

<http://www.slideshare.net/Subjectmaterial>

Course Outline

Marks Distribution

50	Terminal Examination
20	Mid Term Examination
15	Quizzes
15	Final Assignment

<u>S. No.</u>	<u>Chapter No.</u>	<u>Final Exam Q. No.</u>	<u>Chapter Heading</u>	<u>Date</u>
			Introduction	July 2, 2012
1	11	1,2	Short Reports	July 4, 2012
2	12	3,4	Long (Formal) Reports	July 9, 2012
3	13	5	Proposals	
4	14	6	Strategies for Successful Speaking and Successful Listening	
5	15	7	Strategies for Successful Informative and Persuasive Speaking	
6	16	8	Strategies for Successful Interpersonal Communication	
7	17	9,10	Strategies for Successful Business and Group Meetings	
8	18	11	The Job Application Process - The Written Job Presentation	
9	19	12	The Job Application Process - Interviews and Follow-Up	

Assign Number

Sr. No.	Name	
A: Alpha 1	Jawed	
B: Bravo 1	m. Rashid	
C: Charlie 1	Jahanzaib	
D: Delta 1	Mudassir	
E: Echo 1	m. Usman	
F: Foxtrot 1	Ali Murtuza	
G: Golf 1		

Why Study Communication?

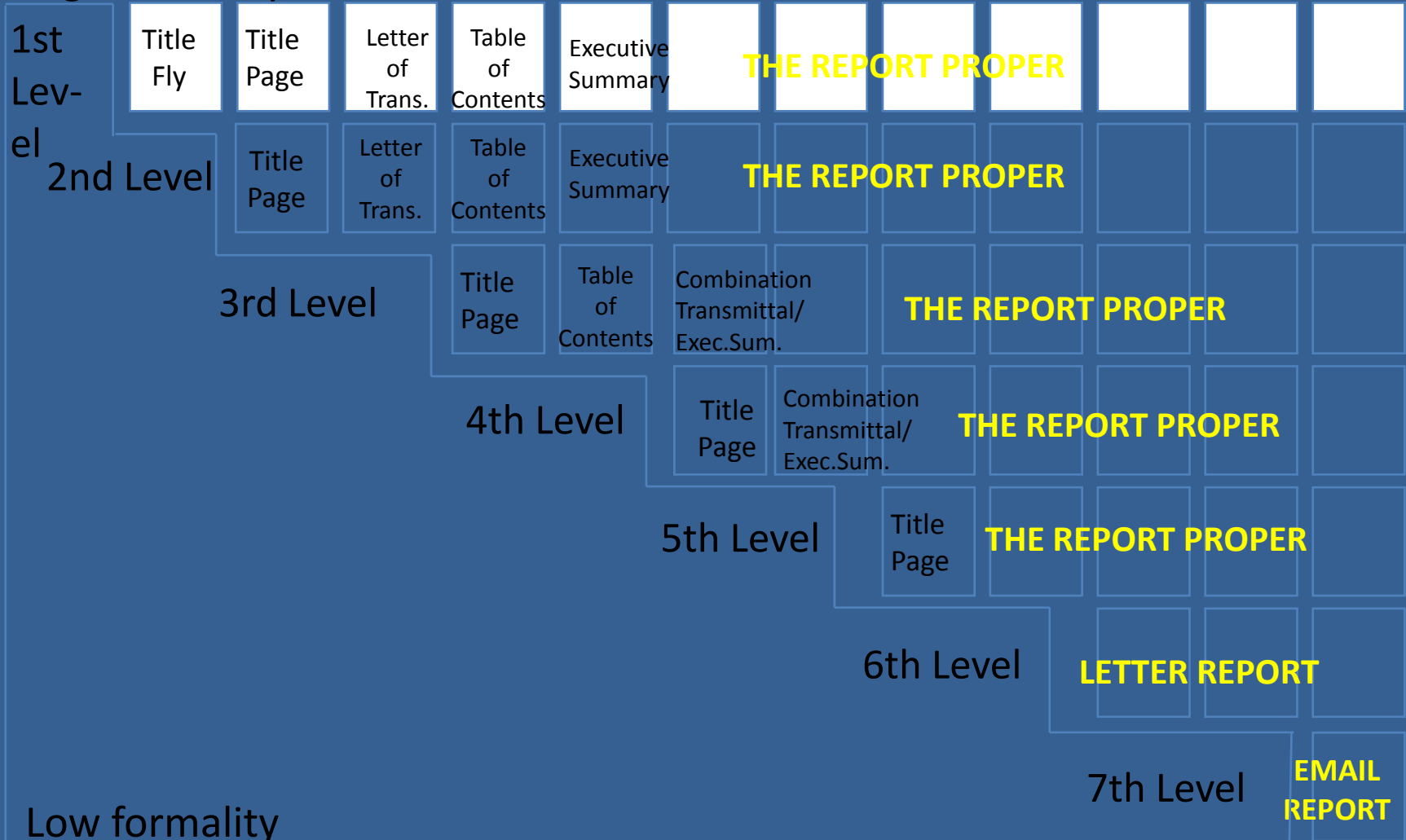
- TAKE AWAY
 - Make your profile
 - Make accounts on twitter and linked in
- QUIZ
 - Why do you make a long report
 - What are the headings that you include in a long report

LONG (FORMAL) REPORTS

CHAPTER 12



High formality



ORGANIZATION AND CONTENT OF A LONG REPORT

PREFATORY SECTIONS

- Cover and External Title
- Title Fly and Internal Title
- Letter of Transmittal
- Table of Contents
- Executive Summary, Abstract, Synopsis

THE REPORT PROPER

- Introduction
- details
- Conclusion

SUPPLEMENTARY SECTIONS

- Bibliography
- Footnotes and Endnotes [Citations]
- Appendix
- Glossary
- Index

PRESENTATION OF THE LONG REPORT

- Writing the First Draft
- Editing and Revising the Rough Drafts
- Typing the Final Document

When you are asked to write a report

Recognize clearly what is expected from you; issues, problems, purpose and scope

Realize who your audience is

Get an idea of the sources available to you

Understanding when should you complete the report (deadline)

Be sure of financial and time constraints; costs, travel, release from work

Ask if periodic progress reports are required

PREFATORY SECTIONS

Cover and External Title

- Add special visually appealing colorful titles
- Use 5 W's who, what, when, where, why
- Keep it short and self explanatory

Title Fly and Internal Title

- Use according to the requirement

Letter of Transmittal

- Authorization: who asked you to write it
- Transmittal details: 'Here is the report you requested
- Background, methodology
- Highlights
- Courteous ending

Table of Contents

- Prepare the table of contents last- after you have assigned the headings and final page numbers

Executive Summary, Abstract, Synopsis

- A short and precise information of the report



Letter of Transmittal

Authorization & Transmittal
Details

Background methodology
and highlights

Courteous ending



MIDWESTERN RESEARCH, INC.

1732 Midday Avenue

Chicago, IL 60607

Telephone: 312.481.2919

April 13, 2005

Mr. W. Norman W. Bigbee
Vice President in Charge of Sales
Allied Distributors, Inc.
3131 Speedall Street
Akron, Ohio 44302

Dear Mr. Bigbee:

Here is the report on the four makes of subcompact automobiles you asked me to compare last January 3.

To help you in deciding which of the four makes you should buy as replacements for your fleet, I gathered what I believe to be the most complete information available. Much of the operating information comes from your own records. The remaining data are the findings of both consumer research engineers and professional automotive analysts. Only my analyses of these data are subjective.

I sincerely hope, Mr. Bigbee, that my analyses will help you in making the correct decision. I truly appreciate this assignment. And should you need any assistance in interpreting my analyses, please call on me.

Sincerely,

George W. Franklin

George W. Franklin
Associate Director

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Executive Summary

An executive Summary should be able to stand alone

Check that you have
given a brief
background statement

Ask yourself: Have I
analyzed the data
carefully?

Be sure that the causes
you attribute to the
issue are established

Give thought to
including criteria that
solutions should meet

Know if your reader
desires
recommendations up-
front or in the terminal
section

Include. If desirable,
budget and time frame
implications

Executive Summary

Executive Summary

The recommendation of this study is that Gamma is the best buy for Allied Distributors, Inc.

Authorized by Mr. Norman W. Bigbee, Vice President, on January 3, 2005, this report is submitted on April 13, 2005. This study gives Allied Distributors an insight into the problem of replacing the approximately 50 two-year-old subcompact cars in its present sales fleet. The basis for this recommendation is an analysis of cost, safety, and construction factors of four models of subcompact cars (Alpha, Beta, Gamma, and Delta).

The four cars do not show much difference in ownership cost (initial cost less trade-in allowance after two years). On a per-car basis, Beta costs least for a two-year period--\$3,216. Compared with costs for the other cars, Beta is \$370 under Gamma, \$588 under Alpha, and \$634 under Delta. For the entire sales fleet, these differences become more significant. A purchase of 50 Betas would save \$18,500 over Gamma, \$29,400 over Alpha, and \$31,700 over Delta.

Operation costs would favor Gamma. Cost per mile for this car is \$0.13970, as compared with \$0.14558 for Alpha, \$0.14785 for Delta, and \$0.15184 for Beta. The totals of all costs for the 50-car fleet over the two-year period show Gamma to be least costly at \$385,094. In second place is Alpha, with a cost of \$400,208. Third is Delta with \$406,560, and fourth is Beta with a cost of \$417,532.

On the qualities that pertain to driving safety, Gamma is again superior to the other cars. It has the best brakes and is tied with Alpha for the best weight distribution. It is second in acceleration and is again tied with Alpha for the number of standard safety devices. Alpha is second overall in this category, having the second best brakes of the group. Beta is last because of its poor acceleration and poor brakes.

Construction features and handling abilities place Gamma all by itself. It scores higher than any other car in every category. Alpha and Delta are tied for second place. Again Beta is last, having poor steering and handling qualities.



The Report Proper

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graph LR; A[Introduction] --> B[Report findings with footnotes]; B --> C[Summary conclusion and recommendations];
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Introduction

Report findings
with footnotes

Summary
conclusion and
recommendations

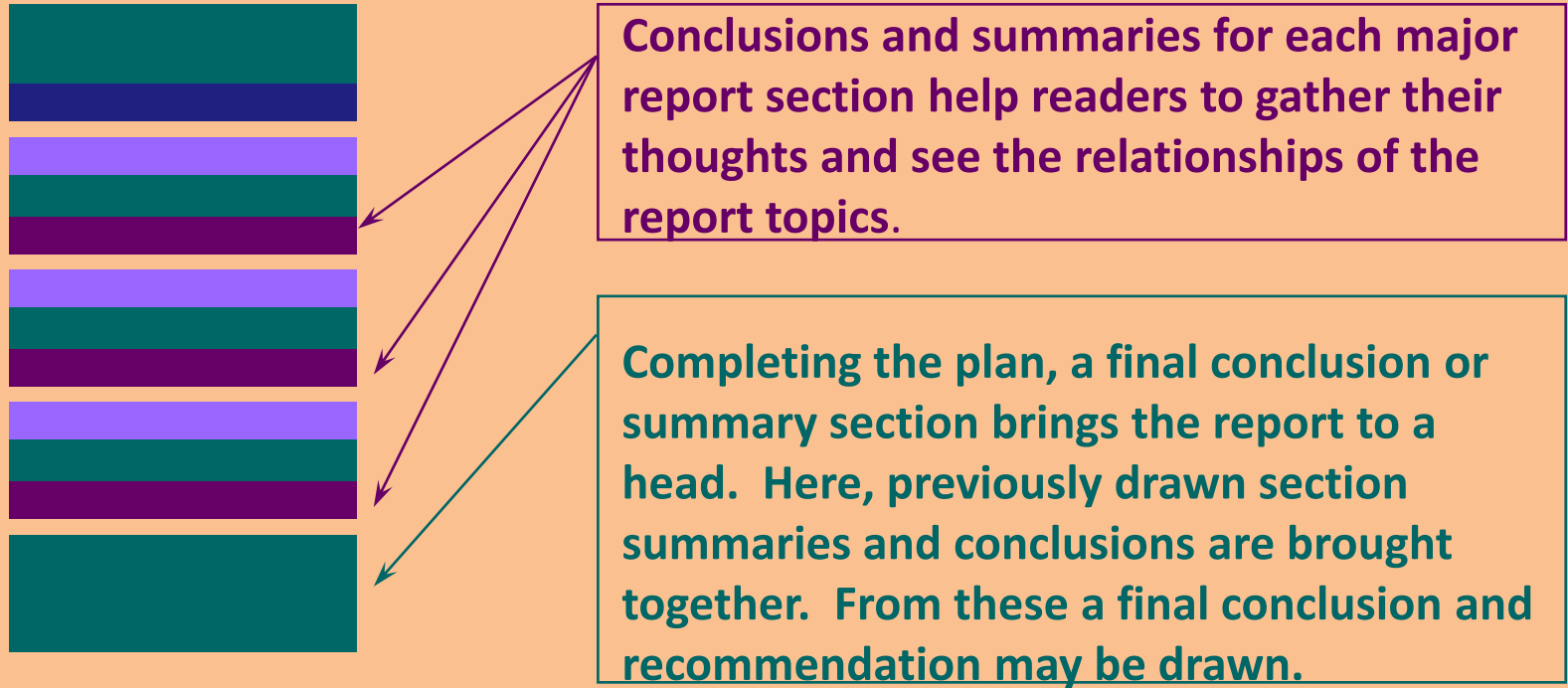
Diagram of the Structural Coherence Plan of a Long, Formal Report (1 of 2)



The first part of the structural coherence plan is the introduction preview. Here the readers are told how the report will unfold. Specifically, they are told what will be covered, in what order it will be covered, and the reasons for this order.

Because the report is long and involved, introductions are needed at the beginnings of the major sections to remind the readers where they are in the plan outlined in the preview. These parts introduce the topics to be discussed, point the way through the sections, and relate the topics of the sections to the overall plan of the report.

Diagram of the Structural Coherence Plan of a Long, Formal Report (2 of 2)



SUPPLEMENTAL SECTIONS

Bibliography

- a list of sources you cited as documentation for relevant content in your report

Footnotes and Endnotes [Citations]

- Footnotes and Endnotes That Explain
- Foot notes and end notes that identify source

Appendix

- Visuals, graphs, exhibits, copies of questionnaires, or pamphlets that are unnecessary for understanding, but useful for references

Glossary

- Definitions / explanation of terms if necessary.
- This is included at the end
- Mention in the TOC that a glossary is attached

Index

- It lists topics alphabetically and guides the reader to various places that discuss certain subject matter in the report

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PRESENTATION OF THE LONG REPORT

Writing the First Draft

Introduction

Body or Text

Apply 7 Cs

Editing and Revising the Rough Drafts

Re-visit your document after a day

The best writers revise and re-write many times

Typing the Final Document

Overall Appearance

Spacing

Margins

Pagination

Take Away Class 3