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READING AND WRITING SKILLS

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HS8461 ADVANCED READING AND WRITING

1. READING COMPREHENSION:

Read the passage and answer the questions that follow it

Tobacco addiction is a global epidemic that is increasingly ravaging countries and regions that can least afford its toll of disability, disease, lost productivity and death. The tobacco industry continues to put profits before life; its own expansion before the health of future generations; its own economic gain ahead of the sustainable development of struggling countries. Now, as nations have begun to fight back with a global strategy, and some countries begun to turn the course of the epidemic, tobacco companies continue to launch new weapons in the form of products disguised to appear less harmful and attractive.

The core strategy of the tobacco industry is not new. It is the new variant of the “light”, “mild”, and “low tar” cigarette campaigns that were so effectively in keeping customers, gaining new ones, and undermining tobacco control in the 20th century. Nowadays, tobacco companies continue reassuring health concerned smokers by offering with their new products the illusion of safety. They continue to take their old and new customers to more insidious levels of deception by promoting and selling new products disguised under healthier names, fruity flavors or more attractive-looking packaging. In the meantime they continue their search for reduced-harm products..... However, none have been thoroughly evaluated in human studies, so there is not reliable information on what is the toxicant exposure or health impact.

Honest accurate information on tobacco product ingredients, toxicant deliveries, and health effects is scarce for many of these products. Fortunately, tobacco control professionals learnt valuable lessons about the tobacco industry approaches from the experiences and successes as well as failures of 20th century tobacco control efforts. Global public health also has the strength of the combined forces of the United Nations and its Member States through the World Health Organization’s Framework Convention on tobacco Control – the WHO FCTC, a powerful tool to

combat tobacco and the challenging approaches of its industry. The purpose of World No Tobacco Day 2006 is to raise awareness about the existence of a great variety of deadly tobacco products in order to help people get accurate information, remove the disguise and unveil the truth behind tobacco products – traditional, new and future. The slogan reads as follows:

Tobacco: Deadly In Any Form of Disguise

It is crucial to empower people and organizations with knowledge about the different tobacco products and their many forms and disguise in order to implement more effectively control tobacco and improve global health.

World No Tobacco Day 2006 has the following objectives:

- ❖ Raise awareness about all forms of tobacco: DEADLY IN ANY DISGUISE. Cigarettes, pipes, clove cigarettes, snus, snuff, smokeless, cigars... they are all deadly;
- ❖ Raise awareness about all types and names and flavors; DEADLY IN ANY DISGUISE. Mild, light, low tar, full flavors, fruit flavored, chocolates flavored, natural, additive-free, organic cigarettes, PREPs (potentially reduced exposure products), harm-reduced... they are all deadly;
- ❖ Raise awareness the need for strict regulation and encourage its implementation.

All of these products and practices are deadly and addictive and thus the absence of truthful information deprives even well intended people the ability to make, healthy choices. Whether the disguise is perpetuated by Multinational Corporation or by well- intended, but that carry unnecessary risks of disease and death. The truth about tobacco can empower people to improve their own health, as well as the health of their families, friends, and others in their community.

Choose the best answer for the questions from the options given:

1. The tobacco industry expands on the basis of its

- a) Own merit
- b) Advertisement
- c) Health of future generation

d) Own economic gain

2. Tobacco companies continue to sell their produce by

a) Disguising their products under healthy names

- b) Deceiving their customers
- c) Taking care of the health aspects
- d) Informing people of the production

3. The FCTC of WHO is a toll to

a) Fight against tobacco

- b) Fight against the challenge of the industry
- c) Promote tobacco sale
- d) Help people

4. Which of the following is NOT the purpose of World Tobacco Day?

- a) Raise awareness of the existence of the deadly tobacco products
- b) Inform people of the tobacco products
- c) Unveil the truth behind the tobacco products

d) Fight against the companies.

5. Which one of the following is NOT used by the tobacco companies?

- a) Give attractive looking packaging
 - b) Use healthier names
- c) Sell at a lower price***
- d) Use attractive flavors

6. What does “Deadly in Disguise” mean?

- a) Death is indirectly hinted
- b) Death is directly spoken of
- c) The person may not die

d) Death in another form

7. If information about the tobacco products are given,

- a) People would have made wise decisions
- b) People will make healthy choices***
- c) The sale will go higher
- d) The company will have been in loss

8. Tobacco addiction is compound to an epidemic disease that spreads because

- a) It cause diseases that spread to others people
- b) The people carry the disease germs
- c) The disease can spread to other countries

d) Addiction to the habit keeps spreading very fast

9. What are aims of the World no Tobacco day? (Write descriptive answer)

The World no Tobacco day aims to create awareness about the different types of tobacco and how it is sold in different flavors which are deadly. Even though the manufactures mention it as less in proportion of the dangerous ingredients, it still remains the deadliest one to be used.

2. APPLICATION FOR A JOB:

COVER LETTER:

From

Kirubasini,

Medavakkam,

Chennai-73

To

The HR Manager,

Prod-apt Technologies,

Chennai

Sir,

Sub: Application for the post of Software developer

In response to your advertisement in ‘THE DECCAN CHRONICLE’ dated on 25-03-2021, I wish to apply for the post of software developer. I participated in various tech fests and also won a gold medal for creating an app from scratch in an inter-university tech competition. I am confident that I have the skills to excel at your dynamic organization. I have always dreamed of being a part of your company due to the development opportunities you provide. I request you to give me an opportunity to learn and grow at your esteemed firm through this job role.

I have attached my resume for your consideration, and request you to consider my application for the role.

Sincerely,

Kirubasini

CURRICULUM VITAE

NAME: Kirubasini

ADDRESS: 211,Vignarajapuram,
Medavakkam,
Chennai-600073

CONTACT NUMBER: 8248079774

EMAIL ID: kirubasinis2001@gmail.com

PERSONAL DETAILS:

Father's name: Mr.D.Sabeshkumar

Mother's name: Mrs.D.V.Kavitha

DOB: 15-08-1999

Gender: Female

Mother Tongue: Tamil

Marital Status: Unmarried

Languages Known: Tamil, English, Hindi

Nationality: Indian

OBJECTIVES:

- 1.** To incorporate the learnings in all my ventures.
- 2.** To explore technology to the maximum and to be a part of a growing organization

and apply my professional, technical, managerial and interpersonal skills, and thus develop myself and work towards the goal and vision of the company.

EDUCATIONAL QUALIFICATIONS:

SNO	QUALIFICATION	INSTITUTION	BOARD/UNIVERSITY	YEAR OF PASSING	PERCENTAGE
1	CLASS 10	Smt Sundaravalli Mem School	CBSE	2015	95
2	CLASS 12	Smt Sundaravalli Mem School	CBSE	2017	81
3	B.Tech	Sri Sai Ram Institute Of Technology	AUTONOMOUS	2021	89

TECHNICAL SKILLS:

- Experienced various computer constructs like HTML,CSS, php, Android, IOS Application Development.
- Front end developer

COMPUTER PROFICIENCY:

- **OPERATING SYSTEM:** Windows 10, Linux, Mac OS.
- **APPLICATION PACKAGES:** MS Office, Visual Basics

- **DEVELOPMENT TOOL AND LANGUAGES:** C, C++, Core Java, Python, Android studio, Kotlin.

PERSONAL QUALITIES:

- Appreciable in leading teams. Have been a class representative for 4 years in college and SPL in school.
- Experienced in presenting skills and good in compering.

ACHIEVEMENTS:

Presented paper at an International Conference organized by THE AMITY UNIVERSITY.

I hereby declare that the details attached above by me are very much true to my knowledge and belief.

Yours Faithfully

Kirubasini

3. ANALYTICAL ESSAY:

WAYS OF FIGHTING SOCIAL INEQUALITY

In today's world, most of our population lives in more complex than simple societies. As social complexity increases, inequality tends to increase along with a widening gap between the poorest and the wealthiest members of society. Certain types of social classes and nationalities are finding themselves in a tough spot with where they fit into the social system and because of this they are experiencing social inequality. There is a widespread agreement that inequality is one of the critical and most urgent challenges of our times. Across the world, extreme economic inequality is out of control, threatening human rights, undermining our economies and corroding our politics. Extreme economic inequality is fundamentally undermining the fight against poverty. Inequalities between countries, like those between populations, significantly hinder development. Since many different forms of inequality exist, a wide range of actions are required to effectively combat them.

Social inequality is found in almost every society. Social inequality is shaped by a range of structural factors, such as geographical location or citizenship status, and are often underpinned by cultural discourses and identities defining, for example, whether the poor are 'deserving' or 'undeserving'. It is also inextricably linked to other inequalities such as gender inequality, trapping women in poverty at the bottom of the economy, and it is driving climate change, where the richest people in the richest economies remain wedded to a carbon economy while the poorest people are paying the highest price. Inequalities based on sexual orientation and gender identity exist around the globe. According to Amnesty International, a range of crimes are commonly committed against individuals who do not conform to traditional gender roles or sexual orientations (however those are culturally defined). From culturally sanctioned rape to state-sanctioned executions, the abuses are serious. These legalized and culturally accepted forms of prejudice, discrimination, and punishment exist everywhere—from the United States to Somalia to Tibet—restricting the freedom of individuals and often putting their lives at risk. The word 'INEQUALITY' gives its birth when it is usually associated to an unequal distribution of

resources and, therefore, it is related to the gap between the rich and the poor. It also relates to an unequal access to opportunities or benefits from economic activity. In the best case scenario, this unequal distribution is associated to talent or effort; but, in most cases, it is the result of institutional structures that create social barriers based on: sex, age, ethnicity, social status, among other variables that define individuals' initial conditions.

The above issues can be addressed by targeting social programs. Targeting helps to reduce income inequality and inequalities related to education and health. Income transfers programs can have a greater and longer term impact if better targeting is used, ensuring people with wider gaps in access and income inequality are participants of the programs. Also, participatory decision making focuses on increasing the voice of the poor. Poor people often face an inequality of participation in policy making. Designing participatory methodologies to actually include their perspective in public policy can help reduce the gaps of power to decide over policies, which affect them and their communities. Participation does not limit to decision making, it can include monitoring and evaluating results and impact of social policies too. The social inequality can also be eradicated by revising the legislative framework that fosters the inequality. This strategy can help to identify discriminatory laws or laws that generate inequalities among people or regions. Finally, Discrimination against certain groups of population might isolate them and limit their access to opportunities for a better wellbeing. Media campaigns and advocacy efforts, which identify this kind of discrimination and promote the participation of these sectors, can make people with disabilities, migrants, religious groups and indigenous groups more confident about their inclusion in the State. Further, affirmative action can help to reduce the impact of ancient discrimination towards social groups, like indigenous groups. Quotas for political participation can also improve their voice on public policy.

The 2030 Agenda recognizes this in Goal 10 (reducing inequality between and within countries) and in the pledge to Leave No One Behind. It is evident that progress on Goal 10 is deeply interrelated to the achievement of many other goals. By donating a few hours of our time, we can make the difference in the life of a person who is suffering from injustice. We must believe that all lives are equal. No-one should be discriminated against or live in poverty. We should live in a sustainable world where everyone can safely speak truth to power, claim their human rights, and build a better future for them.

4. DESCRIPTIVE PARAGRAPH WRITING:

Write descriptive paragraph describing a place or a person or an object of your choice.

MY SUMMER TRIP-MYSORE

During my summer holidays, I visited Mysore, a lovely place with exceptionally amazing monuments, enormous palaces. Mysore is a major tourist attraction in Karnataka and when my cousin visited from Delhi, we decided to go see this historic city. I love going on such trips; so with my heart pounding with great excitement and anticipation, we began our trip and it turned out to be one of the most glorious and action-packed ones that I have had so far.

The first place we visited in Mysore was the beautiful Mysore Palace, belonging to the Wodeyar Dynasty. We were astounded by its beauty as it shimmered, sparkled and shone in the light of the midday sun. We heard that the current scion of the Wodeyar Dynasty still lives behind the palace and participates in functions during the Dussehra Festival.

Next, we visited a really old museum/ art gallery near the palace. It had neat sculptures. But the most fabulous things for me in that museum/art gallery were the paintings by the great painter Raja Ravi Varma. He drew and painted his paintings with his own incredible style, that the paintings almost looked like they were alive; and that's the reason why the paintings were so good. He had his own style. The Lady with the Lamp and Ravana slaying Jatayu, were the best amongst all the Ravi Varma paintings.

That evening, we went to Chamundi Hills, and the views from there were quite breathtaking. However, watch out for the monkeys and pestering hawkers who roam around the Temple of Chamundeshwara. The temple was quite nice; though I expected the statue of the demon Mahishasura to be bigger than it was. A little lower down the Chamundi Hills was a pretty big statue of Nandi crouching on the rocky surface; it looked gentle, not like the Bull in the Bull Temple in Bangalore. And the lookout views from both these hilltops were quite incredible.

The next evening, we went to Brindavan Gardens which has lots of wide open spaces and colorful fountains. The musical fountain was also quite good; however, the park was not very well maintained and the artificial water body there is also polluted with plastic bags.

Another thing that we saw was Tipu Sultan's Summer Palace in Mysore. It was extremely beautiful and well organized and it beat the Mysore Palace in beauty and historic value. It had paintings of the battles that Tipu and his father Haider Ali fought; some they won, some they lost, but all hard fought. It also had Tipu's son's paintings and was a great memorial to the "Tiger".

I am going to remember this fantastic trip to magnificent Mysore and I'm going to treasure this experience with all my heart and soul. The trip has been the best in this highly action-packed summer holidays of mine and I hope I have more exciting trips to places like this.

5. FORMAL LETTER:

Write a letter to the editor of a newspaper reflecting on the recent elections and its results.

Kirubasini

No: 6, Barathi Street

Medavakkam

Chennai-73

6th May, 2021

The Editor

The Deccan Chronicle

Chennai

Respected Sir

Sub: The 2021 election and its result

Through the columns of your esteemed newspaper THE DECCAN CHRONICLE, I would like to point my opinion regarding the recent elections and its result. Even if we surround ourselves with the pandemic, we were not supposed to step back from the national duty and the election has given us an opportunity to be in the shoes of our responsibility.

The election in Tamil Nadu had been conducted in a calm and composed manner. With the protocols followed by every citizen who stepped out to utilize their power of voting, I believe citizens are giving a chance to the new normal from the abnormal situation. During the election campaign, the citizens were well aware regarding the impact of the pandemic and they cooperated well with the protocols that every citizen must follow in this pandemic. The politicians while in rally also marched themselves forward by preaching the critical conditions of the pandemic and how we could eradicate this situation. Sincere credits must be given to the

department of police for helping to conduct the rallies in a smooth way. The citizens were guided well both by the election commission through the media to enthral themselves in voting their responsible leader. During the voting day, the citizens were allowed to vote their leaders but with at most importance given to their safety which is the absolute priority of the country. The election booth was cleansed with sanitizer in regular intervals. Wearing mask while waiting to poll the vote was the primary importance without which they weren't allowed to cast their vote. The people casted their votes and the Election Day went smoothly without any chaos.

On the day of counting the votes, the government had taken necessary actions by allowing only certain people into the counting process. People were asked to stay at homes and the politicians were strictly not asked to gather. So, on the whole, from the beginning of the election campaigning till the end of the result day there was a smooth ride without any chaos, which means the citizen as well as the government are responsible towards themselves as well as the society.

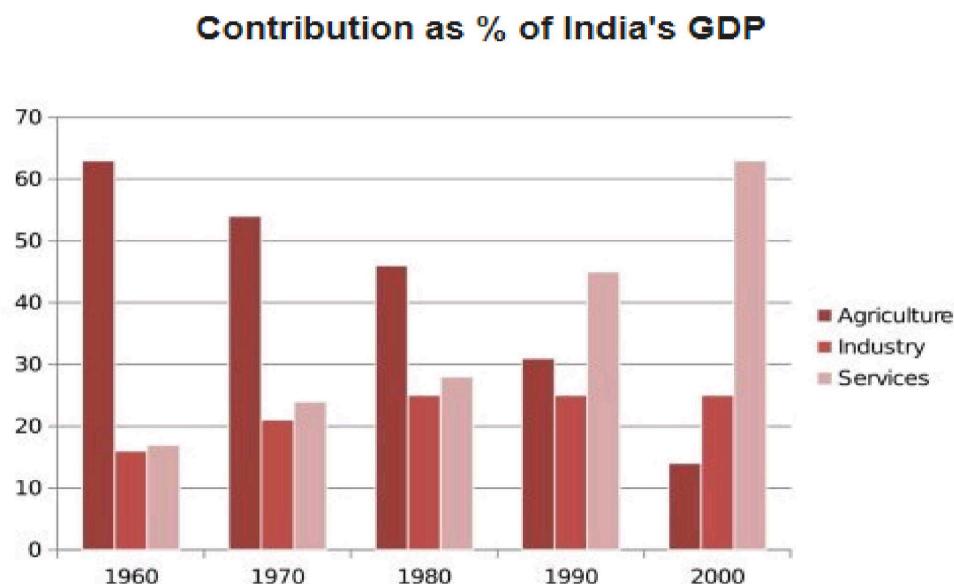
Thanking you

Yours Faithfully

Kirubasini

6. INTERPRETATION OF GRAPHS

Interpret any graph of your choice in your own words.



The bar graph illustrates the relative percentage contributions made by the agricultural, industrial and service sectors to the Indian economy between 1960 and 2000.

Over the whole time period, the significance of agriculture declined steadily while services grew in importance decade by decade. A different patterned emerged for industry, which initially showed a slowly increasing percentage but then plateaued from 1980 onwards.

In 1960, agriculture contributed by far the highest percentage of GDP, peaking at 62%, but it then dropped in steady increments to a low of 12% in 2000. The service sector, on the other hand, had a relatively minor impact on the economy in 1960. This situation changed gradually at first, then its percentage contribution jumping from 28% to 43% between 1980 and 1990. By 2000 it matched the high point reached by agriculture in 1960, showing a reversal in the overall trend.

Industry remained a steady contributor to India's wealth throughout the period. As a sector, it grew marginally from 16% in 1960 to exactly a quarter in 1980 then remained static for the next two decades, maintaining a constant share of the overall GDP.