

30.08.2021

DISCURSIVE AND ANALYTICAL WRITING

• Dialogue:

It is a Conversation in a story. When you write a dialogue, you are stating a person's exact words.

→ It makes a story more interesting. It can reveal what a character thinks or feels. It can also show what a character's personality is like.

→ Rules of indenting: When writing a dialogue, start a new paragraph each time the person speaking changes.

→ Rules for the spoken words: The speaker's words should be set apart from the rest of the sentence with quotation marks.
Ex: "How do you do?" asked Ellen.

→ Rules for Punctuation: Begin the first word of the spoken part with a Capital letter.
Place end punctuation inside the quotation marks.

→ More Rules: A Comma separates the speaker from the spoken words.
Ex: The doctor stated, "I think you will feel better soon."

However, if the dialogue ends in a question point, do not add a comma - when the spoken part is before the tag.

Spoken words are sometimes interrupted in the middle. End the first part of the spoken words with quotation marks. Begin the second with quotation marks. Use Commas to separate the spoken words from the tag.
Ex: "Do you realize," asked Rod, "that we forgot the left?"

• Essay Writing:

Essay is defined as a literary composition on any subject.

It is a written composition giving expression to one's own personal ideas or opinions on some topic, but the term usually covers any written composition, whether it expresses personal opinions, or gives information on any subject, or details of a narrative or description.

→ Characteristics of Essay-writing:

1. Unity
2. Order
3. Brevity
4. Style
5. Personal touch.

An essay must be a unity, treating in an orderly manner of one subject, it should be concisely written and not too long, and the style should be simple, direct and clear; and it should have an individuality, or show the personal touch of the writer.

→ Classification of Essay-writing:

1. Narrative
2. Descriptive
3. Expository
4. Reflective
5. Imaginative.

1. Narrative:

The writer tells a story about a real life experience. It challenges students to think and write about themselves. Writers should try to involve the reader by making the story as vivid as possible.

2. Descriptive:

It paints a picture with words. A writer might describe a person, place, object or even a memory of special significance. The writer should show through the use of colorful words and sensory details.

3. Expository:

In this, the writer explains a topic, using facts, statistics, and examples. It encompasses a wide range of essay variations, such as comparison and contrast, cause and effect and "how to" or process essays.

4. Reflective:

It consists of reflections or thoughts on some topic, which is generally of an abstract nature for example, habit qualities, social, political and domestic topics, philosophical subjects and religious and theological topics.

5. Imaginative:

In such essays, the writer is called to place himself in imagination in a position of which he has had no actual experience.

→ Overview of Essay Writing:

Every essay has a beginning, a middle and an end. Suppose in a 5 paragraph essay, the first paragraph is called the introduction. The next three consist of the body of the essay. The fifth is the conclusion.

→ Parts of an Essay:

1. Introduction:

It is the first paragraph of an essay. The main idea is portrayed here and must be interesting to the reader and state why that topic is important.

Introduction usually has three parts:

- The hook (or dramatic opener) consists of several sentences that pull the reader into the essay.
- The transitional sentence connects the hook to the thesis statement.
- The thesis statement is one or two sentences that states the idea of the essay.

2. Body:

It is the main part of the essay and helps the reader develop the gist of what the essay is about and the main idea of the essay. Body of the essay contains the following sentences:

- Topic sentence, that tells the reader what the paragraph is going to be about.
- Detail sentence, that tells the reader a little more about the topic and must include an example.
- Concluding/Transitional sentence, it wraps up what has been told to the readers and gets them ready about the next paragraph.

3. Conclusion:

It proves that the theme announced at the beginning of the essay is fully disclosed. Necessarily expresses your personal opinion about the work done.

It consists of two parts:

- The summary statement is one or two sentences which restate the thesis in a fresh way to reinforce the essay's main idea.
- The clincher is a final thought which should create a lasting impression on the reader. It is also referred to as the closer, as it is the last opportunity to connect with the reader.

→ Revision

It is actually something a good writer does throughout the writing process. It means making changes to the content of the paper so that every word, sentence, and paragraph makes sense to the reader.

It generally involves:

- Clarity: Is the essay clear and logically written?
- Unity: Do all the paragraphs relate to the central idea?
- Coherence: Do the ideas flow smoothly?

→ Proofreading

It deals with recognizing and correcting errors, or ~~function~~ punctuation, capitalization, spelling and grammar.

- Have all fragments and run-on sentences been eliminated?
 - Are pronoun references clear?
 - Have words been capitalized correctly?
 - Does the essay show interesting and accurate word choice?
- etc.

• Report Writing:

→ What is a report?

A piece of information in the form of official document written after thorough investigation and firm evidence.

→ Objective:

- Essential Skill for Various Professions (business, administration, health, science, etc.).
- Aims to inform as clearly and succinctly as possible.
- Tries to inform, not to impress.

→ Types of Report:

Progress, Medical, News, Survey, Feasibility, Crime, Lab, Postmortem, Investigative, Sales, Program, Complaint etc.

→ Basic Format:

- Cover Page
 - Content
 - Body of the Report:
 - Background (how the task has been undertaken)
 - Purpose
 - Terms of reference
 - Work Done
 - Findings
 - Recommendation
 - Note of dissent
 - References
- } (optional)

→ Checklist:

- Use white space to de-clutter the pages.
- Number each page.
- Use consistent and appropriate formatting.
- Use formal language.
- Proofread to ensure accuracy.

8.07.2021

REPORT WRITING ASSIGNMENT

1. As the Chairman of the five member inquiry Committee, write a report on the workers strike and its impact in the Star Mobile Industries, Mumbai.
2. Hermes Cosmetics, Chennai wants to launch a face mask for the use of both men and women. As part of a three member team, write a report on the feasibility of introducing this new product.

Answer 1:

Investigative Report on Workers Strike in Star Mobile Industries in Mumbai.

Submitted by

Mt. S. Mahesh Patel
Chairman
Inquiry Committee.

Submitted to

Mr. R. Mohan Raj
CEO
Star Mobile Industries.

8th July 2021.

Background:

Due to the effects of Covid-19, there have been jobs and reduction in wages in recent times. Star Mobile Industries, being one those forced to comply in these tough times. Leading to a workers strike due to biased lay offs and reduction in salary.

Purpose:

To investigate the workers strike in Star mobile Industries in Mumbai.

Terms of reference:

As per the letter No 69420/2021 dated 5th July 2021, from Mr. R. Mohan Raj, CEO, Star Mobile Industries, Mumbai to Mr. S. Mahesh Patel, Chairman, Inquiry Committee, Mumbai directing to submit the report on or before 12th July 2021.

Work done:

1. A Survey was undertaken from the workers in the strike regarding detailed reasons for protest.
2. Statistics of various companies were analyzed to compare and contrast similar situations.
3. The HR, Sales and Marketing, and the Engineering and Design Teams were asked to come up in a meeting for brief questioning individually.
4. Data of jobs layed off and salaries reduced was collected.
5. Complaints regarding biased sign offs were collected.
6. All collected information was pieced together, discussed in detail, and final solutions were recorded.

Findings:

Through the investigations and various analyses the below observations are made.

1. It was found that the workers strike was a valid one and that there were some biases within the company.
2. Only certain favored personnel were given importance and only a select few were given some pandemic relief.

3. Certain accusations were made within the HR department and the names were noted.
4. Employees were being laid off without any notice from the HR department and Compensation whatsoever.

Recommendations:

1. The names of those involved are as follows:
 - a). A. Subramaniam HR
 - b). C.S. Yuvraj HR
 who are suspected for biased lay offs within the Company.
2. The Company could resolve the matter by taking into accounts the demands of their employees.
3. Management of the Company must be frequently regulated to avoid such a instance in the future again.

Answer 2:

Feasibility Report - Launch of New Face Massager for men and women by Hermes Cosmetics, Chennai

Submitted by
Mr. S. Mukesh Patel
Team Lead
Hermes Cosmetics
Chennai

Submitted to

Mr. A. Ankur Walia
General Manager
Hermes Cosmetics
Chennai

8th July 2021

Background:

With the recent boom in both mental and physical health. People are becoming more self aware, leading to new jobs showing that face massagers increase in demand.

Purpose:

To analyse the feasibility of the launch of New Face Massager for men and women by Hermes Cosmetics, Chennai.

Terms of Reference:

Letter No. 420/69/2021, dated 5 July 2021 from Mr. A. Ankur Walia, General Manager, Hermes Cosmetics, Chennai to Mr. S. Mukesh Patel, Team Lead, Hermes Cosmetics, Chennai directing to Submit the report on or before 12th July 2021.

Work Done:

1. A survey was undertaken from the already existing customers to get their opinions.
2. Advertisement based surveys were distributed and feedback was collected.
3. Various designs were made and reviewed by a small base of loyal customers to get their feedback.
4. All collected information was pieced together, discussed in detail.

5. Supply and production costs were calculated and discussed and final solutions were reached.

Findings:

Through the surveys and various campaigns the below observations are made:

1. It is found that the majority or 95% do to say of already existing customers would appreciate a new face messenger.
2. From the Ad Campaigns, it is found that 80% would like to just in general get a face messenger from any company mainly (beauty cosmetics) and the rest 20% would prefer others.
3. Design, production were finalized after various stages of reviewing and trial and error.

Recommendations:

1. It is highly recommended that the New Face messenger be launched with proper planning.
2. The cost price and sell price of the product to be discussed accordingly.
3. Seeing that there is a huge demand from consumer side, it should be certain that the product would sell and should be given a green signal.
4. New Advertisement Campaigns can be established to promote the product.