, radio, and cinema are extensively used by the corporate world, commercial establishments and government and social institutions for various purposes. Advertisements can be in the form of catchy phrases, half sentences and even slogans.

How to draft advertisements?

- ***Business advertisement's main aim is the promotion of sales and business. So make it attractive using colours and lovely designs luring the people.***
- ***Always use a catchy, simple and effective language.***
- ***Content and style should be well blended and natural. The main issue should be in block fashion***
- ***The advertisement should be brief and precise.***
- ***Use different fonts.***
- ***The tone, mood and style of an advertisement must match with the subject matter.***
- ***Go through the classified advertisement and commercial advertisement from the above mentioned sources and learn the art of drafting advertisements.***

Advertisements are of various kinds. There are newspaper ads/advertisements which cover all the subjects like situations vacant/wanted placement services, educational, or accommodation, real estate, travels and tours, business proposals, for product sales/promotion, etc. They are known as classified advertisements.

Points to be noted or a newspaper advertisement:

- ***Maximum word limit differs as per the subject***
- ***They are short and to the point. They are charged at the rate of per word and line.***
- ***No blocks or designs allowed in classified advertisements.***
- ***Pictures are allowed when is paid as per norms.***

- ***Catchy words are used.***
- ***Colours can also be used.***
- ***Language should be simple, factual and formal***

Today television or radio advertisements have become very popular. As it is audio visual, it reaches the public f aster than print media.

1) Johnson engineering works, Ambattur Industrial Estate, Chennai needs engineers with electronics and electrical background immediately. Write an advertisement.

   Looking for fresh engineering graduates with electronics and electrical specialization. Candidates who have passed with distinction preferred. Apply with complete bio-data within 7 days to –

   The Chief Engineer,
   Johnson Engineering works,
   Ambattur Industrial Estate,
   Chennai.

2) You are an engineer with computer science specialization. You have an experience of 5 years in software company. You are looking for a better opportunity. Draft an advertisement for a newspaper giving particulars of qualifications and experience.

   An ambitious engineering graduate in computer science with a valuable experience of 5 years in the software industry seeks an executive ranking job in a reputed software firm. Worked as a team leader and software engineer for 5 years in one of the Fortune 500 companies. Capable of handling various projects in software. Contact for further details:

   Sri.N.R.Srivasan,
   2/30, Rajiv Apartments,
   Ranga Road,
   Mylapore,
   Chennai – 600004.

3) You are Shilpa and Sourav of Bangalore. You have been selected for an overseas assignment and would be going abroad shortly. You have a rosewood dining table and sofa set, television and refrigerator for sale. Draft a suitable advertisement to be published in the classified columns of Times o India, Bangalore.

   For immediate sale – an antique rosewood sofa set and dining table with 4 chairs, a double door refrigerator and 24 inches Sony TV. Owner leaving India shortly. Attractive offer.Hurry. First come first basis. Rush to

   Mr and Mrs Sourav,
   5, 9th Cross,
   R.V.Puram,
   Bangalore-19.
   Phone Number: 080 - 22334455