

CREATIVE WRITING SKILLS

Letter Writing (Placing Orders)

Purpose of the letter:

- To express one's opinion on a wide range of issues
- To express and share one's observations and views in a public forum, for example a magazine or a newspaper

Language of the letter:

- ❖ Formal language must be used
- ❖ Repetition of ideas must be avoided
- ❖ Sub paragraphs should be used in an organized way
- ❖ Personal outlook must be included but biased language should be avoided
- ❖ Word limit must be kept in mind

Format:

DISTRIBUTION OF MARKS :(8marks)

LETTER WRITING

CONTENT: (6 marks) (format to be included in content. Format includes date, subject, addressee and closing)

EXPRESSION: (2 marks) fluency and accuracy to be included in expression), (Grammatical accuracy, appropriate words and spellings, Coherence and relevance of ideas and style)

SAMPLE OF LETTERS TO THE EDITOR

Question:

You are Saurabh Srivastava, a resident of Defense Colony Bagdogra, Siliguri. Your colony is facing the severe problem of inadequate and contaminated water supply. You decide to express your views and make the authorities aware of the situation by writing a letter to the Editor of The Siliguri Times, Siliguri. Write your letter in about 100-120 words.



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Answer:

LETTER TO THE EDITOR

Defense Colony

Bagdogra

15th October 2021

The Editor

The Siliguri Times

Siliguri

Sir

Subject: Inadequate and contaminated water supply.

Through the columns of your esteemed newspaper, I would like to draw the attention of the civic authorities to the contaminated and inadequate supply of water in our locality.

It is unfortunate that the local civic authorities do not take care to provide the citizens with even the basic amenities such as proper and adequate water supply. In our locality, water is supplied only for three hours in the morning.

For the rest of the day the taps remain dry. Also, the supplied water is impure. It is unhygienic and inadequate. There have been cases of water borne diseases. The water borne diseases may break out in the form of epidemic, if the problem is not properly addressed to.

It is expected that instead of ignoring the issue, the authorities concerned will take immediate steps to ensure supply of adequate and potable water in our locality so that we residents are able to live a disease free and healthy life.

Yours truly

SAURABH SRIVASTAVA

ADDITIONAL QUESTIONS ON LETTER TO THE EDITOR

1. Write a letter to the Editor of a newspaper expressing your views on the importance of saving water as you have seen people wasting water carelessly on one hand and on the other hand people fight for a single drop of water and farmers die because of drought. Using your own ideas write the letter.
2. Recently you read a report on increasing stress level among the younger generation and you are very disturbed with the scenario. You decide to write a letter to the Editor of a newspaper expressing your concern

and also about some measures which can be adopted by the youth to overcome stress. On the basis of the ideas reflected in the daily life and your own understanding write the letter to the editor.

3. Recently you came across a newspaper article depicting Diversity of India as its greatest identity. After reading the article you are inspired enough to write a letter to the Editor of a newspaper expressing your views on the importance of maintaining unity and integrity for the growth of the nation.

4. Recently, you got an opportunity to meet few courageous girls, who, despite serious opposition from their families, continue their education. This has made you feel both proud and concern about these girls and you decide to write a letter to the Editor of a newspaper emphasizing upon the need to promote girl child education. With your own ideas, write the letter to the Editor.

5. A survey reveals that most of our health related problems are due to our over fascination with modern gadgets like smart phones, lap tops, television and video games. The findings of the survey compel you to share your views on the issue and you decide to write a letter to the Editor of a newspaper. On the basis of your understanding write the letter.

6. There is a ‘Divyanga’ (Physically Handicapped) child in your class and every day you watch him very closely. You appreciate his efforts and enthusiasm, but you find some of your classmates making fun of him regularly and you try to make them realize their insensitivity but they haven’t changed their ways and means. This has provoked you to write a letter to the Editor of a newspaper expressing your views on the need to be respectful to every individual including the specially- abled ones.

7. You observe that most of your class mates bring fast food items as part of their school tiffin and even some of them regularly suffer from one disease or other but they keep on bringing fast food. You wish to make parents of such children aware of the harms of the fast food and so you decide to write a letter to the Editor of a news daily. On the basis of your own understanding of the problem write the letter.

8. Your friend studies in a school where there is no play- ground and also no facility for sports and games. He has to stay in his class room throughout the day. You feel about your friend and decide to write a letter to the Editor of a newspaper emphasizing upon the need to have play grounds and other sports facility in schools as they help in the all- round development of an individual.

Letters of Complaint

FORMAT:

1. Sender's address

Date

Address of the addressee: M/s-----

Dear Sir/Madam

(Subject:.....)

Body of the letter (in 3-4 paragraphs)

1. Purpose with reference to the order.(Introductory)

2. Mention the reason for regret

3. Suggestions to repair/replace

4. Conclusion

Yours faithfully/yours sincerely

Sender's name

Sample Letters of Complaints

Write a letter to M/s V.P. Appliances, C-24 Devpuri, Mumbai, complaining that the Geyser supplied by them has stopped working in less than a week. Sign yourself as Gyan Deep of B279, Kalkaji, Mumbai.

B279 Kalkaji

Mumbai

7th July,2021

The Manager

M/s V.P.Appliances

C-24 Devpuri

Mumbai

Sir,

Sub: Complaint about Geyser

I purchased an Eskom Geyser from your company vide cash memo no. 310 dt. 23rd June 2021 with a warrantee of one year.



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I regret to inform you that it stopped working after 4 days. It does not heat Water. The green light signal shows that it is on but it does not give hot water.

Please send your mechanic to rectify the fault or replace the geyser with a new one.

Yours sincerely

GAURAV

ADDITIONAL QUESTIONS ON LETTERS OF COMPLAINTS

1. You are Sriram living at 234/C-3 M.G Road Bangalore. You purchased a coloured TV from Mode Electronics, M G Road Bangalore. Write a letter to the Manager complaining about the TV that is not functioning properly.

2. Write a letter to M/s Ashwin Books Depot , Nai Sarak, New Delhi telling them that the books you had ordered have arrived, but some books were with torn pages and a few of them were old editions. Ask for replacement of the books. You are Ankita/ Akash, C-10 Vidyanagar , New Delhi.

3. Write a letter of complaint to M/s Rupashree Electronics,24,industrial Town, Faridabad complaining about the washing machine you purchased recently and is giving you a lot of trouble now. Ask for its replacement immediately. Invent necessary details. You are Arun of 256-C Janakpuri, New Delhi. Write a letter in about 100-120 words.

4. As the Manager of Cricket Club of your town, you had purchased some cricket equipment. Some of the articles have been found defective. Write a letter to the firm that made the supplies, asking them to replace these defective articles or refund their cost.

LETTERS OF ENQUIRY

FORMAT

Sender's address

Date

Address of the addressee

Dear Sir/Madam



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Subject:

Body of the letter

1. Introduction to the subject

2. Elaborate on the subject /request/enquiry

3. Conclusion

Yours faithfully/Yours sincerely

Sender's name

Sample of Letters of enquiry

You are Arushi/Ashwini librarian of Karola Public School Bangalore. Write a letter to the Sales Manager of Navneeth Publishers Ltd. Bangalore enquiring about undue delay concerning the delivery of books for your school library for which you placed an order two months ago. Also specify that you may have to cancel the order in case of further delay as the first term of the academic year has almost come to an end.

Karola Public School,

Bangalore

20th October 2021

The Sales Manager

M/s. Navneet Publishers

Bangalore

Sub: Undue delay in delivery of books

Sir,

We are sorry to show our displeasure at the undue delay in the delivery of books for our school library. We placed a bulk order for the purchase of books for the library two months ago. But it is unfortunate to note that even after several reminders; the books have not been supplied. Before we decide to take the next step, we would like to enquire from you about the reason for this delay.

You know that the first term of the academic year has almost come to an end. If you fail to deliver the books up to 1st September 2019 we will be compelled to cancel the order. We hope you will not compel us to look for another supplier for the books.

Yours faithfully

ARUSHI/ASHWINI

Librarian



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Samples of Letters of Enquiry

1. You are Rema/ Rohit the school pupil of Valley Public School, Chennai. During the Summer Vacation, your school is planning an educational tour, covering visits to a thermal power plant and a few factories. Write a letter to The National Travel Agency, at to Pantheon Road, Chennai enquiring about the places, the charges, facilities and other relevant details.
2. Write a letter to the Manager, Taj International, and Lucknow to find out the rates for conducting the wedding Reception of your sister, enquiring specifically about the catering caused per head, service and decoration charges and advance to be paid.
3. You are Varsha/ Varun, in charge of Excursion Club of National Public School, Mathura Road, Agra. Write a letter to the General Manager, Northern Railways, requesting reservation of a bogie for eighty students from Agra Cantt. To Chennai and back by G.T. Express.

Placing order

FORMAT

Sender's

address

Date

Address of the addressee

Dear Sir/Madam

Subject:

Body of the letter

1. Introduction to the subject

2. Elaborate on the subject

3. Details of items

4. Conclusion

Yours faithfully/Yours

sincerely Sender's name

Sample of letter for Placing Orders

You are Prakriti/ Rahul, the Literary Captain, in charge of the school library. You have been asked to place an order for Children's story books. Write a letter to M/s Hari Book Depot, Ram Nagar, Bikaner placing an order for the books. Invent the necessary details.

S.S School

Kavi Nagar

Jorhat

14 July 2021

M/s Hari Book Depot

Ram Nagar

Bikaner

Sub: Order for Children's story books

Sir,

We need no introduction as we are your regular customers. We would like to place an order for Children's story books for our school library. We are providing a list of books. We are in need of. Kindly deliver these books in their latest edition and in proper conditions. We would be pleased, if you could provide us suitable discount on these books. The list of books with their particulars is attached herewith.

Sl. No.	Name	Author/Publisher	Copies required
1	Arabian Nights	Rupa & Co	20
2	Panchatantra	Children's Book Society	25
3	Stories for children	National Book Trust	20
4	Fables	Jaina & Co	30

We hope timely delivery and maximum discounts.

Yours faithfully

PRAKRITI/ RAHUL

Literary Captain



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Sample questions

1. You are the Sports Captain of your school A B School, Ahmedabad. Write a letter to Pioneer Sport Co., placing an order for a minimum of four sports items with details. Ask for a discount also. Sign as Rama/Ramani.
2. You are Sandhya/ Sharath Hostel Warden, Bapuji Public School, Chennai. Write a letter to the Sales Manager of Bharath Electronic and Domestic Appliances Ltd., Chennai placing an order for a few fans, microwave ovens and Coolers that you wish to purchase for the hostel specifying the details. Also ask for the discount.
3. Mary's Convent, Delhi needs some furniture like office chairs, tables, almirah etc. for its office. The Principal asks Mr. Verma, Head Clerk to prepare a draft to place an order with M/s Trustwell Furniture, Delhi. Write the order letter in about 100- 120 words.

ANALYTICAL PARAGRAPH WRITING

Notes :

An analytical paragraph is a form of descriptive writing which is written on the basis of a given chart, graph, data, outline, clues, table etc. It requires analysis and comparison of the given facts and drawing conclusion based on the given data. When writing an analytical paragraph, one should remember to describe the facts in the best possible manner and cover the information provided. The paragraph must use clear and crisp language along with providing complete details of the data provided in the question.

Features of an Analytical Paragraph:

- It describes the given chart, table, data, graph, cues etc.
- It should be brief and comprehensive but at the same time, include complete information.
- It should state the facts that are provided.
- It should have simple and accurate language.

- It should mention figures and quantities appropriately.
- It should use the same tense throughout, as far as possible.
- It should not provide any personal observation or response.
- It should preferably use the passive form of the verb.

Format of an Analytical Paragraph Content in 100-120 words

The content of the paragraph must include the following:

- Introduction (explain in one or two lines the context or what is clearly evident from the chart or graph)
- Body of the paragraph (explain in detail the figure and trends, making comparisons and contrasts) • Conclusion (give the overall view or summary of the chart or graph)

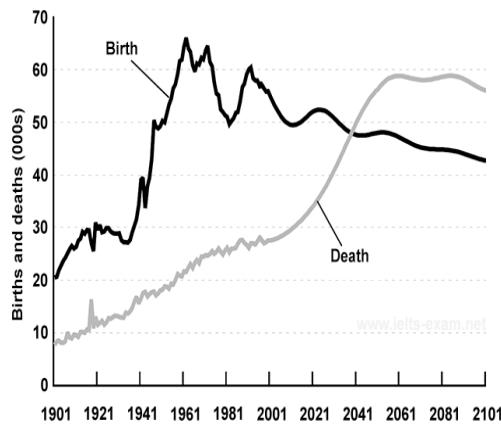
Points to Remember

- We must not include any personal opinions, conclusions or observations but simply stick to the facts.
- We must choose wisely the important information, organize it well, state the correct facts and summarize it properly.
- For introduction, we can start with phrases such as The chart given above describes.../The given table suggests.../ The line graph shows.../ The data given provides information about.../ The pie chart illustrates..., etc.
- For body of the paragraph, we should organize the information well. We should look for the large differences that are very prominent. We can mention the aspect which is the smallest or the largest in the data given. Any aspect that is similar should be mentioned next. We should further mention about the aspect that has remained unchanged or is constant throughout.
- If the chart or table mentions two different groups, we should refer to both of them in the paragraph. If there is any contrast or comparison that could be drawn, we must present it effectively. If the chart is about a particular time period or highlights trends of several years, we should mention about each year in a concise manner. If any comparison or contrast can be made for two or more years, we should write about that too.

- For describing the pattern of growth, we can use words and phrases like- ‘rapidly doubled’, ‘skyrocketed’, ‘striking increase’, ‘peaked’, ‘soared’, ‘declined’, ‘plummeted’, ‘leveled off’, ‘stagnated’, ‘fluctuating’ , ‘starting to rise’, ‘starting to fall’, ‘drop down’, ‘slightly’, etc.
- Mentioning quantities: When including numbers and figures, the accuracy must be ensured. Quantities can be described in a number of ways, such as percentage, fraction, ratios etc. For describing quantities, we can also use words and phrases like ‘one-third of’, ‘nearly one-fourth of’, ‘majority’, ‘on an average’, ‘twice as much’, ‘almost equal’, ‘the highest’, ‘the lowest’, ‘approximately’, etc.
- For establishing relationship or contrast, we can make use of words and phrases like- ‘similarly’, ‘in contrast with’, ‘in comparison to’, ‘however’, ‘whereas’, ‘as opposed to’, ‘while’, ‘a striking difference’, ‘a noticeable difference’, etc.
- For conclusion, we may use words and phrases like ‘overall’, ‘subsequently’, ‘in all’, ‘in a nutshell’, ‘in short’, ‘therefore’, etc.

Solved Questions :

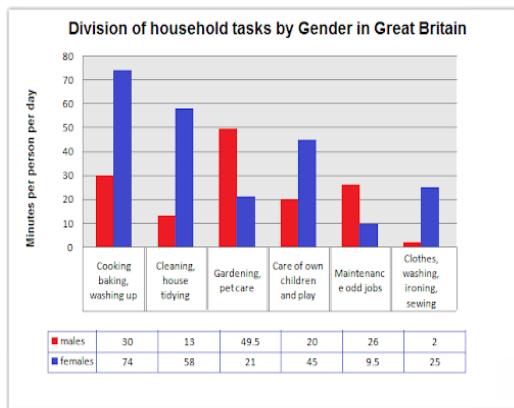
Q1. The given line graph provides information about changes in birth and death rates in New Zealand between 1901 and 2101. Write an analytical paragraph summarizing the information and make comparisons where relevant in about 100-120 words.



Ans. The graph shows changes in the birth and death rates in New Zealand since 1901 and forecasts trends till 2101. Between 1901 and 2041, the birth rate has been consistently higher than the death rate. It stood at 20000 in 1901, at the start of this period and started increasing gradually after that. It reached to its peak of around 65000 in 1961. Since then, the birth rate has fluctuated between 50000 and 60000. It is expected to

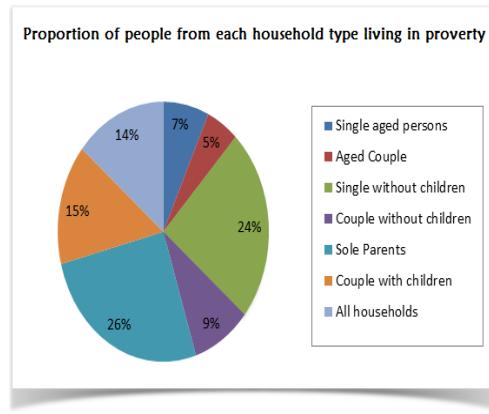
decline in the coming years, reaching approximately 42000 by 2101. In contrast, the death rate stood at around 10000 in 1901 and has increased steadily after that. It is expected to rise strikingly from 2021 before levelling off to approximately 60000 between 2061 and 2081. The graph indicates a slight decline in deaths in the year 2101. The graph shows a huge gap between birth rate and death rate from 1961 to 2001. However, this gap is expected to reduce in the later years. Overall, as opposed to the prevailing trends, the death rate will be reversed and will be more than the birth rate in the later part of this century.

Q2. The given chart shows the division of household tasks by gender in Great Britain. Write an analytical paragraph describing the chart in not more than 100-120 words.



Ans. The chart provides information about the division of household tasks by gender in Great Britain and the number of minutes per day spent by both males as well as females in doing various tasks. On an average, women spend approximately four hours doing the household tasks, whereas men spend less than two and half hours for the same. The tasks on which women spend more time than men include cooking, cleaning the house, taking care of the children and laundry. In doing all these tasks, women spend approximately 200 minutes which is almost three times the time spent by men in accomplishing these tasks. On the other hand, men spend twice the time than women in doing tasks like gardening and maintenance of odd jobs in the house. Men spend majority of their time, almost 50 minutes, in gardening and pet care whereas women spend only 30 minutes for these tasks. The time spent by men in washing, ironing and sewing clothes is as low as 2 minutes per day as opposed to 25 minutes spent by women. In a nutshell, women spend far more time when it comes to doing household chores than men who prefer to do gardening, pet care and maintenance of odd jobs.

Q3. The given pie chart shows proportion of people from different households living in a state of poverty in the UK in the year 2002. Write an analytical paragraph based upon the information provided in about 100-120 words.



Ans. The given pie chart illustrates seven different categories of households living in poverty in the UK in the year 2002. It is clearly evident from the pie chart that 26% of the total povertystricken households were those of sole parents who formed the majority. Single people without children accounted for the second highest proportion of 24%. In contrast to couples without children who accounted for just 9%, couples with children accounted for 15% of the poor households. Single aged persons formed 7%, whereas aged couples formed 5% of poor households. Overall, 14% of all households in the UK were living under poverty in the year 2002. In all, the younger generation seemed to have a greater poor percentage than their aged counterparts and couples without children had better economic conditions than those with children.

Q4. The following table shows details about the different internet activities for six categories of people according to different age groups. Study the table and write an analytical paragraph based upon it in about 100- 120 words.

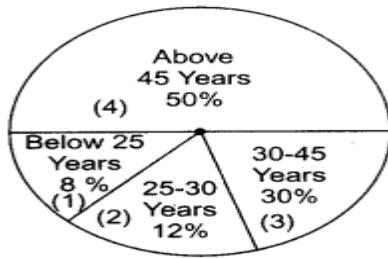
Activity%	Age group						
	Teens	20s	30s	40s	50s	60s	70+
Get News	76	73	76	75	71	74	70
Online games	81	54	37	29	25	25	32
Downloads	52	46	27	15	13	8	6
Product research	0	79	80	83	79	74	70
Buying a product	43	68	69	68	67	65	41
Searching for people	5	31	23	23	24	29	27

Ans. The given table suggests the internet activities of six age groups ranging from teens to those in their seventies for six different kinds of activities on the internet. The table shows that the younger generation is more interested in online games and news, whereas the older generation spends time on the internet in order to research and buy products. It is evident from the table that 81% of the teens mainly use the internet for playing online games, and many are also interested in news and downloads as well as in buying products.

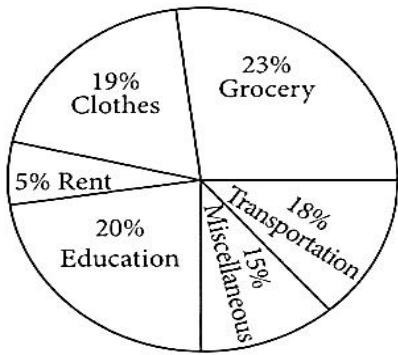
The middle-age group, that is, people in the age group ranging from 20s to 60s is highly interested in getting news, doing product research and buying products, with the percentage ranging from 70-80%. The internet activity which gets the least time is searching for people. All the age groups spend less than 30% of their internet time on the same. The amount of time spent on downloads decreases with age and gets as low as 6% for the people in 70s. Overall, the table suggests that teenagers are most likely to spend time playing games and doing downloads. On the other hand, older people, on an average, are interested in researching and buying products. It is also significant to note that people spend the least amount of time when it comes to searching for other people online.

Questions for Practice:

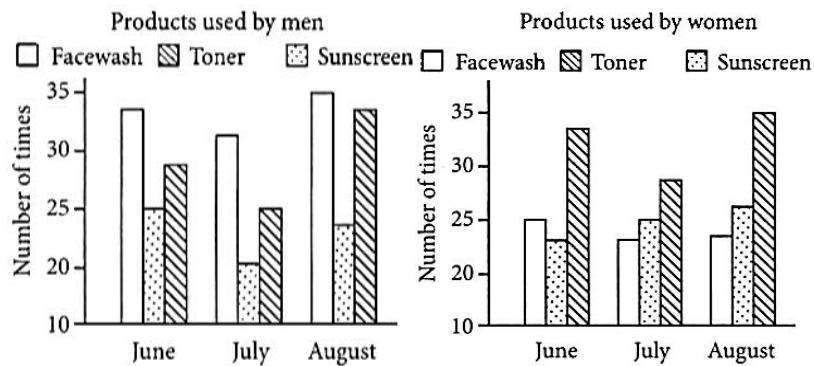
1. The following pie chart represents the distribution of the overseas tourists and their age profile respectively. Study the chart carefully and write an analytic paragraph (120-150 words) giving the general trends and other necessary details. Don't forget to compare the segments where relevant.



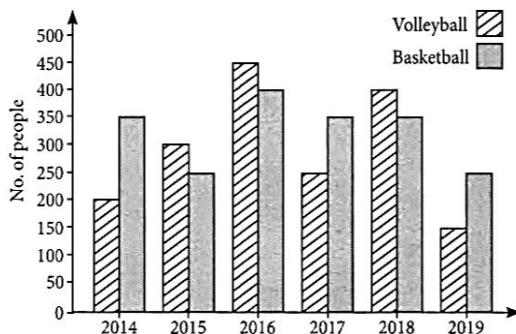
2. The given pie chart represents the amount of money spent by a family on different items in a month. Write an analytical paragraph using the information given in the chart.



3. The given bar graph shows the increasing use of skin care products by men and women over the period of three months. Write an analytical paragraph elaborating the given information.



4. The given double bar graph shows the preferences of children in a school in playing different games over the span of six years. Write an analytical paragraph about the given information.



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