

Generic English

III Semester B.Sc/BCA

(Other Courses under the Faculty of Science)



Editor

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FOREWORD

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PREFACE

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UNIT 1

Receptive Skills: Reading Skills and Listening Skills

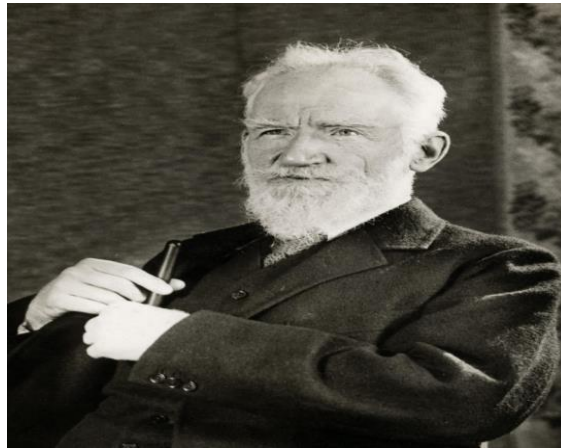
Chapter 1 - Pygmalion

- George Bernard Shaw

Brainstorming:

- Does language itself have transformative power or do the people who use it make it powerful?
- Is society biased based on appearances of people?
- Is education powerful?

About the Author:



George Bernard Shaw, born on July 26, 1856, was a leading dramatist of his time. In addition to his contributions as a playwright, he was a music and theatre critic, a novelist, and an outspoken social reformer.

Shaw was born in Dublin as the third and last child of George Carr and Lucinda Elizabeth Gurly Shaw. His father was a civil servant turned unsuccessful corn merchant, as well as an alcoholic—all of which reduced the family to living in genteel poverty. His mother—the daughter of a well-to-do family—found escape from the family difficulties in music. A professional singer and student of the conductor George Vandeleur Lee, she eventually followed him to London to pursue her own career and improve her situation. These life events encouraged Shaw to be a life-long teetotaler (person who does not drink alcohol), imbued him with a strong interest in music, and kindled his sensitivity to the plight of women in Victorian society.

In 1876, Shaw joined his mother and Vandeleur Lee in London. He expanded his knowledge of music to include literature. He read voraciously, attended socialist lectures and debates, and pursued a career in journalism and writing. His first attempts to write prose—a string of five novels—were rejected by publishers. However, he did land a job as a freelance critic for an

influential daily paper, the *Pall Mall Gazette*. The liberal political leanings of the paper were in line with Shaw's growing interest in socialism. His articles and critiques of art, music, and theatre written for this and other publications brought him at last to the attention of London literary society. Shaw's interest in socialism had a profound effect on his writing. In 1884, he joined the recently established Fabian Society, a British socialist organization intent on advancing the principles of non-Marxist evolutionary socialism. He became one of its leading members and regularly wrote and lectured on socialist topics. Often he focused on themes of marriage, education, politics, class struggle, and religion. As a self-professed socialist, Shaw was a vigorous proponent of gender equality. He believed that all people have a purpose in life and that women were being denied the chances to play their critical roles in society. He actively supported efforts to alter the marriage laws, eliminate patriarchy, establish female suffrage, and recast gender roles. Shaw felt that "unless woman repudiates her womanliness, her duty to her husband, to her children, to society, to the law, and to everyone but herself, she cannot emancipate herself." As a playwright, his portrayal of remarkable, clever, and powerful women departed from the 19th-century stereotype of the male-dominated, sweetly fragile, self-sacrificing female. *Pygmalion* clearly demonstrates this departure from the norms of the day.

Shaw's career as a playwright began in 1891 when he met J.T. Grein, the director of The Independent Theatre—a new, progressive venue for "the theatre of ideas" inspired by the realistic "problem plays" of Henrik Ibsen. Grein offered to read Shaw's play, *Widowers' House*. He accepted it almost immediately, and it was first publicly performed in 1892. Over the next six years, Shaw completed a collection of dramas called *Plays Pleasant and Unpleasant*. Each attacked with varied ferocity the social evils of the day. His writing successes continued to the eve of World War I, when *Pygmalion* opened in Vienna in 1913 and in London in 1914. It was a hit. However, with the outbreak of war, Shaw's plain-spoken anti-war views and pamphlets created uproar. He was shunned by friends and ostracized by the public. Nevertheless, he continued writing plays, and by 1923, with the production of *Saint Joan*, he succeeded in reviving his career. In 1925, Shaw was the recipient of the Nobel Prize in Literature.

Pygmalion remains one of Shaw's most famous plays. It was adapted to film in 1938, earning Shaw an Academy Award for screenwriting. Continuing its rise to fame, a musical adaptation—*My Fair Lady*—opened on Broadway in 1956 and ran for more than nine years. A film version of the musical hit the movie screen in 1964 and earned eight Academy Awards.

Shaw continued writing until his death on November 2, 1950, at age 94. At the time, he was working on yet another play.

Glossary:

1. Frantically – madly, uncontrollably
2. Gumption - resourcefulness
3. Draught – wind, gale
4. Plinth – base , foot
5. Mousy - dull
6. Shoddy – poor quality
7. Amiable - friendly
8. Tuppence – the sum of two pennies
9. Bloke - man
10. Kerb - edge
11. Hollerin – to cry out
12. Copper's nark – an informer or spy working for the police
13. Impertinent - rude
14. Repudiates - reject
15. Chivied – tell (someone) repeatedly to do something
16. Phonetics – the study and classification of speech sounds
17. Brogue – a rough shoe of untanned leather , formerly worn in parts of Ireland and the Scottish Highlands
18. Detestable – deserving intense dislike
19. Crooning – hum or sing in a soft voice
20. Bilious - sick
21. Impudence - disrespect
22. Irreducible – not able to be reduced or simplified
23. Prodigal – extravagant
24. Gnawing - distressing
25. Mezzotint - monochrome printmaking process
26. Impetus - hasty
27. Petulance – the quality of being childishly sulky
28. Malice – desire to harm someone
29. Deplorable – shameful
30. Tyrannical - dictatorial
31. Slovenly - careless
32. Unassailable – unable to be attacked
33. Diffident – shy
34. Arbitrary – based on random choice or personal whim
35. Exquisitely – extremely beautiful
36. Ottoman – a low upholstered seat without a back
37. Conceited – excessively proud of oneself
38. Snobbery – quality of being a snob
39. Pretension - aspiration
40. Soirees - feast
41. Cynical – distrustful of human sincerity or integrity

42. Pedantic – excessively concerned with minor details or rules
43. Imprecations - curse
44. Rotters – a cruel, mean or unkind person
45. Prudery – the behavior of people who are too easily shocked
46. Reeking – stink
47. Sanguinary – full of bloodshed
48. Voluble - talkative
49. Indispensable – absolutely necessary
50. Cockney – a native of East London
51. Footman – manservant
52. Somnambulist - sleepwalker
53. Contemptuous - scornful
54. Morgannatic – marriage between a male member of princely or noble house and a woman of lesser birth or rank
55. Incurable – not able to be reformed
56. Coronet – a small crown
57. Billet-doux - dispatch
58. Purgatory – a place or state of suffering inhabited by souls of sinners who are expiating their sins before going to heaven
59. Presumptuous – overconfident
60. Guttersnipe – street urchin
61. Sumptuous - lavish
62. Blighter – a person who is regarded with contempt
63. Moralist – a person who expresses or teaches moral principles
64. Dustman – a man employed to remove household refuse from dustbins
65. Intimidate - frighten
66. Squashed - crushed
67. Scullery – a small kitchen
68. Condescension - disdain
69. Brougham – a horse drawn carriage with a roof
70. Sneer – mocking smile
71. Sniveling – cry and sniff in a feeble way

Comprehension:

I. Answer the following question in one or two sentence:

1. Why did the lady agree to buy flowers from the flower girl?
2. Why does the crowd get upset with the note taker?
3. What was the profession of the note taker?
4. How did the note taker make a living out of teaching phonetics?
5. What claim did the note taker make with respect to language?
6. Who were the note taker and the gentleman?
7. Why had the flower girl come to meet Mr. Higgins?

8. Why did Eliza want to learn proper English?
9. What was the bet between Mr. Higgins and Mr. Pickering?
10. Who was Alfred Doolittle?
11. How did Mr. Doolittle know the address of Liza?
12. Why had Mr. Higgins invited Liza to the house of Mrs. Higgins?
13. Who were the guests at Mrs. Higgins?
14. What were Mrs. Higgins' impressions about Eliza?
15. Who was Whiskers?
16. What was Nepommuck doing at the reception?
17. Why did the presence of Nepommuck frighten Mr. Pickering?
18. Whom does Nepommuck think Eliza was?
19. Whom had Mr. Higgins written a letter to?
20. Whom would Eliza marry and why?
21. What work does Eliza plan to do?

II. Answer the following questions in a paragraph:

1. Describe the flower girl.
2. How does the note taker display his passion and respect for the English language?
3. Why was the note taker offended by the language of the flower girl?
4. Why was Mrs. Pearce apprehensive about Mr. Higgins teaching Liza?
5. What was Eliza's work for the next six months according to Mr. Higgins?
6. What was Mr. Higgins' opinion on women and marriage?
7. How is Mrs. Pearce's assessment of Mr. Higgins contradiction to his own assessment?
8. Write a note on the relationship between Eliza and Mr. Doolittle.
9. Why according to Mr. Doolittle, did he deserve five pounds?
10. What were Mrs. Higgins concerns with respect to Eliza?
11. How is the superficiality of class distinctions based on language brought out in the play?
12. How impressive was Eliza at the reception?
13. Why did Nepommuck think Eliza was a fraud?
14. What was the result of the letter written to Ezra D. Wannafeller?
15. According to Mrs. Higgins, what were the mistakes of Mr. Higgins and Mr. Pickering towards Eliza?
16. What changes do we see in Mr. Doolittle's appearance and attitude through the play?
17. Why does Eliza wish Higgins had left where he found her?
18. Why did Eliza think Freddy was a better choice to marry?
19. Comment on the ending of the play.
20. Write a note on Mrs. Higgins.

III. Answer the following questions in a page or two:

1. Discuss Eliza's transformation in the play Pygmalion.
2. In what ways is Pickering a more influential teacher than Higgins?
3. Pygmalion is a coming-of-age story of Eliza. Elaborate.

4. Shaw highlights the pruderies, hypocrisies and inconsistencies of higher society. Explain.
5. Comment on the title 'Pygmalion'.
6. How are the characters of Shaw a representation of the society they lived in?
7. Eliza demonstrates herself as a woman of great character right from the beginning of the play. Elucidate.

Source:

<https://www.coursehero.com/lit/Pygmalion/author/>

Chapter 2 – Persuasive Speeches

Breaking the Glass Ceiling – Chasing a Dream

- **Priyanka Chopra Jonas**



About the speaker:

Priyanka Chopra Jonas: (Birth: 18 July 1982)

Priyanka Chopra Jonas is an Indian actress, producer, model and singer. The winner of the Miss World 2000 pageant and one of the 100 most influential people in the world. In 2016, the Government of India honoured her with the Padma Shri. She promotes social causes such as environment and women's rights and is vocal about gender equality, the gender pay gap, and feminism. She has worked with UNICEF since 2006 and was appointed as the national and global UNICEF Goodwill Ambassador for child rights in 2010 and 2016, respectively.

One of India's most successful actresses, who has also made a mark on the international entertainment industry, delivered the Penguin Annual Lecture 2017. In her lecture on “**Breaking the glass ceiling – chasing a dream**”, Chopra spoke about being feisty, fearless and flawed. She also quotes: "Fight for your dreams because no one else is going to fight for your dreams, except you."

Speech:

Thank you. Thank you.

So, my father used to always tell me something which I want to share with you, that why do you want to fit inside a glass slipper? You know, like we were told, like Cinderella did, why do you want to fit inside a glass slipper when you can shatter the glass ceiling? I want to tell you a little secret. I'm not very fond of this phrase, breaking the glass ceiling. Why does it annoy me? Because

it takes the context of everything that I have done. All my achievements, all my hard work and puts it into a box as if my ambition was that I want to find a glass ceiling and break it. Not at all. To be really honest, I was never on a mission to break, to shatter anything. All I wanted was to chase my dreams, my ambitions. I wanted to evolve. I wanted to become the best version of me that I could be. And of course, in Priyanka Chopra style, along the way, I wanted to smash and break every obstacle that came my way, which I did. But that does not mean that the glass ceiling doesn't exist. Of course, it exists. And countless of women and men, mostly women run into it in their professional and personal lives. And I'm sure a lot of you can vouch for that right now. The Oxford dictionary definition of the glass ceiling is an unacknowledged barrier to advancement in a profession, especially affecting women and members of minorities from rising beyond a certain level in a hierarchy. And this metaphor was first coined by feminists in reference to barriers in the careers of high achieving women.

So, why did I choose it as my topic for today if I hated it so much? Because I hope through my experiences, I can present to you the tools to live your dream and to not make that glass ceiling that is defined by society, largely patriarchal, as your goal. I want you to aim higher, because you know you can, and it's honestly all I did. Every step of the way, all I did was set a higher standard. How did I get here? By being fierce, by being fearless, and by being flawed, completely and utterly flawed. I'm not perfect. Like, none of us are. So, tonight I'm going to try and break it down for you a little bit in a slightly different way. I present the twelve sure shot, sure fire ways of becoming Priyanka Chopra. Would you like that?

Sorry, I was just kidding. Because as millennial, we don't like to be told what to do. So, this is a gentle nudge in the right direction. Presenting PCs twelve rules of becoming the best version of yourself. So, here are a few of my favourites from my list. There's only one you, okay, because there's no one like you. And I don't mean the superfluous, superficial parts. I'm talking about the core of you, who you are inside. Your values, your beliefs, your flaws. And once you understand who really that person is, you would have taken the first step in finding your unique self. And that is the best version of you.

Who am I really? Most often, we don't allow ourselves the ability to dream beyond our imagination. We don't allow ourselves to think about the future because we are afraid of change. We are afraid to move away from what is familiar. Either that, or sometimes, you know, we are too rigid to let our dreams evolve. Loosen up, you know, shake it off a little bit.

Change is the only constant thing in life, and you are never too old or never too experienced to learn something new. Believe that you have everything already as your Brahmāstra in your will, to be able to be and achieve your dreams. Be fearless. I know I wanted to become an aeronautical engineer. What am I today? I'm an actor. I'm a singer. I'm an author. I'm a producer. I'm an artist. How did I go from becoming an engineer to all of these things? I made choices, the choices that I wanted for myself.

So, that is my rule number two, let your dreams fly. Give them wings, be who you want to be just by being fearless. Now, opportunities, that's another important part of being fearless. They are very funny thing, these opportunities, they don't come very often. They come far and few in between. But when they do, do we recognize them? Our job is to recognize them and make the most of them.

I look back on all the things that I've done, and I marvel at the opportunities that came my way. Miss India, Miss World. When I was in Bareilly in army school, my first film offer, my first music single, the first film I actually produced, there was never a plan ever, more like the universe sort of guiding me towards these opportunities. All I had to do was recognize them and make sure I worked so hard that I squeezed every drop out of these opportunities. This, ladies and gentlemen, is called drive. It's called ambition. So, no matter where you are in life, rule number three is you have never arrived enough to explore new opportunities. And there's nothing wrong with being ambitious. Ladies, listen to me.

Now, for all of you guys who like everything in life, I don't think there's anything wrong with wanting to have the whole cake and eat it too, nothing wrong. I want everything, *I want everything*. And there's nothing wrong with that. As long as you're not harming someone or doing something wrong, don't be scared to want more for yourself than you ever thought you could.

I'll give you a small example. A few years ago, I was shooting a film called Don-2, you have heard of that, right? So, it was chosen to be shown at the Berlin Film Festival, Berlinale and my entire team was flying for the premiere. And it was very exciting time. But at the same time, I was invited for the first time to attend the Grammy Awards in LA. So, now when I was doing music, it was this big choice, both the events were literally taking place one day apart in completely different time zones, Berlin and LA. My team and everyone around me told me, no, it can never happen. You have to choose what is your priority? And you know what I did, I made some insane connections, Mumbai to London, London to Berlin, Berlin to Amsterdam, Amsterdam to LA, LA to Mumbai in three days. And I made it happen.

I went to both events, and I looked great at both events. Even though I hadn't slept, it took a little bit of extra makeup, but I was fine. And that's not the only time I've done it. I've done it so many times over and over again. Why? Because I don't want anyone to tell me I can't have everything. I want to dream of everything, and I'll have everything. So, rule number four, be greedy. Be greedy for your ambitions. Be hungry for it. Don't live on someone else's benchmarks.

We are told so many times in our life: *'No girl should do this, or you are elder boy in house, your responsibility is this, this is who you should be.'* Who can tell you who you should be? Don't let anyone or any situation dictate to you who you are and who you can be. I know it's very much easier said than done. I know that because I've done it but fight for your dreams because no one else is going to fight for your dreams, except you. I've turned down so many roles, opportunities because they did not fit into what I thought at that time was the right thing for me. So, today my path is just my own. It belongs to no one. My failures, my successes, all of it, mine, my journey, all of it is mine. So, rule number five, do not compromise. Do not settle on your dreams.

Now who likes to fail? What, what, at least *15 people raised their hands*, I'm really confused with this audience right now. And you like to fail, well I'm not talking to you guys then. I'm talking to those guys who hate to fail because I hate to fail. It's really as simple as that, it takes tubs and tubs of ice cream, lots of tissues, lots of tears, lots of dramebazi, my mother, my best friends, my family, everybody making me feel better about it. But the one thing that is as certain as night and day, ladies and gentlemen, is that you will fail. It's just how it is. And there's nothing that you can do to stop that. It's what you do after that will define where you go.

When something I've invested in my heart and my soul, which I do with everything that I actually put my mind to, if that fails, I don't just wallow in self-pity. I roll myself in it. I roll around in it. I wrap myself in it, head to toe, self-pity, self-pity, self-pity, it's not a pretty sight, I can tell you that. My mother who's sitting right here has witnessed it many times. But then I get up, cry a little, dust myself off and dive straight back into life. Because the only way to push failure aside is to move ahead, not ignore it, analyse it and learn from it. Always remember, you will never truly enjoy success until you have tasted failure. And trust me when I tell you, it tastes like shit, really does.

So, rule number six, fail, fail, fail again, and then rise like a Phoenix. Now what is life without a little bit of a risk, right? No, I'm not an adrenaline junkie. I'm not telling you to go off roller coasters or anything. I've always believed that you have to take risks, calculated, educated risks to evolve. Because if you've not truly explored the full extent of your possibilities, you'll always

remain stagnant. People have written me off several times in my career. Sometimes they didn't agree with my choices.

When I played a negative character in my film *Aitraaz*, very early in my career, I was told I'll be a vamp, and no one will cast me as a heroine. When I took on a female centric film called *Fashion*, again, very early on in my career, I was told that was not norm. When I signed a US TV show at the height of my film career in India, each time the risks were huge, the stakes were high and the repercussions could have been, to say not the least, career ending. Thank God they weren't and I'm still standing in front of you. I really appreciate God. I don't know what will happen going forward. But as of now, I can say that my risks and the gamble was worth it. You know why? Because I backed up those risks with my hundred percent. So, rule number seven, be bold and take these risks.

Now, friends, family, the people you work with, the people around us are our greatest influences in your journey to success. So, you have to choose very wisely. Rule number eight, surround yourself with the right people, who do not stab you in the back. Now who's into social media? Who's on social media? Raise your hands. Yeah, we like it. I like it. We can raise our hands. Alright, it's almost everyone.

Now keep your hands raised if you have ever been upset by like a bad comment that you may have read on a photograph or like on Facebook or when you have posted something. And sometimes, you know, you are just like, why do people have to be mean? Yeah. So, there's a lot of you, right. Guys, please let me just tell you this. No matter what you do, someone will always be unhappy. Always. Especially in this age of social media, it's so easy for us to be confused between the voices that actually matter, and the opinions of faceless people writing behind the anonymity of what the web offers. They don't matter.

So, rule number nine, you can never please everyone all the time. And the biggest favour that you will all do to yourselves will be to laugh, at yourself, at situations. Find a moment to appreciate every single day, this funny thing called life. And that's my most important rule number ten, don't take yourself too seriously. We're not making rockets. Alright, calm down, have fun. And just enjoy this beautiful journey that we've been put on. I do that. In the meanwhile, hi. I am here, *not going anywhere, two rules are still left.*

It's really not that hard in my experience to be kind, to be compassionate, to be human. You will never know someone else's full story. So, don't be quick to judge. My mother who's here tonight with the rest of my family, this entire front row is very Chopra and Akhori right now.

She taught me when I was very, very young, that there is always someone who will be less fortunate than you, always. So, give back wherever you can. There's a huge reason I started my foundation, I lend my voice to UNICEF, Girl Up and causes that I'm associated with, because we have one world and it's ours and we need to heal it. And that starts with us. So, that is my rule number eleven, give back. And finally, the most important one, always remember where you came from. It's truly what defines you.

So, I'm a proud Indian and army's *daughter*. Daughter of two doctors with a middle-class upbringing and ginormous families, who I love on both sides. We've seen good times; we've seen bad times. We've seen hardships, we've seen pain, laughter, sadness, but that is what has made me who I am. And I wear that with pride every day and everywhere that I go. So, last and definitely not the least, rule number twelve, don't ever forget your roots and where you came from.

I hope you take some of what I have shared with you today and go into the new year with maybe a different perspective on life and start 2018 with being fierce, fearless, and flawed. Yeah, that's it. That's it. I read this somewhere and it kind of stuck with me and I hope it will stick with you. Life's journey is not to arrive at your grave site safely, in a well-preserved body, but rather to skid in sideways, completely worn out and say, holy shit, that was a ride. That is how I want to go. So, to sum up this incredible journey that I have been on, I stand before you today, weathered by life, but happy and raring to do so much more. I'll see you on the other side. Namaste."

Glossary:

- Adrenaline junkie: a person with a compulsive desire for excitement and adventure
- Ginormous: extremely large
- Flawed: defective
- Perspective: outlook, point of view
- Anonymity: state of being unknown to most people

Comprehension:

I. Answer the following questions in a paragraph:

1. Elaborate on the title '*Breaking the glass ceiling*'.
2. Explain the twelve rules of being Priyanka Chopra.
3. According to Priyanka, how to overcome your failure?

References:

- [Penguin Annual Lecture 2017 - YouTube](#)
- [priyanka chopra's penguin india speech - Search \(bing.com\)](#)

UN Climate Change Conference Speech

- **Greta Thunberg**



About the Speaker:

Greta Thunberg: (Birth: 5th January 2003)

Greta Thunberg is a Swedish environmental activist who is known for challenging world leaders to take immediate action for climate change mitigation. At the age of fifteen she started spending her Fridays outside the Swedish Parliament to call for stronger action on climate change by holding up a sign reading *Skolstrejk för klimatet* (School strike for climate). She received numerous honours and awards, including an honorary Fellowship of the Royal Scottish Geographical Society, inclusion in *Time's* 100 most influential people, being the youngest Time Person of the Year, inclusion in the Forbes list of The World's 100 Most Powerful Women (2019), and nominations for the Nobel Peace Prize in 2019, 2020, and 2021. Her influence on the world stage has been described by The Guardian and other newspapers as the "Greta effect".

Following is her speech from UN Climate Change Conference. In 2019, there were multiple coordinated multi-city protests involving over a million students each. To avoid carbon-intensive flying, Thunberg sailed in a yacht to North America, where she attended the 2019 UN Climate Action Summit. Her speech there, in which she exclaimed "How dare you?" was widely taken up by the press and incorporated into music.

Speech:

My message is that we'll be watching you.

This is all wrong. I shouldn't be up here. I should be back in school on the other side of the ocean. Yet, you all come to us young people for hope. How dare you!

You have stolen my dreams and my childhood with your empty words and yet I am one of the lucky ones. People are suffering. People are dying. Entire ecosystems are collapsing. We are in the beginning of a mass extinction and all you can talk about is money and fairy tales of eternal economic growth. How dare you!

For more than 30 years, the science has been crystal clear. How dare you continue to look away and come here saying that you're doing enough when the politics and solutions needed are still nowhere in sight.

You say you hear us and that you understand the urgency, but no matter how sad and angry I am, I do not want to believe that. Because if you really understood the situation and still kept on failing to act then you would be evil and that I refuse to believe.

The popular idea of cutting our emissions in half in 10 years only gives us a 50 percent chance of staying below 1.5 degrees and the risk of setting off irreversible chain reactions beyond human control.

50 percent may be acceptable to you, but those numbers do not include tipping points, most feedback loops, additional warming hidden by toxic air pollution or the aspects of equity and climate justice.

They also rely on my generation sucking hundreds of billions of tons of your CO₂ out of the air with technologies that barely exist.

So a 50 percent risk is simply not acceptable to us, we who have to live with the consequences.

To have a sixty five percent chance of staying below a 1.5 degrees global temperature rise--the best odds given by the [Intergovernmental Panel on Climate Change] -- the world had 420 gigatons of CO₂ left to emit back on Jan. 1st, 2018. Today that figure is already down to less than 350 gigatons.

How dare you pretend that this can be solved with just business as usual and some technical solutions? With today's emissions levels, that remaining CO₂ budget will be entirely gone within less than eight and a half years.

There will not be any solutions or plans presented in line with these figures here today, because these numbers are too uncomfortable, and you are still not mature enough to tell it like it is.

You are failing us, but the young people are starting to understand your betrayal. The eyes of all future generations are upon you and if you choose to fail us, I say: We will never forgive you.

We will not let you get away with this. Right here, right now is where we draw the line. The world is waking up and change is coming, whether you like it or not.

Thank you.

Glossary:

- Gigatons: a unit of explosive power equivalent to one (10^9) billion tons of TNT (Trinitrotoluene).
- CO₂ budget: A carbon budget is the cumulative amount of carbon dioxide (CO₂) emissions permitted over a period of time to keep within a certain temperature threshold.

Comprehension:

I. Answer the following questions in a paragraph:

1. “My message is that we'll be watching you.” Explain the statement with reference to Greta Thunberg’s UN Speech.
2. What is Greta’s urge in the speech?

References:

- [Greta Thunberg - Wikipedia](#)
- [WATCH: Greta Thunberg's full speech to world leaders at UN Climate Action Summit - YouTube](#)

Speech at World Religious Conference Chicago

- Swami Vivekananda



About the speaker: (Birth: 12th January 1863 – Death: 4th July 1902)

Born as **Narendranath Datta**, was an Indian Hindu monk, philosopher, author, religious teacher, and the chief disciple of the Indian mystic Ramakrishna Paramahansa. He was a key figure in the

introduction of Vedanta and Yoga to the Western world; and is credited with raising interfaith awareness, and bringing Hinduism to the status of a major world religion.

He founded the Ramakrishna Math, which provides spiritual training for monastics and householder devotees, and the Ramakrishna Mission, to provide charity, social work and education. He was also a major force in contemporary Hindu reform movements, and contributed to the concept of nationalism in colonial India. He is regarded as a patriotic saint, and his birthday in India is celebrated as National Youth Day.

Vivekananda became a popular figure worldwide after the 1893 Parliament of Religions in Chicago, where he began his famous speech with the words, "Sisters and brothers of America...," before introducing Hinduism to Americans. He was so impactful at the Parliament that an American newspaper described him as, "an orator by divine right and undoubtedly the greatest figure." The first session of the Parliament was held on Monday the 11th of September 1893 in the spacious Hall of The Art Institute. Many people, who arrived representing different religions such as Buddhism, Jainism, Christianity and many more, were busy reading their own prepared speeches. On the other hand, there was Swami Vivekananda, who did not prepare any speech and decided to speak whatever he knew about Hinduism.

Speech:

Sisters and Brothers of America,

It fills my heart with joy unspeakable to rise in response to the warm and cordial welcome which you have given us.

I thank you in the name of the most ancient order of monks in the world; I thank you in the name of the mother of religions; and I thank you in the name of millions and millions of Hindu people of all classes and sects. My thanks, also, to some of the speakers on this platform who, referring to the delegates from the Orient, have told you that these men from far-off nations may well claim the honour of bearing to different lands the idea of toleration.

I am proud to belong to a religion which has taught the world both tolerance and universal acceptance. We believe not only in universal toleration, but we accept all religions as true. I am proud to belong to a nation which has sheltered the persecuted and the refugees of all religions and all nations of the earth. I am proud to tell you that we have gathered in our bosom the purest

remnant of the Israelites, who came to Southern India and took refuge with us in the very year in which their holy temple was shattered to pieces by Roman tyranny. I am proud to belong to the religion which has sheltered and is still fostering remnant grand Zoroastrian nation.

I will quote to you, brethren, a few lines from a hymn which I remember to have repeated from my earliest boyhood, which is every day repeated by millions of human beings:

"As the different streams having their sources in different places all mingle their water in the sea, so, O Lord, the different paths which men take through different tendencies, various though they appear, crooked or straight, all lead to Thee."

The present convention, which is one of the most august assemblies ever held, is in itself a vindication, a declaration to the world of the wonderful doctrine preached in the Gita: "Whosoever comes to Me, through whatsoever form, I reach him; all men are struggling through paths which in the end lead to me."

Sectarianism, bigotry, and its horrible descendant, fanaticism, have long possessed this beautiful earth. They have filled the earth with violence, drenched it often and often with human blood, destroyed civilisation and sent whole nations to despair. Had it not been for these horrible demons, human society would be far more advanced than it is now. But their time is come; and I fervently hope that the bell that tolled this morning in honour of this convention may be the death-knell of all fanaticism, of all persecutions with the sword or with the pen, and of all uncharitable feelings between persons wending their way to the same goal.

Glossary:

- Orient: countries of the East
- Persecuted: oppressed, tormented
- Bosom: heart, embrace
- Zoroastrian: an adherent of Zoroastrianism; a Parsee
- Brethren: Friends, Followers, colleagues
- Thee: archaic or dialect form of you
- Vindication: Justification
- Sectarianism: excessive attachment to a particular sect or party, especially in religion.
- Bigotry: prejudice, unreasonable attachment to a belief

- Fervently: ardently, passionately
- Fanaticism: radicalism, extremism
- Doctrine: set of beliefs, dogma
- Hymn: religious song or prayer
- Remnant: remains
- Tyranny: unreasonable, cruel power or control

Comprehension:

I. Answer the following questions in a paragraph:

1. 'Hinduism taught the world both tolerance and universal acceptance.' Explain.
2. According to Swami Vivekananda how would the society have been far more advanced?
3. How does the religious convention describe the doctrine preached in Gita?

References:

- [Microsoft Word - SWAMIJI'S CHICAGO SPEECH.doc \(wordpress.com\)](#)
- [Swami Vivekananda - Wikipedia](#)
- [Swami Vivekananda 1893 Speech : Swami Vivekananda : Free Download, Borrow, and Streaming : Internet Archive](#)

Constituent Assembly Speech on 7 December, 1946

- Dr.B.R Ambedkar



About the speaker:

Dr. Bhimrao Ramji Ambedkar: (14 April 1891 – 6 December 1956)

He is referred by the honorific **Babasaheb**. He was an Indian jurist, economist, social reformer and political leader who headed the committee drafting the Constitution of India. He served as Law and Justice Minister in the first cabinet of Jawaharlal Nehru, and inspired the Dalit Buddhist movement after renouncing Hinduism.

Ambedkar graduated from Elphinstone College, University of Bombay, and studied economics at Columbia University and the London School of Economics, receiving doctorates in 1923 and 1927 respectively and was among a handful of Indian students to have done so at either institution in the 1920s.

In 1990, the *Bharat Ratna*, India's highest civilian award, was posthumously conferred on Ambedkar.

Speech:

So far as the ultimate goal is concerned I think none of us need have any apprehensions. None of us need have any doubt. But my fear, which I must express clearly is this. Our difficulty, as I said is not about the ultimate future. Our difficulty is how to make the heterogeneous mess, that we have today take a decision in common and march in a cooperative way on that road which is bound to lead us to unity. Our difficulty is not with regard to the ultimate, our difficulty is with regard to the beginning. Mr. Chairman, therefore, I should have thought that in order to make a start, in order to induce every party, every section in this country it would be the act of greatest statesmanship for the majority party even to make a concession to the prejudices are people who are not prepared to march together. It is for them that I propose to make this appeal. Let us leave aside slogans. Let us leave aside words which frighten people. Let us even make concession to the prejudices of our opponents. Bring them in so that they may willingly join with us on marching upon that road which as I said if we walk long enough must necessarily lead us to unity. And if I therefore, from this place support Dr. Jayakar's amendment it is because I want all of us to realize that whether we are right or wrong, whether the position that we take is concerns with our legal rights, whether that accords with the statement of May 16th or December 16th. Leave all that aside, this is too big a question to be reduced to the position of mere legality.

It is not a legal question. I say leave aside all these considerations and make some attempt whereby those who are not prepared to come will come. Let us make it possible for them to come; that is my appeal. In the course of the debate that took place there were two questions which were raised, which struck me so well that I took the trouble of taking them down on a note paper. The one

question was it was asked I think by my friend, the Prime Minister of Bihar who spoke yesterday in this assembly. He said, how can this Resolution prevent the league from coming into the Constituent Assembly? Today my friend Dr. Sham Prasad Mukherjee asked another question, is this Resolution inconsistent with the Cabinet Mission's Proposal? Sir, I think they were very important questions and they I think ought to be answered and answered categorically.

I do maintain that this Resolution whether it is intended to bring about the result or not, whether it is the result of cold calculation or whether it is a mere matter of accident, is bound to have the result of keeping the Muslim League out. And I substantiate what I said. Sir I invite your attention to paragraph three in the Resolution which I think is very significant and very important. Paragraph three envisages the future constitution of India. I do not know what is the intention of the mover of the Resolution but I take it that there it is a sort of after this Resolution is passed it will act as a sort of a directive to the Constituent Assembly to frame the constitution in terms of paragraph three of the Resolution.

What does paragraph three speak of? Paragraph three says that, in this country there shall be two different sets of polity, one at the bottom, the autonomous Provinces or the states or such other areas as care to join a United India. These autonomous units will have full powers. They will have also residuary powers. At the top and over the Provincial units there will be a Union Government, having certain subjects for legislation, for execution and for administration.

Sir, as I read this part of the Resolution, I do not find any reference to the idea of grouping, an intermediary structure between the union on the one hand and the provinces on the other. Now reading this paragraph in the light of the Cabinet Mission's statement or reading it even in the light of the Resolution passed by the Congress at its Wardha session, I must confess that I am a great deal surprised at the absence of any reference to the idea of the grouping of the provinces. So far as I am personally concerned, I do not like the idea of grouping. I like a strong united centre; much stronger than the centre we had created under the government of India act of 1935. But sir these opinions, these wishes have no bearing on the situation at all. We have travelled a long road. The Congress Party, for the reasons best known to itself consented, if I may use the expression to the dismantling of a strong Centre which had grown into this country as a result of 150 years of administration and which I must say, was to me a matter of great admiration and respect. But having given up that position, having said that we do not want a strong centre, and having accepted that there must be or should be an intermediate polity, a sub-federation between the Union

Government and the Provinces, I like to know why there is no reference in paragraph three to the idea of grouping.

I quite understand that the Congress Party, the Muslim League and His Majesty's Government is not ad idem on the interpretation of that particular idea about grouping. But I always thought, and I will be prepared to stand corrected if he's shown that I am wrong, that at least it was agreed by the Congress Party that if the Provinces were to be within the different groups consent to form a Union or a sub-federation the Congress would have no objection to that proposal. I believe I am correct in interpreting the mind of the Congress Party. So, the question that I ask is this, why did not the Mover of this Resolution make reference to the idea of having a Union of the Provinces or a group of Provinces on the terms on which he and his party was prepared to accept? Why the idea of Union is completely effaced from this Resolution? I find no answer...

Glossary:

- Apprehensions: worries
- Heterogeneous: diverse
- Envisage: foresee, visualise
- ad idem: agreement to the same thing.

Comprehension:

I. Answer the following questions in a paragraph:

1. Elaborate on the 'Let us leave aside slogans. Let us leave aside words which frighten people', with reference to above speech.
2. Write a note on two different set of Polity.

References:

- [1946 | Dr. B R Ambedkar's Constituent Assembly Speech on Dec 17 - Bing video](#)
- [B. R. Ambedkar - Wikipedia](#)

Visionary Leadership

- **Kiran Bedi**



About the Speaker:

Kiran Bedi (Birth: 9th June 1949)

Kiran Bedi is an Indian social activist, former-tennis player who became the first woman in India to join the officer ranks the Indian Police Service (IPS) in 1972 and was the 24th Lieutenant Governor of Puducherry from 28th May 2016 to 16th February 2021. She remained in service for 35 years before taking voluntary retirement in 2007 as Director General, Bureau of Police Research and Development.

In May 1993, Bedi was posted to the Delhi Prisons as Inspector General (IG). She introduced several reforms at Tihar Jail, which won her the Ramon Magsaysay Award in 1994. In 2003, Bedi became the first Indian and first woman to be appointed head of the United Nations Police and Police Advisor in the United Nations Department of Peace Operations. She resigned in 2007, to focus on social activism and writing. She runs the India Vision Foundation. During 2008–11, she hosted a court show *Aap Ki Kachehri*. She was one of the key leaders of the 2011 Indian anti-corruption movement.

She reaches out to more than 10,000 people daily through her two NGOs, Navjyoti and India Vision Foundation, which provide education, training, counselling and health care to the urban and rural poor. Her latest initiative, Mission Safer India, aims to ensure that police log and address citizen complaints. Her life is the subject of the 2008 documentary *Yes, Madam Sir*, narrated by Helen Mirren.

Speech:

Now I am going to give you a story.

It is an Indian story about an Indian woman and her journey. Let me begin with my parents. I am a product of this visionary mother and father. Many years ago, when I was born in the 50s - '50s and '60s didn't belong to girls in India. They belonged to boys. They belonged to boys who would join business and inherit business from parents, and girls would be dolled up to get married. My family, in my city, and almost in the country, was unique. We were four of us, not one, and fortunately no boys. We were four girls and no boys. And my parents were part of a landed property family. My father defied his own grandfather, almost to the point of disinheritance, because he decided to educate all four of us.

He sent us to one of the best schools in the city and gave us the best education. As I've said, when we're born, we don't choose our parents, and when we go to school, we don't choose our school. Children don't choose a school. They just get the school which parents choose for them. So, this is the foundation time which I got. I grew up like this, and so did my other three sisters. And my father used to say at that time, "I'm going to spread all my four daughters in four corners of the

world." I don't know if he really meant [that], but it happened. I'm the only one who's left in India. One is a British, another is an American and the third is a Canadian. So, we are four of us in four corners of the world.

And since I said they're my role models, I followed two things which my father and mother gave me. One, they said, "Life is on an incline. You either go up, or you come down." And the second thing, which has stayed with me, which became my philosophy of life, which made all the difference is: 100 things happen in your life, good or bad. Out of 100, 90 are your creation. They're good. They're your creation. Enjoy it. If they're bad, they're your creation. Learn from it. Ten are nature-sent over which you can't do a thing. It's like a death of a relative, or a cyclone, or a hurricane, or an earthquake. You can't do a thing about it. You've got to just respond to the situation. But that response comes out of those 90 points.

Since I'm a product of this philosophy, of 90/10, and secondly, "life on an incline," that's the way I grew up to be valuing what I got. I'm a product of opportunities, rare opportunities in the '50s and the '60s, which girls didn't get, and I was conscious of the fact that what my parents were giving me was something unique. Because all of my best school friends were getting dolled up to get married with a lot of dowries, and here I was with a tennis racket and going to school and doing all kinds of extracurricular activities. I thought I must tell you this. Why I said this, is the background.

This is what comes next. I joined the Indian Police Service as a tough woman, a woman with indefatigable stamina, because I used to run for my tennis titles, etc. But I joined the Indian Police Service, and then it was a new pattern of policing. For me the policing stood for power to correct, power to prevent and power to detect. This is something like a new definition ever given in policing in India - the power to prevent. Because normally it was always said, power to detect, and that's it, or power to punish. But I decided no, it's a power to prevent, because that's what I learned when I was growing up. How do I prevent the 10 and never make it more than 10?

So, this was how it came into my service, and it was different from the men. I didn't want to make it different from the men, but it was different, because this was the way I was different. And I redefined policing concepts in India. I'm going to take you on two journeys, my policing journey and my prison journey. What you see if you see the title called "PM's car held." This was the first time a prime minister of India was given a parking ticket. That's the first time in India, and I can tell you, that's the last time you're hearing about it. It'll never happen again in India, because now it was once and forever. And the rule was, because I was sensitive, I was compassionate, I was very sensitive to injustice, and I was very pro-justice. That's the reason, as a woman, I joined the

Indian Police Service. I had other options, but I didn't choose them. So, I'm going to move on. This is about tough policing, equal policing. Now I was known as "here's a woman that's not going to listen." So, I was sent to all indiscriminate postings, postings which others would say no. I now went to a prison assignment as a police officer. Normally police officers don't want to do prison. They sent me to prison to lock me up, thinking, "Now there will be no cars and no VIPs to be given tickets to. Let's lock her up."

Here I got a prison assignment. This was a prison assignment which was one big den of criminals. Obviously, it was. But 10,000 men, of which only 400 were women - 10,000 - 9,000 plus about 600 were men. Terrorists, rapists, burglars, gangsters - some of them I'd sent to jail as a police officer outside. And then how did I deal with them? The first day when I went in, I didn't know how to look at them. And I said, "Do you pray?" When I looked at the group, I said, "Do you pray?" They saw me as a young, short woman wearing a pathan suit. I said, "Do you pray?" And they didn't say anything. I said, "Do you pray? Do you want to pray?" They said, "Yes." I said, "All right, let's pray." I prayed for them, and things started to change. This is a visual of education inside the prison. Friends, this has never happened, where everybody in the prison studies. I started this with community support. Government had no budget. It was one of the finest, largest volunteerisms in any prison in the world.

This was initiated in Delhi prison.

You see one sample of a prisoner teaching a class. These are hundreds of classes. Nine to eleven, every prisoner went into the education program - the same den in which they thought they would put me behind the bar and things would be forgotten. We converted this into an ashram - from a prison to an ashram through education. I think that's the bigger change. It was the beginning of a change. Teachers were prisoners. Teachers were volunteers. Books came from donated schoolbooks. Stationery was donated. Everything was donated because there was no budget of education for the prison. Now if I'd not done that, it would have been a hellhole. That's the second landmark.

I want to show you some moments of history in my journey, which probably you would never ever get to see anywhere in the world. One, the numbers you'll never get to see. Secondly, this concept. This was a meditation program inside the prison of over 1,000 prisoners. One thousand prisoners who sat in meditation. This was one of the most courageous steps I took as a prison governor. And this is what transformed. You want to know more about this, go and see this film, "Doing Time,

Doing Vipassana." You will hear about it, and you will love it. And write to me on kiranbedi.com, and I'll respond to you. Let me show you the next slide.

I took the same concept of mindfulness, because why did I bring meditation into the Indian prison? Because crime is a product of a distorted mind. It was distortion of mind which needed to be addressed to control. Not by preaching, not by telling, not by reading, but by addressing your mind. I took the same thing to the police because police, equally, were prisoners of their minds, and they felt as if it was "we" and "they," and that the people don't cooperate. This worked. This is a feedback box called a petition box. This is a concept which I introduced to listen to complaints, listen to grievances. This was a magic box. This was a sensitive box. This is how a prisoner drew how they felt about the prison. If you see somebody in the blue - yeah, this guy - he was a prisoner, and he was a teacher. And you see, everybody's busy. There was no time to waste.

Let me wrap it up. I'm currently into movements, movements of education of the under-served children, which is thousands - India is all about thousands. Secondly is about the anti-corruption movement in India. That's a big way we, as a small group of activists, have drafted an ombudsman bill for the government of India. Friends, you will hear a lot about it. That's the movement at the moment I'm driving, and that's the movement and ambition of my life. Thank you very much. Thank you. Thank you very much. Thank you. Thank you. Thank you.

Glossary:

- Indefatigable: tireless, energetic
- Compassionate: Empathetic, caring
- Distorted: confuse, misleading

Comprehension:

I. Answer the following questions in one or two sentences:

1. Mention the nationality of Kiran Bedi's sisters.
2. Life is on _____. You either go up, or you come down.
3. What is the meaning of Policing according to Kiran Bedi?
4. Why was Kiran Bedi sent on prison assignment?
5. Why did Kiran Bedi bring meditation into the Indian prison?

II. Answer the following questions in a paragraph:

1. Write a note on Kiran Bedi as a police officer.
2. Explain the philosophy Kiran Bedi inherited from her parents.
3. How did the concept of mindfulness change the attitude in prison?

References:

- [Kiran Bedi: How I remade one of India's toughest prisons - YouTube](#)
- [Kiran Bedi - Wikipedia](#)

Unit 2

Productive Skills: Speaking and Writing Skills

Chapter 1 - Presentation Skills

Introduction

A *presentation* is a means of communication that can be adapted to various speaking situations, such as talking to a group, addressing a meeting or briefing a team.

Presentation skills are the skills one needs, to deliver effective and engaging presentations to a variety of audience depending upon purpose and context. When you meet a group of people to talk about a new product, an idea, a topic or a piece of work, it is called a presentation. Students, teachers, business people and many others depend on presentations as a tool to deliver their ideas and information.

A presentation can become successful when it combines rich and relevant content and effective delivery. The quality of content depends on how well the presenter has followed the principles of focus, investigation, organization and the principles of the style of language. Presentation has to be based on specific audience and specific time. It may be one-to-one presentation, one presenting to a small or large group of audience or a group presenting to another group. The key elements of a presentation consist of presenter, audience, message, reaction and method to deliver speech for organizational success in an effective manner.

Aspects of Presentation

Content: The content of the presentation should have adequate background and supporting evidence. The concepts should be explained in appropriate subject terminology.

Organization: Plan the content according to the needs and expectations of the audience. The presentation needs to consider the objective (type) of presentation i.e. to inform, to persuade or demonstrate. The arguments should be logical and chronological. Presentation would also aim at giving a solution to a problem, making a project proposal or just to inform/ instruct in the academic set up.

Structure: In the beginning the speaker should introduce himself/ herself and establish credibility. Presenter should then introduce the theme and state the purpose of his speech. The body is the argument where he/she presents the main points keeping in focus throughout the presentation. The supporting details should be presented accurately. The tools like definitions, examples, illustrations, comparisons, anecdotes should be used appropriately wherever necessary. The conclusion should sum up the entire speech crisply and give recommendations to the audience for follow up. It is followed by question and answer session.

General Conventions to be followed in Presentation:

1. **Dress well:** Our dress should be dignified and appropriate to the occasion. People should not feel that our appearance is strange or funny.
2. **Keep the dignitaries and audience in mind:** If it is a formal occasion, we have to address the dignitaries on the dais and express our happiness on having an opportunity to deliver the speech. We can also express our gratitude to the organizers for giving us the opportunity to present.
3. **Use the podium properly:** We should adjust our position at the podium so as to be clearly visible and audible to all the audience. We should also check whether the mike/the public address system properly receives our voice so that there is no mechanical disturbance or distortion.
4. **Be balanced:** We should not look either too indifferent or too enthusiastic, be clear in articulation and should talk at a balanced pace.
5. **Manage time well:** Keep to the scheduled time as exceeding the allotted time may cause inconvenience to many.
6. **Use body language effectively:** Facial expressions, eye contact and gestures must be used appropriately to enhance our communication.

Presentation Components and their functions:

Component	Function
Attention Statement	Raise interest and motivate the listener
Introduction	Communicate a point and common ground
Body	Address key points
Conclusion	Summarize key points
Residual message	Communicate central theme or the main point

Types of Presentation:

I. Informative Presentation/ Instructive Presentation

An informative presentation is educational, concise and to the point. The purpose of this type of presentation is to share information, increase understanding of the audience, change perception of the audience and impart skills. Informative presentations are often analytical or involve the rational analysis of information. Sometimes they simply ‘report the facts’ with no analysis at all, but still need to communicate the information in a clear and concise format.

A presentation that teaches something is similar to an informative presentation but it goes beyond sharing facts. It also instructs the audience on a specific topic. People attend or view an instructive presentation with the intention to learn and they leave with a better understanding of the topic of the presentation. There are many examples of instructive presentations. Workshops, training sessions, or webinars teach audience a new skill or procedure by offering specific information or instructions. Explaining new policies of a company is another type of instructive presentation.

Informative Presentation serves the following objectives:

1. To impart knowledge
2. To enlighten the audience on a topic
3. To make aware of something
4. To communicate something of interest or special importance
5. To provide news, facts and data on a topic/issue

Sample Informative Presentation:

Glaucoma

Ladies and gentlemen,

I consider it a privilege to be with you on this occasion. I congratulate the organizers of your youth welfare and health club for associating me with your activities and for inviting me to speak on 'Glaucoma' this evening. As a journalist by profession, I have made a general study of this eye disease called Glaucoma and I wish to share my information with you. If you know the general facts of this disease, you can help your friends, neighbours and others by passing on this information to them. Let us see what Glaucoma is and how it affects our vision.

The eye is the most important and sensitive sense organ in the human body. According to a survey conducted recently by the National Programme for curing blindness in our country, under the auspices of the World Health Organization, it was found that 120 lakh people are suffering from long sight and short sight and as many as 5 times of this number are suffering from different kinds of blindness. It was also discovered that among the 77% of the people who live in villages and also among the para medical staff there is no minimum awareness of the eye diseases or their treatment. Some common eye diseases like conjunctivitis can be cured easily if the patient takes some small and easy precautions. In conjunctivitis, the eyes swell and become red. Then it is necessary to consult a doctor and use either an eye ointment or eye drops. The eyes should often be washed with clean water. Dark glasses should be used so that the pain is not aggravated and the disease does not spread to others. Another eye disease, Cataract, is quite common among old people. If timely treatment is given, cataract can be cured through surgery and sight can be restored.

We go to the eye specialist only when there is some pain or swelling of the eyes. But there are some eye diseases which lead to total blindness without causing any pain or showing any symptoms. Of these diseases, Glaucoma is a very serious one. This eye disease slowly leads to blindness and sight can never be restored. Therefore, it is very essential that we should take proper care about our eyes from time to time. Another variety of Glaucoma causes unclear vision in the initial stages. So, the patient is likely to go to the doctor before it worsens. Thus this variety of Glaucoma can be cured completely.

In the eyes, there is a fluid which controls the blood pressure in the eyes. When this pressure rises, it leads to Glaucoma. In our country, a large number of people are becoming blind due to Glaucoma. Generally, this disease is found in middle aged people after 40. The incidents of

Glaucoma is high in people who have Diabetes and who have to frequently change their power glasses to be able to read. Further, in some cases, this disease is hereditary. The symptoms of cataract and Glaucoma are almost identical in the initial stages. Hence, it is necessary that all those who develop cataract should also get tested for Glaucoma. Normally many people develop short sight after 40 years of age. Then they must make it a point to get their eyes tested for Glaucoma also. As it is a chronic eye disease, it will be necessary to use medicines constantly. If detected in the initial stages, Glaucoma can be cured effectively through medicines or surgery. So, neglecting Glaucoma is a sheer foolishness. If blindness caused by Glaucoma is to be cured, timely treatment for it is quite essential.

In conclusion, it must be stated again that because there is no life without sight, every one of us should take proper and timely care of our eyes. Even the slightest pain in the eye should not be neglected. Thus we can prevent blindness in most cases.

Once again, I congratulate the organizers and thank all of you for giving me a patient hearing.

Sample 2- Informative Presentation (PPT)

Topic: India as a tourist destination

Slide: 1

Title: “India as a tourist destination”

Presented by: XYZ

Slide: 2

Tourism places

- National parks
- Bird sanctuaries
- Botanical gardens
- Zoological parks
- Hill stations
- Sea beaches
- Historical places
- Adventure camp sites

Slide:3
Importance

- It is economically important
- Cultural and natural heritage
- Tour brings classroom lesson to life
- Gain a new appreciation for education

Slide:4

Challenges to Indian tourism

- Lack of proper infrastructure
- Lack of marketing and promotions
- Taxation
- Security

Slide:5

Suggestions and Directions

- Choose perfect places for tour
- Carefully select tour operations
- Follow guidelines to avoid tour disaster

Slide:6



Exercise I

Prepare Informative Presentation on the following topics:

1. Impact of Artificial Intelligence on learning
2. Cyber security concerns for students
3. Monuments of the world
4. Strategies to enhance public speaking skills
5. The benefits of sports for all ages

II. Persuasive Presentation

Persuasion is an act or process of presenting arguments to move, motivate or change the mind of your audience. Persuasion can be implicit or explicit and can have both positive and negative effects. Persuasive presentation in its basic form feature a speaker who tries to influence an audience to accept certain positions and engage in actions in support of them. In a persuasive presentation, the goal is to change the attitudes, beliefs, values or judgements of the audience. Many presentations hope to sell something or persuade to take certain actions. Persuasive presentations often present a problem and explain their solution using data. Examples of persuasive presentations include business pitches or sales proposals.

Features of Persuasive Presentation:

- a. **Stimulate:** The presenter has to stimulate in order to reinforce existing beliefs, intensify them and bring them to the forefront. Facts are to be presented to reinforce existing beliefs, intensify them and bring the issue to the surface.
- b. **Convince:** Audience likely to hold their own beliefs and are likely to have their own personal bias. The goal of the presenter is to get the audience to agree with presenter's position.

Here is a five-step checklist to motivate your audience into some form of action:

1. Get their attention
2. Identify their need
3. Satisfy the need
4. Present a vision or solution
5. Take action

This simple organizational pattern can help you to focus on the basic elements of a persuasive message that will motivate your audience to take action.

- c. **Adoption:** The speaker intends to persuade the audience to take on a new way of thinking or adopt a new idea.

Example: Buying a new product or availing any service

Sample of Persuasive Speech

Effects of Gambling

On this youth day celebration, I am going to throw light on the social evil which is spoiling the lives of the youth that is Gambling. Gambling means to stake or risk money, or anything of value, on the outcome of something involving chance. There are different types of gamblers such as professional, casual social gamblers, serious social gambler, relief and escape gamblers and compulsive gamblers. Gambling affects negatively in many ways. It is psychologically harmful, leads to disintegration of families and affects poor people. Gambling can become a psychologically addictive behaviour in some people. They end up gambling to try to recover money they have already lost. This is known as 'chasing losses'. It results in people staking more and more money, most of which they will lose, and sinking deeper and deeper into debt.

Gambling disintegrates the family as it has devastating effect on families. The entire property and joint savings of the family might be sometimes used for gambling which results in disintegration in the family. Psychologically there is relationship between gambling and other psychiatric and alcohol disorders. This also impacts on friends who do not want to be supporting gambling financially or even just emotionally. There are 10 to 15 other people adversely impacted by the gambling of that person.

Poor people are more likely to gamble, in the hope of getting rich. About 89% of gambling revenue come from lower income households. It is immoral for the state or charities to raise

money by exploiting people's stupidity and greed. Taxing gambling is a regressive tax and it is unfair. There is nothing like safe bet as all gambling or betting has an element of risk. Hence, one has to do away with this social evil by limiting the amount of money one bets, limiting the amount of time spent on betting, continuing with other social opportunities and as far as possible not to spend on gambling to prevent oneself from the consequences of gambling.

Conclusion:

Gambling is a severe problem caused by one's inability to control the crave for materialistic life and accumulation of more and more money by betting the hard earned money. Hence, gambling must be avoided to have good relationship with the family members and society at large.

Sample -2 Persuasive Presentation (PPT)

Topic: Sexual Harassment at Workplace

Slide-1

Topic: Sexual Harassment at Workplace

Presented by:- PQR

Slide-2

What is sexual harassment?

- Behaviour characterized by the making of unwelcome, inappropriate sexual remarks or physical advances in a workplace and other professional or social situation

Slide-3

Statistics of Women harassed

- 43% were harassed by a supervisor
- 27% were harassed by an employee senior to them
- 19% were harassed by a co-worker of their level
- 8% were harassed by a junior employee

Slide-4

Negative Effects on Individuals

- Being humiliated
- Defamation of character
- Loss of job and income
- Loss of career
- Retaliation from harasser

Slide-5

Negative effects on companies

- Decreased work performance
- Increased absenteeism to avoid harassment
- Defamation of reputation
- Financial loss from lawsuits and legal fees

Slide-6

Alternatives - victims of harassment can and should

- Take back the power (know your rights and use them)
- Report incidents
- Support other victims

Slide-7

Alternatives - companies can and should

- Implement sexual harassment prevention training programs
- Enforce a written sexual harassment policy
- Handle complaints professionally and promptly

Slide-8

Benefits to company

- Saving millions of dollars in lawsuits
- Protecting overall reputation
- Increasing work productivity
- Maintaining safe work environment

Slide-9



Exercise –II

Prepare Persuasive Presentation on the following topics:

1. Media has negative influence on teenagers
2. A complete switch to renewable energy is the way to go
3. Need of Eco-tourism for sustainable development
4. Sports can boost learning effectiveness
5. Gamification and virtual reality are the future of education

III. Demonstrative Presentation

Demonstrative presentations serve to educate an audience about a topic or idea they don't have knowledge of. They often include visual aids to help better demonstrate or describe something in

great detail. Demonstrative presentations actually demonstrate how to do something. This is largely accomplished by demonstrating the tasks through a series of steps. For example, a tech company can give a speech demonstrating their new devices. While they are informing the public about their new products, they are demonstrating how they work, thus, making it a demonstrative presentation.

Demonstrative Presentation serves the following objectives:

- a. How to do something
- b. How to make something
- c. How to fix something
- d. How something works

Steps in Demonstrative Presentation:

1. Know your audience and purpose
2. Explain the value of the demonstration
3. Outline the process
4. Progress through each step
5. Invite the audience to ask questions
6. Summarize and conclude the presentation

Sample Demonstrative Presentation

Cardio Pulmonary Resuscitation (CPR)

Good morning dear students. On the Occasion of World Heart Day, I am going to present on CPR and how it works. First, let me tell you what CPR stands for. Cardio pulmonary Resuscitation (CPR) is a hands on emergency intervention used to restore breathing and a heartbeat in a person who has gone into cardiac arrest. Common causes for cardiac arrest are a heart attack or near-drowning.

Do you know what does CPR involve?

CPR involves performing chest compressions and in some cases rescue (mouth to mouth) breathing. These techniques can keep blood flowing to the brain and other organs until medical help arrives. When oxygen -rich blood cannot get to the brain, brain damage can occur within minutes.

Let me tell you what you need to do before performing CPR

Time is of the essence, but before you attempt CPR on someone, follow these steps.

1. Make sure the environment is safe.

A fire, traffic accident or other dangers could put your own life at risk. Hence make sure nothing such kind of risk is there in that environment.

2. Try to wake the person

Tap on the person's shoulder firmly and ask "are you ok?" in a loud voice. Move on to the next steps after 5 seconds of trying to wake the patient.

3. Call 911

Anytime a patient won't wake up, call 911 immediately or ask a bystander to call. Even if you will perform CPR on the spot, it is important to get paramedics to the scene as quickly as possible.

4. Put the person on their back

If it is possible that the person may have had a spinal injury, turn them carefully without moving the head or neck.

5. Check for breathing

Tilt the patient's head back to open the air way and determine if they are breathing. If the patient does not take a breath after 10 seconds, start CPR.

Once you have followed the above steps, here is how to perform CPR. Techniques vary slightly based on the age of the person.

The following steps are applied to adults and children over 8 years old.

1. Place your hands on the person's chest. Put the heel of one hand directly on the line in the centre of the chest. Place your other hand on top of that hand. Centre your weight directly over your hands.
2. Perform chest compressions. Push hard to a depth of at least two inches and fast-about twice per second until the person responds. Your hands should not bounce, but you should lift your entire body weight off the patient in between each compression.
3. Give rescue breaths if you have had CPR training and feel comfortable performing the steps, push on the chest 30 times, then give two rescue breaths.

4. Repeat: Repeat cycles in the CPR ratio of 30:2(chest compressions and breaths) until help arrives or the patient wakes up.

Let me conclude my presentation highlighting the significance of knowledge and training of CPR administration. It is better that one knows about CPR and if one is trained, one can save the life of a person who has undergone cardiac arrest.

Thank you for giving me the opportunity to present an essential and life-saving mechanism of CPR on this occasion.

Sample-2 Demonstrative Presentation (PPT)

Exercise-III

Prepare Demonstrative Presentation on the following topics:

1. Advantages of Yoga
2. How to optimize online classes as a student
3. Beginner tips for swimming lessons
4. Easy Ways to learn Sketching/Painting
5. How to use online tools for teaching- learning

Chapter-2 Writing Skills

Introduction to Writing and Types of writing:

From early primitive drawings to text messages, written communication has seen a lot of changes. Writing has been all around us for centuries. Millions of people around the world are currently writing books, newspaper articles, academic essays, restaurant menus, and traffic signs. On the other hand, writing is the representation of the language in a textual medium through the use of a set of signs or symbols. Writing skills are specific abilities that help writers put their thoughts into words in a meaningful form and mentally interact with the message. Written products are often the result of thinking, drafting, and revising procedures that require specialized skills, skills that not every speaker develops naturally.

Writing can come in many styles depending on what the writer is trying to convey. Your audience and writing purpose will determine your writing style. Each type of writing comes with its own set of rules and structures, and each can be used differently.

a. Descriptive writing:

The primary purpose of descriptive writing is to describe a person, place, situation, or thing in such a way that a picture is formed in the reader's mind and visualized. Capturing an event through descriptive writing involves paying close attention to the details by using all of your five senses. When a text conjures a vivid, sensory impression in the reader's mind, not only does it make the writing more interesting to read; it helps the reader understand the text better and recognize the author's intention more clearly. Descriptive writing employs literary techniques such as similes, metaphors, allegory, etc to engage the audience.

Examples: Poetry; fictional novels or plays, memoirs or first-hand accounts of events, Biography, Travelogue and nature writing, Journal etc.

Techniques for descriptive writing:

A well-crafted descriptive writing draw readers into the write up and provides essential details to propel the action forward. To make writing effective, we need to follow some techniques. Those are:

1. Select a right topic
2. Use descriptive words
3. Organise all the details in a chronological order
4. Use a figurative language

- **Choose the right topic:** Before writing anything, the first and most important thing is to choose the topic right. You should be able to write on your selected topic. You must be able to provide a precise description of your topic to the reader. Your topic should have enough details to convince and involve the reader. Your topic should be able to make a picture in the reader's mind.
- **Use descriptive words:** As it is descriptive writing, so words should also be descriptive. If your words are only descriptive, it will help you with a precise description. Use words that can provide sensory details more clearly.
- **Organize all the details in a chronological order:** When you are writing a descriptive article, structure everything logically and in the correct order. Your details should not be erratic. Otherwise, it will reduce the readability and the reader will not stay connected.
- **Use figurative language:** Whenever you are writing a descriptive essay or paragraphs, use figurative languages like similes and metaphors. For example, her smile was like sunshine. The figurative language will add feelings to your text and enhances the value of your work. A reader will also find your work as a masterpiece of writing. It will help in stimulating the interest of the readers.

Features of Descriptive Writing:

The descriptive writing form encompasses the following features:

1. Descriptive writing describes all information in chronological order. If describing a person, start with his appearance, nature, and background. If you are describing a place, tell readers about the atmosphere, environment, day and night time, etc. these small things are very useful to make the text excellent and keep readers engaged.
2. When we talk about ideal descriptive writing, it should have nouns, adjectives, and strong action verbs. These three things bring life to text and only then a writer can create images in the mind of the readers. The reader will also love to read that text again and again.
3. Most of the forms of descriptive writing are colourful and hold a vivid description of sensory details. These details play a key role in forming the image in the reader's mind. The reader will also get escapism from daily life only through this piece of art.

Sample Descriptive writing:

The Thunderstorm

(The following is a short example of a classic personal essay. It relates a subjective experience the writer had in vivid language, allowing the reader to experience it vicariously.)

I watched a thunderstorm, far out over the sea. It began quietly, and with nothing visible except tall dark clouds and a rolling tide. There was just a soft murmur of thunder as I watched the horizon from my balcony. Over the next few minutes, the clouds closed and reflected lightning set the rippling ocean aglow. The thunderheads had covered up the sun, shadowing the vista. It was peaceful for a long time. I was looking up when the first clear thunderbolt struck. It blazed against the sky and sea; I could see its shape in perfect reverse colours when I blinked. More followed. The thunder rumbled and stuttered as if it could hardly keep up. There were openings in the cloud now as if the sky were torn, and spots of brilliant blue shone above the shadowed sea. I looked down then, watching the waves. Every bolt was answered by a moment of spreading light on the surface. The waves were getting rough, rising high and crashing hard enough that I could hear them. Then came the rain. It came all at once and in sheets, soaking the sand, and filling the sea. It was so dense I could only see the lightning as flashes of light. It came down so hard the thunder was drowned. Everything was rhythmic light and shadow, noise and silence, blending into a single experience of all five senses. In an instant, it stopped. The storm broke. The clouds came apart like curtains. The rain still fell, but softly now. It was as if there had never been a storm at all, except

for a single signature. A rainbow, almost violently bright, spread above and across the water. I could see the horizon again.

On Hymenopus Coronatus

(The following is a Formal Descriptive Essay, which describes a subject of which they have extensive knowledge.)

Hymenopus Coronatus, the orchid mantis, is a remarkable creature. Against any opponent but a careful entomologist with a cardboard box, the mantis is a lethal hunter and master of camouflage. Its four front legs, head, and thorax are covered in delicate structures resembling colourful flower petals. In appearance, it looks like nothing so much as a praying mantis covered in beautifully painted fans.

As for its behaviour, like any good mantis, it is an ambush predator. It takes full advantage of its unique appearance, settling amongst the petals of orchids and awaiting visiting insects. It favours butterflies and moths for its meals, but will happily take any insect on offer. Indeed, it need not even be an insect: particularly voracious orchid mantises have been known to feed on small lizards, frogs, mice, and even birds. Its behaviour among its kind is no different. Like many mantises, orchid mantises are opportunistic cannibals. They don't go out of their way to devour their kind, but should one stray into striking range of another when it's feeling peckish, it may well become a meal. H. Coronatus is not recorded as performing the praying mantis's infamous reproductive cannibalism, however.

Its relationship with humans is neutral, verging on positive. H. Coronatus is not an ally of the committed gardener like the aphid-devouring ladybug, but it will nibble on any pests that present themselves. Aside from that, the orchid mantis is only valuable to humans for its extraordinary beauty. Hymenopus Coronatus is an example of a unique form of beauty that exists only in nature, careless of human judgment, designed for function rather than form, but still capable of making an observer catch their breath at its strange loveliness.

b. Narrative Writing

Narrative writing is often seen in longer writing samples, the purpose of this writing style is to share information in the context of a story. Narratives should include characters, conflicts, themes, plots, and settings. Telling stories is an ancient art that started long before humans invented writing. People tell stories when they gossip, tell jokes, or reminisce. Narratives may be a sequence of

events in chronological order or an imagined tale with flashbacks or multiple timelines. This writing is usually written in the first person (I, me)

Examples: Short stories, novels, poetry, historical accounts, memoirs, movies, fairy tales, personal essays, screenplays, autobiographies, even news stories, etc.

The major elements of narrative writing are:

These elements are rarely stated in a story; they are revealed to the readers in the story in subtle or not-so-subtle ways, but the writer needs to understand the elements to assemble her story.

The plot is the thread of events that occur in a story.

The setting is the location of the events in time and place.

The characters are the people in the story who drive the plot, are impacted by the plot, or may even be bystanders to the plot.

The conflict is the problem that is being resolved. Plots need a moment of tension, which involves some difficulty that requires resolution.

The most important and least explicit is the theme. What is the moral of the story? What does the writer intend the reader to understand?

In addition to the above elements, establishing a point of view for a narrator allows the writer to filter the events through a particular character. The most common point of view in fiction is the omniscient (all-knowing) narrator who has access to all the thoughts and experiences of each of her characters. Omniscient narrators are almost always written in the third person and do not usually have a role in the storyline. The Harry Potter novels, for example, are all written in the third person; the narrator knows everything about everybody but is unknown to us.

Writers also use the grammatical strategies of tense (past, present, future), person (first person, second person, third person), number (singular, plural), and voice (active, passive).

Sample narrative essays:

Mystery of the Missing farm animals

The villagers had lost a few goats and poultry to a mystery. The mystery of the missing farm animals spread like a wildfire in the village. Many speculated there were thieves in the village

while others suggested a wild beast was on the run. Despite several speculations, the mystery of the disappearances remained unsolved. The whole village was in a state of dismay when the tiger appeared and launched another attack on the village.

The prey was not any farm animal this time, it was a young child playing by the barn. The villagers had had enough, they had to put a stop to it once and for all. They organized a group of the bravest men from the village, armed them with shotguns and knives, and planned to attack the tiger. They also took a goat to lure the tiger into our trap.

The plan was to trap the tiger and later kill him. I was amongst the members of the group who left for the jungle late at night. For hours we did not hear anything except the mosquitoes and crickets around us. Then we found paw prints on the muddy ground which assured us of the tiger's usual trail. Thereupon, as the sun rose we set up a trap using a goat as bait. We were assured that this would catch the tiger immediately.

We had almost given up when suddenly around daybreak we heard the bushes rustle and the leaves crackle. All of us shivered to our spines and saw the mystery east coming towards us. We changed our guns and pointed them toward the wild beast. We steadied our guns towards the tiger as he jumped to grab the goat. He fell into the trap. One of the members shot the tiger dead and we rescued the goat safely back to our village.

The mission was accomplished. We had killed the wild beast and had emerged successful. It was an amazing hunting trip. One that would always remain in my memory for all time to come.

The Rescue

Everything had been totally different that Sunday morning when the two boys had set out on their walk up the cool, pine-scented mountainside near the village where they lived. Near the top, Peter and Michael had climbed onto a rock to admire the view of the valley far below them. That was when disaster struck. On clambering down, Peter had tumbled awkwardly to the ground, his leg bent at a painful angle beneath him. Unable to move, he was forced to wait where he was, wrapped in Michael's jacket, while Michael had begun the long trek down the mountainside to fetch help. Michael looked down on the mountainside from the window of the helicopter. He felt increasingly helpless, as it looked totally different from the air and the network of tiny paths was mostly obscured from view by the thick covering of pine trees. To make matters worse, the light was fading fast and a thick blanket of mist was starting to form. Eventually, the pilot and the three mountain rescue workers in the helicopter agreed that they would have to go back and continue the

search for Michael' friend, Peter, on foot. By seven o'clock that evening, they had left the helicopter in the village and gathered a mountain rescue team of fifteen men. Michael felt disheartened and scared for his friend's safety. Slowly they ascended the mountain, scouring the numerous paths for Peter. The only sounds were crunching footsteps and the crackle of static on the walkie-talkies that the rescue workers carried to talk to each other. The mountainside was an eerie place after nightfall and gradually Michael started to wonder whether they would ever find Peter at all. Suddenly Michael heard a voice come over one of the walkie-talkies, "We've got him. We're taking him down." "I'm sorry," said Michael to his friend later in the warm safety of the hospital room, "I didn't realise it would take so long." The doctors decided to keep Peter at the hospital for the night in case of complications with his leg. Before leaving, Michael looked down at his friend and patted his shoulder as, silently, they both vowed never to go walking in the mountains again.

c. Persuasive Writing:

In this writing style, the writer is trying to convince the reader of the validity of a certain position or argument. Persuasive writing includes the writers' opinions and provides justifications and evidence to support their claims. It is also known as an argumentative essay, which uses logic and reason to legitimate his or her idea more than others.

Examples: Letters of recommendation, cover letters, Op-Eds and Editorials, newspaper articles, essays, speeches, or presentations, sales writing etc.

There are some strategies to be followed:

- **Analysing the audience:** the audience or the readers must be convinced of what one is arguing. One must observe whether they agree, remain neutral, or disagree with the arguments.
- **Choosing the position:** the writer must choose a position in a situation or an issue and should look for what his /her arguments will offer at the end. He/she chooses either for or against it.
- **Researching the topic:** to know thoroughly about the topic, one must read as much about it from different sources.
- **Structuring the essay:** the essay shall include the evidence that one wants to present in support of the argument.

- **Word Choice:** the words and phrases you decide to use are crucial in persuasive writing to build a personal relationship with the reader. You want to always pick the best possible words and phrases in each instance to convince the reader that your opinion is right.

Sample persuasive writing:

Why You Should Not Smoke

I am sure that you know that smoking harms your body. Then why do you continue smoking? Maybe you do it because you haven't become conscious of all the effects that smoking has. There are a lot of reasons why you shouldn't smoke. Some of them are that smoking affects your health, that you spend a lot of money on cigarettes, and that when you smoke you are not respecting people around you.

The first reason why you shouldn't smoke is that smoking affects your health. If you smoke, your physical condition will be negatively affected, so it will be very difficult for you to succeed in sports. Also, smoking produces lethal diseases like cancer and reduces the length and quality of your life. Maybe you don't notice all the physical effects of smoking immediately, but you surely will be sorry one day.

The second reason why you shouldn't smoke is because of all the money that you spend on it. Maybe you start smoking only when someone offers you a cigarette, but there will be a day when you will feel the need for a cigarette. By this time, you will pay whatever to smoke, and each time you will smoke more, so you will spend more money. All the money you would spend on cigars could have to be spent on something better, don't you think?

The last reason why you shouldn't smoke is out of respect for the people around you. When you smoke, you not only harm yourself, but you also harm all the people around you. So you mustn't be selfish; you should at least avoid smoking in front of people who don't smoke. Also, many people don't like the cigarette smell, so they won't enjoy your company. Would you like that?

I have said just some reasons why you shouldn't smoke, so I hope that now those of you who smoke can think a little and try to make a smart decision. In addition to all the reasons I've said, I would like you to think about how much you love yourself and then whether you want to continue harming yourself. The people who love you, like your family who doesn't want to see you suffering or sick. If you decide to continue smoking, what a pity. But if you decide to stop smoking, congratulations! Remember that "If you can dream it, you can do it."

Persuasive Essay on Social Media

Social media is the reason for many of the world's problems and solutions. It can be used to raise awareness for an important cause, but it can also be used to spread hate, especially among teenagers. Being a teenager, I can be the first to say that social media is how most teens run their life, but is it the right way? Austen McCann makes a brilliant point in his article, "Social media has allowed them to take their life online and instead of saying goodbye to friends at school and waiting to see them the next day..." Although social media can connect teens to the world and friends and family around them, it is one of the highest-ranking causes of suicide among teenagers in the 21st century. As important as connection via the internet can be, social media does not have to be the primary source for teenagers. The average teenager spends a minimum of 2 hours and 20 minutes on social media every day. In Austin McCann's Impact of Social Media on Teens articles, he brings up that "social media is becoming more than a part of their world, it's becoming their world." Teens complain about constantly being stressed with homework, but maybe homework isn't the main source of stress. Everyday Health magazine states that, on statistics, a teenager who spends more time outdoors is generally a happier and healthier kid. However, since 2000, the time teenagers spend outside has decreased significantly causing more depression and obesity. Not only does it affect health, but social media also deprives parents of having a thorough conversation with their children without them checking their phones. Even though the positive effect of having a social media profile is to communicate with friends/family, they don't even have the decency to lift their heads and engage in a conversation. Enjoying the little things around them becomes a difficult task for the average teenager when they're too busy tweeting about it. The contradicting effects of it go to show that social media is not all it is talked up to be. Who uses expletives on Twitter or posts a picture of himself holding a joint at a party only to discover when he looks for a job that a trawl by an HR department has made him unemployable." Taking a step back can open your eyes to the realization that nothing your friends are going to post will affect your life in the long run. Instead of going through the drama and irrelevant parts of social media, connect with your friends and family by calling them up and avoid the complications and uselessness of the websites. Avoiding social media can be very difficult. Especially in a situation where one used it daily and transitioned over within a week. It's a very challenging task, but in the long run, you will not have to worry about wasting your time, false perceptions, and unnecessary information! Encouraging teens and friends to spend less time on social media and more time socializing can change your life for the better. Should. That is the word that teenagers have no choice but to constantly follow. Social media encourages false images of how everything should be in a perfect

world. This impact is what causes insecurities and questions in girls and boys. These misleading pictures of how bodies, relationships, houses, cars, etc. should be are what lowers self-esteem and leads to depression and suicide. Aside from connecting, social media revolves around who “retweeted” who’s “selfie” and “how many favourites that pic get”. It’s almost sickening knowing that teenagers base their insecurities around how many likes they get. The false perception of life portrayed all over social media is misleading to teens and not worth the effort to filter. Not only is social media misleading, but it is also very unimportant. Aside from the news part of the sites, a majority of the posts are insignificant to our world. The kind of information that “Becky just got a new car interior” is completely useless in the long run. Nicholas Wapshott states in his Buying Into Big Brother article about social media says, “We may take pity on the idiot schoolboy who uses expletives on Twitter or posts a picture of himself holding a joint at a party only to discover when he looks for a job that a trawl by an HR department has made him unemployable.” Taking a step back can open your eyes to the realization that nothing your friends are going to post will affect your life in the long run. Instead of going through the drama and irrelevant parts of social media, connect with your friends and family by calling them up and avoid the complications and uselessness of the websites. Avoiding social media can be very difficult. Especially in a situation where one used it daily and transitioned over within a week. It’s a very challenging task, but in the long run, you will not have to worry about wasting your time, false perceptions, and unnecessary information! Encouraging teens and friends to spend less time on social media and more time socializing can really change your life for the better.

Exercise:

1. Should students get to choose what they study?
2. What is the best food to serve at a party?
3. Reality shows better than other shows
4. Teenagers more impolite than other generations?
5. Is it better to be a morning person or a night person?

d. Reflective Writing:

Reflective writing involves critically analysing an experience, recording how it has impacted you and what you plan to do with your new knowledge. Always ask why rather than just describing what happened during an experience. It can help you to reflect on a deeper level as the act of getting something down on paper often helps people to think an experience through. It is subjective and analytical rather than objective and descriptive and usually written in first person.

This will help to focus on the thoughts/feelings/experiences rather than just a description of the experience. It is a tool to challenge assumptions than ignore them. Reflective writers must weave their perspectives with evidence of deep, critical thought as they make connections between theory, practice, and learning.

One can use reflective writing in many aspects of work, study, and everyday life.

Examples: Job applications, Appraisals, Written feedback, Blogging, during the research process, in academic writing like assignments.

Characteristics of Reflective writing:

- More personal and informal, so often reflective pieces are written in the first person (e.g., 'I', 'we', 'me', and 'us'). Authors should avoid jargon, stilted prose, or even cliché.
- A reflective paper is not just an autobiography. It coherently brings together three main elements: These are the experiences you engaged with, your thoughts, and your feelings with larger narratives. Without that quality, the reader may not connect to the piece.
- As in academic writing, reflective writing requires the use of formal language, arguments supported by evidence, and fully referenced information resources.
- Reflective writing looks to the future. You need to show how your reflection on what happened in the past will impact your future practice.
- Organization is the greatest tool in communicating the purpose and making it effective. Many authors rely on a chronological scheme to organize the paper, but many other methods of organization are possible and may help make the topic richer and more memorable. Accordingly, often requires movement between past and present tenses. Use the past tense when referring to the experience or project you worked on and the present tense when making general statements or linking to a theoretical concept. **Example (past tense):** "As a team, we **were** excited about the prospect of pursuing our own business

strategies to see if they would pan out. One thing the authors **suggested was . . .**” **Example (present tense):** “This week’s reading **was** interesting. It **presents** key questions beyond the life of the University. It asks how I **can be** happy in my career?”

Features of Reflective Writing:

In reflective writing the writer describes the situation, interprets, evaluates and then plans what to do with the new information.

- Description – What happened? Who was there?
- Interpretation/analysis - What did I feel? Why did I respond in the way I did? What are the most important/relevant aspects? How does it link to theory? What went well/what did not?
- Outcome/evaluation - What have I learned?
- Plan - What would I change?

Sample reflective writing:

My Little Brother

In my short life, there are many experiences that could qualify as life-changing. Every new experience was, at one time or another, the first experience. For good or bad, each instance changed the course that my life has taken. But, the most transformative experience was the birth of my youngest brother.

Joel is someone my parents often call a happy accident. At the time that my mother became pregnant, I was 13, and my other brother, Jake, was 10. We were what you would call a well-rounded, perfect family of four. We neatly fit into the perfect classification in nearly every way. We didn't realize what we were missing until the moment that my youngest brother first opened his striking blue eyes. In truth, I resented the fact that I would be having another sibling. Nothing needed to be added to our family, and my mother, already 38 at the time, was considered high-risk because of her age. The pregnancy itself was full of complications that sent the straight course of my life into rollercoaster-like loops that my 13-year-old mind had a hard time comprehending. But now, I can see how forging through those loops helped me to roll with the punches that life inevitably brings

The day Joel was born, my mother took me with her to the hospital rather than my father. It wasn't a planned move, but Jake and my father were both feverish; I was the next best alternative. Sitting with her through every contraction, I gained a new respect for just how powerful a woman could

be in what might be considered their weakest moment. Holding her hand and feeding her ice chips, I gained a connection with my mother that I didn't realize we were lacking.

The moment my new baby brother came into this world, I realized two things nearly simultaneously. First, you don't realize how much you need something until it's sitting in your lap. Second, my life after this moment would never be the same. The moment he curled his chubby little finger around mine, I understood the words "happy accident" completely.

There are many different experiences in life that have changed a part of me as a person. But, nothing so profoundly changed my views and outlook on life as the birth of my youngest brother. Joel's arrival was a life-altering event that caused me to see the world through new eyes.

e. Comparative writing

Writing a comparison usually requires that you assess the similarities and differences between two or more theories, procedures, or processes. You explain to the reader what insights can be gained from the comparison, or judge whether one thing is better than another according to established criteria. The fundamental purpose of a comparative essay is to elaborate on the similarities and differences between two things in a systematic manner. In developing a comparative essay on any of the topics you can not only understand each item under comparison in a more thorough way, but can also get closer to figuring out which item you prefer. An effective comparative essay will leave the reader with much greater clarity about the nature and properties of the things that have been compared.

Examples: Scholarly journals, and viewpoint-neutral magazines etc

Purpose of comparative writing:

To highlight the similarities and differences between one object and another object. And serve as a reference tool to make a decision or choose a side in an argument, thereby clarifying the stakes at play.

Components to write a comparative essay:

- Establish a basis of comparison: Basis of comparison represents the main idea, category, or theme you will investigate. You will have to do some preliminary reading, likely using your course materials, to get an idea of what kind of criteria you will use to assess whatever you are comparing. A basis of comparison must apply to all items you are comparing.

For example, if you are asked to "compare psychologists and psychiatrists," you could compare the work nature of the two.

- Gather the details of whatever you are comparing
Once you have decided what theme or idea you are investigating, you will need to gather details of whatever you are comparing, especially in terms of similarities and differences. Doing so allows you to see which criteria you should use in your comparison.
- When you choose a topic, be sure to choose two related subjects.
- Language: to make this writing more effective, language should be objective; third person pronoun, appeals to reason and evidence, and personal anecdotes should be avoided. Use linking words and phrases.

Sample Comparative Writing:

Large leap

The leap from high school to college is a large one. Many students enter post-secondary education expecting the experience to be the same as the one they had while at secondary school. These students are wrong to make this assumption, and they very quickly realize just how different college is. College costs more, presents more academic challenges, and offers a more social environment than high school.

First, in terms of cost, college is more expensive than high school because of tuition, living expenses, and books. Anyone who wishes to attend college must pay fees, whereas it is free to attend high school. College tuition can start at roughly \$1,500 per term and can wind up costing as much as \$2,000. The government funds high schools, so high school students do not have to pay for their education. In addition to tuition, college students must also worry about the residence or rental costs for living close to the college's campus. In Toronto, rental costs for a basement apartment can range from \$400 to \$600 per month (not including utilities), and residence fees at

most colleges work out to roughly \$2,000 per term. In contrast, high school students have no living expenses because the majority of high school students live at home with their parents for free. College is also more expensive than high school when it comes to the cost of learning materials, such as textbooks. In college, students must buy textbooks for each course they take. These books are not cheap, and they often wind up costing students several hundred dollars once students have purchased the books for all their classes. High school students never have to worry about buying their textbooks because high schools always keep a set of books, which students use and then return at the end of the year. Not only do college students have to pay more money than high school students for their education, but college students also have much more work to do once their bills have been paid.

Second, the workload in college is more challenging than the workload in high school. College students are faced with the task of having to complete an average of three to five assignments per week, whereas high school students average only one to three assignments per week. There are more college assignments, and they are also more challenging and can take up to eight hours to complete successfully. In contrast, high school students do not have to commit as much time and effort to their assignments and can often finish all of their homework in the same amount of time it takes a college student to complete a single assignment. In addition to the extra time that college students put into their work, students experience extra pressure because their final grades are based on each assignment. In high school, however, an assignment is worth only 5% to 20% of a student's final grade. In college, an assignment is worth 25% or as much as 50% of a student's final grade. College students are consistently placed under more academic pressure than high school students.

Third, in college, there are more activities, sports, and clubs for students to participate in than in high school. College students have both the benefits of being able to join varsity sports teams as well as being able to use any athletic facilities the college has to offer, such as gyms, pools, and weight rooms. In contrast, most high schools often offer non-varsity sports teams, but very few high schools boast athletic facilities similar to those of a college. Colleges also host social events that are unavailable in high schools. Examples of these events are orientation week and pub nights. Furthermore, colleges offer more clubs than high schools do. High schools may have some clubs or groups that students can join; however, because high schools are smaller with fewer students, the variety of clubs is limited. Colleges are guaranteed to have a club for everyone because the population base is so large. Athletic facilities, social events, clubs, and special interest groups show the college environment to be much more social than the high school environment.

Based on financial, academic, and social aspects, college is more costly, more academically challenging, and more socially stimulating than high school. These differences need to be taken into account by those students who are entering college from high school. If new post-secondary students are conscious of these differences, they will be more adequately prepared for the challenges that college can present.

Harry Potter vs. Draco Malfoy

Can a hero and a villain ever be alike? Strangely, it would seem like the answer to that question would be no. However, when it comes to Draco Malfoy and Harry Potter, the two are more alike than you realize. Comparing and contrasting these two unique characters based on their destinies, families, and friends can show you how Harry and Draco have more in common than one might think. You can't control your fate. The truth of these words for Harry Potter and Draco Malfoy drive the paths of their lives. However, how each different boy's fate unfolds is what makes one considered the hero and the other a villain. Harry Potter is destined to be the "Chosen One". He did not choose this destiny, but it was thrown on him as a child because of how events unfolded for his family. On the other hand, Draco Malfoy has family expectations of siding with and supporting the death eaters because of his father's affiliation. Failure to follow Voldemort could lead to not only his death but that of his family. While fate is important, their families are what set their fate into stone. It's true that both boys had parents that loved them. However, the fact that Harry's parents died when he was just a child and he was raised by the Dursley prepared him for the hardships to come. He had a thick skin from suffering ridicule and emotional abuse for years. Therefore, when it came to right and wrong, he was prepared to stand up and fight for what was right. This was not true for Draco. Coddled by his mother Narcissa, Draco lacked the backbone to stand up to his family or Voldemort. He simply accepted his fate. Another factor to drive their characters were their friends. Both boys had a very close-knit group of friends they relied on. For Draco, his friends were the thugs, Vincent Crabbe and Gregory Goyle. However, the scope of their friendship was more of a leader and subordinate relationship. Contrarily, Harry had a close relationship with Hermione Granger and Ronald Weasley. Their friendship became as close as a family through the series. They were also pivotal in helping Harry to defeat Voldemort. When you compare and contrast Draco and Harry, it's easy to see the boys are not as different as it seems. If their family or friends had been different, then their fates could have easily been changed. So it begs to question, are a hero and a villain defined by good and evil?

Exercise:

1. Compare two musical styles, such as Carnatic and film music.
2. Compare doing research using books and on Internet.
3. Compare living on campus and living off campus.
4. Compare raising children in a city and village.

Chapter 3 - Business Correspondence

Introduction:

We use Business correspondence to exchange the information in a written format for the process of business activities. Business correspondence can take place between organizations, within organization or between customer and organization. The correspondence refers to the written communication between persons.

Importance:

Business correspondence serves as a formal method of communication between people. It also provides valuable information on business related matters and serve a legal purpose.

Principles of good business correspondence:

- Give importance to clarity of purpose before beginning a business letter
- Clarity of thought
- Convey accurate and relevant information
- Avoid Jargon
- Practice is the key
- Be direct
- Avoid Verbosity

LETTER OF ENQUIRY

A letter of enquiry is a letter written to enquire about something that you want to know. It plays an important role in modern business. The key reason for writing this letter is to ask or gather information about any kind of business related matters.

TEMPLATE

From/Sender's address:

(Including email and phone number)

Date:

To/Receiver's address:

Salutation:

Subject:

Body of the letter:

* Purpose of writing

*Detail of the enquiry

*Conclusion

Complimentary Close

Yours sincerely

(name/signature)

NOTE: When the letter is sent from a company/organization it is on a letterhead.

Example:

Enquiry letter for joining course/classes/college

XYZ

Vijayanagar, Bangalore 40

1112223334

xyz@gmail.com

4 October 22

Dr.ABC

Principal

PQR College of Science

Basaveshwarnagar , Bangalore 79

Dear Sir,

Subject: Enquiry regarding M.Sc (Chemistry course)

I wish to make certain enquiries about M.Sc (Chemistry) course offered by your institution. I have just completed my B.Sc from PQR College, Vijayanagar and want to pursue M.Sc. I would like to know the fees structure and transport facilities. I am passionate about Chemistry and want to do my masters in the same.

I will be grateful if you could send the brochure along with the enrolment form enabling me to register myself for the course at the earliest. I have enclosed a DD of 250/- for the brochure.

Thanking you.

Yours faithfully,

XYZ

Enquiry Letter for Purchasing

EFG

Rajajinagar, Bangalore

8887777888

efg@gmail.com

8 September 2022

Pal Electronic and Electrical Ltd
8th cross
Malleshwaram, Bangalore

Dear Sir/Madam,

Subject: Enquiring about laptops

I write this letter to enquire about laptops with good battery backup, latest technology and within the budget of 70k.

So kindly send the details of the models with the above mentioned features. Please contact the above mobile number or can email to efg@gmail.com.

Thanking you,

Sincerely,

EFG

COMPLAINT AND REPLY LETTER

Complaint letters are written to the concerned authorities when you are not satisfied with some service. It is an essential component of customer service and business success. Not only is the means to gather valuable customer insight, it also helps to company's progress and improvements that lead to reduced costs, increased profitability and increased customer satisfaction.

Reply letter is written in response to the complaint or enquiry letter. It helps in maintaining proper relationships between the parties. It strengthens the business. It also helps to satisfy the customer by fulfilling the request of an enquiry.

Complaint letter template

Sender Name:

Address:

Mobile Number:

Email address:

Date:

Ref: (product number, account number)

Name of contact person:

Designation:

Company name:

Company address:

Salutation:

Body of the Letter:

Thanking:

Enclosure:

REPLY LETTER TEMPLATE

Company name and address

(As a letterhead)

Date:

Receivers address:

Salutation :

Body of the letter:

Thanking as an ending clause

Yours faithfully

Name

Designation

Example:

COMPLAINT (Missing part)

XYZ

Attiguppe, Bangalore

6668888666

xyz@gmail.com

7 June 2022

Ref : AO/140/4/6/2022

ABC

Sales Manager

Vijay Telecom Ltd

Chandra Layout, Bangalore

Dear Sir,

My name is XYZ and I am a resident of Attiguppe. I write this letter in reference to the order bearing number AO/140.

I write this letter to bring it to your kind consideration that the product was delivered on 6 June 2022 with tracking ID CD120. I would like to mention that the charger was missing from the package delivered.

I request you to take urgent action on the same and arrange to deliver the balance material.

Thank You.

XYZ

Reply letter to the above complaint

Vijay Telecom Ltd Chandra Layout Bangalore

PH:080333444555

Email: vijayteleltd@gmail.com

10 June 2022

Mr. XYZ

Dear sir,

I regret that the charger was missing in your order that was delivered. On verification it was discovered that our packing section had made this mistake while packing the mobile. The charger which you did not receive with the order is already dispatched.

The employers in the packing section have been warned about the serious consequences of such mistakes in future.

Once again we regret the inconvenience and assure you that such mistakes will not recur in the future. We assure you the best service.

Thank you

Yours faithfully,
EFG
Service Manager

ORDER LETTER

In business communication the letter that is written by a potential buyer to the seller requesting him to deliver goods is known as an order letter.

Importance: It serves as a documentation for further reference and record keeping. It benefits both the involved parties. It generally contains details such as product specifications, their quantities, a price that the parties have agreed upon, the date of delivery, what to do in case there is a late delivery etc.

TEMPLATE

From address

With mobile no

And

E mail address

Date:

Recipient name:

Designation:
Company name:
Address:

Salutation:

Body of the letter:

Closure:

Example 1:

PQR
Vijaya Paint House
RPC Layout
Vijayanagar Bangalore
8889999888
pqr@gmail.com

4/10/2022

SMS
Manager
National Paints Co. Ltd.
Sunkadakatte
Bangalore

Dear Sir,

Thank you for your quotation and price list. We are glad to place our first order Enamels paint 1000 tin with you. Since the goods are required immediately as our stock is about to exhaust very soon. We request you to send the goods and bear the transportation charge.

We shall arrange payment within 10 days. Please send all commercial and financial documents along with goods. We reserve the right to reject the goods if received late.

Yours faithfully
PQR
Vijaya colour House.

Example:2

ABC
Sharan Footwear
Malleshwaram Bangalore
4444666622

abc@gmail.com

5 October 2022

SLV

Sales manager

Bata Wholesale Dealers Ltd

MG Road Bangalore

Dear Sir,

With reference to our previous discussion on 3rd October during previous visit for the purpose of order of boots, we would like to inform you that we are happy to place an order of 500 pairs of black boots in the already discussed design and sizes. We would be grateful if the order is delivered at our warehouse located at Malleshwaram by 15th of this month.

The payment for the said order will be on COD basis. Kindly consider the order to be revoked. We wish to have a fruitful and long relationship with your organisation.

Sincerely

Exercise:

1. Draft an enquiry letter to enquire fees and duration of Personality Development course.
2. Write a complaint letter to Vikram Automobiles for immediate response for the missing of accessories.
3. On behalf of the VIJAY Automobiles draft a reply letter to the complaint received by Vijay which states that the accessory is missing in his order.
4. Draft an order letter on behalf of Sharada Stationery to Sanjay Paper Mart to order 1000 reams of A4 size paper.

Chapter 4 - Commercial Writing (Business Writing)

Commercial writing is writing for businesses. It is also known as copy writing. A copywriter or freelance commercial writer writes 'copy' or text to help business to communicate with their customers.

Types of Commercial Writing:

1. Advertisement Writing
2. Product Manual
3. Poster/Brochure Writing

Advertisement Writing: An Advertisement is a kind of public announcement which is made through a public medium (TV, Newspaper, Radio, leaflets, pamphlets etc. are extensively used for such purposes). It is non- personal, oral or visual message regarding a product, a service or an idea.

An advertisement attracts immediate attention of the public. It is very potent tool for promoting sales or services. It is used to influence the minds, tastes and even motivates the masses.

There are two types of advertisement:

1. Classifieds
2. Commercial

Classified:

A classified advertisement is a small advertisement that we put in a newspaper or a magazine, usually because we want to sell or buy something or to find or offer a job.

These are inexpensive, and extremely short. Short sentences and words are used throughout, and the writing style is straightforward and clear. Every newspaper has a separate section for classified advertisements.

Essential details to note in Classified Advertisement:

- Classified ads are of in between the range of 50 words.
- Must use simple language.
- Clearly state the category like - For Sale, To Let, Sale and Purchase, Accommodation wanted, Tours and Travels are included in classified advertisements.
- Put the matter inside a box
- Give contact address, mobile number etc

Types of classified ads: Situation/Vacant, Lost and Found, Sale and Purchase, Accommodation, Educational, Placement Services, Matrimonial, To Let, Tuitions, Packers and Movers etc.

Advertisement Writing Format:

Following are a few commonly used formats for advertisement writing:

Title of Advertisement

(E.g.: Flat for sale/Driver wanted/Situation Vacant/
Accommodation Required/Missing Persons etc)

Body of the Advertisement

The Advertisement should be to the point. Make sure the language is simple and easy to understand. Your advertisement should be direct and relevant. Mention the place and contact details. If required, certain types of advertisements can also include details of reward or monetary incentives.

CLASSIFIEDS

1167200586 / alpicv@gmail.com

G.P. Consultants & Developers

Requires for their Office at Shivaji Park, Mumbai.

ADMIN ASSISTANT

Commerce Graduate with min 2-3 yrs. Exp.

RECEPTIONIST

Graduate in any faculty (Fresher / Exp.)

LIASONING ASSISTANT

2-5 years work experience in MFG or C&A

5) Dialysis Technician
6) Psychiatrist (Honorary)
Last date of submitting forms is 6/7/2012 bet.10 am to 4 pm
For Sr. No. 3, 4, 5, 6 send application with your CV addressed to MD (BJWHC).

SHUSHRUSHA Citizens' co-operative Hospital Limited, 698-B, Ranade Road, Dadar, Mumbai 400028 requires: Intensivist MD or DNB (Gen.Medicine / Cardiology / Anesthetist) for 17 bedded ICU & Cardiac Cath Lab. Clinical Assistants MD (Gen.Medicine), MS (Gen.Surgery). Medical Officers M.B.B.S. / B.A.M.S. - registered with M.M.C.

Ph: 23780009/10/11 (9-6pm)

Require Male & Female

Beautician

for a new Salon at Lower Parel

Contact:-

99309 37855

98245 88177

Experienced Agents/ Trainers any company, Retired LIC officials. Attractive compensation + Incentives

Contact: 9910777144, 9818488878 masstrainers@gmail.com

ADVERTISING

AD Agency: Media Exe. Exp. in MW Press RO & Times ABS, Co-Ordination, Fluent english at Vile Parle & Fort. salary 10 to 13000+ Call 26285444/5/6

SALES

Get Experience In Retail Sales

While positions in retail clothing stores and fast food restaurants may be the number one job of choice for your peers, we challenge you to challenge yourself with Sales Resources. Sales and Marketing Intern position. Only a select few applicants will be admitted to our program, in which you will develop valuable sales and marketing skills that will be applicable in the post-graduate business world. If you want to start preparing for your new career today, contact us now at 005-000-0000 or by e-mail at Volunteer@getretail.com. EOE.

Company Logo

Post Name and Text (100x50px)

CHARLENE'S DEPARTMENT STORE

WWW.CHARLENEDEPARTMENT.COM

NOW HIRING

Charlene's is seeking a customer-friendly cashier for weekday afternoons. Job description includes making sales, taking exchanges and assisting customers. Successful applicants will pass a basic math test and demonstrate creative problem-solving skills. Applicants can apply in person at 86766 Smith Hwy. EOE

PHARMACISTS!

Are you a talented pharmacist with strong retail/hospital experience looking for a regular schedule?

Gauge Drugs, an independently owned and operated pharmacy with four locations throughout the Riverside area, is looking for a full-time, first shift Staff Pharmacist to join our friendly, family-oriented team.

We are seeking an applicant who enjoys a positive work environment and is willing to work hard and maintain a great work ethic. Candidates must have leadership abilities, enjoy helping others and possess a B.S. in Pharmacy or Pharm.D. Previous retail experience preferred.

Send "resume" and salary requirements to:

Gauge Drugs
14 Riverside Lane
Auriferous, PA 15427
Attn: Louise Pyle

A proud member of the Greater Auriferous Community for over 10 years!

1. You are Harshitha/Harshith of 15, Vidya Nagar, Bengaluru. You want to sell your flat as you are shifting to another city for work. Draft a suitable advertisement in not more than 50 words to be published in The Hindu under the classified columns.

FOR SALE

Flat No.15,VidyaNagar, Bengaluru,
First Floor with 3 bedrooms with
attached bathrooms, car parking
available, 2 balconies, best location,
north facing, 24 hour power and
water supply, low maintenance.

For further details,

Contact:Harshith/Harshitha
9831XXXXXX

2. Principal, Excellent Global College, MG Road requires a receptionist for college. Draft a suitable advertisement in about 50 words to be published in the classified columns of a National newspaper giving all the necessary details of qualification and experience required.

RECEPTIONIST WANTED

REQUIRED a young, dynamic, smart,
and friendly female receptionist for
Excellent Global College, MG Road.
Attractive salary with fringe benefits.
Healthy work environment. Fresh
graduates having honours or equivalent
degree in English with good
communication skills can apply by
sending their cover letter and resume
till September 30th to below mentioned
id: Abc359@gmail.com.

For queries: Contact:9480XXXXXX


3. Commercial: As the name indicates, commercial advertisements are often branded and have more elements of design in their ads. When an organization/company is selling a

product or services or simply promoting their brand are known as Commercial advertisement writing.

They basically display advertisements with large space occupancy and hence are more attractive. These could include short commercials in TV programs, billboards, wall paintings, printed fliers, web banners, shopping carts.in-flight advertisements and many more.

Essential details to be noted in commercial advertisement:

- It is designed for commercial purpose.
- It takes more space and is more expensive in terms of advertisement cost.
- These are visually more attractive with varying font, shape and size.
- There are catchy slogans, punch lines with witty expression with pictures or sketches.
- Do not forget to mention the name of the company/institute/organizers etc.
- Mention the details of the product/event/educational course etc.
- Mention if there is any special discount. Bold out the offers.
- Mention the address of the company/ institute/organizers etc.



EXPRESS WITH ELITE!

*Elite Pens
Enjoy Writing
with an Excellent range of pens of
Gel pens, Ball pens, Designer Pens*

**Made with technology from Japan
Available at affordable prices**

Contact for business opportunity: 28, Narayan Vihar, New Delhi



1. Draft a commercial advertisement for Diamond Jewellery shop offering an attractive offers to customers.



2. Write a commercial advertisement to promote summer holiday traveling package.

BEAT THE HEAT

Enjoy the surroundings of
Kashmir/ Leh/ Ladakh

Get upto 40% discount on
HOLIDAY PACKAGES

Package starting from 6000/person including Food &
Accommodation

Contact Us @ 1234567899

Product Manual (Instruction manuals and user manuals)

A user guide, also commonly known as a user manual, is intended to assist users in using a particular product, service or application. It's usually written by a technician, product developer, or a company's customer service staff. In order to make a customer journey as smooth as possible, the user manual should be an integral part of any product experience.

Almost all products, whether physical, hardware, or software, are aided with an instruction manual to help users to know how to use the product. A well-crafted, user friendly product manual or user guide can mean the difference between a fantastic customer experience and a terrible one.

What to include in your product manual?

Instruction (product) manuals are not novels. Customers don't read them for pleasure or to pass time. They read them to get actionable advice on how to navigate your product or to overcome an issue when they encounter one. A successful user manual provides users with quick and detailed answers to the questions that they might have about your product. Below are some tips on writing user manuals that will help you to write an instruction manual that your customers will find useful.

1. Objective of your instruction manual

The first step in creating an effective manual is to have a clear objective in mind. Make sure you know exactly what your instruction manual needs to cover in order to avoid information overload or confusion.

2. Think about what you want to include

In order to create an effective user manual, you need to have a good idea of what type of content you want to include in it. Compile all the information, knowledge, process, checklists, etc. that need to be included.

3. Keep your readers in mind

When writing a manual, you need to think like a user. We know that you know everything about your product, but guess what, your customers don't. Assume that your readers have absolutely zero knowledge of the subject matter.

4. Collaboration is Key

Writing these documents is not an easy task. You can't be casual about it. A good way of making sure you don't miss out or miswrite some critical information is to get some help. Gather your peers around and start working on the document collaboratively.

One person could be in charge of writing it while others review it, help, organize the information, and create visual assets for the user manual.

5. Get Organized

Once you have an idea of all the information you want to include in the instruction manual, it's time to organize that information. Outline the flow of the manual into different sections, or parts. Think about breaking it up into categories based on what users may search for.

Make sure that the instruction manual is in a smooth flow and covers all in-depth processes from start to finish.

6. Write Clear Instructions

Now that you have everything outlined and organized with a clear structure in mind, the next step would be to start writing. Giving clear, to-the-point instructions help your customers get up to speed with your product or solve their issues with it quickly.

Always using numbered lists for instructions and keeping the content concise are some great practices for writing a good manual.

7. Add Structure with Table of Contents

Adding a table of contents to your instruction manual is a must. If your instruction manual is heavy on pages, the importance of having a table of contents increases exponentially. The table of content provides navigation to the reader and helps them go to a particular topic quickly.

Since customers are not looking to read your manual from start to finish and are just looking to solve a particular problem or learn about a topic, adding a table of contents helps them save time and effort.

8. Add Visual Aid to Your Instruction Manual

It's clear, that images and videos convey a richer communication experience than text-heavy content alone. Making your online manual interactive with how-to videos and audio instructions can be a great way to enhance engagement and help customers or clients effectively.

9. Time for a test drive

Since an instruction manual will play a crucial role in helping your users understand your product, it's important to always keep on improving the user manual and try to make it even more perfect.

Therefore, always ask employees, especially those who are unfamiliar with the product or have not worked with you in creating the instruction manual, to give their honest feedback and suggestions on how to make it more effective.

Types of Manuals:

One of the most widely-spread types of technical documentation is manual. Nowadays, practically everything that surrounds us has a manual. Whether we use a mobile phone or buy a kitchen gadget. Manuals help customers, and technical specialists use and maintain products and devices.

- **Service manual** — helps technicians and other trained people service, maintain, and repair equipment. It usually contains information on the problems and breakages that may occur and guidelines on how to fix them.
- **User manual** — assists people to use a particular system or device. It provides instructions for both skilled and unskilled users for setup, operation, and maintenance of a product. It may have precautions and problem guidelines.
- **Operation manual** — provides guidance for the staff to perform their functions correctly and efficiently. It describes what and how should be done, which is especially important for the quality of goods and services. Moreover, it contributes to the safety of products and services.
- **Training manual** — contains instructions to improve the quality of performed tasks and processes. It is aimed at teaching and upgrading the skills of employees. It can be used as a reference document in the workplace or by a trainer to revise the material.

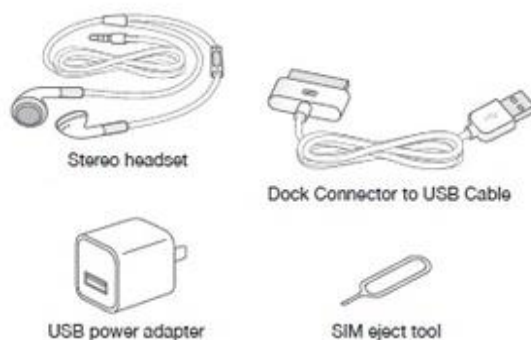
- **Policy manual** — contains policy guidelines, rules, resolutions, and procedures of a company. It helps the management run the business and make decisions; it regulates the course of development of a company.
- **Organizational manual** — describes positions in the company, their responsibilities, duties, functions, relations. In other words, it defines job descriptions and functions of all employees in a company, which enables it to perform all the functions in an effective way.
- **Administrative practice manual** — gives standard methods and procedures for the personnel to fulfill the functions and cooperate effectively. It may contain instructions for different departments or guidelines for corporate correspondence. Sometimes, it may contain instructions on how to improve the knowledge and skills of the employee.

Example for Product Manual:

iPhone at a Glance



iPhone Included Accessories



UserGuideManual.Com

Instruction Manual

Setting the Timers to Zero

1. To set the 1/10 second hand or the 30 minutes timer to zero push button A

Correction Mode

1. To set date unscrew and pull out crown one time. Turn the crown to change the date.
2. To change the time you must pull out the crown twice and turn the crown to the desired time.

Timing Mode

1. To initiate timing sequence push button A once.
2. To stop timing sequence push button A again.
3. To reset to zero, push button B

10



11

Poster/Brochure Writing:

Poster: Posters are placards displayed in a public place announcing or advertising. Posters are notices, advertisements and invitations. The purpose of designing a poster is either to create social awareness about issues related to current problems and needs, to advertise, to extend public invitations and display notices.

Main features of a poster:

- Layout visually attractive/eye catching
- Title suggestive /catchy
- Use slogan, short verse and persuasive language
- Sketch or make simple drawings
- Proportionate spacing
- Mention essential details like time, date, venue (for an event)
- The theme or subject of the poster
- Description or details associated with the theme
- Word limit (usually 50), in a box within 1 page

Format of a Poster:

NAME OF ISSUING AUTHORITY

TAGLINE

TITLE/NAME OF THE EVENT(exhibition, workshop etc)

SPECIAL ATTRACTIONS

ILLUSTRATION (WITH A CAPTION)

WHEN(date &time) AND WHERE

ENTRY FEES(if any) AND OTHER RELEVANT INFORMATION

CONTACT INFORMATION

Example: You are Parnika/ Pranav of Stanford College, Bengaluru. Your college is organizing a workshop on “Prevention of Drug Abuse” in the coming week. Prepare a poster with complete information for the students.

Stanford College, Bengaluru

Organizes

Workshop on ‘Prevention of Drug Abuse’

in association with Drug control society, Bengaluru

On:9 September 2023, 11:00 AM

At: College Auditorium

For students of First & Second year B.Sc/BCA

Resource Person : Dr.Chandan Das



Brochure: It is a type of small magazine that contains pictures and information on a product or a company. It can be folded into a template, pamphlet, or leaflet. Brochures are promotional documents primarily used to introduce a company, organization, products or services and inform prospective customers.

Tips on Writing a Brochure:

- **Focus on a topic:** Pick a specific topic to write about. What's your angle? What's your sales pitch? Most of all, what makes your company unique?
- **Create a grabbing title:** Create an eye-catching title. You don't have to be super clever here; you just have to be clear and encouraging. Try to keep your titles limited to about six words.
- **Be specific:** No one wants to read a brochure that doesn't mention specific information. Remember to be specific and highlight the details that hold the greatest potential
- **Mix writing styles:** When people sit down to read a brochure, they want the most relevant and important information presented to them, with details on how they can find out more. Break the topic into appropriate headers. Use bullet points, numbers, and other lists to highlight the most pertinent information.
- **Consider including testimonials:** If you've ever received any positive feedback, ask that person for their permission to include their quote in your brochure.
- **Include pictures:** Brochures are supposed to offer the most important bits of information. However, readers will always gravitate towards the most visual guides. Include photographs wherever possible.
- **End with a call to action:** You've lured everyone in with your enticing facts, stats, pictures, and blocks of text, it's time to tell them how they can find out more.



Exercise:

1. You are a builder and the proprietor of 'Dream House Makers'. Draft a suitable advertisement for a new multi-storeyed residential building for sale to the public. Include details like area, surroundings, facilities, etc.
2. You are the proprietor of a finance company. You have a special scheme for car loans/ house, building loans for public. Write an advertisement in about 50 words.
3. Hush Puppies- Shoes wish to announce their annual clearance sale before Diwali. Write a suitable advertisement.
4. Draft a commercial advertisement for the inauguration of beauty clinic/boutique/health club/sports complex, etc. Don't exceed 50 words.
5. Write instruction manual for Mobile Tempered Glass Installation using below picture and following words (position screen protector, Clean, wet tissue, protective layer, align etc).

Tempered Glass Installation



7. Design a poster that create an awareness about

- a) Donate blood
- b) Save water
- c) Drug Addiction and its Dangers

8. Design a poster for sale of a 'New Model Electric Scooter'.

9. Draft a Travel brochure which includes destination, hotel, service, accommodation and price.

10. Your college is organizing an Inter-Collegiate 'Science Fest'. Prepare a brochure.

MODEL QUESTION PAPER

III Semester B.Sc/BCA

Marks: 60

Duration: 2.5 hours

Instructions:

1. Answer all the questions
2. Write the question numbers correctly
3. You are allowed to use colour pens/pencils to draw posters/brochures

Section – A

I. Answer any five of the following questions in one or two sentences: 5x2=10

1. Who was Whiskers?
2. What was Nepommuck doing at the reception?
3. Why did the presence of Nepommuck frighten Mr. Pickering?
4. Whom does Nepommuck think Eliza was?
5. What claim did the note taker make with respect to language?
6. Who were the note taker and the gentleman?
7. Why had the flower girl come to meet Mr. Higgins?

II. Answer any two of the following questions in a paragraph: 2x5=10

1. What was Mr. Higgins opinion on women and marriage?
2. How is Mrs Pearce's assessment of Mr. Higgins contradiction to his own assessment?
3. Write a note on the relationship between Eliza and Mr. Doolittle.
4. Why according to Mr. Doolittle, did he deserve five pounds?
5. What were Mrs. Higgins concerns with respect to Eliza?

III. Answer any one of the following questions in a page: 10x1=10

1. Discuss Eliza's transformation in the play Pygmalion.
2. In what ways is Pickering a more influential teacher than Higgins?
3. Pygmalion is a coming-of-age story of Eliza .Elaborate.
4. Answer any two of the following questions in about a paragraph:

IV. Answer any two of the following questions: 5x2=10

1. Explain the twelve rules of being Priyanka Chopra.

2. Explain the philosophy Kiran Bedi inherited from her parents
3. Write a note on two different set of Polity
4. “My message is that we'll be watching you.” Explain the statement with reference to Greta Thunberg’s UN Speech.
5. ‘Hinduism taught the world both tolerance and universal acceptance.’ Explain.

SECTION - B

- V. Prepare a power point presentation on the negative effect of mass media on students.

OR

Write a presentation about ‘Yoga for physical and mental Wellness’. 5 marks

- VI. Write a paragraph in about 150 – 200 words on any one of the following: 5 marks
Your childhood and the impact it will bear on your future.

OR

Sports plays a vital role in life

- VII. Draft a letter of enquiry about the hostel fees and facilities in your college. 5 marks

OR

Write a letter to Karnataka Carpentry House to place an order for 1000 wooden chairs for your company.

- VIII. You are the owner of Sunshine Builders. Write a newspaper advertisement about 3 and 2 BHK flats available for sale. 5 marks

OR

Design a poster to create awareness about the benefits of electric vehicles.
