

Register no 727824 TUEC020

## Oral And Written Communication Skills

### Worksheet - I

- 1) Over 300 million smartphones exist across the globe
- 2) Google play store has over 450000 apps
- 3) The one time registration fee for android apps is 25\$
- 4) In terms of commercial developers 47% are android based and 43% are apple based
- 5) The competition is percentage of users used by commercial developers
- 6) 35% of 35-44 years old played Angry bird in the last 30 days
- 7) We ~~do~~ need not to pay for Tiny village app because it is free
- 8) 4 out of 5 people use facebook for android. 86.1 million users use facebook monthly
- 9) 350 million people ~~to~~ access facebook from \$mobiles
- 10) Instagram has only 13 ~~fulltime~~ employees
- 11) Instagram was bought for \$1 billion dollars
- 12) A company named startapp has placed this advert. It offers a unique business model for app monetization.
- 13) info@startapp.com is the mail address we can use

## Worksheet - II

### The Story of Denim

- 1) In 1853 Levi Strauss came to California
- 2) His intention was to set up a dry goods business
- 3) Every day goods, clothing, pots and pans were in short supply in the west
- 4) Levi sold the canvas to the miners for profit
- 5) The problem that miners faced with fabric was it was too rough
- 6) Levi substituted a fabric called 'serge de Nîmes' imported from France.
- 7) Jacob Davis and Levi Strauss invented the jean
- 8) They show two horses trying to pull the fabric apart to show the strength of the jeans
- 9)
  - \* Resourceful
  - \* Innovative
  - \* Determined
- 10)
  - \* Every day goods were in short supply
  - \* Levi quickly substituted the canvas for a thick cotton will from France
  - \* Miners then complained that their pockets tore off easily



## Close Reading

Making movies is big business in Bollywood. First, the producer decides he/she wants to make a film. The producer is the person or company who pays for the film and hires everybody. First, the producer asks the writer to give an overview of the plot or what happens in the story.

Then the writer writes the script, which is the words of the film. It also shows how many people are in the cast.

Then the producers hire a director. This person decides who will be his/her lead actor and actress.

The actors are likely to be famous or at least well known. Maybe they gave a good performance in their previous films.

This director also decides the 'look' of the film. So they decide the type of the costumes the actors will wear. They also decide on the set whether the action is set in an office, in a village, in the market, at home and whether they will shoot the film in a film studio or on location.

The producer often also hire a composer who writes the musical score to go with the film. After shooting the film, the editors make cuts to the film to make sure that it is not too long or too short. Sometimes whole scenes are deleted. The editors also add in the sound track.



This is all the music and sounds that happen in the film - not just the songs. Then the film is distributed to the cinemas or it can go straight to DVD.

The producers hope that the film is successful. If it gets rave reviews from the film critics then it can become box office. This means that a lot of people go to see it and it takes a lot of money.

### Close Exercise

You can check out different parts of your own eye by looking in the mirror, and as a friend if you can look at her eye. A few parts of the eye are easy to see, so your friend will probably agree let's have a look. You might have a hard time getting her say OK if you wanted to look at her liver! The eye sits in a little hollow area in the skull and it's protected by the eyelid. The eyelid opens and shuts several times a minute without you ever thinking about it it's an involuntary action that's better known as blinking. When you blink, the eyelid helps to keep the eye clean. The eyelid also has great reflexes to protect the eye in different situations. When you step into bright light, the eyelid involuntarily squeezes together tightly to protect the eyes. And if you try fluttering your fingers close to your friend's eye, you'll be sure to see her eyelid blink quickly. Her eyelids are shutting in response to movement that's too close to ~~her~~ the eye - It's a reflex.

that protects the eye from danger. The speaking of fluttering, don't forget. They work with the eyelid to keep dirt and other stuff of the eye that doesn't belong to eyelashes.