

Unit-4: Steve Jobs' Commencement Address at Stanford University, 2005

<https://news.stanford.edu/2005/06/14/jobs-061505/>

Pre-reading: Group-work

Task: Work in groups 3-5 and share the inspirational stories of your ideal personalities. Select one story for the group presentation before the whole class.

Narrate that story before the class through a group presentation.

- ❖ Tell a real story: Your story should include real incidents and events.
- ❖ Use the actual life events and incidents from the life of your ideal personality.
- ❖ Organize your story in parts and ask each group member to present one part.
- ❖ Do not be vague in your presentation.
- ❖ Introduce your ideal personality before you start.
- ❖ Give a message at the end of the story.

Write the full story and make a group submission the next day.

About the Speaker

Steve Jobs was a charismatic pioneer of the personal computer era. With Steve Wozniak, Jobs founded Apple Inc. in 1976 and transformed the company into a world leader in telecommunications. Widely considered a visionary and a genius, he oversaw the launch of such revolutionary products as the iPod and the iPhone. He was an American business magnate, industrial designer, investor, and media proprietor. He was the chairman, chief executive officer (CEO), and co-founder of Apple Inc.; the chairman and majority shareholder of Pixar; a member of The Walt Disney Company's board of directors following its acquisition of Pixar; and the founder, chairman, and CEO of NeXT. Jobs is widely recognized as a pioneer of the personal computer revolution of the 1970s and 1980s, along with his early business partner and fellow Apple co-founder Steve Wozniak. On October 5, 2011, Jobs died following a long battle with pancreatic cancer.

Unit: 4: Reading Text: Speech

While you read

Read the speech of Steve Jobs and complete the following outline of the speech.

<https://news.stanford.edu/2005/06/14/jobs-061505/>

Outline of the speech:

I. Greeting the audience and introduction to speech

- A. Greeting the audience: He says, "I am honored to be here".
- B. Purpose of the speech: Commencement speech
- C. Outlining the speech: Three stories of my life

II. The first story: Connecting dots

A. Journey of dropping out of college

- i. Story of adoption: -----
- ii. The new parents: -----
- iii. Financial struggle: When he did go to college, he found out that all of his working-class parent's savings were being spent on his college tuition.
- iv. The drop out: -----

B. After drop out

- i. Life after drop out: It was scary initially. He slept on the floor, sold empty coke bottles, and struggled for food.
- ii. Dropping into classes:-----
- iii. Connecting dots backward: He couldn't connect the dots forward then but could connect the dots backward after becoming successful in life.

III. The second story: Love and loss

A. Getting fired from Apple

- i. Love in the early life: Worked with technology and started Apple in a garage
- ii. Working at Apple:-----
- iii. Getting fired:-----

B. Life after getting fired

- i. The aftereffect: He did not know what to do for months.
- ii. The emptiness: He thought he had flailed the generations for entrepreneurs.
- iii. The disappointment: He tried apologizing and considered himself a public failure.

C. Starting over

- i. Getting back on feet:-----
- ii. The new businesses: Started two companies NeXT and Pixar.
- iii. New achievements:-----

D. Lessons from the story of love and loss

- i. Getting fired made him more creative and down-to-earth.
- ii. -----
- iii. -----

IV. The third Story: Death

- i. **The death:**-----**Getting affairs in order:** The doctor tells him to get his affairs in order as he was going to die soon.
- ii. **Experience of Facing death:** -----
- iii. **Driving force of life:** Live each day of your life as if it was your last.
- iv. **The cure:** -----
- v. **The truth of death:** -----
- V. The final word:**Life is limited, don't waste it living someone else's dream, don't let others influence you, and more importantly, have the courage to follow your heart.

You've got to find what you love!

.....Steve Jobs

I am honored to be with you today at your commencement from one of the finest universities in the world. I never graduated from college. Truth be told, this is the closest I've ever gotten to a college graduation. Today I want to tell you three stories from my life. That's it. No big deal. Just three stories.

The first story is about connecting the dots.

I dropped out of Reed College after the first 6 months, but then stayed around as a drop-in for another 18 months or so before I really quit. So why did I drop out?

It started before I was born. My biological mother was a young, unwed college graduate student, and she decided to put me up for adoption. She felt very strongly that I should be adopted by college graduates, so everything was all set for me to be adopted at birth by a lawyer and his wife. Except that when I popped out they decided at the last minute that they really wanted a girl. So my parents, who were on a waiting list, got a call in the middle of the night asking: "We have an unexpected baby boy; do you want him?" They said: "Of course." My biological mother later found out that my mother had never graduated from college and that my father had never graduated from high school. She refused to sign the final adoption papers. She only relented a few months later when my parents promised that I would someday go to college.

And 17 years later I did go to college. But I naively chose a college that was almost as expensive as Stanford, and all of my working-class parents' savings were being spent on my college tuition. After six months, I couldn't see the value in it. I had no idea what I wanted to do with my life and no idea how college was going to help me figure it out. And here I was spending all of the money my parents had saved their entire life. So I decided to drop out and trust that it would all work out OK. It was pretty scary at the time, but looking back it was one of the best decisions I ever made. The minute I dropped out I could stop taking the required classes that didn't interest me, and begin dropping in on the ones that looked interesting.

It wasn't all romantic. I didn't have a dorm room, so I slept on the floor in friends' rooms, I returned Coke bottles for the 5¢ deposits to buy food with, and I would walk the 7 miles across town every Sunday night to get one good meal a week at the Hare Krishna temple. I loved it. And much of what I stumbled into by following my curiosity and intuition turned out to be priceless later on. Let me give you one example:

Reed College at that time offered perhaps the best calligraphy instruction in the country. Throughout the campus every poster, every label on every drawer, was beautifully hand calligraphed. Because I had dropped out and didn't have to take the normal classes, I decided to take a calligraphy class to learn how to do this. I learned about serif and sans serif typefaces, about varying the amount of space between different letter combinations, about what makes great typography great. It was beautiful, historical, artistically subtle in a way that science can't capture, and I found it fascinating.

None of this had even a hope of any practical application in my life. But 10 years later, when we were designing the first Macintosh computer, it all came back to me. And we designed it all into the Mac. It was the first computer with beautiful typography. If I had never dropped in on that single course in college, the Mac would have never had multiple typefaces or proportionally spaced fonts. And since Windows just copied the Mac, it's likely that no personal computer would have them. If I had never dropped out, I would have never dropped in on this calligraphy class, and personal computers might not have the wonderful typography that they do. Of course it was impossible to connect the dots looking forward when I was in college. But it was very, very clear looking backward 10 years later.

Again, you can't connect the dots looking forward; you can only connect them looking backward. So you have to trust that the dots will somehow connect in your future. You have to trust in something — your gut, destiny, life, karma, whatever. This approach has never let me down, and it has made all the difference in my life.

My second story is about love and loss.

I was lucky — I found what I loved to do early in life. Woz and I started Apple in my parents' garage when I was 20. We worked hard, and in 10 years Apple had grown from just the two of us in a garage into a \$2 billion company with over 4,000 employees. We had just released our finest creation — the Macintosh — a year earlier, and I had just turned 30. And then I got fired. How can you get fired from a company you started? Well, as Apple grew we hired someone who I thought was very talented to run the company with me, and for the first year or so things went well. But then our visions of the future began to diverge and eventually we had a falling out. When we did, our Board of Directors sided with him. So at 30 I was out. And very publicly out. What had been the focus of my entire adult life was gone, and it was devastating.

I really didn't know what to do for a few months. I felt that I had let the previous generation of entrepreneurs down — that I had dropped the baton as it was being passed to me. I met with David Packard and Bob Noyce and tried to apologize for screwing up so badly. I was a very public failure, and I even thought about running away from the valley. But something slowly began to dawn on me — I still loved what I did. The turn of events at Apple had not changed that one bit. I had been rejected, but I was still in love. And so I decided to start over.

I didn't see it then, but it turned out that getting fired from Apple was the best thing that could have ever happened to me. The heaviness of being successful was replaced by the lightness of being a beginner again, less sure about everything. It freed me to enter one of the most creative periods of my life.

During the next five years, I started a company named NeXT, another company named Pixar, and fell in love with an amazing woman who would become my wife. Pixar went on to create the world's first computer animated feature film, Toy Story, and is now the most successful

animation studio in the world. In a remarkable turn of events, Apple bought NeXT, I returned to Apple, and the technology we developed at NeXT is at the heart of Apple's current renaissance. And Laurene and I have a wonderful family together.

I'm pretty sure none of this would have happened if I hadn't been fired from Apple. It was awful tasting medicine, but I guess the patient needed it. Sometimes life hits you in the head with a brick. Don't lose faith. I'm convinced that the only thing that kept me going was that I loved what I did. You've got to find what you love. And that is as true for your work as it is for your lovers. Your work is going to fill a large part of your life, and the only way to be truly satisfied is to do what you believe is great work. And the only way to do great work is to love what you do. If you haven't found it yet, keep looking. Don't settle. As with all matters of the heart, you'll know when you find it. And, like any great relationship, it just gets better and better as the years roll on. So keep looking until you find it. Don't settle.

My third story is about death.

When I was 17, I read a quote that went something like: "If you live each day as if it was your last, someday you'll most certainly be right." It made an impression on me, and since then, for the past 33 years, I have looked in the mirror every morning and asked myself: "If today were the last day of my life, would I want to do what I am about to do today?" And whenever the answer has been "No" for too many days in a row, I know I need to change something.

Remembering that I'll be dead soon is the most important tool I've ever encountered to help me make the big choices in life. Because almost everything — all external expectations, all pride, all fear of embarrassment or failure — these things just fall away in the face of death, leaving only what is truly important. Remembering that you are going to die is the best way I know to avoid the trap of thinking you have something to lose. You are already naked. There is no reason not to follow your heart.

About a year ago I was diagnosed with cancer. I had a scan at 7:30 in the morning, and it clearly showed a tumor on my pancreas. I didn't even know what a pancreas was. The doctors told me this was almost certainly a type of cancer that is incurable, and that I should expect to live no longer than three to six months. My doctor advised me to go home and get my affairs in order, which is doctor's code for prepare to die. It means to try to tell your kids everything you thought you'd have the next 10 years to tell them in just a few months. It means to make sure everything is buttoned up so that it will be as easy as possible for your family. It means to say your goodbyes.

I lived with that diagnosis all day. Later that evening I had a biopsy, where they stuck an endoscope down my throat, through my stomach and into my intestines, put a needle into my pancreas and got a few cells from the tumor. I was sedated, but my wife, who was there, told me that when they viewed the cells under a microscope the doctors started crying because it turned out to be a very rare form of pancreatic cancer that is curable with surgery. I had the surgery and I'm fine now.

This was the closest I've been to facing death, and I hope it's the closest I get for a few more decades. Having lived through it, I can now say this to you with a bit more certainty than when death was a useful but purely intellectual concept:

No one wants to die. Even people who want to go to heaven don't want to die to get there. And yet death is the destination we all share. No one has ever escaped it. And that is as it should be, because Death is very likely the single best invention of Life. It is Life's change agent. It clears

out the old to make way for the new. Right now the new is you, but someday not too long from now, you will gradually become the old and be cleared away. Sorry to be so dramatic, but it is quite true.

Your time is limited, so don't waste it living someone else's life. Don't be trapped by dogma — which is living with the results of other people's thinking. Don't let the noise of others' opinions drown out your own inner voice. And most important, have the courage to follow your heart and intuition. They somehow already know what you truly want to become. Everything else is secondary.

When I was young, there was an amazing publication called The Whole Earth Catalog, which was one of the bibles of my generation. It was created by a fellow named Stewart Brand not far from here in Menlo Park, and he brought it to life with his poetic touch. This was in the late 1960s, before personal computers and desktop publishing, so it was all made with typewriters, scissors and Polaroid cameras. It was sort of like Google in paperback form, 35 years before Google came along: It was idealistic, and overflowing with neat tools and great notions.

Stewart and his team put out several issues of The Whole Earth Catalog, and then when it had run its course, they put out a final issue. It was the mid-1970s, and I was your age. On the back cover of their final issue was a photograph of an early morning country road, the kind you might find yourself hitchhiking on if you were so adventurous. Beneath it were the words: "Stay Hungry. Stay Foolish." It was their farewell message as they signed off. Stay Hungry. Stay Foolish. And I have always wished that for myself. And now, as you graduate to begin anew, I wish that for you.

Stay Hungry. Stay Foolish.

Thank you all very much.

Glossary	
Popped out	If your eyes pop or pop out, they suddenly open fully because you are surprised or excited
relented	Give in (to somebody/something)/to become less determined, strong
naively	In a way that shows you lack knowledge, good judgement or experience of life and are willing to believe that people always tell you the truth
calligraphy	Beautiful hand writing that you do with a special pen or brush
typography	The art or work of preparing books for printing, especially of designing how text will appear when it is printed
subtle	Not very obvious or easy to notice (often approving)
diverge	To separate and go in different directions
eventually	At the end of a period of time or a series of events
devastating	Causing a lot of damage and destroying things

entrepreneur	A person who makes money by starting or running businesses, especially when this involves taking financial risks
renaissance	A situation when there is new interest in a particular subject, form of art, etc. after a period when it was not very popular/revival
biopsy	The process of removing and examining tissue from the body of somebody who is ill, in order to find out more about his/her disease
dogma	A belief or set of beliefs held by a group or organization that others are expected to accept without argument : political/religious/party dogma
intuition	The ability to know something by using your feelings rather than considering the facts
hitchhiking	A way of travelling by asking for free rides in other people's cars, by standing at the side of the road and trying to get passing cars to stop

Post Reading

Q.1. What are the three life lessons that Steve Jobs gives to the students through his speech? Justify your answer with the examples from the speech in not more than 250 words.

Q.2. What are the hardships that Steve Jobs faced in his personal and professional life and how did they affect his personality? Justify your answer with the examples from the speech in not more than 250 words.

Q.3. Prepare a well-structured speech on the life events of any insertional personality of your choice in not more than 300 words.

Q.4. Steve Jobs stated, "Sometimes Life hits you in the head with a brick. Don't lose faith." What can we learn from Steve Jobs and the way that he dealt with his setbacks? How can you apply this outlook to your Life? Answer the question in your own words in about 200 words.

Q.5. "You've got to find what you love...If you haven't found it yet, keep looking. Don't settle" (Jobs). Justify the statement of Jobs in relation to your personal and professional growth. Explain the statement in about 300 words.

Reading for Inferences and Predictions

Reading for Inferences

An inference is arriving at a conclusion after logically analyzing the evidence and facts. It is also an ability of a reader to read in between the lines. Inference is always with respect to reader and more than one inference can be drawn on the basis of a given fact. For instance, If a friend

walks by with a graded test in his hand and a smile on his face, it can be inferred that she got a good grade on the test.

Reading for Predictions

Prediction is a forecast about a future event or a happening and it is similar to foretelling. It is not generally based on evidence or clues. Next, it may be based on past experiences or reasoning. This technique is widely used in reading comprehension passages where students/readers are asked to look at the title/heading of the passage in order to guess what the passage is about.

Difference between Inferences and Predictions

Inferences	Predictions
Event or occurrence is inferred by analyzing the evidence and facts.	Forecast about future is without any facts or evidence.
A future event is inferred from looking at the evidence or available information.	No such information is available for prediction.
A conclusion is reached after logically analyzing the evidence.	A conclusion is reached without any evidence.
A good reader always uses inference in reading.	Prediction may not be used if you intend to read the whole book or document.

Exercise 1: Read the following passage and answer the questions below.

The next few decades will see great changes in the way energy is supplied and used. In some major oil producing nations, 'peak oil' has already been reached, and there are increasing fears of global warming. Consequently, many countries are focusing on the switch to a low carbon economy. This transition will lead to major changes in the supply and use of electricity. Firstly, there will be an increase in overall demand, as consumers switch from oil and gas to electricity to power their homes and vehicles. Secondly, there will be an increase in power generation, not only in terms of how much is generated, but also how it is generated, as there is growing electricity generation from renewable sources. To meet these challenges, countries are investing in Smart Grid technology. This system aims to provide the electricity industry with a better understanding of power generation and demand, and to use this information to create a more efficient power network.

Smart Grid technology offers benefits to the consumer too. They will be able to collect real-time information on their energy use for each appliance. Varying tariffs throughout the day will give customers the incentive to use appliances at times when supply greatly exceeds demand, leading to great reductions in bills. For example, they may use their washing machines at night. Smart meters can also be connected to the internet or telephone system, allowing customers to switch appliances on or off remotely. Furthermore, if houses are fitted with the *apparatus* to generate their own power, appliances can be set to run directly from the on-site power source, and any excess can be sold to the grid. With these changes comes a range of challenges. The first involves managing the supply and demand. Sources of renewable energy, such as wind, wave and solar, are notoriously unpredictable, and nuclear power, which is also set to increase

as nations switch to alternative energy sources, is inflexible. With oil and gas, it is relatively simple to increase the supply of energy to match the increasing demand during peak times of the day or year. With alternative sources, this is far more difficult, and may lead to black outs or system collapse.

Although Smart Technology is still in its infancy, pilot schemes to promote and test it are already *underway*. Consumers are currently testing the new smart meters which can be used in their homes to manage electricity use. There are also a number of demonstrations being planned to show how the smart technology could practically work, and trials are in place to test the new electrical infrastructure. It is likely that technology will be added in 'layers', starting with 'quick win' methods which will provide initial carbon savings, to be followed by more advanced systems at a later date. Cities are prime candidates for investment into smart energy, due to the high population density and high energy use. It is here where Smart Technology is likely to be promoted first, utilising a range of sustainable power sources, transport solutions and an infrastructure for charging electrically powered vehicles. The infrastructure is already changing fast. By the year 2050, changes in the energy supply will have transformed our homes, our roads and our behaviour.

1. According to paragraph 1, what has happened in some oil producing countries?
2. Can you predict what would happen if we use renewable sources of power?
3. The word *apparatus* in paragraph 2 is closest in meaning to _____.
4. What can be inferred from this passage about cities in the future?
5. Find out some of the benefits of Smart Grid technology to consumers?
6. The word *underway* in paragraph 3 is closest in meaning to _____.
7. What can be inferred about the introduction of Smart Grid Technology?
8. What is the main idea of the final paragraph?
9. What is the meaning of *infancy*?
10. Which title best summarizes the main idea of the passage?

Writing

Note Taking and Note Making

Note Taking refers to jotting down notes or key points, which is done during classroom lectures, seminars, or meetings; whereas, Note Making is to assimilate the brief notes or points, that are noted down during Note Taking process, in order to develop a material or report of what is listened to or read. In short, Note Making is a process of reviewing, connecting and synthesising the points of Note Taking.

Taking and Making notes help one to:

- stay active and engaged during your lectures, reading, or revision
- understand what you are learning and give a sense of clarity of your thinking
- identify key ideas
- organise ideas and make connections

- plan and structure related assignments
- easily review and revise the concept before exams

Steps of Note Making

- Read the given passage carefully.
- Think of a title or heading to the passage.
- Identify the main points/headings and sub-points under each main point/heading.
- All the main points/headings should be at a uniform distance from the margin. The sub-points, under each main point, should also be at the same distance away from the margin (a little towards the right and below the main point).
- Use phrases. Do not writing complete sentences.
- Keep the points precise using key words.
- Use standard abbreviations, acronyms, and short forms, but avoid too many such contractions.
- Use numbers or the alphabet to sequence the main points and the sub-points, but be consistent in following the same style throughout the notes.

Some of the short forms and abbreviations are listed below:

Abbreviations	Words	Abbreviations	Words
ppl.	people	exprsn.	expression
know.	knowledge	fam.	family
&	and	AI	Artificial Intelligence
diff.	different	recog.	recognises
vocab.	vocabulary	langs.	languages
lang.	language	apprng.	appearing
hrs.	hours	invst.	investment
conc.	concentration	vryng	varying
TV	television	wvlngth	wavelength
Edcn.	education	phy'l	physical
lit.	literature	spirit'l	spiritual
emphsz.	emphasize	emtin'l	emotional

Note Making in Action:

Go through the following question and solution of note making:

Effective speaking depends on effective listening. It takes energy to concentrate on hearing and to concentrate on understanding what has been heard. Incompetent listeners fail in a number of ways. First, they may drift. Their attention drifts from what the speaker is saying. Second, they may counter-arguments to whatever a speaker may be saying. Third, they compete. Then, they filter. They exclude from their understanding those parts of the message which do not readily fit with their own frame of reference. Finally, they react. They let personal feelings about a speaker or subject override the significance of the message which is being sent. What can a listener do to be more effective? The first key to effective listening is the art of concentration. If a listener positively wishes to concentrate on receiving a message his chances of success are high.

It may need determination. Some speakers are difficult to follow, either because of voice problems or because of the form in which they send a message. There is then a particular need for the determination of a listener to concentrate on what is being said. Concentration is helped by alertness. Mental alertness is helped by physical alertness. It is not simply physical fitness, but also positioning of the body, the limbs and the head. Some people also find it helpful to their concentration if they hold the head slightly to one side. One useful way for achieving this is intensive note-taking, by trying to capture the critical headings and sub-headings the speaker is referring to.

Note-taking has been recommended as an aid to the listener. It also helps the speaker. It gives him confidence when he sees that listeners are sufficiently interested to take notes; the patterns of eye-contact when the note-taker looks up can be very positive; and the speaker's timing is aided-he can see when a note-taker is writing hard and can then make effective use of pauses.

Posture too is important. Consider the impact made by a less competent listener who pushes his chair backwards and slouches. An upright posture helps a listener's concentration. At the same time, it is seen by the speaker to be a positive feature amongst his listeners. Effective listening skills have an impact on both the listener and the speaker.

Answer:

Title: The Art of Effective Listening

1. Eff. speaking depends on:
 - 1.1 eff. Listening
 - 1.2 concen. on listening
 - 1.3 concen. on understanding what you hear
2. Reasons why incompetent listeners fail:
 - 2.1 their attention drifts
 - 2.2 they find counter arguments
 - 2.3 they compete & then filter 2.4. they react

3. Ways for a listener to be more eff.:

3.1 concen. on the msg. reed.

3.2 mental alertness

3.3 phys. alertness-positioning body

3.4 note-taking-aid to listener helps speaker-gives him encourages the eye contact

4. Impce. of posture

4.1 helps listeners in concen.

4.2 seen by spkr. as a +ve feature among his listeners

• List of Abbreviations

Eff. – effective	phys. – physical
concen. – concentrating	+ve – positive
msg. – message	impce. – importance
reed. – received	spkr. – speaker

Exercise 2

Follow the example shown above and read the passage given below and make notes on it using recognizable abbreviations (minimum four), wherever necessary. Give it a suitable title.

How does television affect our lives? It can be very helpful to people who carefully choose the shows that they watch. Television can increase our knowledge of the outside world; there are high quality programmes that help us understand many fields of study, science, medicine, the different arts and so on. Moreover, television benefits very old people, who can not leave the house, as well as patients in hospitals. It also offers non-native speakers the advantage of daily informal language practice. They can increase their vocabulary and practise listening.

On the other hand, there are several serious disadvantages of television. Of course, it provides us with a pleasant way to relax and spend our free time, but in some countries people watch television for an average of six hours or more a day. Many children stare at the TV screen for more hours a day than they spend on anything else, including studying and sleeping. It's clear that TV has a powerful influence on their lives and that its influence is often negative.

Recent studies show that after only thirty seconds of television viewing, a person's brain 'relaxes' the same way that it does just before the person falls asleep. Another effect of television on the human brain is that it seems to cause poor concentration. Children who view a lot of television can often concentrate on a subject for only fifteen to twenty minutes. They can pay attention only for the amount of time between commercials.

Another disadvantage is that television often causes people to become dissatisfied with their own lives. Real life does not seem so exciting to these people. To many people, television

becomes more real than reality and their own lives seem boring. Many people get upset or depressed when they can't solve problems in real life as quickly as television actors seem to.

Before a child is fourteen years old, he or she views eleven thousand murders on the TV. He or she begins to believe that there is nothing strange about fights, killings and other kinds of violence. Many studies show that people become more violent after viewing certain programmes. They may even do the things that they see in a violent show.

Report Writing

What is a Report?

A report is a formal document written for a specific purpose to meet a specific need for a specific audience. It is a detailed and logical presentation of information based on facts. It is an examination of a situation or problem, of actions taken or of the finding of an investigation. Reports are essential for taking decisions, evaluating or reviewing progress and for planning.

Essentials of a Good Report

- It should be very detailed and factual supported by figures and documents.
- It should be cogent (written in simple, unambiguous language).
- It should be coherent. The report should be divided into sections, one leading to the other.
- No personal opinion should be given.
- No digressions should be there i.e. the report should not deviate from the specific objective.

Objectives of a Report

The reports are written for varied purposes. Some important purposes of reports are to:

- Present a record of accomplished work (project work).
- Record an experiment (primary research report/laboratory report).
- Record research findings or technical specifications (a report on the detail of a new product).
- Document schedules, time tables, and milestones (a status report on a long-term plan)
- Document current status (an inspection report).
- Record and clarify complex information for future reference (a report on policies and procedures).
- Present information to a large number of people (annual report).
- Present organized information on a particular topic (a report describing the working of various divisions of an organization).
- Recommend actions that can be considered in solving certain problems (recommendatory report).

Types of Reports

Here's a quick list of the common types of reports:

- **Academic report:** Tests a student's comprehension of the subject matter, such as book reports, reports on historical events, and biographies
- **Business reports:** Identifies information useful in business strategy, such as marketing reports, internal memos, SWOT analysis, and feasibility reports
- **Scientific reports:** Shares research findings, such as research papers and case studies, typically in science journals

Pre-requisites of Report Writing:

1. Determine the Purpose of the Report
2. Identify the Receivers
3. Collect the Necessary Data
4. Analyse and Classify the Data

Structure of a Report

1. **The Title Page**
2. **Executive Summary/ Abstract:** a brief overview of the substance of the Report
3. **Table of Contents:** Page numbering is important
4. **Introduction**
5. **Body of the Report**
6. **Conclusion and Recommendations.**
7. **List of References:** It may be mentioned either as footnotes or as a list of references. References add credibility to the report and help the writer to avoid plagiarism.
8. **Bibliography:** The Bibliography is the list of books referred to by the researcher.
9. **Glossary:** The glossary is a list of technical terms or special words, which may not be known to layman

Exercise 3

1. You are the program coordinator for the fresher's day event. The Vice Chancellor has asked you to submit a report including all the details of the events conducted. Write a short report following the structure of the report mentioned below:
 1. **The Title Page**
 2. **Introduction**
 3. **Body of the Report**
 4. **Conclusion and Recommendations.**

Speech Writing

How to Write a Speech

Writing a speech is very similar to writing an essay, a report, a letter or any type of writing. You want to share information or ideas or thoughts. But the one difference is that your words are being **heard** not **read**, the audience is a listener not a reader so you only have one chance to get your message across. This means you need to make sure the audience is listening. So

you need to grab their attention, engage them and keep them interested in what you have to say. There are different types of speeches, although some can be both.

1. **Informative Speech:** In this speech a speaker wants to inform the audience about a topic, an event, an area of knowledge. For example: 'Climate change is happening', 'Coral reefs are rainforests of the ocean'.
2. **Instructional Speech:** A Speaker explains how to do something. For example: how to play chess, how to give first aid.
3. **Persuasive Speech:** In persuasive speech a speaker wants to convince his/her audience. For example: 'racism-no way', 'homework should be banned'.

Getting Started

Step 1. Choose the Speech Topic

Step 2. Know Your Audience

Learn as much as possible about the audience and the event. You can ask yourself the questions to figure out your audience:

- Why has the audience been brought together and how big are they?
- What do the members of the audience have in common?
- What do they know, and what do they need to know?
- Do they expect discussion about a specific subject and, if so, what?
- What is the audience's attitude and knowledge about the subject of your talk?

Step 3 The Purpose

Before you start researching your topic, you need to think about what you want the audience to "get" from your speech. You should jot down answers to the following questions you yourself:

- What is the purpose of my speech?
- Do I want the audience to learn something? if yes, what do I want them to learn?
- Do I want the audience to act or do something? If yes, what is it I want them to do?
- Do I want to convince the audience of anything? If yes, what is it?
- Do I want the audience to leave thinking about the speech? if yes, what do I want them to be thinking?

These points will give you a direction as you research and map out the points for your speech.

Step 4. Research

Find relevant current issues about the points - real examples will keep the audience interested. Look for quotes that you could refer to in order to make your points relevant and convincing. After you have finished the initial research and brainstorming - talk to people about your ideas. When you share the information, they might have other ideas and you will find yourself realising that some points are better than others.

Step 5. Start Writing

When you start writing, create an outline first. A universal structure that you can use is the following:

Introduce yourself

Addressing Friends/Classmates/Peers

Hello everyone! I am _____. I am here to share my views on _____.

Good morning friends. I, _____, am here to talk to you about _____.

Addressing Teachers/Higher Authorities

- Good morning/afternoon/evening. Before I start, I would like to thank _____ for giving me an opportunity to share my thoughts about _____ here today.
- A good day to all. I, _____, on behalf of _____, am standing here today to voice out my thoughts on _____.

Attention-getting

- Use short sentences. It is easier to hear simple sentences than a long one.
- Use contractions. Say “I’m” instead of “I am”, or “can’t” instead of “cannot”.
- Don’t use big words that you normally wouldn’t use when talking to someone.
- Write as if you are chatting, you don’t need to use formal grammar. You can say: “You know what I’m getting at?”, or “I bet you’ve never thought about ... “. Write like people talk.

Body

- Include personal references, talk using experiences where you can use the first person, such as “Last week I was driving with my friend through ...” or “I was listening to the radio yesterday and I heard that...”
- Include statistics and quotations that will have an impact.
- Use things that are going to be remembered because they are striking.
- Be original - use your own individuality. Don’t just follow a template - you have your own unique ideas – use them!
- Be specific if you want the audience to take action. Make suggestions on what they could do, or give them a direction to think themselves.

Conclusion

The conclusion should be something that the audience takes with them. Wrap up with feeling as well as fact. End with something upbeat that will inspire your listeners. It could be a reminder, a collective call to action, a summary of your speech, or a story.

For example: “It is upon us to choose the fate of our home, the earth by choosing to begin waste management at our personal spaces.” After concluding, add a few lines of gratitude to the audience for their time. For example: “Thank you for being a wonderful audience and lending me your time. Hope this speech gave you something to take away.”

Step 6: Time Limit

Don't write a speech that exceeds your word limit. The time you have to make your speech needs to be noted. This is important so you know how many words your speech should be. Here are some general guidelines: 2 minute speech 230 words, 4 minute speech 650 words, 5 minute speech 770 words 10 minute speech 1500 words.

Step 7. Practise

Listening to famous and inspiring speeches and understanding the tones and expressions of the speaker:

Some of the inspiring speeches links are shared below:

Martin Luther King- I Have a Dream: <https://www.youtube.com/watch?v=smEqnnklfYs>

Dr. APJ Abdul Kalam's speech after the oath ceremony in the Central Hall of Parliament House: <https://www.youtube.com/watch?v=cBXAMszhisI>

Use the above links to listen and learn the expressions and use it in your speech writing task.

Ask a friend to listen to you talk as you practise, or record yourself speaking and check it for errors afterward.

Speech Writing Sample

Topic: Girl Education

Introduction: Respected Principal Sir/ Madam, teachers and my dear fellow students. Here, I standing in front of you to deliver a speech on the topic which is very important for the progress of our nation that is:- "Girl education". Abraham Lincoln once had said "whatever I am and whatever I would be, I owe to my angel like mother". This tells us that women or girls play a very important role in making strong nation.

Body: Educated girl is likely to increase her personal earning potential as well as reduce poverty in every community. After independence, India had taken many steps to encourage girl education to attain highest peak of success. And continue ...

Conclusion: A very famous proverb says that, "if you educate a girl you educate a nation". And continue ...

Exercise 4: Do as directed.

Q1. Nowadays just about everyone owns a cellphone but most of the users do not follow even the basic rules of cellphone conduct. They are seen speaking loudly, taking a phone call in the middle of a meeting or even at a funeral etc. Write a speech in 150-200 words to appraise the fellow students of cellphone etiquette.

Q2. Media has a stronghold on society. Write a speech in 250-300 words on how media influences public opinion to be delivered in the school assembly.

Q3. You are an educationist. You have noticed that the youth of today are often unable to cope with stress and become frustrated and bitter. Write a speech in 250-300 words to be delivered at a college function on 'Youth, their problems and solutions'.

Q4. The Prime Minister's campaign, 'Swachh Bharat' has become popular throughout India. Inspired by this, you, the principal of a reputed college, decide to address the students on 'The value of cleanliness'. Write your speech in 200- 250 words.

Q5. You have always been proud of being a citizen of the country which shows love and care for elders. However, now this value is found to be disappearing. Write a speech in 200-250 words on 'Difficulties faced by senior citizens'.

Grammar and Vocabulary

Conditional Sentences

If given a thought, we realise that our actions and lives are bound by several conditions.

- If Mr Rao meets you, ask him to speak to me in the evening.
- If you stop crying, we will have a pizza.
- If I were in your position, I wouldn't have resigned from the post.
- If we had any idea, we would have informed you about the meeting.

Each of the above sentences has two parts:

1. **Conditional part/If clause**, which begins with the word "If, and it states that something will happen "if" something else happens (on the basis of the degree of possibility).
2. **Consequence part/ Main clause**, which is an independent clause acting as the possible/probable result of the condition.

Types of Conditionals

Conditional	Talks about	Structure	Examples
Zero conditional	Condition: General truths and facts Consequence: obvious	Both the clauses are in Simple Present Tense	The lawn gets wet <i>if/when it rains.</i> <i>If you heat ice, it melts.</i>
First conditional	Condition: Real and possible situations Consequence: Probable results	The <i>if</i> clause is in Simple Present Tense The main clause is in Simple Future Tense	<i>If it stops raining, we will go to a movie.</i> <i>If I get the information, I will update you.</i>
Second conditional	Condition: Unreal or impossible situations (they are in imagination) Consequence: Probable results (in imagination)	The <i>if</i> clause is in Simple Past Tense	I would travel all over the world <i>if I won the lottery.</i>

		The result clause uses would + verb	<i>If my father got sick, he would certainly consult a doctor.</i>
Third conditional	Condition: Possible things that didn't happen in the past or (imaginary past conditions) Consequence: Probable past results	The <i>if</i> clause is in Past Perfect Tense The main clause uses would + have + past participle form of verb	<i>If you had informed me about the guests, I would have prepared more food.</i> <i>They wouldn't have gone astray if they had the route map with them.</i>

Exercise 5 A

Do as directed.

1. If you _____ (smoke), you _____ (get) cancer. (Zero conditional)
2. If she _____ (learn) English, she _____ (go) abroad. (Third conditional)
3. My secretary _____ (inform) you if the meeting _____ (be) scheduled. (First conditional)
4. If he _____ (speak) louder, the audience _____ understand you. (Second conditional)
5. If we _____ (assemble) by 10 am, we _____ (have) enough time to discuss all the points. (Third conditional)
6. He _____ (lose) all his friends, if he _____ (continue) to talk about them behind their backs. (First conditional)
7. I _____ (buy) a new car if I _____ (have) enough money. (Second conditional)
8. If students _____ (violate) the rules, the principal _____ (take) a severe action. (Zero conditional)
9. If you _____ (touch) a hot pan, it _____ (hurt). (Zero conditional)
10. He _____ (agree) with her if he _____ (know) her. (Second Conditional)

Exercise 5 B

Match the clauses to make conditional sentences.

I	Answer	II
If it snowed tomorrow		if I were sick.
If I find your key		if we water them.
If you had helped me		if we don't hurry.
If they get the passes		we would have bought a house.
She would care for me		if you're not audible.
The plants grow well		I would have helped you.
We'll be late		I would finish all my assignments

If my father had won the lottery		I'll give you.
If it were a holiday yesterday		they'll attend the event.

One Word Substitutes

One-word substitution is the use of a specific one word to replace a sentence or wordy phrase. It is a process to make the sentence structure clearer. The meaning, with the replacement of the phrase remains identical while the sentence becomes shorter. The following is the list of some such words.

SN	PHRASE	ONE WORD
1	One who is not sure about God's existence	Agnostic
2	One who does a thing for pleasure and not as a profession	Amateur
3	One who can use either hand with ease	Ambidextrous
4	One who makes an official examination of accounts	Auditor
5	One who does not believe in the existence of God	Atheist
6	A person appointed by two parties to solve a dispute	Arbitrator
7	One who leads an austere life	Ascetic
8	A critical judge of any art and craft	Connoisseur
9	A person who regards the whole world as his country	Cosmopolitan
10	One who is a centre of attraction	Cynosure
11	A dabbler (not serious) in art, science and literature	Dilettante
12	One who is for pleasure of eating and drinking	Epicure
13	One who often talks of his achievements	Egotist
14	One who runs away from justice	Fugitive
15	One who is unable to pay his debts	Insolvent
16	A person who is mentally ill	Lunatic
17	A person who dislikes humankind and avoids human society	Misanthrope
18	Someone in love with himself	Narcissist
19	A group of guns or missile launchers operated	Battery

	together at one place	
20	A community of people smaller than a village	Hamlet
21	A strong and fast-moving stream of water or other liquid	Torrent
22	The study of statistics	Demography
23	A collection of historical documents or records providing information about a place, institution, or group of people	Archives
24	A building containing tanks of live fish of different species	Aquarium
25	An institution for the care of people who are mentally ill	Asylum
26	A large bedroom for a number of people in a school or institution	Dormitory
27	A state of disorder due to absence or non-recognition of authority or other controlling systems	Anarchy
28	An extreme or irrational fear of heights	Acrophobia
29	A phrase or form of words written in memory of a person who has died	Epitaph
30	Killing of a large group of people	Genocide
31	The arrangement of events or dates in the order of their occurrence	Chronology
32	Lasting for a very short time	Ephemeral
33	Release someone from a duty or obligation	Exonerate
34	Fond of company	Gregarious
35	Incapable of making mistakes or being wrong	Infallible
36	Certain to happen	Inevitable
37	A solution or remedy for all difficulties or diseases	Panacea
38	An imaginary ideal society free of poverty and suffering	Utopia

Exercise 6

Choose the most appropriate word from the given options(A, B, C, andD) to substitute the group of words with the same meaning.

1. A person who renounces the world and practices self-discipline in order to attain salvation:
A. Sceptic B. Ascetic C. Devotee D. Antiquarian
2. A person who does not believe in the existence of god
A. Theist B. Heretic C. Atheist D. Fanatic
3. That which cannot be rectified
A. Irreparable B. Irrevocable C. Irreconcilable D. Irreplaceable
4. That which is perceptible by touch
A. Tangible B. Tenacious C. Contagious D. Contingent
5. Words used in ancient times but no longer in general use now
A. Extinct B. Current C. Modern D. Archaic
6. A sea abounding in islands
A. Strait B. Archipelago C. Ocean D. Gulf
7. Person who looks at the dark side of everything
A. Naturalism B. Optimist C. Idealist D. Pessimist
8. A large scale departure of people from a territory
A. Aberration B. Exodus C. Migration D. Immigration
9. A place for sick people who need long periods for recovery
A. Asylum B. Clinic C. Hospital D. Sanatorium
10. A general pardon granted by the government to political offenders
A. Amnesty B. Excuse C. Honesty D. Pardon

Phrasal Verbs

A phrasal verb is an idiomatic combination of two (sometimes three) parts: a verb and an adverb, a verb and a preposition, and a verb and an adverb and a preposition, which has a particular meaning.

Examples:

1. My car broke down on the motorway.
2. Please, look after the children.
3. I can't put up with him, he is always complaining.

In a phrasal verb, the second part is called a particle. Phrasal verbs are a common component of the English language. Study this list of the 50 most common phrasal verbs.

SN	Phrasal Verb	Meaning	Example

1	abide by	To respect or obey a decision, alaw or a rule	If you want to keep your job here, you must abide by our rules.
2	account for	To explain, give a reason	I hope you can account for the time you were out!
3	add up	To make sense, seem reasonable	The facts in the case just don't add up.
4	appeal to	To plead or make a request To be attractive or interesting	He appealed to the court to change its decision. A vacation of sunbathing doesn't appealto me.
5	apply for	To make a formal request for something (job, permit, loan etc.)	He applied for a scholarship for next semester.
6	back down	To withdraw, concede defeat	Local authorities backed down on their threats to build on that part of the beach.
7	back up	To give support or encouragement To make a copy of (file,program, etc.)	I'm going to be very strict with him. I hope you'll back me up on this? You should back up all your computer files in a secure location.
8	bank on	To base your hopes on something / someone	I'm banking on you to help with the charity event.
9	blow up	To explode To get angry	Tommy blew up the red balloon. Don't blow up at me. It's not my fault.
10	boot up	To start a computer by loading an operating system or program	You need to boot up your computer before you begin to work.
11	break down	To go out of order, cease tofunction To lose control of one's emotions	The washing machine broke down so wehad to call in the repair technician. John broke down when he heard the news
12	break into	To enter by force	Burglars broke into my car last night.
13	break out	To start suddenly	Rioting broke out after the government raised the fuel prices again.
14	break out of	To escape from a place by force	Several prisoners broke out of jail.

15	break up	To come to an end (marriage, relationship)	She broke up with Dinesh after dating him for five years.
16	bring up	To raise (a child)	Sara is bringing up her children by herself.
17	brush up on	To improve, refresh one's knowledge of something	I must brush up on my French before going to Paris next month.
18	bump into	To meet by chance or unexpectedly	I bumped into Adam at the bank. He says "hello".
19	came across	To find by chance	I was cleaning up and came across some old photos of you
20	count on	To rely or depend on (for help)	You can count on me to keep your secret.
21	drop in	To visit, usually on the way somewhere	Why don't you drop in to see us on your way home?
22	drop off	To deliver someone or something To fall asleep	I'll drop off the papers later today. I often drop off in front of the TV.
23	drop out	To leave school without finishing	Zack dropped out of college and joined the army.
24	figure out	To understand, find the answer	He's trying to figure out how to earn enough money to go on the trip to Spain.
25	get away	To escape	I think we should get away for the weekend.
26	hang up	To end a phone conversation	If you hang up now, I'll never speak to you again.
27	kick off	To begin, start	The rugby match kicked off at 3 o'clock.
28	let down	To disappoint	I feel so let down because they promised me a puppy but all I got was a doll.
29	move in	To arrive in a new home or office	Did you hear? Our new neighbors are moving in this afternoon.
30	move out	To leave your home/office for another one.	When are you moving out? We need your office for the new guy.

31	own up	To admit or confess something	Come on. Own up. We know you did it!
32	put off	To postpone, arrange a later date	Don't put off until tomorrow, what you can do today.
33	put out	To extinguish	The fire fighters were able to put out fire in ten minutes.
34	put up	To accommodate, give somebody a bed	I can put you up until the weekend but then I'm going away.
35	rule out	To eliminate	Since he had a sound alibi, the police ruled him out as a suspect.
36	run away	To escape from a place or suddenly leave	He ran away from home and joined the circus.
37	run into	To meet by accident or unexpectedly (also: bump into)	I'm so glad I ran into you. I need to ask you something.
38	run out of	To have no more of something.	We've run out of milk. I'll just pop next door to borrow some.
39	set off	To start a journey;	Let's set off early to miss the rush hour traffic.
40	set up	To start a business	They set up their own company when they were still in high school.
41	shop around	To compare prices	Don't buy that. Let's shop around and see if we can find something cheaper.
42	show up	To appear/arrive	I don't think she'll show up tonight. Her daughter is sick.
43	stick up for	To defend	My big brother always stuck up for me when I got into a fight.
44	take after	To resemble, in appearance or character	Angie really takes after her grandmother.
45	take off	To leave the ground	The plane will take off as soon as the fog lifts.
46	turn down	To refuse	I asked her out but she turned me down flat.
47	watch out	To be careful	Watch out! There's a dog in the road.

Exercise 7

Fill in the blanks with appropriate phrasal verb to convey the right meaning.

1. On account of overwork, he is _____.
A. run down B. runs down C. ran out D. run up
2. The teacher gives many examples to _____ the idea contained in the poem.
A. bring about B. bring in C. bring forth D. bring out
3. The actress said that it sometimes took her two hours to _____ her make-up.
A. put over b. put up C put on D. put of
4. The army had to YIELD to the advancing enemy. (Phrasal verbs)
A. give in B. break upon C. welcome D. break to
5. To look quickly through a book is an important study skill.
A. to skim B. to summarize C. to outline D. to paraphrase
6. Some interesting matters _____ in our discussion yesterday.
A. came up B. got up C. came in D. came about
7. The detective suddenly _____ a useful clue.
A. gave in B. came across C. fill up D. fell down
8. After much effort he could tide over the crisis.
A. Overcome B. Win over C. Defeat D. Enjoy
9. The weary traveller _____ the door of a deserted house in a forest. (Phrasal verbs)
A. Knocked down B. knocked off C. knocked at D. knocked out
10. You are unable to _____ the meaning of this passage.
A. make off B. make out C. make over D. make up

THE END



**MALLA REDDY
UNIVERSITY**