

IIT Madras

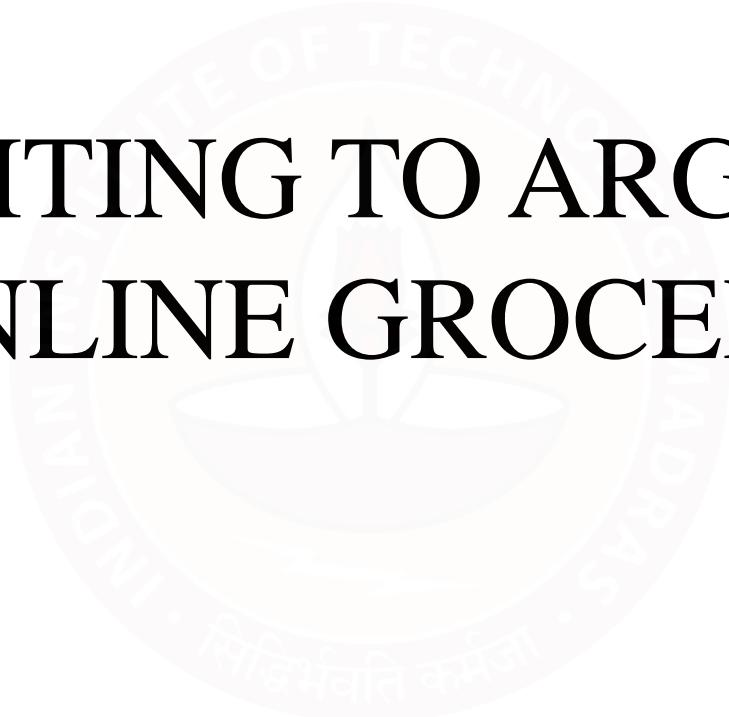
ONLINE DEGREE

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WRITING TO ARGUE: ONLINE GROCERY



- Just as we speak, we often write to argue.
- Policies are rarely undisputed.
- There always are two sides, or even more.

VIDEO CLIP

Video link: <https://www.youtube.com/watch?v=UK8ccWSZkic>

Please watch the section 00:00 – 14:00

Source: TED

Video description: TED Talk on the topic “Does the world need nuclear energy?”

We are using 14 minutes of this video for academic purposes.

- Language of argument is different. Here we need to talk at least about two competing issues.
- Language, therefore should be appropriate. One often finds words and expressions like

“on one hand and the other” , “as far as” , ”as well as” “point of view” , “in view”, “on considering” etc.

- Documents of this kind frequently use adjectives of comparison, such as.

“solar power is the **least** polluting option”

- We can also have most, more, less, little, much, many.

- Adjectives in various degrees of comparison may be there. So might there be adverbs. Eg:

Mass rapid transport systems are not only the **most** cost effective options, but **actually** that is the only future of big cities.

- So may there be nouns, particularly non proper nouns, like the following:

Majority groups have always been ignored unless they have assured profit

Half the population in metro cities never works....

- Then there are expressions demanding consideration such as

“before you conclude”, “while we are at it”, “one can as well see”, “in totality”, etc.

- There are other characteristics of writing to argue, you can better read on some currently debated subjects you are interested in. You can easily make a glossary of such terms. For instance:

EXPRESSIONS DEMANDING CONSIDERATION

It's no longer clothes or books or makeup items that people want to buy online. Even when it comes to buying the everyday groceries, peoples are increasingly turning online, amid the pandemic. A recent study indicates that online grocery shopping is likely to grow more than two-fold as more shoppers are now ordering items online.

ACTIVITY 1

- Find similar terms in the following paragraphs.

Amazon and Flipkart have also seen an increase in grocery orders. As reported in Economic Times, BigBasket says that since March, its new customer acquisition grew three-fold in terms of orders, compared to pre-COVID, while retention of new customer cohorts has increased by 60%.

Grocery is the largest consumer segment by far in the Indian market, and Indians spend more than 50% of their monthly income on groceries. In addition, the retail market in India has undergone a major transformation and has witnessed tremendous growth in the past 10 years. The overall retail market is set to cross the \$1.75 trillion mark by 2026, according to data available with Invest India – during which period India's e-commerce market is set to grow at a CAGR of 30% for gross merchandise value to be worth \$200 billion by 2026.

- Check your answers with the model answers given.
- Model answers:

Amazon and Flipkart have also seen an **increase** in grocery orders. As reported in Economic Times, BigBasket says that since March, its new customer acquisition grew **three-fold** in terms of orders, **compared** to pre-COVID, while retention of new customer cohorts has **increased** by 60%.

Grocery is the largest consumer segment **by far** in the Indian market, and Indians spend **more than 50%** of their monthly income on groceries. In addition, the retail market in India has undergone a **major** transformation and has witnessed tremendous **growth** in the past 10 years. The **overall** retail market is set to cross the \$1.75 trillion mark by 2026, according to data available with Invest India – during which period India's e-commerce market is set to **grow** at a CAGR of 30% for gross merchandise value to be worth \$200 billion **by** 2026.

ACTIVITY 2

- In about 200 words write an essay on the following topics:
 1. Some people say young children should not have unrestricted access to computers and cellphones, they can harm themselves. Some others say that everyone has to learn to use these things, so why not start early. Examine the two sides of this issue and present your own opinion in this subject. Use your own ideas, arguments and evidence to support your arguments and conclusions.

Synopsis:

We live in computer age- but computer is not ours- difficulties in using computers – demanding in nature – instruction required – important for job and life – harm from computers to mental and physical health – addiction – detrimental to social skills- better begin early - create safeguards – parent lock.

OTHER TOPICS

2. Should one of the parents stay at home until the child is at least eight years old. Support your answer with ideas, arguments and evidences.

Thank you!