

SEM II

Reference Booklet

Course Title:

COMMUNICATION SKILLS IN ENGLISH

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(ABILITY ENHANCEMENT COURSE)

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UNIT I

Applied Skill in Communication

1.1 Rhetorical Devices

- **What is it?**

In the process of communication, A *rhetorical device* is a *use of language* that is intended to have an *effect on its audience*. rhetorical devices are also known as *persuasive devices* or *stylistic devices*. Rhetorical devices make speeches more persuasive, writing more memorable, and are just what you need if you are trying to really take advantage of ethos, pathos and logos. Rhetorical devices evoke an emotional response in the audience through use of language, but that is not their primary purpose. Rather, by doing so, they seek to make a position or argument more compelling than it would otherwise be. Rhetorical devices are commonly found in essays, persuasive writing and even speeches. Your day-to-day communication, however, may also sometimes make use of rhetorical strategies, whether you're aware of the usage or not. Rhetorical strategies can benefit communication by enhancing comparisons, making bold points and offering a way for people to connect with what you're talking about.

Rhetorical strategies can be used in writing, in conversation or if you are planning a speech. Rhetorical devices are frequently used in literature, though we often use these types of words in our everyday conversations without notice. Consider the exclamation "*it's raining cats and dogs.*" This is a common metaphor that someone may use to describe a torrential downpour or heavy rainstorm. While we know cats and dogs are not literally falling from the sky, we use general phrases like this to describe, convey or sway someone to see the perspective we present

Selective Kinds of Rhetorical Devices in English (Written and Spoken):

- **Alliteration:**

Alliteration is the *repetition of the first sound of the word*. The term is usually *applied only to consonants*, and only when the *recurrent sound begins a word* or a *stressed syllable within a word*. It occurs when two or more words are linked that share the same first consonant sound, such as "fish fry." Some famous examples of alliteration sentences include:

1. Peter Piper picked a peck of pickled peppers.
2. Sally sells seashells by the sea shore.
3. How much wood could a woodchuck chuck if a woodchuck could chuck wood?

- **Repetition:**

A figure of speech in which a **word** or **phrase repeated two or more times**. The repeated words/phrase are not necessarily adjacent to each other. It is frequently used to put emphasis on any phrase that represents a thought or prominent idea of the topic at hand. It can be an effective tool to make an audience savor words, understand a point, or believe in a cause.

Example:

- 1) That is a very very big balloon.
- 2) I felt happy because I saw the others were happy and because I knew I should feel happy even though I did not really feel happy.
- 3) Rage rage against the dying light

- **Antithesis:**

Antithesis denotes a contrast between two things. As a figure of speech, antithesis states strongly **contrasting ideas placed in juxtaposition**. It presents a rhetorical contrast of ideas by placing them parallel to each other in phrases, clauses, or sentences. Antithesis is mainly used to portray the difference between two opposing ideas. The contrasting ideas in antithesis do not need to be the exact opposite of one another, but they do need to be dissimilar enough to show opposition. This principle makes it different from oxymoron. e.g. "Give every man thine ear, but few thy voice." The exact opposite of "every" is not "few," and the direct opposite of "ear" is not "voice", but they contrast enough to be antithetical.

Examples:

1. It was the best of the times, it was the worst of the times
2. It was the season of life and it was the season of darkness
3. "We must learn to live together as brothers or perish together as fools." - "Float like a butterfly, sting like a bee."
4. That's one small step for a person, one giant leap for humankind.

- **Metaphor:**

A **metaphor** is a literary device **comparing unlike things through a perceived similarity**. Metaphor, unlike simile, does not use the words “like” or “as” to make a comparison for rhetorical effect. Metaphor uses **implicit, implied, or hidden comparison** to **draw out the resemblance of two contradictory objects or concepts**. In the English language, metaphor is when a person, place, or thing is described as being another person, place, or thing. Metaphor uses an analogy to compare two things that appear to be very unlike each other. The following examples demonstrate the usage of metaphor in literature.

E.g.

1. “It is raining cats and dogs.”
2. “The noise of toddlers was music to her ears.”

- **Metonymy:**

Metonymy is a figure of speech consisting of the use of the name of one thing for that of another. The second thing is an attribute or thing that is associated with the first thing. Metonymy is often confused with synecdoche, which refers to something by the name of one of its parts. In metonymy, however, the word used is closely linked to or often found near the thing we are referring to, but it is not technically a part of it. An example of metonymy would be referring to a businessman as a “suit.” OR “Let me give you a hand, there.” OR “Lend me an ear.”

- **Onomatopoeia:**

It is the process of creating a word that phonetically imitates, resembles, or suggests the sound that it describes. Such a word itself is also called an onomatopoeia. Commonly they are also referred to as “sound words”. Common onomatopoeias include animal noises such as oink, meow, roar, and chirp. Onomatopoeia can differ between languages: it conforms to some extent to the broader linguistic system; hence the sound of a clock may be expressed as tick tock in English, dī dā in Mandarin, katchin katchin in Japanese, or tik-tik in Hindi. Onomatopoeia is used for referring to the sound of things sometimes which are not existing in reality. These sounds seem normal when they get included in a speech or narration, but if seen separately, or individually they surely grab the attention and make oneself imagine how they are discovered and built in the first place.

Examples:

1. I love to hear the chirping of birds at my window in the morning.

2. The fighter plane's boom was heard miles away!
3. Yesterday while coming home, the continuous 'toot' of the horn of impatient drivers bothered me a lot.
4. Puff of wind with some drizzling literally changed my mood and brought a happy state of mind for me
5. He caught a cough and cold, and he kept 'sneezing' whole night and that sound did not let me sleep.

- **Oxymoron :**

An oxymoron is a rhetorical device that uses terms to contradict itself. Many different phrases could potentially qualify as an oxymoron, depending on the context of use and the standards of any given language user. For example, the phrase "crazy wisdom" would strike some people as an oxymoron, due to the fact that wisdom would seem to be such that it cannot be crazy. On the other hand, though, it may not be an oxymoron within the context of certain philosophical or spiritual traditions that have room for such a concept.

Example:

"Why then, O brawling love! O loving hate!
 O anything, of nothing first create!
 O heavy lightness! Serious vanity!
 Misshapen chaos of well-seeming forms!
 Feather of lead, bright smoke, cold fire, sick health!
 Still-waking sleep, that is not what it is!
 This love feel I, that feel no love in this.
 Dos thou not laugh?"

- **Simile:**

The purpose of a simile is to illustrate a quality of an object by comparing the object to another object. A simile is a commonly used figure of speech which draws a direct comparison between two different things using the word "like" or "as." Similes are often confused with metaphors, which are also direct comparisons, but do not use "like" or "as." Similes are used by authors and speakers in many different contexts in order to make descriptions more emphatic or vivid.

Example

"To follow her thought was like following a voice which speaks too quickly to be taken down by one's pencil." – Virginia Woolf, from *To the Lighthouse*

“Old Marley was as dead as a doornail.” – Charles Dickens, A Christmas Carol 4

- **Synecdoche:**

The synecdoche usually serves one of two main purposes. The first is to simply provide a shorthand way of talking about common events. For example, when one talks about a sports team, one might just use the synecdoche of the city name itself, instead of writing out the full name of the team in question. The second purpose of the synecdoche is to call special attention to a specific aspect or quality of the object as a whole. Synecdoche is a figure of speech by which a part is put for the whole, the whole for a part, the species for the genus, the genus for the species, or the name of the material for the thing made. Closely related to acronyms, synecdoches are used in speech and writing for the convenience of the speaker and listeners who are familiar with the specific topic. Synecdoche also uses larger groups to refer to smaller groups, or vice versa. Synecdoche is closely related to metonymy, and is important for creating vivid imagery in writing and speech.

Example - “The western wave was all a-flame.

The day was well nigh done!
Almost upon the western wave
Rested the broad bright Sun.”

- **Hyperbole:**

The figure of speech Hyperbole is bold overstatement, or the extravagant exaggeration of fact or of possibility. It may be used either for serious or ironic or comic effect. Hyperboles are not comparisons, like similes and metaphors, but they are extravagant and even overstatements not meant to be taken literally. In literature, hyperbole will often be used to show contrast or catch the reader's attention.

Examples:

2. They ran like **greased lightning**.
3. He's got **tons of money**.
4. His brain is the size of a **pea**.
5. He is **older than the hills**.
6. I will **die** if she asks me to dance.
7. I have told you a **million** times not to lie!
8. These high heels are **killing** me
9. You're as **light as a feather**

- **Personification:**

Personification is a type of figurative language that gives human traits to animals, plants, objects, and other non-human/Inanimate things. Personification can be used in a sentence to describe something concisely and also to bring a deeper meaning and connection to the object or virtue being personified. However, it is figurative and generally avoided in formal communications like essays, any kind of professional or technical writing or to convey something literal.

Examples:

1. Lightning danced across the sky.
2. The wind howled in the night.
3. The car complained as the key was roughly turned in its ignition.
4. Rita heard the last piece of pie calling her name.
5. My alarm clock yells at me to get out of bed every morning.
6. The avalanche devoured anything standing in its way.
7. The door protested as it opened slowly.

1.2 Interaction Skills

Interaction skills are the foundation of two-way communication. Communication as a skill stretches beyond what is usually understood as only verbal transmission, but also includes non-verbal cues like postures and body language, written messages or visual depictions such as pictures, logos, symbols etc. Being able to start and respond in an interaction, makes for successful communicators. Interaction skills can include all the ways we communicate without using words, such as:

- Imitation (copying)
- Joint attention (child and adult focusing on an object at the same time),
- Pointing
- Eye contact

● **Group Discussion:**

A group discussion is a discussion between a group of participants on a given subject. A group discussion typically forms a part of the selection process used by organisations and educational institutions. The candidates talk about the given topic to present facts, opinions and conclusions. Employers use this technique to screen candidates and assess their soft skills. In a typical group discussion activity, the panellists or moderators will introduce themselves and give you instructions about the process. The group will then get about 10-15 minutes to think and prepare about the subject and approximately 30 minutes to discuss it.

▪ **Types of Group Discussion :**

1. **Factual group discussions:** These group discussions are about practical things and judge how a candidate processes information and analyses day-to-day topics or socio-economic issues.
2. **Opinion-based group discussions:** These group discussions test how candidates put forward their opinions and views. These group discussions are less about facts and more about opinions.
3. **Case study-based group discussions:** These group discussions simulate real-life situations. The panellists give the group the details of a hypothetical situation and then the group has to resolve the situation together.

4. **Abstract group discussions:** These group discussions are about intangible topics. In these, the interviewers observe if a candidate can handle the given topic with lateral thinking and creativity.

● **Debate:**

A debate is an organized argument or contest of ideas in which the participants discuss a topic from two opposing sides. Those who agree with this statement or idea are the "Pro" side. Those who will not agree with this statement or idea are the "Con" side. Each side will show in an organized and clever way why they believe to have the right answers. They will use examples and evidence to support their ideas while working towards a conclusion. In general conversation, a debate is any type of disagreement wherein individuals attempt to convince one another of an idea. However, in education or in national competitions, debates have much more stringent requirements. A debate is a competitive event wherein contenders argue over specific statements or policies. Different debate types include varying parameters, such as a limit on access to research, time for each speaker, or the number of team members. The purpose of debates, in general, is to learn how to discuss complex ideas, initiate quality research, and engage in strategic yet respectful dialogue with opponents.

Types of Debates -

1. **Team policy debates** - which feature two teams of two individuals who use in-depth research to argue over proposed policies
2. **Cross-examination debate** - which is similar to team policy debate but at the collegiate level
3. **Lincoln-Douglas debate** - in which two teams of one speaker each debate with limited research on philosophical questions
4. **Spontaneous argumentation** - in which speakers receive previously unknown topics and use previously collected research to debate
5. **Public forum debate** - in which two teams of two members debate current events
6. **Parliamentary debate** - in which many members debate topics in the same format as US legislative bodies

▪ **Structure of Debates:**

Most debates include specific rules about structure, or when and how each debater is

permitted to speak. Some of the most common rules are as follows:

1. Speakers do not argue their main points at the same time. Instead, the speaker supporting the resolution will speak, then the speaker countering the resolution will speak next.
2. Speakers are allotted specific amounts of time for each of their speeches.
3. Speakers who do not use all their allotted time cannot redeem it later in the debate.
4. Speakers do not engage in direct conversation outside of cross-examination periods, or times set aside for each competitor to question his or her opponent.
5. The structure of debates allows for organized and respectful argumentation over important issues and avoids contention, yelling, or other forms of inappropriate engagement.

• **Interview:**

An interview is a structured conversation where one participant asks questions, and the other provides answers. In general the word "interview" refers to a one-on-one conversation between an interviewer and an interviewee. The interviewer asks questions to which the interviewee responds, usually providing information. That information may be used or provided to other audiences immediately or later. This feature is common to many types of interviews – a job interview or interview with a witness to an event may have no other audience present at the time, but the answers will be later provided to others in the employment or investigative process. An interview may also transfer information in both directions.

• **Types of Interviews:**

1. **Structured Interview** – In this type, the interview is designed and detailed in advance. A structured interview is pre-planned, accurate, and consistent in hiring the candidates.
2. **Unstructured Interview** – This type of interview is an unplanned one, where the interview questionnaire is not prepared. Here, the effectiveness of the interview is very less and there is a tremendous waste of time and effort of both the interviewer and the interviewee.
3. **Group Interview** – In this type of interview, all the candidates or a group of

candidates are interviewed together. Group interviews are conducted to save time when there is a large number of applications for a few job vacancies. A topic will be given to discuss among the candidates and the interviewer judges the innovativeness and behavior of each candidate in the group.

4. **Stress Interview** – Stress interviews are conducted to discover how a candidate behaves in stressful conditions. In this type of interview, the interviewer will come to know whether the candidate can handle the demands of a complex job.
5. **Individual Interview** – In an individual interview, the interview takes place one-on-one i.e., there will be a verbal and a visual interaction between two people, an interviewer and a candidate. This is a two-way communication interview, which helps in finding the right candidate for a vacant job position.
6. **Panel Interview** – Panel interview, is conducted by a group of people. In this type of interview, three to five members of the selection committee will be asking questions to the candidates on different aspects. The final decision will be taken by all the members of the panel collectively.
7. **Exit Interview** – Exit interviews are conducted for those employees who want to leave the organisation. The importance of the exit interview is to discover why an employee wants to leave his job.

• **Presentations**

A presentation is a means of communication that can be adapted to various speaking situations, such as talking to a group, addressing a meeting or briefing a team. A presentation can also be used as a broad term that encompasses other ‘speaking engagements’ such as making a speech at a wedding, or getting a point across in a video conference.

To be effective, step-by-step preparation and the method and means of presenting the information should be carefully considered. A presentation requires you to get a message across to the listeners and will often contain a 'persuasive' element. It may, for example, be a talk about the positive work of your organisation, what you could offer an employer, or why you should receive additional funding for a project.

• **Types of Presentations -**

1. **Informative Presentations** - An informative presentation is educational, concise, and to the point. While other presentations may entertain or inspire, the main goal of an

informative presentation is to share information. A good example of an informative presentation is a human resources benefits presentation. Human resources needs to explain what benefits employees receive, how benefits work, which important dates employees need to remember, where employees can find more information, and so on.

2. **Instructive Presentations** - A presentation that teaches something is similar to an informative presentation, but it goes beyond sharing facts. It also instructs the audience on a specific topic. People attend or view an instructive presentation with the intention to learn, and they leave with a better understanding of the topic of the presentation. For example: Workshops, training sessions, or webinars teach audiences a new skill or procedure by offering specific information or instructions.
3. **Persuasive Presentations** - Many presentations hope to sell something or persuade the audience to take certain actions. Persuasive presentations often present a problem and explain their solution using data. Examples of persuasive presentations include business pitches or sales proposals.
4. **Motivational Presentations** - Motivational presentations aim to generate interest or gain an audience's approval. A company overview presentation is a good example of a motivational presentation. It may present the information of a company, how it was founded, who is leading it, what the company does, but more importantly, it tells the company's story. A company overview presentation connects with the audience. Many motivational speakers use TEDTalks to inspire people to think or change their behaviour.
5. **Decision-making Presentations** - A presentation that shares a problem, solution options, and their outcomes can help speed along the process. Decision making presentations might be found in business meetings, government meetings, or all-hands meetings.

- **A few additional points for Interaction Skills:**

- **Gesticulations:**

Gesticulation is articulation through gestures. It is a dramatic movement that gets attention or supplements verbal articulation. Gesture studies, as a linguistic research area, are usually embedded within the wider area of pragmatics, although pragmatic perspectives on gestures are rather scarce within the field. On the one hand, this must be due to the enormous impact that psychological and psycholinguistic research traditions have had within the field. Another explanation is the fact that gestures are multidimensional and multifunctional and therefore hard to get a hold of in their day-to-day usage.

Two basic types:

1. **Pragmatic gestures** that indicate type of speech act or aspects of discourse structure. 'pragmatic gestures' are playing "modal, performative and parsing functions" as well as "interpersonal functions"
2. **'substantive' gestures** that express utterance content". A gesture therefore assumes a 'modal function' when it allows the speaker to express a stance (certainty, uncertainty...) on their utterance, a performative function when it indicates "the kind of speech act or interpersonal move the speaker is engaged in" and a parsing function when it shows the different units of a stretch of speech.

• **Mannerism :**

Mannerisms are behavioural attributes that are distinctive and peculiar to an individual. Generally, we don't use the term *mannerism* as a critical term for our friends' behaviour, but when applied as a term of art criticism, it can be a negative thing. For example - He has an annoying mannerism of tapping his fingers while he talks. They copied his literary mannerisms but always lacked his ebullience.

The unconscious gestures, verbal oddities or expressions that people make. Not everyone has particularly noticeable mannerisms, but when people repeat actions, sayings or expressions often, these things stick in our minds.

Exercise (1.1)

A. Read the following sentences and identify the

Rhetorical devices: 1) The righteous shall flourish as the palm tree.

2) Life is tedious tale twice told

3) The camel is the ship of desert

4) Death lies when it doesn't come in its time

5) Why, man, if the river were dry, I would be able to fill it with tears. 6) Man proposes, God disposes. (Antithesis)

7) Here is the smell of blood still; all the perfumes of Arabia will not sweeten this little hand. (Hyperbole)

8) The pen is mightier than the sword

9) The coach is looking to add some *new blood* to our team.

10) My work desk is organised mess

11) My wife is a flight attendant but she's terrified of heights.

12) The soup was stirred and stirred until thickened

13) It's new dawn, It's new Day, It's new light

B. Fill in the blanks:

1) Using the human attributes to describe an inanimate object is_____ 2)

When a phrase or a word is repeated in a sentence for emphasis, it is called as___ 3) Swanand said, "He could drink the ocean in this heat". He used a

_____ 4) "I wish you could hear my silence" She wrote using a figure of

speech named_____ 5) When two opposite words are placed in the same sentence adjacent to each other, it is called_____

6) When we say what we don't mean that is _____

7) When we contradict what we say we are using _____

8) Using name of one object for another object is_____

9) An explicit comparison between two different things or meanings is called as_____ 10) An implicit comparison between two things is_____

Exercise (1.2)

A. Read the following statements. YES if you agree; NO if you disagree. Write the reason for your view/opinion.

S.no	Statement	Yes/No Reason
1	Women empowerment matters in the general development of society.	
2	Discussion on LGBTQIA+ rights should be normalised in our daily discourse	
3	Educational qualification should be mandatory criteria to contest in formal elections	
4	Religious festivals should be banned in educational institutes	

5)	Chat GPT and AI is dangerous to human intellect and human society	
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B. *This house believes!* Create a setup of an assembly house; Make two groups: the ruling and the opposition. Attempt a debate on the following topics.

- 1) It is good to be famous
- 2) Children should be paid for going to school
- 3) The final examination system should be scrapped
- 4) Uniforms should be compulsory in Educational institutions
- 5) Housewives should receive a regulated salary for their work
- 6) Violent Video games should be banned
- 7) IPL is waste of money and should be stopped
- 8) Russia's attack on Ukraine is violation of Human rights
- 9) Privatisation of education is dangerous to social order
- 10) Same sex marriage must be legalized in India

C. Attempt a group discussion on following topics

1. Digital payment is good. India should go completely cashless.
2. Demonetisation was done with good intention but it failed.
3. Government should reduce tax on oil and petroleum products.
4. Euthanasia should be a basic human right.
5. What is preventing the government from giving free healthcare and education to citizens?

D. Enact an interview. One person should be an interviewer and another should be interviewee and answer the following questions. Think of a job profile and enact. Interviewer can improvise on the questions. Or You can write answers to the questions here.

- What can you tell me about yourself?
- Why do you want to work for this company?
- Why have you chosen this field as your career?
- Why did you leave your last job?
- What salary do you expect?
- What are your career objectives five years from now?
- What do you feel your strong points are?
- Your weak points?
- Which courses did you enjoy most in college?
- How would you describe yourself?
- How has your education prepared you for this position?
- How do you define success?

- What type of relationship do you feel should exist between a supervisor and subordinates?
- What was your most rewarding experience during school?
- Do you have plans to continue your education?
- What have you gained from your extracurricular activities/ Are you more comfortable working in a large group or with just a few people?
- How do you think you work under pressure?
- What do you feel is the most important aspect of a job?
- Are you willing to relocate? Travel? Work overtime?
- What is your salary expectation?
- When will you be able to join if selected?

1.2.4 Public Speech/Speaking

Public speeches cover a wide variety of topics. The goal of the speech may be to educate, to entertain the listeners. The function of public speaking depends entirely on what effect a speaker intends when addressing a particular audience. The same speaker, with the same intention, might deliver a substantially different speech to two different audiences.

Despite its name, public speaking is frequently delivered to a closed, limited audience with a broadly common outlook. Audiences may be ardent fans of the speaker; they may be hostile or they may be random strangers. Public speaking generally seeks either to reassure an audience, or to awaken them to something important. Having decided which of these approaches is needed, a speaker will then combine information and storytelling in the way most likely to achieve it. The public speeches are classified based on the style and their functions.

- **Types of Public Speeches based on the Style:**

- **Extempore Speech:**

An extemporaneous speech is done in a natural, conversational speaking style. While it is carefully planned, it is never completely written out like a manuscript. It is also not read or memorised. Instead, an outline is used to help guide the speaker. An extemporaneous delivery will require that the speaker use a limited number of notes, and avoid a read or memorised presentation. It is often used in academic, competitive, or professional settings, where speakers have to present their arguments, opinions, or information in a clear and persuasive way.

- **Scripted/Rehearsed Public Speech:** A scripted speech is done with ample amount of preparation and notes at hand while delivering the speech. The delivery is memorised and patterned for making a point.

- **Types of Public Speeches based on functions:**

- **Ceremonial:**

At the most basic level, commemorative speeches pay tribute or praise a person, an institution, an event, idea, or place. Their focus is on values. The ceremonial speech will celebrate these values. For example, ceremonial speeches include the eulogy, the speech of nomination, the speech of goodwill, the wedding toast, and the award acceptance speech.

▪ **Demonstrative:**

Demonstrative speech is the type of speech you want to give to demonstrate how something works or how to do a certain thing. A demonstrative speech utilises the use of visual aids and/or physical demonstration along with the information provided. This type of public speaking requires being able to speak clearly and concisely to describe actions and to perform those actions while speaking. For example, Tutors explaining how to solve mathematical equations, chefs describing how to prepare a recipe are all demonstrative speeches.

▪ **Rhetorical:**

Rhetoric is the art of speaking persuasively. Its aim is to inform, educate, persuade or motivate specific audiences in specific situations. Persuasive speaking is very connected to the audience, as the speaker must, in a sense, meet the audience halfway. Traditionally, persuasion involves ethos (credibility), logos (logic), and pathos (emotion). By performing these three elements competently, a speaker can enhance their persuasive power.

▪ **Informative Public Speaking:**

The primary purpose of informative presentations is to share one's knowledge of a subject with an audience. Reasons for making an informative speech vary widely. For example, you might be asked to instruct a group of coworkers on how to use new computer software or to report to a group of managers how your latest project is coming along.

UNIT II

A. CORRESPONDENCES

2.A.1 Letters and Miscellaneous Applications

I. Job Applications:

The letter of application is essentially a sales letter. In it, the writer is trying to sell their services and, in most cases, they will be competing with other applicants. Therefore, the immediate objective is to have the letter read by someone in the organization who has authority to screen job applicants. The ultimate goal is to obtain an interview. Therefore, the letter must do three things: 1) catch the reader's attention favourably, 2) convince the reader that you are qualified for the position, and 3) request an interview. One has to try to accomplish the three objectives in a one-page letter. So, the job-application letter is a crucial chance at making a good first impression. It is accompanied with a Covering Letter and Résumé/Bio Data or Curriculum Vitae.

- **Types of Job Applications:**

- i) **Solicited application**

A solicited application is any job application that is sent in response to a /employer's promotion of a job opening. Companies/organizations may ask for applications by creating hiring announcements in a newspaper, on social media, via email or by posting a physical "Hiring" sign in their window. They may also post their opening on a job board or hiring website. When submitting a solicited application, follow the instructions given by the company as exactly as you can. They may receive a great number of applications and want candidates who are able to follow detailed instructions. It can also be helpful to submit your application as soon as you see the job opening posting. This may improve your chances of being considered if they are hiring on a rolling basis, and can also help demonstrate a proactive nature.

- ii) **Unsolicited application**

An unsolicited job application is any application that is sent in without connection to a hiring announcement. You may send in an unsolicited application to a company that

you're particularly interested in working for. In your unsolicited application, you can talk about your interest or admiration for the company and the work that they do, the skills and experiences that make you an ideal candidate and what sorts of jobs you might do for them. Some companies maintain an open call for submissions unrelated to specific openings on their website. A company may file away unsolicited applications for when they do have a position available. They may also consider you for a new or unpublicized opening. You may also inquire about setting up an informational interview to learn more. Regardless of whether there is a job immediately available, these tactics may help you become better acquainted with a company, which might help elevate your application if and when a position opens. When submitting an unsolicited application, it's helpful to be aware and gracious of the time that it may take someone to read it.

iii) The Paper Application:

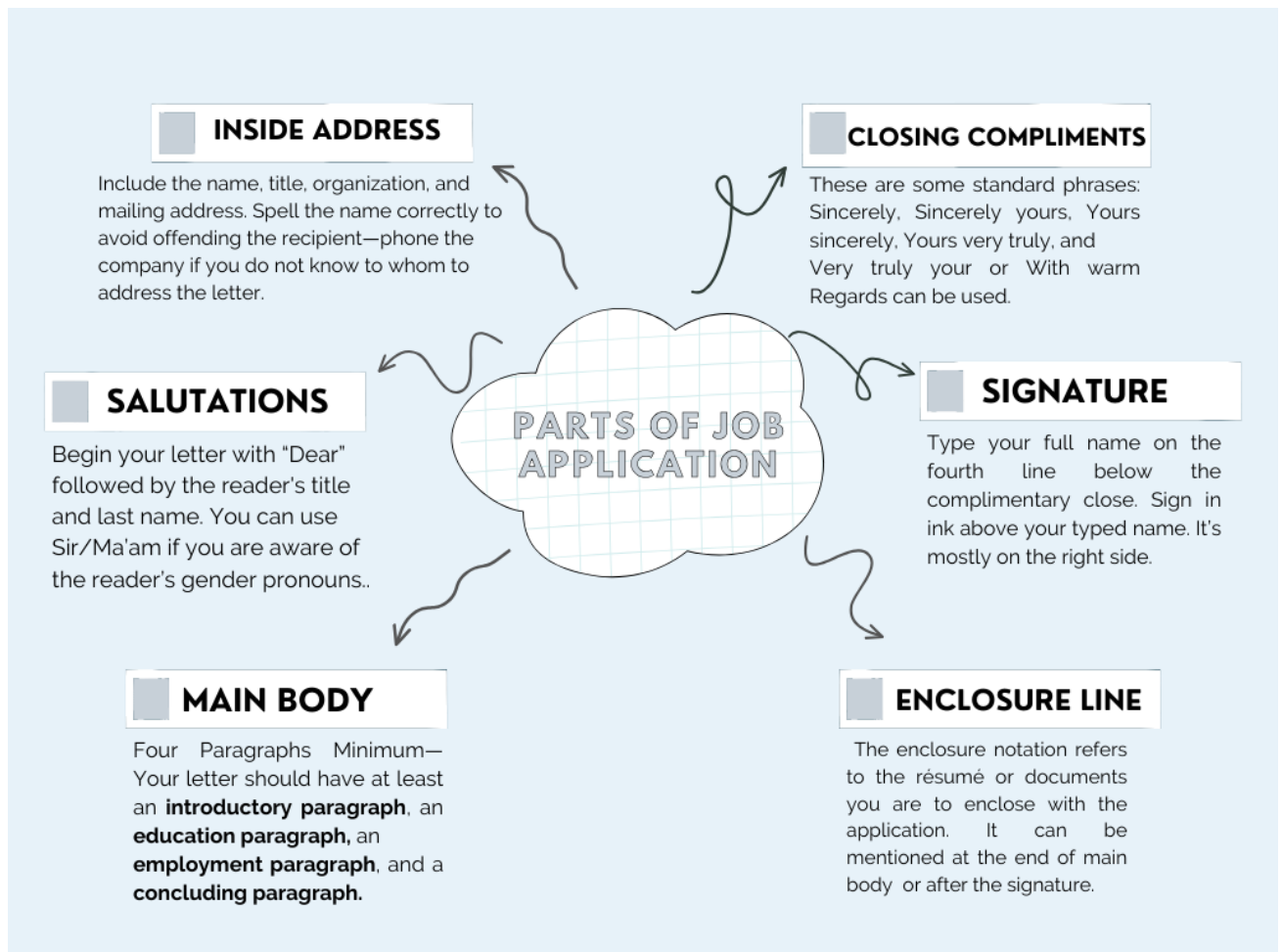
The paper application denotes a Job application forms that you fill out if you apply in person for a position. Many employers or government agencies have prescribed recruitment forms that a candidate has to fill up and submit in order to apply for the job. There is no scope for improvisations in such application. The applicant has to make sure that they have all the required information and documents to submit along with the paper application. This is considered as a job application.

• What makes a good job application:

Selectivity and Precision: Choose only your best points—two or three that will be of the most interest to the reader—to present in well- developed paragraphs. Focus on skills you can bring to the company and how your accomplishments may have benefited a previous employer.

A job-application letter should:

- Be single spaced, leaving one space between paragraphs.
- Be about one full page in length (longer if you are more experienced).
- Have carefully chosen words—pack a lot into a small space, making each word count to show that you are the most qualified candidate for the position.



• **Elements from the Main Body of the Job Application¹:**

i) Introductory Paragraph

This paragraph captures your reader's attention and creates the tone of your letter. You want to establish the tone of quiet self-confidence, not self-effacement. Avoid all negative statements. For example, do not say, "I do not have a strong background in computers, but I am willing to learn." Your reader will walk away remembering your weaknesses instead of your strengths.

Four functions of the introductory paragraph:

- Identifies your source of information. For a solicited application, name your source of information: ad, website, current employee's name and title. If your application is unsolicited, simply ask if a position is available.
- Identifies the position you are interested in. Make it clear which position you are applying for, in case the organization has advertised many job openings.
- States that you wish to be considered for the position.

¹ Markel, Mike. Technical Communication. 8th ed., Bedford/St. Martin's, 2007, pp. 387-93.

- Forecasts the rest of the letter. Choose a few phrases in the opening paragraph that let your reader know what to expect in the body of the letter. For example, “retail experience” or “computer experience” prepares your reader for a discussion of these qualifications later in your letter.

These four points do not need to be in any particular order in your letter.

ii) The Education Paragraph

If your education paragraph is stronger than your employment paragraph, as most students' will be, place it before your employment paragraph. In your paragraph, consider what aspect of your education best fits the job requirements. A good strategy is to discuss skills and knowledge gained from advanced coursework in your major. You can also discuss the range and diversity of your courses to show your versatility, if the job you are applying for stresses this. Your business or communication skills that you acquired in college, as well as extracurricular activities, are often valuable to mention in your education paragraph. Employees with leadership experience and skills are of value to many companies. Be sure to mention your college major in the education paragraph, if you have not already done so in your introductory paragraph. Here is an example of an education paragraph that develops one unified idea, rather than a series of unrelated facts:

In addition to the courses required for BA/BSc degree, I took several computer courses to enhance my education. I have also done internship at a marketing firm which I believe would be a special value to your company. As part of my internship, I designed a campaign model for the company which catered to their social media visibility.

iii) The Employment Paragraph

Begin with a topic sentence and develop a single idea. The idea might be that you have a broad background or that a particular job has given you special skills that will help you in the job for which you are applying. This is an example of an effective employment paragraph:

For the past three months, I have gained valuable experience as a design intern at Sandstone Publication. My extracurricular hobby of illustration helped me to navigate my job responsibilities. My position in the company provided me with excellent training in the designing and creative expression.

iv) The Concluding Paragraph:

The purpose of the concluding paragraph is to encourage the reader to invite you for an interview. In the earlier paragraphs, you provided information to convince the reader to give you a second look. Your last paragraph should make it easy for the person to contact you. The following elements are in a good concluding paragraph: a reference to your résumé, a polite but confident request for an interview, and your phone number and e-mail address. Use the phrase “at your convenience” when requesting an interview and state the time of day you can be reached. Below is an effective example of a concluding paragraph:

More information about my education and work experience is provided in the enclosed résumé, but I would appreciate an opportunity to meet with you at your convenience to discuss further skills and experience I could bring to your company. You can reach me at (979)784-6595, or leave a message for me anytime on my e-mail address: gjdojd@yahoo.com.

• Outline of a Job Application²:

187 Jackson St.
Bryan, TX 77802

March 20, 2016

Ms. Ann Porter
Personnel Office
Bryan Medical Center
3452 Texas Avenue
Bryan, TX 77805

Inside Address. If you are writing to an individual who has a professional title—such as *Professor, Dr.,* or, for public officials, *Honorable*—use it. If not, use *Mr.* or *Ms.* (unless you know the recipient prefers *Mrs.* or *Miss*). Include the complete mailing address: street number and name, city, state, and zip code.

Dear Ms. Porter:

Salutation. Use an appropriate title (*Mr., Ms., Dr., Professor*) and the person’s name. If you do not know the name, use a title (*Human Resources Coordinator, Manager, etc.*). Add a colon at the end of the salutation.

I had the opportunity to meet with you last month at the Texas A&M University Job Fair and to learn about the new Bryan Medical Center. I am interested in the ward clerk position that I found posted on your employment website.

I have worked for five years as a Licensed Vocational Nurse and also hold a bachelor’s degree in biology from Texas A&M University. My nursing experience on medical and surgical wards would help me in the ward clerk position, having reviewed lab reports, taken off doctors’ orders, and scheduled procedures using two different hospital computer programs. My studies in biology have given me an excellent understanding of laboratory test results. Additionally, I have acquired valuable interpersonal skills and have a good working knowledge of complex telephone and paging systems, all of which would help me keep up with the demands of a busy hospital ward.

Note that this applicant chooses to combine her work experience and college education into one paragraph. She wishes to focus more on her nursing experience rather than her degree, perhaps not wishing to appear overqualified for the position.

The enclosed résumé will give you the details of my medical training and experience, along with my other qualifications. I would appreciate an interview with you at your convenience. My phone number is (979) 846-8698, and my e-mail address is psmith@alpha1.net. The best time to reach me is weekdays from 8:00-10:00 a.m.

Sincerely,

Complimentary Close. The conventional phrases *Sincerely, Sincerely yours, Yours very truly,* and *Very truly yours* are interchangeable.

Paula Smith, L. V. N.

Signature. Type your full name on the fourth line below the complimentary close. Sign the letter in ink above the typewritten name.

Enclosure

The enclosure notation refers to the résumé.

² Markel, Mike. *Technical Communication*. 8th ed., Bedford/St. Martin’s, 2007, pp. 387-93.

Skeleton of a conventional Job application

Date: 29 Oct.2020

*Name, Address and
contact
Information of the sender
(X.Y.Z
58, Wasp Aartments, Lane no. 50,
Email:
Mob: 979e8r98)*

*Name/post of Address of the receiver
(To, The Principal,
HPT College, Pune-45)*

Subject: Name of the post (Application for the post of _____)

Reference: Reference of source mostly advertisement (Your advertisement in Times of India dated 23 oct 2020) (optional)

Greetings & designation of the employer,

*(Respected Principal/manager
or Dear Sir/Madam)*

With reference to above mentioned subject, I wish to apply for the post of _____ in your reputed concern. I have enclosed my resume for your kind perusal and would like to brief it. My education comprises of _____(degrees BA/MA/MSC). I completed my education from _____ (name of the college/university) with _____ (grades/percentage). Currently, I am pursuing _____ in _____(name of the field) from _____ (optional). In addition to all the professional degrees, I have done some efficient computer courses like _____ (name of the computer courses MSCIT,CCC). So far, I have a _____(number of years) years of experience in the field of _____.(teaching)/ So far I have a _____years' working experience.

My personal skill of good communication, presentation, professional ability and top-level satisfaction makes me a right prospect for this post. Given an opportunity, I promise to strive for the satisfaction of my employers. I would like to elaborate more about my skills in a personal interview. Looking forward to your response.

Thanking you

Yours

Sincerely/Faithfully

XYZ (Signature)

Enclosure:

1) Resume

2) Marksheets (Photocopy)

3)Experience Letters (Photocopy) 4) Recommendation letter (Photocopy)

- **Examples:**

- a. **Solicited Application**

4 Washington Boulevard

Detroit, MI 48214

June 14, 1999

Personnel Manager

Loudons, Inc.

4619 Drove Lane

Gary, IN 46409

Dear Sir or Madam :

The Detroit Free Press recently reported that Loudons is constructing a new assembly plant near Gary. I would like to apply for a position as a foreman in the new plant.

I am a recent graduate of Midlands Community College in Detroit, with an Associates Degree in Industrial Engineering. In addition, I have worked for the past three years on a part-time basis while attending Midlands and now on a full-time schedule at Michigan Industries, Inc., as a special-assignment worker. My duties required me to work closely with the plant foreman, general foreman, and plant supervisors and gave me extensive exposure to quality-control techniques and manufacturing processes. Details of my education and work experience are contained in the enclosed résumé. I will be happy to meet with you at your convenience and provide any additional information you may need. You can reach me either at my home address or at (313) 233-6312 during regular usiness hours.

Sincerely,

James L. Nardinski

b. Unsolicited Application

2701 Wyoming Street
Atlanta, Georgia 30307
May 29, 1999

Ms. Laura Goldman
Chief Engineer
Action, INC.
80 Roseville Road
St. Louis, Missouri 63130

Dear Ms. Goldman:

I am looking for a responsible position in an engineering department in which I may use my training in computer sciences to solve engineering problems. I would be interested in exploring the possibility of obtaining such a position within your firm.

I expect to receive a Bachelor of Science degree in Engineering from Georgia Institute of Technology in June, when I will have completed the Computer Systems Engineering program of the Engineering Department. Since September 1998, I have been participating, through the university, in the Professional Training Program at Computer Systems International in Atlanta. In the program I was assigned on a rotating basis to several staff sections in apprentice positions.

Most recently, I have been assigned as Programmer Trainee in the Engineering Department and have gained a great deal of experience in computer applications. Details of the academic courses I have taken are contained in the enclosed résumé. I look forward to hearing from you soon. I can be contacted at my office phone (415) 866-7000, ext. 312, or at my home number (415) 256-6320.

Sincerely yours,

Victoria T. Fromme

• **Exercises:**

- 1) You are Ashutosh, 156, New Town, Delhi-78378. You have seen an advertisement in The Times of India dated 13 January 2023 for the post of Chief Chef in a 5-Star Hotel, Hotel Sonder. Apply for the job with complete biodata. Write in 125-150 words.

- 2) You are Suman of 19, TT Nagar, Bhopal. You would like to apply for the post of Marketing Manager in a reputed firm in Mumbai. Writing a letter to the Public Relations Officer, Chantap Enterprises, Mumbai, applying for the job. Fill the blanks in following headings.

	From _____ _____ _____
To ----- ----- -----	
Sub:	
Ref:	

- 3) You are Roger. You have completed Engineering degree from IIT, Kharagpur. You are seeking a job for software engineer. Write an unsolicited job application addressed to CEO, Robocop Softwares, Field Ganj, Ludhiana.

- **A brief Note on Resume, Bio Data and CV:**

A job application or covering letter requires the applicant to submit their resume/biodata/CV. It is important to distinguish between these concepts.

- **Resume:**

Education, skills & employment summarized together is called a Resume. resume is an outline of what you are and does not list down all details of a profile, but showcases specific skills customized to the target job. For a fresher a resume generally starts with the career objective, followed by education qualification, project details, major skills, internships, workshops, strengths, interests, personal details etc. Usually details about a person are broken into bullets & written in the third person to appear objective and formal. Focus is always to have the best in you showcased and easily readable. Interviewer don't spend more than 30 seconds to select or reject a resume. Resumes are job profile specific and are supposed to be short.

Key Elements of a resume:

- Personal Information. (Name, Address, Contact)
- Objective. (Job Specific)
- Education. (Job specific)
- Work and Related Experience (Job Specific)
- Awards and Honors.
- Activities/Hobbies.
- Skills/Research Interest/Expertise/Specializations (Job Specific)
- References (3-5 people) (optional)

- **Curriculum Vitae:**

This word is frequently seen in conjunction with vitae; a curriculum vitae (Latin for "course of (one's) life") is "a short account of one's career and qualifications prepared typically by an applicant for a position". A CV contains details which are more relating to education and life. It is a more in-depth details than a resume. It may be 2-3 pages or even longer depending on one's requirement. It covers all details in a chronological order. It covers general talent rather than specific skills for any specific positions.

Key elements in a CV:

- Contact details
- Personal statement
- Work experience
- Education
- Work-related skills
- Hobbies and interests
- Additional languages
- Volunteering jobs
- Extra projects
- Awards & Publications

- Professional certifications
- Work-related conferences you attended
- Trainings and courses

- **Bio data:**

It is the short form for Biographical Data and is an archaic terminology for Resume or C.V. In a bio data, the focus is on personal particulars like date of birth, gender, religion, race, nationality, residence, marital status etc. other than education and experience. At times Bio-data also includes applications made in specified formats as required by the company/employer. The term bio-data is mostly used in India and are usually used while applying for government jobs.

Key Elements in a Biodata:

- Personal Information
- Education
- Work Experience
- Special Skills (Related to Job)

Basic format of a Resume:



II. Request Letters:

Request letters are an important form of formal communication in a work/professional environment, as they convey needs for products, services, favours, permissions and other key matters. The tone and structure of a request letter should follow: a prescribed format, including addressing the recipient formally, introducing oneself clearly, detailing the exact request, and maintaining a polite and professional tone throughout. The process of writing a request letter should ideally occur on official stationery, following steps such as including the address and date, reference and subject, salutation, detailed paragraphs and a coherent conclusion.

Request letters can be the beginning of a chain of correspondence and hence, it is best to keep them factual. In an individual capacity, request letters can relate to seeking documents, applying for leave, applying for recommendations, leave of absence, change of address, salary information, appointments, and resignation. Below are a few of the examples and format of request letters.

a. Request Letter for Return of Original Documents from Educational Institute:

[These are sample Request Letter for Return of Original Documents from Educational Institute. You should follow the institute's rules and regulations. You need to modify this sample according to your needs.]

Date...
Principal/Dean/Registrar office...
Educational Institute name...
Address...

Sub: Letter for Return of Original Documents/transcripts/

Sir, I am (Your name) and I was a student of O/A' level /(Degree name), Roll no... at college/university name during academic year . My time at this remarkable institution has been a memorable experience. I want to continue the journey ahead with degree name. For that purpose, I would like to have the original documents/transcripts/marksheet/NOC (Explain the actual condition and situation).

It would be really great if the required proceedings are done as soon as possible. Thank you.

Yours sincerely,
Your Detail (name, roll no.,
year, Sign)

b. Request Letter for Bonafide/No objection certificate from Educational Institute

[These are sample Requesting a bonafide or no objection certificate from Educational Institute. You should follow the institute's rules and regulations. You need to modify this sample according to your needs.]

Date...
Principal/Dean/Registrar office...
Educational Institute name...
Address...

Sub: Letter for bonafide certificate

Sir, I am (Your name) and I am a student of O/A' level/(Degree name), Roll no... at college/university name for academic year . I am applying/participating for/in____mention purpose____ which requires a Bonafide certificate from the current institute of education. Therefore, I request you to kindly provide me with the same.

It would be really great if the required proceedings are done as soon as possible.

Thank you.

Yours sincerely,
Your name...
Degree name...
Roll no, academic year...
Contact no. and signature...

c. Letter for requesting Leave or Absentee

To,
The Principal/Course Instructor
[Name of the College/Department],
[Address],
[Date: XX-XX-XXXX].

Subject: Request Letter for Leave

Sir/Ma'am/Respected Post name,

Most respectfully, I am writing this to inform you that I was/am not in a condition to attend the college since I am/was suffering from *[state the problem here]*. I have been/was prescribed by our family doctor to take proper rest for at least [number of days] days. Hence, kindly grant/approve me/my leave from (start date) to (end-date). I shall be really grateful to you.

Thanking you,
Yours sincerely,
Your Details (Class, Sections, Roll Number, Sign)

d. Request Letter for Transcripts

To,
The Principal,
_____ (College Name),
_____ (Address)
Date: __/__/____ (Date)

Subject: Request for issuance of a transcript

Sir/Ma'am/Respected Principal/Registrar

My name is _____ (Name) and I am a pass out student of _____ (College Name). I was a student of _____ (Batch) batch and it has always been an honour for me to be a part this institution.

I am writing this letter to you in order to request you for issuing an Official Transcript of _____ (Transcript details) in my name. I am in need of this for _____ (Admission/ Higher Education/ Job Purpose/ Personal Record/ Any other). I request you to kindly issue the Transcript at the earliest. I shall be highly obliged.

Thanking You,

Yours Truly,
_____ (Name),
_____ (Contact Number)

e. Request Letter for transfer certificate/duplicate transcripts

To,
The Principal,
_____ (College Name),
_____ (Address)
Date: __/__/____ (Date)

Subject: Request for issuance of a transference certificate

Sir/Ma'am/Respected Principal/Registrar

Courteously, I would like to inform you that I am a pass out student of _____ (College name). My name is _____ (Name) and I am writing this letter to request you for issuance of duplicate transcript/ transference certificate/migration certificate. I feel sorry to inform that my original transcript got _____ (Stolen/ Damaged/ Torn) during/ due to _____ (Journey/ Travel/ Water). I am in need of the Official transcript/transfer certificate/migration certificate for _____ (Higher Education/ Job/ Personal Records/ etc.).

I request you to kindly look into the matter and issue the required transcript at the earliest. I shall be highly obliged.

Thanking You,

Yours Truly,
Yours Details (Name, Contact, Address, Other)

F. Writing an application Requesting for a Letter of Recommendation

▪ What is it?

A letter of recommendation is a formal document that addresses your suitability and qualifications for a particular position. You can use these documents **when pursuing a new job, applying to attend a university or earn a scholarship or seeking a leadership position** for a group or organization. Someone who can verify your abilities and experience often may be a good choice to write you a letter of recommendation. Former managers, supervisors or mentors typically are best to ask for a letter of recommendation because they have established working relationships with you and can attest to your strengths as an employee.

For an academic requirement, the letter of recommendation is either directly sent by the person of reference to the university you wish to join or the university contact the referee through email and they have to submit the LoR on the university's portal. While writing the request application for LoR you have to specify the same.

Below is the sample format to write an application requesting a letter of recommendation.

Sample 1. Written Format

From
XYZ
Address
Contact
(not needed in email)

Date:

To,
Dr. Thomas (name of professor/employer/colleague)
Head, (their post)
Dept. of History, Sonata College, Delhi (place)

Dear sir/ma'am / professor Thomas,

Sub: Requesting for Letter of Recommendation

As mentioned in the above subject, I am writing this as a request to you to provide me with a recommendation letter. I have applied/I wish to apply for a post graduate course/internship at (_Shiv Nadar university, Delhi in the department of History_). I wish to specialise in the Modern Indian history and utilise my skills in archival work in further research. As part of the prerequisites for acceptance to the mentioned course, I have been asked to provide a letter of recommendation. It would be very generous of you/It

would be great if you could write such a letter with regard to our past association during the (graduation program at Sonata College).

The deadline for submitting letter is (12 March 2021) and it would be helpful if you could send the letter before that. Please let me know if you are unable to do so. I will send you the address for sending the letter once I get your affirmation* (optional)/The university will send a link for submitting the recommendation, I will mention your email id in the form once I get affirmation from you. Looking forward to your response.

Thank you!

Yours Sincerely.

XYZ

Note: Content in brackets and underlined is to be replaced as per the need.

Sample 2. Email Format

To: drthomas@sonata.org

Cc:

Bcc:

Sub: Request for the letter of recommendation

Dear Dr Thomas,

I hope this email finds you well.

As mentioned in the above subject, I am writing this as a request to you to provide me with a recommendation letter. I have applied/I wish to apply for a post graduate course/internship at (Shiv Nadar university, Delhi in the department of History). I wish to specialise in the Modern Indian history and utilise my skills in archival work in further research. As part of the prerequisites for acceptance to the mentioned course, I have been asked to provide a letter of recommendation. It would be very generous of you/It would be great if you could write such a letter with regard to our past association during the (graduation program at Sonata College).

The deadline for submitting letter is (12 March 2022) and it would be helpful if you could send the letter before that. Please let me know if you are unable to do so. The university will send a link for submitting the recommendation, I will mention your email id in the form once I get affirmation from you. Looking forward to your response.

Thank you!

Yours Sincerely.

(Your Name)

III. Email Correspondences:

Email stands for electronic mail and is a method of sending, receiving and producing information over the internet through electronic communication system. Emails are generally used to communicate for official purpose. It is one of the most popular media of communication for formal correspondences. Although the content matter may stay same the email has developed its own language or style of writing that is frequently used this mode of exchange.

A few differentiating points in an email writing are:

- There is no requirement for mentioning dates when practicing email
- There is no need to mention separate subject line in your content as the subject field is already available
- The subject line has to be filled while sending formal email
- Greetings like Warm Regards, Looking forward to your response are frequently used as the delivery of email is immediate.
- More precision and creativity is expected in email writing
- Formal emails can have indirect questions instead of direct ones.
- Formal complaints should be eloquent but without losing the nature of professionalism.

Elements of email:

1. **Email Address**- Make sure you type in the exact email id of the receiver to whom you are sending. Always cross-check before sending because even an unwanted full stop can land your email at the wrong address.
2. **Subject Line**- The Subject line is the next most essential factor that should be considered because that is the first thing anyone receiving the email would see. It is also the determining factor if the receiver would want to open the mail.
3. **CC (Carbon Copy)**: You can send the single email to multiple receivers. CC field Makes your email list to be visible to all recipients. It is optional field used mostly in team communication.
4. **BCC (Blind Carbon Copy)**: It's called blind carbon copy because the other recipients won't be able to see that someone else has been sent a copy of the email. It is also an optional field to be used in the email.
5. **Salutation**- See that your Salutation or Greeting is suitable for the receivers.
6. **Body**- The Body of the email states what the email is all about. Be very clear with what you want your receiver to know. Make sure you jotted down everything you want to convey drafted in simple terms. It should very simple, short, and easy.

7. **Sign off** the email on a humble note. You can write ‘Thanks & Regards’ or ‘Warm Regards’. The closing should be good and hopeful so that the receiver wants to respond.

- **Format and examples of email writing for different purposes:**

- a. **Resignation Letter/Email**

What is it?

A resignation letter is a formal document that lets your employer know that you are resigning from your position. It can be submitted either by email or printed letter. It lets you officially announce your departure from the company and offers essential housekeeping information, like your last day and other details about your exit. Ideally, you'll submit your resignation letter at least two weeks before leaving.

Sample 1

To: email id

cc: optional

sub: Resignation Notice/Resignation Letter

Dear [Employer's Name],

I wanted to let you know that I have decided to resign from my position at the company. Thank you for the opportunity to work here, I have learned a lot and it has been a privilege to be part of the team.

I will leave on [date] and I am looking forward to starting my new adventure. If there is anything else I can do before I leave, please don't hesitate to let me know.

Thank you again for everything,

[Your Name]

Sample 2

To: email id

cc: optional

Sub: Resignation email from *your name*

Hello [Employer's Name],

I am writing to inform you that I am resigning from my position as [position] at [Company name]. Thank you for the opportunity to have worked with you. I have enjoyed my time here and learned a great deal, but I feel it is time for me to move

on. Thank you for your understanding and cooperation in this matter. I would be happy to provide any additional information or assistance during the transition period.

Sincerely,

[Your Name]

Sample 3.

To: email id

cc: optional

sub: Resignation email from *your name*

Hello [Employer's Name],

It is with sincere gratitude that I am informing you about my decision to resign as of [date]. It has been a pleasure working at [Company Name] and I have grown both as a person and a professional during my employment here.

However, I believe that now is the right time for me to pursue other opportunities elsewhere. Thank you for your understanding and I would be happy to help with the transition in any way possible.

Kind regards,

[Your Name]

b. Sponsorship Email

What is it?

A sponsorship request letter is a written, formal request for funding sent frequently by a non-profit organization to a for-profit organization. In exchange for funding for the event, the sponsoring organization receives certain marketing and other benefits that can help enhance the sponsor's image and brand. A sponsorship request letter should explain the details of the proposed sponsorship and the benefits to the sponsor. It should also detail the amount of money requested in exchange for the sponsorship.

Sample 1.

To: Email id of the receiver

cc

Subject: Sponsorship request for [event name]

Dear [Company Name],

At [name of the non-profit organization], we have served [demographic] in the [Community Name] area for over [number] years. This [season or time period], we are aiming to raise [amount] to fund [project].

On [date] we are planning to host a [type] fundraising event. At this event, we would [event activity] and raise money by [fundraising method]. However, we think our efforts would go even further with [company name of prospective sponsor] as our official corporate sponsor.

In this role, your business would provide [service or donation amount], and in turn we would promote your company as the event's official sponsor.

With your support by our side at this upcoming event, we are sure to achieve this season's fundraising goal and serve [community name] well. If your company is interested in being our official event sponsor, please reach out to us at [contact information]. We look forward to a fruitful association.

Name

Details

Sample 2.

To: Email id of the receiver

cc

Subject: Sponsorship request for [event name]

Hi there [name of the person]

I was recently in touch with [contact] about an upcoming event to be held by [organization name] and they mentioned your reference for the same. We are planning to host [event details] on [date/duration] as part of [what is the reason e.g. annual function, social awareness etc.].

We believe we could organize the said event more effectively with a financial backing such as from [name of the sponsors]. The sponsorship will be utilized [details of the aspects the money is required for]. Kindly let me know of the suitable time and date to discuss this opportunity further.

Name

Details

c. Joining Letter email :

What is it?

A joining letter is a formal letter or email sent by a new employee to the employer to confirm the starting of employment. It approves the job role from the employee's side and other terms as discussed during hiring.

Sample 1.

To [Address of the receiver]

CC

Sub: Regarding Joining date confirmation.

Dear Sir/Madam,

Thank you for giving me the opportunity to work in _____(company name) as _____(job designation). I have received the offer letter and I would like to join as per the date mentioned in offer letter i.e. _____(date)

Thanking you.

Regards

Your Details

Sample 2.

To [Address of the receiver]

CC

Sub: Request for joining date extension.

Dear Sir/Madam,

This is a kind request to extend my joining date. For last few days my health is not good. I am looking forward to join the duty as soon as possible after receiving the offer letter from you.

But unfortunately, my health is not supporting me right now. As per my doctor's suggestion, I will be fully recovered within a couple of days. I am sure that I can

join the work on _____(date). So please allow me to join the work on this date, I hope you accept my request. Thanking you.

Regards,

Your Details

d. Offer Acceptance Letter

What is it?

A job offer acceptance letter formally tells your future employer that you have accepted the job offered to you. Unless you state otherwise, acceptance of a job offer also amounts to accepting all the terms and conditions of the offer, such as salary, work timings and joining date.

Sample 1.

To

cc

Sub: Offer Acceptance Letter

Dear Mr/Ms {Recipient's Name},

I would like to thank you for the job offer of {Title} that has been offered to me. It makes me more than happy to be able to work for {Company's name}. Please consider this email as my formal acceptance letter.

Working with a prestigious company like yours is a dream come true for me. I assure to give my best in every task given to me and strive for the goals and objectives of the company as a sincere employee.

Although I am clear about my salary, which is {Amount} per annum, I still have doubts regarding the other benefits such as insurance and medical facilities. Henceforth, I would like to request information on these.

I am fine with the rest of the terms and policies of your company.

Looking forward to our meeting next Monday. I have already sent all the necessary documents through the mail and believe that no paperwork is pending from my side. If there is any document remaining, please let me know.

Feel free to reach out to me at {Email} or at my phone number {xxxx-xxxxxx}

Sincerely,
{Your Name}

Sample 2.

To: Email id of the receiver

cc

Sub: Offer Acceptance Letter

Dear Mr/Ms {Recipient's Name},

I extend my gratitude to you for offering me the position of {Title} in {Company's name}. I am delighted to accept your offer and look forward to commencing work with your company from {Date}.

As we discussed previously, my annual salary will be {salary} and health and insurance benefits will be provided for me and my family from the second month onwards.

Kindly let me know if there is any information or documents that I have yet to submit to you. I hope to complete all the formalities prior to my joining so that I can start my work efficiently.

I thank you again for providing me with this wonderful opportunity. I am excited to be a part of your team and make my notable contribution to it.

Yours Sincerely,
{Details of the applicant}

2.A.2 Complaint Letters

A Complaint Letter is a type of formal letter that is written to address any type of wrongdoing, offence, grievance, or anger that arises from a product, service, or other resources. There could be a variety of reasons for submitting a complaint letter, including potholed roads, hospitals that do not provide enough medical care to their patients, officials accepting bribes, and numerous other flaws in our system. Every citizen has the right to speak out against these violations by sending a complaint letter and bringing these matters to the attention of the appropriate departments.

A complaint letter is designed solely to anticipate rectification for a certain subject. However, if the authorities appear to be unresponsive, the individual has the right to file additional lawsuits or court cases against the firm provided the substance of the complaint is legitimate.

Guidelines to Write a Complaint Letter:

- Be formal and prevent using harsh or offensive or abusive language.
- Concentrate on the most critical details. Provide no unnecessary background information.
- The objective of writing should be obvious.
- Do not stray from the topic and write concisely.
- It is critical to introduce the person authoring the letter.
- The date the letter was written, as well as the recipient's information, should be included.
- The subject line should be mentioned clearly.
- Proofread your content to ensure that there are no grammatical or glaring faults.
- Make a great presentation and use straightforward language.

a. Police Complaint

➤ **What does a complaint mean in legal terms?**

Section 2 (d) in Code of Criminal Procedure, explains complaint as “any allegation made orally or written to a magistrate with a view to their taking action under this code, that some person, whether known or unknown, has committed an offence, but does not include a police report. Explanation- a report made by police officer in a case which discloses, after investigation, the commission of a non-cognizable offence shall be deemed to be a complaint; and the police officer by whom such report is made shall be deemed to be complainant. The thumb rule of writing a police complaint is to be ‘precise’ and ‘to the point’ while being self explanatory and effective at the same time. Before writing the letter, we must remember what is the complaint about, what is required to be done, what do we want, and proceed accordingly.

- **Format of the Police complaint letter:**

Although there is no set structure for registering a complaint, the following points to be considered. To begin, the complaint must include a date and time at the top, extreme right hand corner. This will assist us later on in the process when we are trying to get an FIR lodged and maintain track of our communications with police officers, as there may be multiple complaints.

The very left-hand side must state to whom the police complaint should be addressed, such as the Station House Officer / SHO or higher police officers, depending on the situation. The Complaint must be presented to a Police Officer for action under the Criminal Procedure Code. A complaint does not have to be submitted by the individual who has been harmed, but it can be filed by anybody who is aware of the wrongdoing. This indicates that even if a person has information of an offence, he/she/they are obligated to inform the police officer concerned. He/she/they does not have to be a complainant, which is why the phrase "informant" is used in the First Information Report (F.I.R.). A complaint can be lodged by anybody who is aware of the offence, not just the person who has been injured. Any person, whether or not they have suffered any specific injury, has the right to file a complaint in the event of a breach of general law.

For police officers to determine and grasp the complaint in a nutshell, the complaint must have a short header. The complainant's name, the accused's name, and the offences for which you are filing a complaint should all be included in the headline.

- **There are three levels to the complaints body:**

- 1) the first level lays out the initials of the complainant's story, i.e. the first level complaints body must carry the contents of the incident in simple words, in a crisp manner what happened to the complainant. The complaint body must begin with the time and date when the accused first became aware of the complaint, how the accused interacted with the complainant, and so on.

- 2) The second level covers a timeline of events that occurred after the complaint was filed, as well as what went wrong that led to the filing of the current complaint. It is vital to highlight that mentioning an incorrect portion does not invalidate the complainant's character.

- 3) The third level must include the prayer clause as well as the complainant's entire information, including parentage, residence, and working phone number. The supplication clause should clearly state what action you are requesting from the Station House Officer/police official. In the interest of justice, it is usually requested that the FIR be registered and that the offender be arrested and brought to justice. The objective of providing your contact information is so that if the police begin an investigation into

your complaint, the complainant can be reached so that police authorities can obtain any missing details or update you on the status of your complaint.

- **Communication of The Letter:**

Take two copies of your complaint after you've finished it. One copy is for the officer who signed it, while the other copy is for the complainant. The complaint should be made to the appropriate police authority, such as an SHO (Station House Officer), ACP (Assistant Commissioner of Police), DCP (Deputy Commissioner of Police), or CP (Commissioner of Police). The preferable method of communication is for the complaint to be delivered in person to the officer's concerned office. Any complaint provided to a police officer is duly recorded in their Daily Diary (D.D.) Register and a formal receipt are issued in the Second copy by approving the Police Officer's Stamp and writing the DD Number. The identity of the investigating officer, his phone number, and the time and date the complaint was received will all be included. Courier, Speed post, and email are the additional modes of communication. It may come as a surprise to learn that a phone call to the police station counts as a police complaint and is considered genuine under the law. With cyber space, the complaint now can be filed online as well.

- **DO'S:**

- The complaint must be crisp, clear and legible
- The complaint must be dated
- Addressee, subject, main, body, request clause and details of the complainant. · The complaint must be unambiguous, direct and must bear dates of the events narrated in the complaint while being self-explanatory.
- The complaint must reveal the ingredients of an offence.

- **DON'TS:**

- The complaint must not be ambiguous
- The complaint must not be exhaustive
- The complaint must not be false
- The complaint must not be vague, misleading, confusing or cryptic.

Examples:

i. Complaint About lost/stolen phone

XYZ
AB Roads
Coimbatore – 641025
12/12/2021

To
The Inspector of Police
D 1 Police Station
K V Palayam
Coimbatore – 641021

Subject: Request for registering an FIR regarding my stolen mobile phone

Sir/Ma'am,

I am XYZ, a resident of _AB Roads, Coimbatore_. I am writing this letter to report to you about the loss of my phone. My phone was stolen when I was travelling by bus (Bus No. 32 A) from Gandhipuram to Thudiyalur today, at around 8:30 am. My phone is a Vivo V15 Pro phone with a removable blue matte back case. My mobile number is xxxxxxxxxx, and the IMEI number of my phone is 155612459875612. The phone is worth forty thousand rupees.

I request you to kindly register the complaint and look into this matter as soon as possible. I have already sent in an application to block my mobile number so that whoever took my mobile would not be able to make any inappropriate use of it. Please do the needful.

You can contact me on xxxxxxxxxx or via email (email id:name.123@email.com). Please feel free to get in touch with me whenever required.

Looking forward to a positive response from you soon.

Thank you for your time and consideration.

Yours sincerely,

Signature of the sender

XYZ

(Address)

ii. **Complaint About lost wallet**

XYZ
AB Roads
Mumbai – 641025
12/10/2021

To
The Inspector of Police
D 1 Police Station
K V Palayam
Coimbatore – 641021

Subject: Request for registering an FIR regarding a lost wallet

Sir/Ma'am,

I am XYZ, a resident of _AB Roads, Mumbai_. I am writing this letter to report to you about the loss of my Wallet. I lost my wallet near Prabhadevi Chowk road on 12/10/2021 at around 4.00 pm when I was travelling by bicycle from Worli to Dadar. The brand of the wallet was woodland below is the details of objects in the wallet:

- 1) 2 ATM Card (Bank of Maharashtra, Card No.4985u3297u903284)
- 2) Cash worth Rs 2000
- 3) RC BOOK for motor cycle (Pulsar, MH01,3494re)
- 4) Driving License (Driving license number 98983943)

I request you to kindly register the complaint and look into this matter as soon as possible. I have already sent in an application to block my ATM card so that whoever finds the wallet would not misuse it. Please do the needful. You can contact me on xxxxxxxxxx or via email (email id:name.123@email.com). Please feel free to get in touch with me whenever required.

Looking forward to a positive response from you soon.

Thank you for your time and consideration.

Yours sincerely,

XYZ

(Address)

iii. FIR related to Fraud

Date: _____ 20__

To
The Station House Officer

Delhi

Sub: Complaint against the following accused to register a FIR under section 403, 405, 406, 420, 120B and other relevant sections of the Indian Penal Code.

1. Mr. _____ Accused No. 1 New Delhi
2. Mrs. _____ Accused No. 2 New Delhi.

Sir,

I am a retired employee of _____ Corporation.

That Mr. _____, my Cousin Brother and Mrs. _____ his wife convinced me that, since I am out of India, they will purchase a property for me in India and compelled me to add their name as joint holders of my bank account with _____ No _____ to pay money for purchase of property, which will be registered after my return from abroad. Thereafter from _____ to _____ Mr. _____ handled all my bank account and entire finances.

I have used my Bank Account No. _____ with _____, _____, opened on _____, exclusively for crediting my entire salary, savings, and retirement benefits.

Mr. _____ told me that he would purchase property in my name and took pre signed cheques and blank signed papers. His wife, Mrs. _____, working as _____ with _____, joined with him in handling my finances.

On 20__ I returned from _____ and found that I had only a few thousand rupees balance available in my _____ Bank account. I requested Mr. _____ and Mrs. T _____, to furnish my bank statement and papers of property purchased by using my money, but they refused to give me passbook or any bank statement or any property papers. I thus had to personally write to all the concerned banks insisting that they send me the account statements. After many months of painstaking follow up I got some bank statements from some of the banks.

My bank statement with _____ Bank shows that for the period from _____ to _____

___ a sum of Rs.____/- was credited into my account as my salary and retirement benefits. Amount of Rs. _____ has been siphoned off by Mr. _____ and Mrs. _____ and used for the personal wealth creation.

5

They have thus committed offences punishable under section 403 of IPC -Dishonest misappropriation of property, section 405 of IPC - Criminal Breach of Trust, Section 406 of IPC- Punishment for Criminal Breach of Trust, section 420 of IPC - Cheating and dishonestly inducing delivery of property and section 120B of IPC- Punishment of criminal conspiracy.

I, therefore, request you to kindly register a FIR against the afore mentioned accused No. 1 to 2 under section 403, 405, 406, 420 and 120B and other relevant sections of the Indian Penal Code and initiate investigation.

Yours sincerely,

(Sign & Address)

- iv. **Complaint letter for Harassment at the workplace** (make sure you know all the norms related to Harassment at workplace before filing it. Here is a link <https://www.highereduhry.ac.in/ActsRules/HandbookOnSHWW.pdf>)

Your name

Your address

Your phone number

Name of recipient (Human Resources department, for example)

Name of company/organization

Address of company/organization

Date:

Dear Sir or Madam/ Post name

I am writing this letter to inform you about the recent events that have created a hostile atmosphere in my working environment. I feel like I have been subjected to insults and derogatory remarks by a co-worker, *Name of the harasser*. This is a formal complaint of harassment that I have been subjected to, and I request an early action and proper investigation of the situation.

I work in the *Department name* in the *Company name*, and have been employed here for four years.

The harassment started on *Date* when *Name of the harasser* said that I would not be able to get a promotion just because of my or I am a *gender/race/sexual orientation etc.* The verbal abuse took place in the premises of the company. Following are the incidents when I was made to feel uncomfortable in the workplace:

On *Date*, *Name of the harasser* yelled at me because I refused to bring him/her/them a cup of coffee.

On *Date*, *Name of the harasser* threatened to steal my phone if I didn't help him/her with his/her share of work.

On *Date*, *Name of the harasser* told me that I deserved to be fired.

On *Date*, *Name of the harasser* spread false rumors about me around the office.

Along with the letter, I have attached the statements of witnesses, *Name of witness one*, and *Name of witness two*, who heard the verbal abuse.

I would like to point out that these repeated instances of harassment have caused me stress and anxiety, and they have been affecting my performance at work.

I would appreciate it if you could meet me to discuss the issue and take the necessary action regarding the matter.

Best regards,

Your name and Sign

(Make sure to make copies of the letter and to sign all of them. If you send the letter via email, do not delete the message—keep the proof that your message was sent to the person responsible for handling harassment issues.)

v. **Complaint Letter to the Station Master :**

Sample 1.

XYZ Address

Contact details

Date:

The Station Master,

Name of the railway station,

Place

Dear Sir/Ma'am/Station Master,

Sub: Concerning the loss of a (*goods name*)

This is to inform you that I, *Name*, have lost a suitcase while travelling from *name of the departure place* to *name of the arrival place* by *Name of the train* earlier today. I lost the suitcase in between the two stations. The suitcase has an attached name tag with my address on it. Kindly look into this matter and do suggest as to what I should do further regarding the same.

I, sincerely, hope to hear a positive reply from you as soon as possible.

Thank you.

With kind regards,

XYZ

Note: It is important to mention the subject with relation to your problem or issue since that is what the receiver observes first.

Sample 2.

Place.....

Date.....

To

The Station Master,

Name of the Railway Station

Sub: A grievance about the behaviour of one of the railway staff member

Sir/Madam,

I approached the information counter at the *name of the place* Railway Station yesterday at *time p.m.* to make enquiries about trains leaving for *name of the destination*. The officer at the counter kept me waiting for twenty minutes while he/she/they chatted with a colleague.

Then he/she/they walked off and was away for another twenty minutes. The queue behind me were restless and kept letting off steam with their abuse.

When the officer returned he answered my first question summarily and then when I persisted in knowing more he barked, "We don't have time only for you."

You will agree this is high-handed behaviour which cannot be condoned with. The public services are for the public and they should be provided with the due respect. Kindly have the matter investigated and the officer questioned.

Yours Sincerely,

XYZ

Address

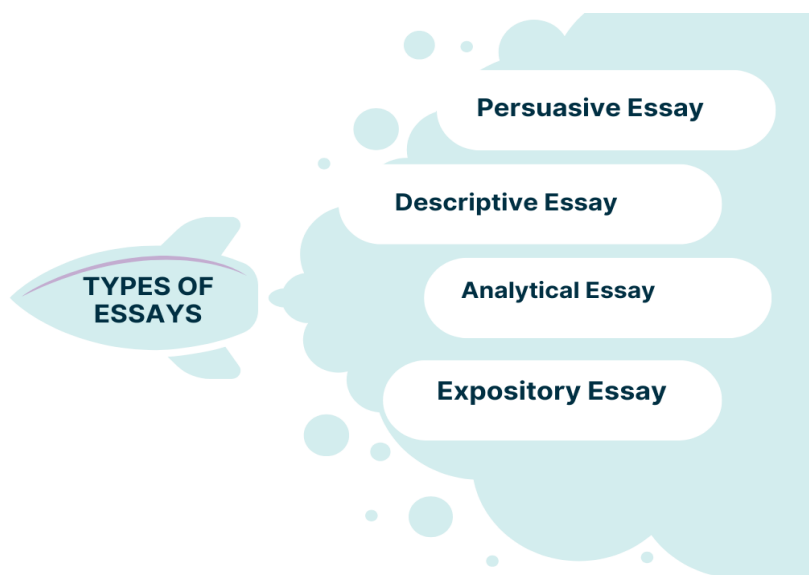
UNIT II

B. ACADEMIC WRITING

2.B.I Essay Writing

- **What is an essay?**

The word essay comes from the French infinitive *essayer*, which means "to try" or "to attempt". In general, an essay is a piece of writing that explores a topic or idea, and usually presents the author's perspective and arguments. Essays can be formal or informal, and vary in length depending on the audience and purpose. Length wise, it is relatively a short piece of writing which is often from the writer's point of view. Essays can consist of a number of elements, including literary criticism, political manifestos, arguments, observations of daily life, recollections, and reflections of the author.



a. Persuasive Essay:

This type of essay is also called argumentative essay. As the name suggests the essay is constructed around the purpose of presenting an argument about the topic at hand and pursue the reader to agree with the views presented in the essay. The function of such an essay is to prove that the author's opinions about a particular subject are correct or more truthful than other opinions on the subject. Features of an argumentative or persuasive essay include:

- A well-defined argument/ sometimes a controversial issue
- A counter argument
- A clear position taken by the writer

- A persuasive argument as to why the writer's stance is correct
- Support the thesis using facts, data, quotes, rhetorical questions
- A reasonable, confident tone/Lack of bias

b. Descriptive Essay:

An essay rarely consists of just descriptions. It is usually within another type of essay. Description conveys the qualities of a subject – person, place, or object – by focusing on concrete sensory details of sight, sound, touch, taste, and smell. The goal of a descriptive essay is to create a written account of an experience and to help the reader understand the subject through illustrative language. Based on the subject of description, the descriptive essays can be categorised as Personal Descriptive, Spatial Descriptive, Object Descriptive, Character Descriptive and Process Descriptive.

Features of a descriptive essay include:

- A specific subject
- Specific, descriptive details
- A clear pattern of organization
- Adjectives and adverbs that help to describe the subject

c. Expository:

An expository essay is an essay that communicates factual information. Expository writing has a clear purpose: to educate the reader. While it may also entertain or persuade the reader, these are secondary benefits and not the author's goal. It can also report about an event or a situation. Expository writing presents a subject in detail.

Features of an expository essay include:

- A clear, concise and well-defined thesis statement (the last sentence of the introductory paragraph containing the main idea of an essay)
- Clear and logical transitions between paragraphs
- Body paragraphs with evidential support
- Evidence that is presented with creativity
- A conclusion that restates the thesis and highlights the evidence presented to support it

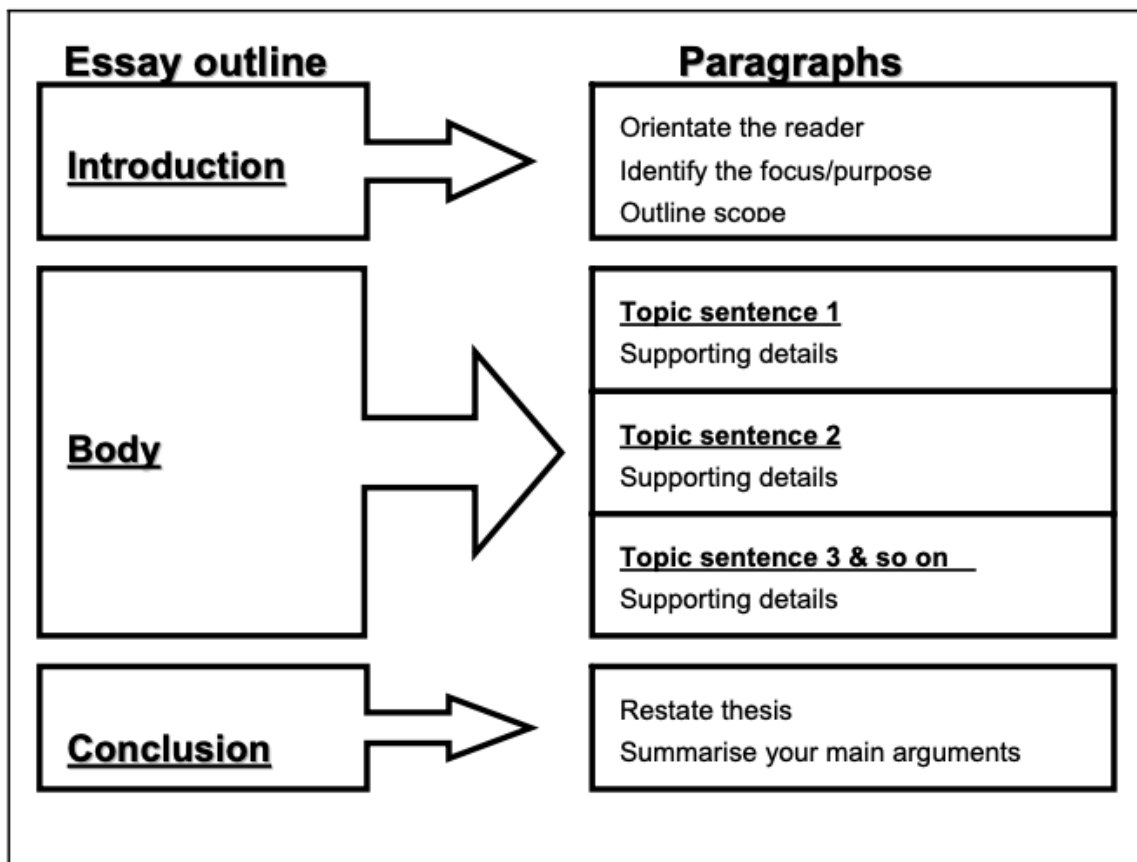
Analytical Essay:

An analysis essay, or often called an analytical essay, is a paper that presents a critical assessment of a text, concept, behaviour, or other entity in a thorough and academic way. As its name suggests, an analysis essay intends to analyse using a variety of critical thinking skills and approaches. Features of an analytical essay include:

- A strong thesis that states the author's position on the text you are analysing
- Facts and details to support the author's point of view
- A critical evaluation of the structure and information of the text
- A conclusion that restates the thesis in a different way than before and briefly restates the supporting details.

- **Structure of an Essay:**

Irrespective of the type, the following structure is commonly used in essay writing.



Examples:

Following are the **examples of introductory paragraphs** for each type of essay that will help with getting started.

a. Persuasive Essay:

In the twenty-first century, most citizens of the modern world have practically forgotten how important it is to connect with nature. Despite all the technological advances and scientific inventions that make us believe we have nothing in common with the rest of the animal kingdom, we are still part of the planet, whether we realize it or not. Needless to say, back when humanity's main achievements were the invention of the round wheel, or specific tools for farming and agriculture, human beings were dependent on nature. Now, with the technological revolutions and discoveries that made our past history, we seem to pay little attention to nature, getting more and more disconnected from it everyday. However, the links we have with nature cannot disappear. There are a number of key reasons in favor of the concept that people should try to connect with nature more than they do today.

b. Descriptive Essay:

Bryce remembered the smell that permeated in the air that evening: a combination of the gingery sweetness of wildflowers, hazelnut crust, and ripe raspberries. The Smell of a hot summer evening, when the sun had already hidden its rays for the night, but the Earth was breathing out the steam of the day fever. That July, two years ago, was particularly hot, humid, and promised to be boring for Bryce Gordon. Having finished his second year in college and planning to spend the summer working in the local amusement park, Bryce was not anticipating any glory. Moreover, most of his college friends had moved out of campus for the summer and traveled back to their homes while he was in Grindson for the whole summer since this was where he grew up and spent every summer of his life. The goal for the season was to simply stay in town and try to survive the heat of the Central Texas prairie.

c. Expository Essay:

Computers once had a singular purpose: to solve mathematical equations. Rapid advances in computer technology have altered the way in which people interact with computers, as well as the functionality of these intelligent machines. With the advent of a worldwide and nearly universally accessible Internet, the way in which we interact with each other has also changed drastically. People from all over the world can instantaneously exchange both business and personal information. Internet commerce has become a huge part of the daily lives of millions, as well as social networking and streaming media. Most recently, portable electronics capable of nearly all internet-related tasks have become a common possession for the average middle-aged American. The unlimited free exchange of information has changed, and it is continuing to shift society at large in a profound way.

d. Analytical Essay:

The idea of a human mission to Mars has been capturing the imagination of the scientific community and popular culture for decades, manifesting itself in cinema, literature, and art. Conceptualizations of how this mission would be planned, funded, and executed have waxed and waned since the space race of the mid-20th century. What has never been disputed is the fact that an expedition to Mars is a momentous undertaking, with high risks and unknown rewards. When a mission takes place, it will most likely result into settling a human base on the Red Planet, with a scientific base that may perform exploitation, and contribute to further colonization or even terraforming.

Exercise:

1. Read the following essay and identify its type.

**A Swamp for All Seasons:
The Appeal of an Ogre's Home**

Home is where the heart is, but not everyone has the same heart. For some, a home is four walls, some furniture, and a fireplace. For others, home is a cactus, sand dunes, and a nearby oasis. Comfort is subjective, and the only comfort I have known is from the mud and gunk of my humble swamp.

A swamp, a bog, a quagmire, whatever you might call it, my swamp is the only place I would ever consider home. The climate ranges with the season, and the mudpits offer a surprising level of insulation from the weather, never too hot or too cold. Nights are filled with the sounds of crickets, toads, and the wayward donkey, the soft sounds of the angry village in the distance.

To many, the swamp might seem like a scary and unwelcoming space, but for me, that is part of its charm. It is a place of warmth and love if you look close enough, and much like an onion, it is a place of layers. The humble bog may be the most ideal environment to live, and yet part of its appeal is that it is not for everyone. That is the ideal home; a place that perfectly fits you.

Annotations:

- TITLE:** A Swamp for All Seasons: The Appeal of an Ogre's Home
- INTRO:** Home is where the heart is, but not everyone has the same heart. For some, a home is four walls, some furniture, and a fireplace. For others, home is a cactus, sand dunes, and a nearby oasis. Comfort is subjective, and the only comfort I have known is from the mud and gunk of my humble swamp.
- CONCLUSION:** To many, the swamp might seem like a scary and unwelcoming space, but for me, that is part of its charm. It is a place of warmth and love if you look close enough, and much like an onion, it is a place of layers. The humble bog may be the most ideal environment to live, and yet part of its appeal is that it is not for everyone. That is the ideal home; a place that perfectly fits you.
- BODY:** A swamp, a bog, a quagmire, whatever you might call it, my swamp is the only place I would ever consider home. The climate ranges with the season, and the mudpits offer a surprising level of insulation from the weather, never too hot or too cold. Nights are filled with the sounds of crickets, toads, and the wayward donkey, the soft sounds of the angry village in the distance.

Writing Tips:

- Use all five senses to ground your description.
- Draw from your own experiences to bring the reader in.

Answer:

2. Read the following essay and identify its type.

It's Morphing Time: Power Rangers and a New Media Landscape (TITLE)

INTRO

While some teenagers have to deal with zits, math tests, and asking a crush to prom, others wear colored bodysuits and perform martial arts against strange, extra-dimensional evil. Premiering in the U.S. in the early 90s, *Power Rangers* presented a weird, new form of entertainment, introducing children to martial arts and Japanese culture in the trappings of Saturday morning programming and the after-school special. Despite its often fantastical leanings, *Power Rangers* presented an integral turning point in children's programming and media at large.

Although it presented something new and largely unseen by Western audiences, *Power Rangers* was anything but. All of the action scenes were taken directly from Japan's *Super Sentai* series (specifically *Kyoryu Sentai Zyuranger*), intercut with scenes of an American cast existing within tranquil Angel Grove. The *Super Sentai* series stayed within the traditions of the long-running line of programming known as *tokusatsu*, meaning "special effects" (a reference to the use of practical special effects).

Transplanting Japanese cultural media and overlaying it upon an American production and audience posed its own challenges, but the almost immediate success came from its own storytelling. At first blush, winding fantastical adventures and impressive martial arts into the everyday lives of American teens (who dealt with bullying, teamwork, and celebrating birthdays) seems disparate. However, the combination led to instantly relatable stories that resonated with children, imparting ideas of community and selflessness through skills and talents of all forms, physical, mental, and emotional.

CONCLUSION

In conclusion, *Power Rangers* presented an amalgam of different cultural ideas to create a new children's media landscape. The original series has since given rise to ongoing series, along with offshoot books, comics, and other media. For many kids, the show was an introduction to new ideas that were still grounded within the parks, schools, and suburbs of their lives. It was a form of escapism and imagination that stayed within the bounds of a reality that could be cruel, difficult to understand, or full of light. It just took some friends, some martial arts, and the ability to morph into something new.

BODY

- Use similes, metaphors, and other figurative language within your body paragraphs.
- Get familiar with your subject to find exactly what interests you about it.

Answer:

3. Read the following essay and identify its type.

It's a Me, Mr. Plumber

No one can truly understand the sensation of jumping directly onto a turtle, but this is just one of many characteristics bestowed upon the main character in the book *Super Plumber Guy*. The book depicts a brightly lit world of wonder, fungi, and amphibians in varying biomes. While the main character, Mr. Plumber, is depicted as an everyman, his distinct look, style, and behaviors as described in the book show that he is anything but.

Mr. Plumber was originally written as something of an everyday character that the reader could embody. He has no true personality, nor does he have a voice, often allowing secondary characters around him to fill in the gaps. The reader does know that he wears a brightly colored hat, jumps high, and enjoys mushrooms. These are humble characteristics that bring out the humanity of the character. Most people are not a list of unique characteristics but a mosaic of smaller idiosyncrasies.

Super Plumber Guy remains a popular read containing a human character that many might consider boring or free of personality. However, Mr. Plumber is an exceedingly human character who acts as a blank slate for the reader. Diving deeper into other characters and their interactions with him may glean further insight into Mr. Plumber's motivations and inner psychology.

TITLE

INTRO

BODY

CONCLUSION

- Don't worry about using outside sources for support.
- Focus on breaking down the work or topic at hand.

Answer:

2.B. II Report Writing

- **What does Report denote?**

- Etymologically: "an account brought by one person to another, rumor,"
 - From old French, *reporter* "to make known, tell, relate"
 - From Latin *reportare* "carry back, bear back, bring back, Medieval Latin "write (an account) for information or record,"
- Essentially, a report is a short, sharp, concise document which is written for a particular purpose and audience. It generally sets out and analyses a situation or problem, often making recommendations for future action.
- A **report** is a document or a statement that presents information in an organized format for a specific audience and purpose.
- An account of a situation, event, etc., brought by one person to another, esp. as the result of an investigation; a piece of information or intelligence provided by an emissary, official investigator, etc.; a notification of something observed.

- **Types of Reports:**

- **Based on the Format:**

- a. **Informal Report:**

The informal report functions to inform, analyse, and recommend. It usually takes the form of a memo, letter or a very short international document like a monthly financial report, monthly activities report, research and development report, etc. This report differs from the formal report in length and formality. E.g. Progress report ; Sales activity report; Personnel evaluation; Financial report; Feasibility report ; Literature review; Credit report

- b. **Formal Report:**

The formal report is the collection and interpretation of data and information. Examples of subject matter include new technologies, the advisability of launching a new project line, results of a study or experiment, an annual report, or a year old review of developments in the field. E.g. Informational reports; Analytical reports; Recommendation report.

▪ **Based on the Function/Purpose:**

a. Activity Report:

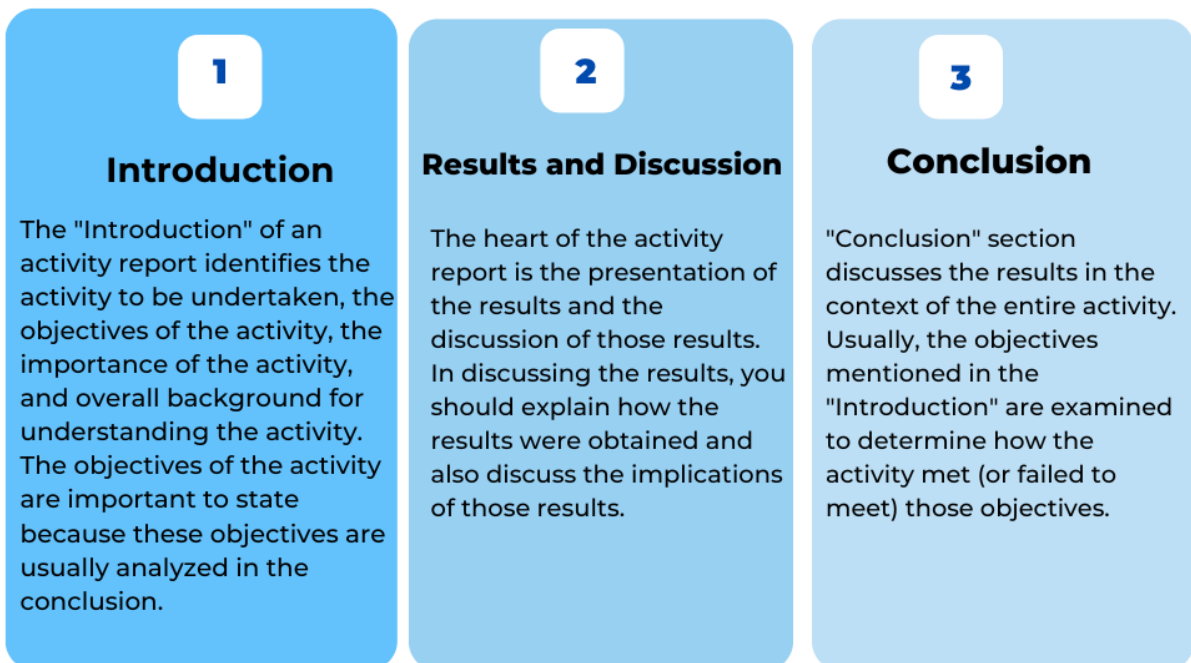
By definition an activity report is a detailed account of an activity conducted by the organization/individuals/department. Activity reports are impersonal in tone and include formal structure of writing while explaining the inventory of things done under the activity/task/event. An activity can mean a formal function, a festival, a cultural gathering, a conference, a guest lecture, a get-together, tasks under a project etc. The purpose of an activity report is not to persuade an audience or argue a particular position; rather, they aim to the readers informed about past, present, and future tasks. It could be a personal document when it comes to informal report.

Factors to be focused:

- Purpose/aim
- execution/organization
- outcome/success



Structure of an Activity Report



Essential Aspects of an activity Report:

It is important to organize the report in clear sections:

- Introduction
 - What was the event?
 - When was it held?
 - Who organized the event?
 - Who were invited?
- Body
 - Write the sequence of the events
 - Use of sequence connectors using following pointers
 - Who were involved?
 - What happened?
 - Where & when it happened
 - Reaction of the people involved
 - Describe the place/environment/weather using suitable adjectives (if relevant)
 - Gather quotes and feedback from the participants and event team members so that the assesment of the event's succs and failure doesn't only come from the event report's author. It will be seen more credible.
- Conclusion:
 - Was the event a success?
 - Did it achieve its objectives?
 - What could be learnt from the event?

Example:

Activity Report Celebration of Independence Day

This year our college held a grand Independence Day celebration on 15th August 2022. It was held at the college ground.

The event began off at 8.00 am. All the students, staff members and a few of the parents were present for the event. The chief guest for the ceremony officiated the opening ceremony. Then we had the march past. The college band led the march past. Members of the various college societies, uniformed bodies and clubs also participated. The students marched steadily past us in neat rows. They looked smart and patriotic.

After the march past, we had the hosting of the flag by the Principal. The college band played the National Anthem as the flag was raised. It was followed by a performance of a patriotic song by the NSS students.

Despite the heat that morning, we had a great time. Our independence Day celebration was truly a momentous one. The event was a success. It also helped us to appreciate the significance of democracy and independence.

b. News Report:

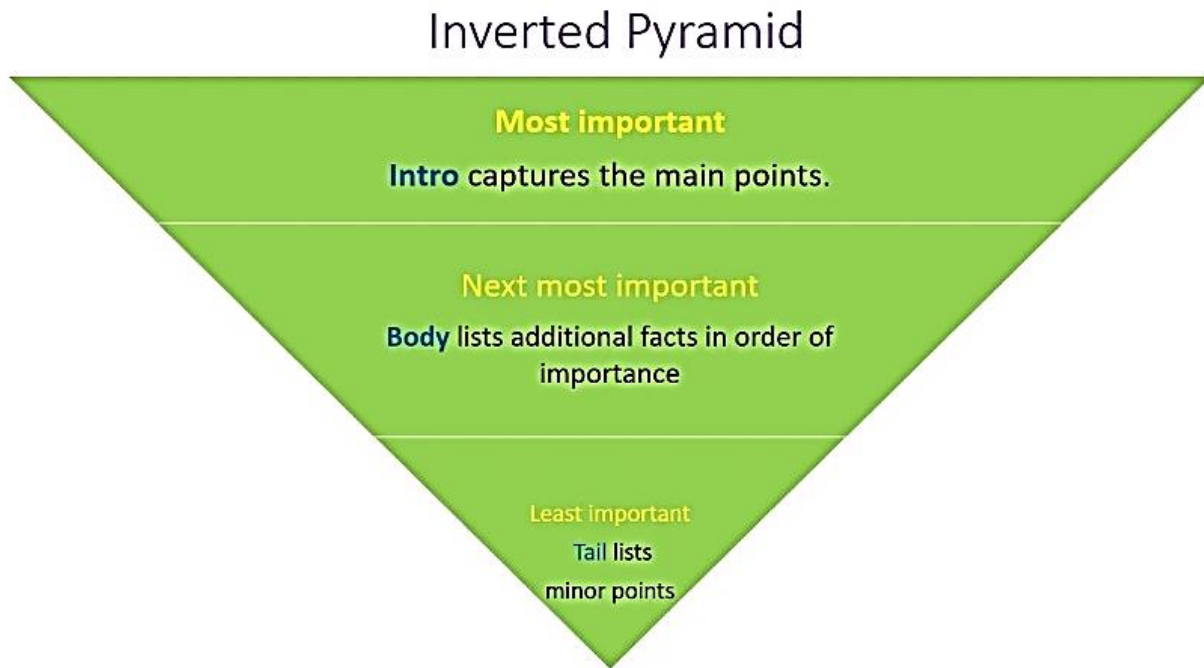
Definition:

A news report is an impartial observation, investigation, analysis or description of an event, happening, circumstance, etc. It is a detailed description written in the third person by the writer. It is usually published in a newspaper. It is a fact of a story that is currently happening or that just happened. The purpose is to inform readers of what is happening in the world around them.

A news report answers 5Ws, 1H:

- **What? The specific event that took place.**
- **Who? The people involved.**
- **Where? Places.**
- **When? Date and time.**
- **Why? Reasons for the event taking place.**
- **How? Connecting the facts.**

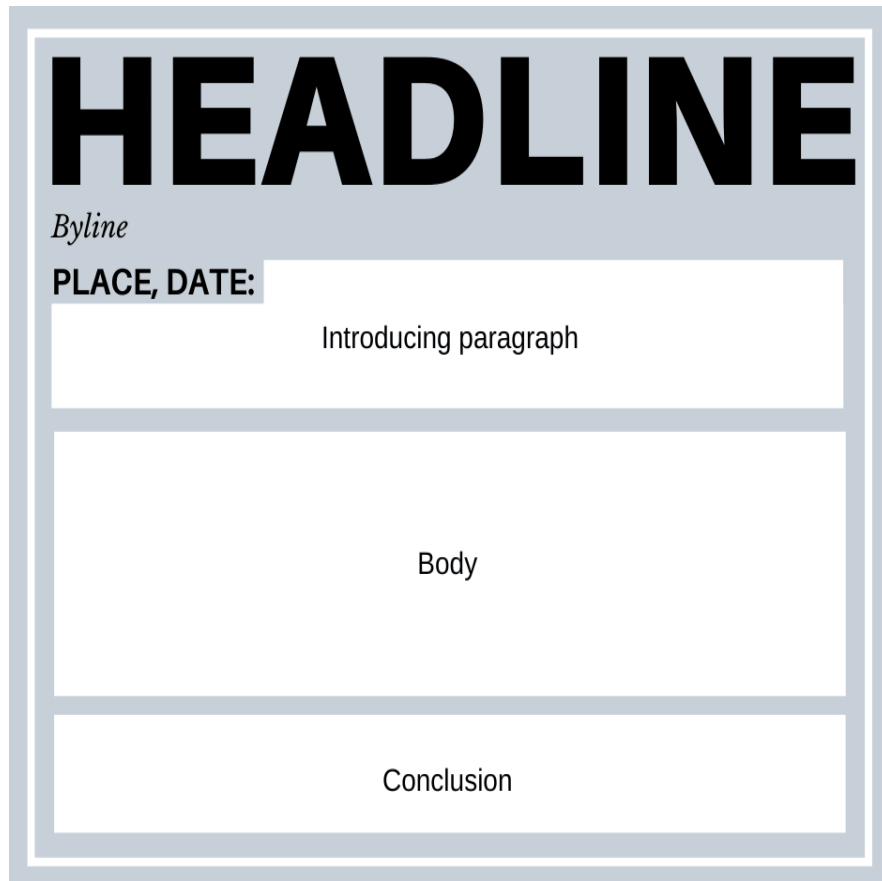
Structure of a News Report:



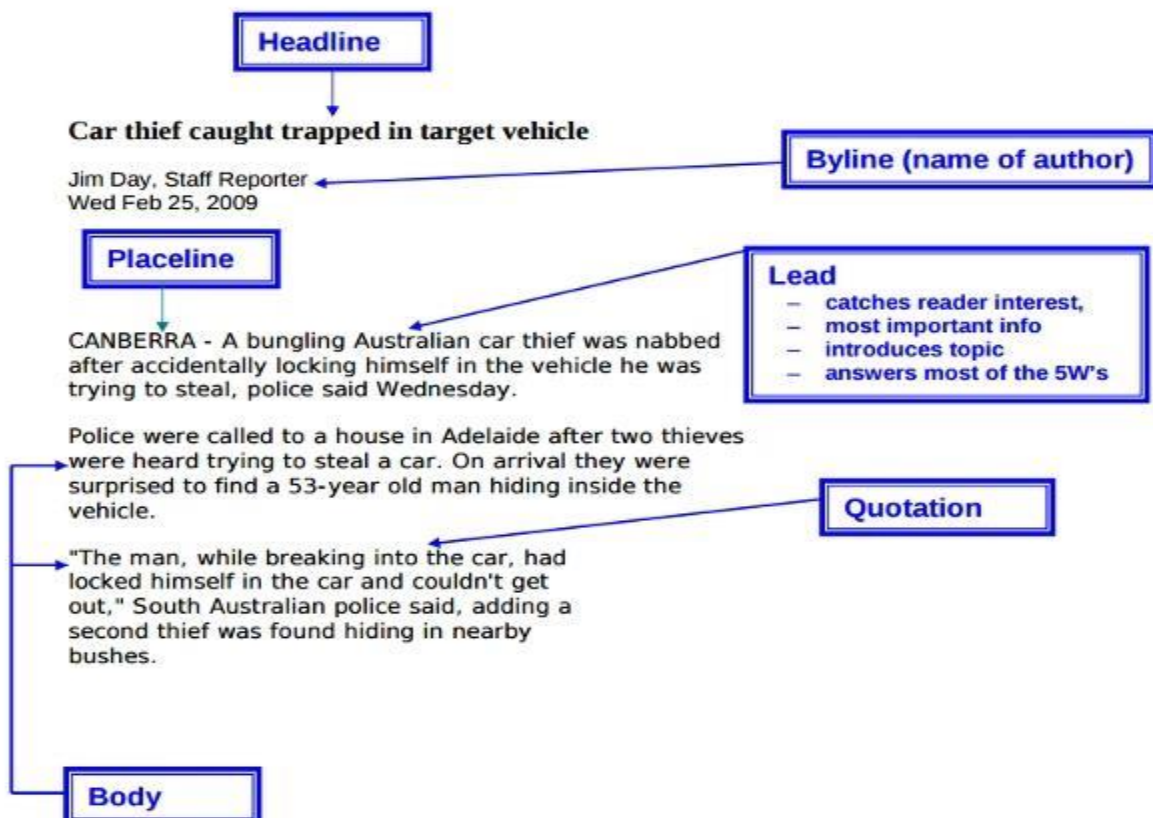
Format of a News Report:

- **HEADLINE:** Should be short and catchy, and relevant to the report
- **BYLINE** – name of the reporter/writer
- **PLACELINE:** place and date
- **LEAD PARAGRAPH:** Should have all details related to the event/incident, for example, what, where, when, how, and other such details
- **BODY** of the News Report gives more details and provides more information about the WHY and HOW of the story
- **TAIL** - it has conclusive remarks and mostly contains the less important information which is often omitted by the newspaper editor if there is not enough space left in the newspaper.

○ **Outline:**



○ **Skeleton of The news Report:**



Example:

1.

headline	Indian Curry—Planet Food India
byline	—Preeti
introductory paragraph	Indian Curry, Bangalore, is a drive-through restaurant-cum-entertainment centre of international standards. Located in Indira Nagar, one of the posh localities, Indian Curry, offers not just an array of mouth-watering Indian fast food, but also complete entertainment for the entire family.
further details	Located in an area of 4000 square feet, Indian Curry has a food bazar, a restaurant, a play area for children and a live band. The revolving restaurant has a seating capacity of 180 to accommodate patrons and offers a panoramic view of the city. The children’s play area boasts of resource people who keep children engaged in fun activities while parents shop.
highlights/ future course	Says Mr Rangarajan, the CEO of the centre, “Indian Curry has associated itself with social and child-related activities.” In the inaugural week, it organised a competition—‘Millennium Dreamers’—a nationwide search for child achievers, who have contributed to the community.

Masthead	TIMES CITY
Subheading	American Youth Collect Dry Waste In Pune, Do Their Bit To Conserve The Earth On International Day Of Climate Action
Headline	Local action for a global cause
Byline	Laxmi @rajdar tw
Opening Paragraph	Pune: Picking up trash around Sanjaynagar and collecting it to help conserve the environment was one way of contributing towards conserving the Earth on the International Day of Climate Action, observed on October 24, in a run-up to the mega event on climate change in Copenhagen.
Short Paragraphs	Eight American students, who are currently on an educational-cum-cultural exchange programme to Pune, collected solid waste from Patilnagar and Law College Road on Saturday morning. Each of them collected at least 300 pieces of trash.
Details	For starters, 330 is the number that leading scientists say is the safe upper limit for atmospheric carbon dioxide measured in “Parts Per Million” in our atmosphere. This fact is the very essence of www.330.org that has been propagating the International Day of Climate Action’ the world over.
Quotes	“People from different parts of the world took action to convey the message of environmental protection on October 24. We decided to be a part of this initiative in our own small way by collecting litter on the streets of the city.”
Statements	The students have already uploaded the photos of their waste collection on www.330.org. Nigam is also planning to meet Pune Municipal Commissioner, Mahesh Zagade, in order to know more about the city’s infrastructure for waste management.
Written in columns	Pointing out the difference between waste management in India and the US, Aaron, “Part is, every individual in the US produces more trash as compared to the people in India. But we have a waste recycling. But in India, we noticed re-
Summary of report	The youthful bunch hopes to communicate with local students on the issue of waste management, climate change and much more.

Mrs Rosalind Ravi/AES/2012

2.

3. **Elderly Couple Robbed by Servant**

Rehan Khan

Dwarka, 11 July: An elderly couple living in Heritage Towers was robbed and beaten by their own servant at their house. The servant beat them with a stick and tied them up with a rope, before making away with cash and valuables worth Rs 35,000. The police are yet to catch the criminal servant. The incident took place at about 9 pm on Thursday. After serving them their meal, the servant, Ramu, gave them their medicines. Later, while the couple was watching television, Ramu crept up behind them and started hitting them with a heavy stick. Severely hurt and bleeding, the husband tried to save his wife from being hit and received more blows. Then the servant tied up the feet and the hands of them both and took the key to their cupboard from the wife's purse. Taking his booty, Ramu fled the scene of crime. When the husband regained consciousness, he called out to his neighbours for help. Mr Shankar, a neighbour, said that he heard calls for help and rushed towards the flat. He broke open the door to the flat with the help of his son. He first untied the couple and then called the police and the ambulance. The police found the weapon of attack on the scene of crime and have recovered fingerprints. Luckily the couple had a photograph of the servant and gave it to the police to help them in the investigation. By the early hours of Friday, the police had some leads to the hideout of Ramu. They have detained his friend Sanjay for questioning. The police are hopeful of catching Ramu very soon. The couple has been admitted to Ram Mohan Hospital.

Exercises:

1. You Organized a quiz competition in your college Write a post-event activity Report on the same.
2. Write a News Report on following headline: A Student Discovered Hidden Treasure on a College Trip”. Fill up following template:

Newspaper Report

Headline		
Date		
Where		
When		
Who		
What		
Why		
Key Words	Word	Meaning
Opinion		

3. Write an activity Report on a blood donation camp you recently conducted in your college to celebrate Gandhi Jayanti.

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