

Imagine yourself as a presenter who comes up with the following facts after conducting audience analysis. Considering the audience profile, state what strategies you will use to make your presentation interesting and engaging (just two strategies). The topic of the presentation is “Impact of Chat GPT on the learning capabilities of students”. [4]

Audience Profile:

- a. No of attendees: 25
- b. Age Group: 18 to 20
- c. Cultural Background: Born and raised in Karachi, middle class
- d. Educational background: Undergraduates (Freshmen and sophomores) from Private Engineering University
- e. Background knowledge: Accustomed to the app and avid users of Chat GPT for academic purposes

Real life examples, personal experiences, videos, images, Q/A, meme

Identify the problem in the following E-mail. Mention which ‘C’ has been missed in particular and how the message can be transformed into an effective version. [4]

Dear Minhaj

I would like to talk to you about the new client’s project, which the engineering team discussed yesterday. I might need the help of Haris from your team.

Regards,

Masood

Completeness is missing. What kind of project? When and where to talk? Why does the help of Haris is needed?

Work out both purpose for the following three scenarios of public speaking. Do not write more than 2 sentences. [4]

- a. An employee is presenting a solution for tackling the problem of low productivity and lack of creativity among his/her team members. S/he is presenting before a panel of superiors. [Persuade]
- b. You have visited a college and are encouraging the students to participate in the upcoming flagship event of FAST-PROCOM.NET. [Persuade]
- c. A library at a university has organized a session to teach students how to avoid plagiarism in written assignments. [Inform]
- d. As a CEO of your company, you have to address the board of directors at a meeting regarding the expansion of the company. [Inform]

Demonstrating the You-attitude: Rewrite these sentences to reflect your audience’s viewpoint. [4]

- a. Your e-mail order cannot be processed; we request that you use the order form on our website instead.
We are unable to process your order. Please use the form on our website instead
- b. We insist that you always bring your credit card to the store.
Please bring your credit card to the store when you are visiting.
- c. We want to get rid of all our 15-inch LCD screens to make room in our warehouse for the new 19, 23 and 35 inch monitors. Thus, we are offering a 25 percent discount on all sales of 15-inch models this week.
We offer 25 percent discount on all 15-inch LCD screens, to bring in for you, the new 19, 23 and 35 inch monitors.

- d. I am applying for the position of accounting intern in your office. I feel my grades prove that I am bright and capable, and I think I can do a good job for you.

I look forward to work with you at your office as an accounting intern and am eager to demonstrate how I can bring value to the company.

Emphasizing the positive: Revise the following sentences to be positive rather than negative. [4]

- a. You have not filled in every section of the questionnaire we sent you.

Please fill every section of the questionnaire.

- b. It's clear that you have not understood the question.

If you have any question, please feel free to ask.

- c. It is very obvious that you are doing everything you can to avoid your responsibility for refunding all my costs.

Kindly work towards refunding all my costs

- d. You must understand that by using the mower without reading the instructions carefully mean that you are very likely to damage the mower or possible cause injury to yourself through incorrect operation.

To avoid damaging the mower or injuring yourself, please carefully read the instructions.