

CLASSIFIED ADS

1. Uwagi ogólne

Tekst *Classified ads* adresowany jest głównie do studentów kierunków humanistycznych, a także studentów innych kierunków zainteresowanych współczesnym językiem angielskim.

2. Poziom zaawansowania: B2+/C1

3. Czas trwania opisanych ćwiczeń: 15–20 minut

4. Cele dydaktyczne

Dzięki przykładom z życia codziennego (drobne ogłoszenia zaczerpnięte z prasy anglojęzycznej) studenci mogą się przyjrzeć, w jaki sposób niepoprawne użycie słowa, błąd ortograficzny lub zastosowanie słowa wieloznacznego zmienia wydźwięk ogłoszenia albo wręcz pozbawia je sensu. Nie bez znaczenia jest efekt humorystyczny, niezamierzony przez autorów ogłoszeń, ale znakomicie podkreślony przez Roba Kyffa, który zebrał wspomniane ogłoszenia i opatrzył je swoimi komentarzami.

5. Uwagi i sugestie

Interpretacja tzw. ogłoszeń drobnych jest istotnym elementem funkcjonowania w rzeczywistości danego kraju – bardzo często poszukujemy jakiegoś przedmiotu czy usługi, albo też pragniemy zaoferować je innym. Przygotowane ćwiczenia warto więc poprzedzić wprowadzeniem oraz ćwiczeniami na słownictwo i skróty powszechnie stosowane w ogłoszeniach drobnych. Ćwiczenia takie można znaleźć na przykład w podręcznikach do nauki słownictwa. Warto przećwiczyć umiejętność redagowania ogłoszeń drobnych, gdyż w dobie globalizacji może się ona przydać. Ćwiczenia zaproponowane w tym artykule stanowią uzupełnienie tematu ogłoszeń drobnych. Przekazują także studentom istotną informację, że należy zadbać o poprawność ogłoszenia, aby było ono skuteczne, zrozumiałe i nie brzmiało śmiesznie bądź absurdalnie, jak niektóre przytoczone w niniejszym artykule przykłady.

CLASSIFIED ADS

1. Explain what a classified ads section in a newspaper is and what kind of information would you look for (or place) there. If not sure, consult a dictionary to find out.
2. Look at the following text about classified ads by Rob Kyff. In pairs, decide what the author of each ad is trying to advertise.

For Sale – Dictionary. Never Used (Advertising Poor Command of Language)

While newspapers sometimes commit linguistic gaffes on their front pages, you'll often find the most delectable bloopers near the back of the paper in the classified ads. Here are some recently sent to me by readers:

- 1) "1984 CHRYSLER FIFTH AVENUE, 62k miles, ps, pw, won't last." – *Uh-oh.*
- 2) "Silver Trumpet w/2 extra moth pieces." – *Hasn't been used in a while?*
- 3) "ARCHITECTURALLY-DESIGNED BRICK GEORGIAN-STYLE Pristine home situated on 5+ private acres ... wonderful dental molding." – *You'll pay through the teeth.*
- 4) "FIG TREE, POTTED, Indoor/Outdoor, Fruit Baring, \$25." – *Aren't fig leaves supposed to conceal things?*
- 5) "1984 Mercedes. New breaks." – *Sorry to hear that.*
- 6) "FREE FEMALE CAT, White, Short Hair, Abandon." – *Didn't somebody already do that?*
- 7) "FOR SALE: one chord of firewood." – *Wood from an old piano?*
- 8) (from an ad for a chimney sweep) "FLU CLEANING" – *Shouldn't a doctor handle that?*
- 9) "8 Chip and Dale chairs" – *Do they squeak?*
- 10) "Machinist workbench, 6' metal frame w/ attached vice." – *A built-in mini-bar?*
- 11) "Looking to clean homes ... Call 555-1234. Leave mess." – *Makes sense.*
- 12) "WANTED: Family to take in 11 yo Husky while we travel, as alt to canal." – *Guess he can't dog paddle.*
- 13) "Tudoring: NYS certified Elementary/Social Studies Teacher with ESOL experience." – *Probably specializes in Elizabethan studies.*
- 14) "Secluded 1 bedroom, 1 bath cabin with distant views and Plumbar Creek running through it." – *Now THAT's waterfront property!*

Source: http://articles.courant.com/2006-08-25/features/0608250134_1_chimney-sweep-fig-tree-neutered, access: 13 February, 2013.

3. Each of the ads in the text above contains a mistake or unintentionally creates double meaning. Identify the 'problematic' word or expression. Use the comments (in *italics*) or a dictionary to help you.

4. Where is the humour in each ad? What misunderstanding has been created in each case?

5. Which ad do you find the most amusing?

KEY

1. classified ad – noun – an advertisement in a newspaper, magazine, or the like generally dealing with offers of or requests for jobs, houses, apartments, used cars, and the like.

Source: www.dictionary.com, access: 13 February, 2013.

2. 1) a car for sale, 2) a trumpet with accessories, 3) a house for sale, 4) fig trees, 5) a car for sale, 6) a free female cat, 7) an amount of firewood, 8) a service by a chimney sweep, 9) chairs for sale, 10) a workbench with tools, 11) cleaning services, 12) looking for a family to take care of a dog, 13) private lessons, 14) a small house very close to a creek.
3. 1) won't **last**, 2) **moth** pieces, 3) **dental** molding, 4) Fruit **Baring**, 5) New **breaks**, 6) Abandon, 7) chord, 8) flu, 9) Chip and Dale, 10) vice, 11) Leave **mess**, 12) canal, 13) Tudoring, 14) and.
4.
 1. It was supposed to mean that the offer is so good that someone will quickly buy the car, so the offer 'won't last.' Instead, it sounds as if the car is in such a bad condition that it won't last very long.
 2. Someone meant "extra mouthpieces." Instead, it sounds as if there were moths in the trumpet.
 3. Dentil molding – in *Architecture* – one of a series of small rectangular blocks projecting like teeth from a molding on a building. Here, by mistake, the word 'dental' is used, which applies to teeth. Hence the comment *You'll pay through the teeth*, i.e. you'll pay a lot.
 4. 'Baring' means revealing. This looks amusing in the context of fig leaves, which traditionally conceal rather than reveal. The author obviously meant a fruit **bearing** (i.e. producing) tree.
 5. New breaks – sounds as if the car has broken down a few times recently. The author obviously meant that he has installed new **brakes** in the car.
 6. Someone wants to give away a probably abandoned, homeless cat. 'Abandon' has double meaning: **a.** to leave, **b.** to give up one's right to something for free.
 7. A chord is a string from a musical instrument. A cord of firewood is an amount of cut fuel wood – 128 cubic feet (3.62 cubic meters).
 8. flu – an illness, flue – a pipe linking a fireplace and the chimney.
 9. Chip and Dale – Disney's cartoon about two squirrels. Chippendale – an 18th-century English style of furniture characterized by flowing lines and rococo ornamentation.
 10. Vice – wickedness, doing morally wrong things. Vise – a clamping tool used in carpentry to hold a piece in position.
 11. The humour lies in using the abbreviated form 'mess.' for 'message', which makes sense in the context of the advertised cleaning services.

12. Canal – an artificial waterway used for travel. The author obviously meant ‘kennel’ – an institution where dogs are kept.
 13. Tudor – a dynasty of English kings and queens, represented for instance by Queen Elizabeth I. Tutoring – giving private lessons.
 14. The use of ‘and’ instead of ‘of’ creates the impression that the creek is running directly through the cabin.
5. SS’ own answers.