

UNIT :- 3 "Written Communication"

Note Taking

Note taking is the act of writing down pieces of information in a systematic way. It is the first stage of producing an effective note and is the process which involves writing or recording what you hear, see or read during Lectures, Tutorials, Webinar and Seminar in a descriptive way.

Note taking may also be referred to as the practice of recording information captured from another source. By taking notes, the writer records the essence of the Information, freeing their mind from having to recall everything.

Note taking involves:

- a. Notes being copied from the original source and rewritten in a similar format.
- b. Writing down most of what you hear or read without actually processing the information.
- c. Note taken while trying to cover most or all information without highlighting the main points or issues.

Some of the advantages of Note Taking include:

1. It promotes active learning
2. It is necessary for easy memorization of facts
3. It improves focus and attention to details
4. It boasts comprehension and retention of what you have just listened to

Note Making

Note Making is the practice of keeping record from different sources. It essentially goes beyond writing down what you hear or see.

Note making is a more intellectual activity than Note taking as it involves selecting, analyzing, and summarizing what you hear and read. Note Making is therefore an active approach to studies as it forces you to think as you have to make decisions about what you write.

In some other words, Note Making means taking separate notes from your Lectures, videos, books and creating one document that combines the information you have obtained into a briefing that you will probably use for revision or future reference.

Ultimately, Note making can be defined as a way of recording important details from a source. That source could be books, articles, meetings, or any oral discussion.

Making notes is different as they are the resources you create yourself. They tend to be more concise. As mentioned earlier, the first step to knowing what kind of notes to make is to think about WHY you are making notes. For example, are you: Clarifying notes from class and making them neater and easier to understand? Reading for an essay or other assessment? Trying to connect ideas together? Revising for exams?

From reading:

- Don't just copy out whole sections and paragraphs.
- Be certain you know WHY you are reading. This will help you to work out what is important and needs to be written down.
- You might want to skim through the chapter/piece quickly first to see the layout, headings and main themes. This might help you organise your thoughts and understand the structure.
- Use highlighters sparingly – they're for highlights, not a new colour scheme.
- Have a deadline for when you will stop reading. You'll need time to process and reflect on what you've read.

There are three stages of Note making:

1. Before stage: This is where you prepare by finding out what you need to know and what is the purpose of Reading or Lecture.

2. During: This is the stage where you note down the main ideas and key words

3. After: Here, you reflect, review and organize your notes.

Flowing from the above Note making happens when you:

1. Synthesize your reading from a number of sources on the same topic
2. Summarize for yourself the connections in any reading or from any lecture
3. Add your own critical comments to what you read or hear.

Advantages of Note Making

- a. Note making is essential in Academic writing and preparation for Exams
- b. It helps in recording and recollecting past events said or heard
- c. Note making provides a permanent record of things and helps one in understanding materials, topics, and concepts easily.
- d. Note Making helps one to put Notes in their own words
- e. Note Making makes it easier to distinguish between key points and details
- f. Note Making helps a person to pay attention to what they are reading, as you cannot make note without paying attention to what you are reading.

Note-Making: styles and techniques

There is no one 'right' method. Some ideas include: Smaller and smaller...

Original notes from class or reading. These are longer and less concise. Making them shorter will aid understanding and help identify learning gaps. Notes are reduced by about half by this stage. By now, notes are much shorter.

Note-making : styles and techniques

Linear Notes

1. Linear notes can be in list form.
2. They look neat and have nice
 - 2.1. Sub-headings
 - 2.2. As well as being in a logical order.
3. BUT... they might encourage you to copy down rather than think about ideas.
4. AND... they don't allow flexibility in linking ideas.

Summarization

Summarization is a process of automatically condensing and rewriting a large chunk of text to create a small, crisp summary. A summarization system should give the reader most of the information present in the original document while also ensuring that no information has been lost during condensation.

The application of summarization systems is extensive, such as: helping the reader to get a quick understanding of an article, saving time for analysts and researchers in their information-gathering process, reducing the amount of written text that students need to read and understand (in educational contexts), and even increasing efficiency and productivity in business settings.

Some systems for automatic summarization use full text in order to identify important sentences. Other systems use abstracts, key sentences or other summary-like structures when the full text is not available.

Some automatic summarization systems produce summaries that are grammatically correct, while others tend to produce fragments of the original texts with some inserted sentences to help convey the main points. Some automatic summarization systems use a language model to capture the meaning of sentences and a grammatical model to ensure that they are syntactically correct; there are also hybrid approaches that combine both language models and grammar models.

A trend in recent research has been towards using natural language processing (NLP) techniques for automated summarization of text in order to capture both the meaning and the style of the original document.

Summarization systems can be categorized based on whether they produce their summaries by extracting or abstracting information from the full texts. Abstraction-based summarizers extract sentences that are representative of some selected portion of the full text, while extraction-based summarizers identify a set of key sentences that are most relevant to the topic of the document.

The effectiveness of a summarization system depends on several factors, such as the type of text, the summarization algorithm used, and the user's preferences. However, overall, summarization systems have been found to be effective in reducing the amount of text that readers need to read to get an understanding of the main points of a document.

What is Summarizing?

Summarizing is considered as a process of taking information from a comparatively longer chapter, theory, or write-up and creating a smaller version of it that covers all the facts and main points of the original version. An example of summarizing is to write a three to four sentence description that covers all the main points of a story or poem.

How Students Get Benefited From Summarizing?

Summarizing helps students to learn the technique of taking out the most important ideas from a text. They also learn to ignore irrelevant information that is present in the text, and students with these skills are capable of integrating the central ideas in a meaningful way from any theory or conceptual write-up. Students who are learning how to summarize, improve their memory abilities, and become more skilful in the process. Summarizing strategies is adopted in almost every area of studies or industry.

Why Use Summarizing?

- It acts as a great help for students to learn how to determine essential ideas and find out different details that can support those ideas and make them more useful.

- It helps the students to improve their focusing skills so that they can focus on phrases and keywords from the assigned long text. They focus on parts that are worth noting or remembering.
- A student learns how to convert a large text into a small text. The short text has to comprise all the main points that are in the long text for a proper and concise understanding.

How to Use Summarizing?

As we all know, summarizing is the process of converting a larger text into its shorter version by retaining the main ideas from the larger text in the shorter version. This chapter of summarizing is an important one. Students learn how to summarize a big text into a smaller one by understanding the following steps.

- Steps)
1. • Read the text to be summarized carefully to understand it.
 2. • Keep in mind the purpose of the text by reviewing specific questions such as:
 1. What was the author's purpose for writing this text?
 2. What is the student's purpose for summarizing it?
 3. Is the student summarizing to support his/her points?
 4. Is the student trying to criticize the text through summarizing before collecting the main ideas?
 3. • Collect the relevant information that matches your purpose in order to be effective in summarizing.
 4. • Try to extract the main ideas from the long text, which seems relevant.
 1. Main ideas can be found in topic sentences.
 2. Try to distinguish between the main points and the subsidiary points.
 3. Try to delete all the unimportant sentences that are not necessary.

4. Try to find synonyms of some words but don't change the meaning of the sentence.
- The structure of the text must get changed after collecting the main ideas from the larger text.
 1. Try to identify the relationships that exist between words and sentences. You have to express these relationships in a different way while summarizing.
 2. Try to change the grammar of the text by changing nouns, verbs, adjectives, etc.
- 5) You can also break long sentences into shorter ones or combine short sentences into one long sentence.
- 6) 3. Try to make the text simple by reducing complex sentences into simple sentences, simple sentences to phrases, and phrases to words.

7)

Now rewrite the main ideas and information incomplete meaningful sentences. Combine by notes that you made earlier to create complete sentences. Use conjunctions like therefore, however, although, since, etc.

Invitation

Invitation Letter – An invitation letter is a written or verbal request inviting someone to go somewhere or to do something. An invitation is a request, a solicitation, or an attempt to get another person to join you at a specific event. When you ask people to attend a party, visit your beach house, or witness your marriage, you invite them by giving them an invitation.

Invitations are of two kinds:

- **Formal** → invitation card/letter → In a fixed format
- **Informal** → A letter or a note → Free handwriting

Formal invitations are sent to relatives, friends, acquaintances, etc. on social occasions. A simple yet elegant printed card is preferred.

Invitations are written in the third person.
Example:

- Mr. and Mrs. S. Surendran request the pleasure of the company of Mr. and Mrs. Rajkumar.....

Note that the English etiquette requires the husband's name to be written first.

Example:

- Mr. and Mrs. G. Joseph

Avoid the use of abbreviations for the names of guests, days, dates. However, the abbreviation RSVP (Repondez'il Vous plait) which means "Please Reply" is put at the bottom.

The subject matter is written in the centre setting. Details such as an address, dress code, or any other instructions are written at the bottom to the left or the right as per choice or convenience.

How to Write an Invitation Letter? (Steps)

Invitation letters are written exactly the way normal letters are written except for a few details here and there. Nonetheless, let's take a look at all the steps involved in the process of writing invitation letters...

Step 1. Write the subject line (if you're sending emails)

Your subject line should contain the essence of your letter. For instance, if you need to invite the parents of the graduating batch of your high-school, your subject line should look something like – "Invitation for the graduation ceremony of Class of 2020"

Step 2. Add your letterhead (Title)

This step is a must for when you are writing a formal invitation. You just need to add your organization's letterhead at the very top of the letter. Letterheads symbolize the prestige of your organization in a professional light.

Step 3. Mention the Sender's Address

The first thing that you need to mention right after adding your letterhead (only in cases of formal invitation letters) is the sender's address. This is also an extremely crucial step because this is the address where the guests will send in their RSVP's.

Step 4. Write the Date

After mentioning the sender's address, you need to mention the date of sending out the invitations.

You can mention the date in any format that you'd like – 12/07/2020 or 7th December 2020 or December 7, 2020.

Step 5. Mention the Recipient's Address

The next step is to mention the recipient's address, along with writing their names.

This step ensures that the recipient can be sure that it's them who's been invited to the event. (We're just kidding, obviously.)

Step 6 Include the Salutation

Always begin your letter with a greeting. You may write – Dear Madam/Sir if you do not know the recipient's name. If you do know the name of the recipient, write down their first and last name, and add a salutation in front of it. For example, 'Dear Elizabeth Brown'

End the salutation with a comma and skip a line. You must always try to find out the full name of the individual that you're sending the letter.

Step 7. Write the Main Body of the Letter

You should always start your invitation letter with phrases like...

- We're pleased to welcome you...
- Our organization will be venerated to welcome you as a guest...
- It would be a pleasure for us if you could come...
- We would be glad if you could come to...
- On behalf of our organization, we would like to welcome you...

Writing phrases like these at the beginning of the letter demonstrates your respect and happiness towards inviting an individual to the event. After you've written that, specify the intent of the event clearly in the first paragraph itself.

Mention the most important details like the date, time, and venue in the first paragraph itself.

This information should be accessible at the very beginning of the letter as it would be convenient for the recipient to find these important details without reading the entire letter again.

In the second paragraph, you should mark yourself as the host of the event. You must describe the event's purpose and why you believe it needs to be attended by the recipient.

Step 8. Include the closing and signature

Express your gratitude towards the recipient for considering your invitation. Mention that you're looking forward to seeing them at the event. In case you're going to call the person to get a response from them, mention the date on which you're planning to make that call.

In case you want the recipient to confirm their presence via email or by filling in a form, indicate the deadline by which you expect them to confirm their presence.

After writing all of this, write your contact information (email, phone number, etc.). Mention your designation if you are writing a formal invitation letter on behalf of the company. This way any individual can easily contact you if they have any questions related to your event.

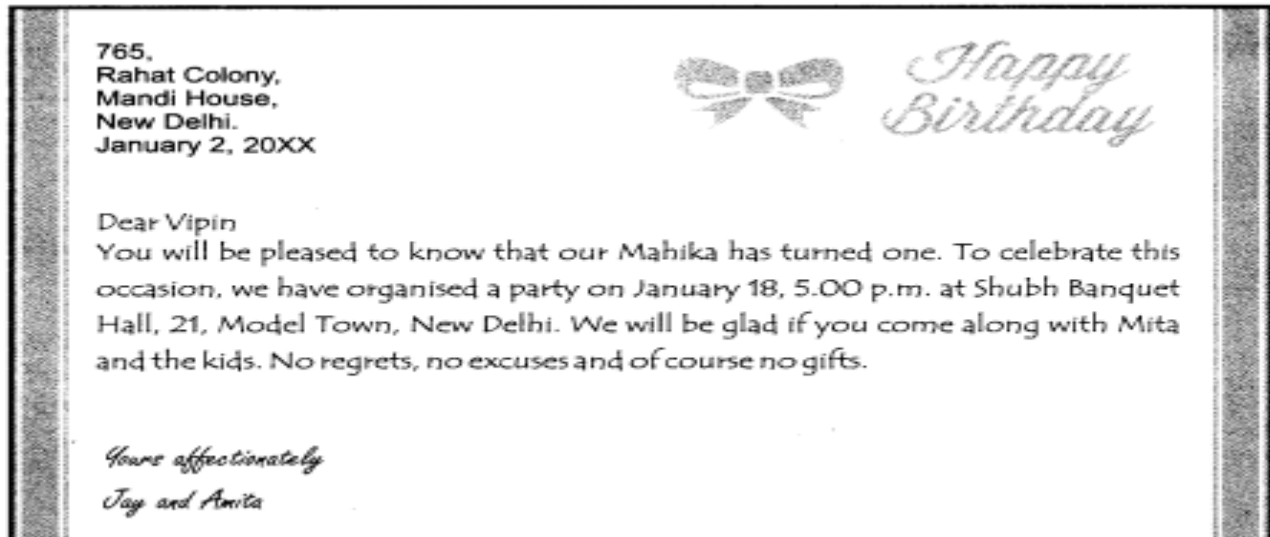
Step 9. Proofread your Letter

Have a final look at your letter before you send it out! Make sure that the grammar is correct, the punctuations are okay, and that there are no spelling errors. Also, ensure that your text doesn't include incomplete sentences or jargon words.

◆ Sample Invitations

1. Formal Invitation

<p>Inviting a dignitary as a Chief Guest for School Annual Day Function</p> <p>Good Samaritan School E-24, New Industrial Town Faridabad : 28 XXXX 14th May 20XX</p> <p>Mr P.M.Agnihotri, District Magistrate Civil Lines Faridabad : 28 XXXX</p> <p>Sub : Invitation for 'Annual Day'</p> <p><i>Respected Sir,</i></p> <p><i>It is with immense pride that we wish to celebrate our 25th year in the field of education on 25th May, 20XX from 10 a.m., in our School Auditorium. We shall consider it a great honour, if you could grace the occasion and preside over the function and handover the prizes to the achievers.</i></p> <p><i>Soliciting a line in reply by email to confirm your gracious presence on gss.jubilee@gmail.com.</i></p> <p>Yours faithfully Principal Good Samaritan School</p>



Invitation Letter and Reply Writing

Invitation Letter Format

Format of a formal invitation

The **format** shall include-

1. **Name of the host**
2. **Standard expression** (E.g., request the pleasure of your company, solicit your gracious presence)
3. **Purpose of the invitation**
4. **Name of the honouree**
5. **Day, date and time of the event**- Dates must be written in letters and you should not use abbreviation.
6. **Name of the place, location with complete address**- Enter the address, the venue of the party or event
7. **RSVP** (Respond if it pleases you)- Include an RSVP – this elegant abbreviation comes from the French phrase "Répondez, s'il vous plait"; which in English means "Please respond". An RSVP is essential at parties where you need to know exactly who will come, so you can organize things accordingly on the basis of their convenience.
8. Telephone or **mobile number or address of the host**

9. Any other relevant details

Format of an informal invitation

SENDER's ADDRESS- The sender's address is usually put on the top right-hand corner of the page.

DATE (In expanded) – The sender's address is followed by the date just below it, i.e. on the right side of the page. This is the date on which the invitation is being written. It is to be written in expanded form.

RECEIVER's ADDRESS

SUBJECT- Then we sum up the purpose of writing the invitation in one line. This helps the receiver focus on the subject of the invitation in one glance. It is important to underline the subject.

SALUTATIONS- This is where you greet the person you are addressing the invitation to.

— **BODY** —

COMPLEMENTARY CLOSURE- Mention the name given in the question paper. Do not mention your personal details.

DESIGNATION

Features of a Formal invitation are as follows-

1. The invitation should be **written in third person** and not in first or second person.
2. **Simple present tense is used.**
3. A polite and courteous tone should be used.
4. It is a single sentence presentation.
5. No signatures required.
6. Dates must be written in letters and you **should not use abbreviation.** However, date of writing must not be mentioned.
7. It ought to **explain why the party or event is being held,** "to celebrate..." or "to honour..."
8. Length as per CBSE guidelines is **limited to 50 words.**
9. It is generally enclosed in a box.
10. It should answer to the 5Ws:
 1. **WHAT**- The occasion
 2. **WHEN**- Date and time
 3. **WHERE**- Venue
 4. **WHO**- Name of the host

Features of an informal invitation are as follows-

1. They are written to friends, relatives, and acquaintances.
2. They follow the pattern of ordinary personal letters.
3. They are written in first/second person.
4. The style and tone is relaxed and informal.
5. Different tenses are used as per the demand.
6. The letter can be elaborative explaining the details of the event.

Example of Formal Letters

You are Faiz/Falak Mazumdar living at 39, Udampur Colony, Shimla. You decide to hold a dinner party to congratulate your grandparents on their golden wedding anniversary. Draft a formal invitation in not more than 50 words to all family members to attend a grand dinner at home. 4 (2018)

Answer:

Faiz/ Falak Mazumdar
request the pleasure of your benign presence
at the grand dinner
on the auspicious occasion of the
GOLDEN WEDDING ANNIVERSARY
Of
His/her
Grandparents
At his/her
residence
39, Udampur Colony, Shimla
At 8:30 pm
On
18 MARCH, 20XX
R.S.V.P.
Faiz/ Falak Mazumdar
98100XXXXX

Write an invitation in not more than 50 words to your friend Rameshwari to spend her winter break with you in Mumbai. You are Puja/Puneet of 25, Vikas Road, Mumbai. (COMPARTMENT 2018)

Answer:

25, Vikas Road

Mumbai

10 December, 20XX

Dear Rameshwari

As the winters are approaching, I invite you to spend the winter break with me at my house in Mumbai. At that time, the weather here is pleasant due to sea winds. I will introduce you to my parents and close relatives. Kindly confirm your arrival by mid- December.

Yours affectionately

Puja/Puneet

Notice

Notice Writing Format

A notice is a written or printed message or information that is shown prominently or published in newspapers or periodicals. A notice's tone and style are formal and factual, using straightforward and formal language because it includes a formal notification or information. Rather than being lengthy, notices are always brief and to the point.

Below mentioned are some of the important tips that you should know:

- At the top, write the word **NOTICE**.
- Include all pertinent information (date, venue, time) and also the notice's purpose.
- The individual issuing the notice's signature, name, and designation, along with the name of the organisation responsible for issuing the notice must be provided.
- Placing the notification in a box.
- Stick to the 50-word restriction that has been set.
- The school, organisation, or agency issuing the warning should be identified by name and location.
- Make a suitable and brief heading. It must be relevant to the material to be discussed. The reader should be able to figure out what the notification is about at first glance. and then devise a strategy of action.
- The goal of the notice, its terms, pertinent information, or other elements must all be stated briefly in the body of the notice. It must also be brief while still being comprehensive.
- Indicate the date on which the notice was issued.
- Make it clear who your target audience is (for whom the notice is to be displayed).
- Finally, check the text for spelling and grammatical errors. Also, make certain that the notice's text is clear.

Q. As Principal of Central School, Patna, create a notice of no more than 50 words advising pupils of a change in school hours beginning October 1st. Explain why the modification is necessary.

Ans:

NOTICE

Central School, Patna

2nd November 2021

Changes in School Schedules

All students are thus notified of a change in school hours beginning October 1st, 20xx. School will now begin at 9:00 a.m. and end at 3:00 p.m. Winters have been harsher in recent years, making it impossible to start early owing to the extreme cold and dense fog. As a result, these new schedules will be followed until further notice.

Principal

<p>Name of the organization</p> <p>NOTICE</p> <p>Heading to introduce the Subject</p> <p>Date -/-/-</p> <p>Body of the notice</p> <p>Signature</p> <p>Name</p> <p>Designation</p>

Agenda

An agenda, also called a **docket** or a **schedule**, is a list of activities in the order they are to be taken up, from the beginning till the adjournment. An agenda helps in preparing for a meeting by providing a list of items and a clear set of topics, objectives, and time frames that are needed to be discussed upon.

Format of an Agenda

An Agenda normally includes the following elements –

- **Meeting Agenda Title** – at the top; preferably center-aligned
- **Meeting Information** – Description of the purpose
- **Objective** – description of Agenda
- **Date** – for maintaining records of correspondence
- **Location** – the place of meeting
- **Time** – the actual time of commencement of the meeting
- **Meeting Type** – brainstorming or Discussion or Assessment
- **Time of Arrival** – time to begin the meeting
- **Time of Adjournment** – time the meeting ends
- **Attendees** – Number of people present, with their names

- **Preparation for Meeting** –
 - **Please Read** – instructions to be followed
 - **Please bring** – things supposed to be carried that day
 - **Action Items** –

Last Action	Responsible Authority	Due Date
New Action	Responsible Authority	Due Date
 - **Other notes** – other instruction or information to be taken down.

Example

Update after meeting with Hasta La Vista representatives

Meeting Information – Update after meeting representatives of Hasta La Vista.

Objective – for the purpose of interior decoration of our office premises.

Date- 23rd April, 2015

Location- Meeting Room-1

Time- 4:30 PM

Meeting Type- Discussion

Time of Arrival- 6:00 PM

Time of Adjournment- 8:30 PM

Attendees- Mohtahsim M., Kiran K. Panigrahi, Gopal K Verma, Manisha Shejwal

Preparation for Meeting:

Please Read - Hasta La Vista Company Brochure, Quotation Document

Please bring - Competitor Company's quotation, hourly rates analysis

Action Items:

Due Action:

Updates from Hasta la Vista	Gopal K Verma	30 th April, 2015
Find Hasta la Vista's competitor	Manisha Shejwal	30 th April, 2015

New Action:

Send email to their Head of Marketing	Manisha Shejwal	5 th May, 2015
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Other notes - Products to purchase for the interior décor.

Memo or (memorandum)

Memorandums, or memos, are quite similar to email messages. Memos, like emails, also contain a “To” and “From,” a meaningful subject line, and states the reason for the communication immediately in the message. Memos also require strong organization in the body of the message for readability, and a call for action at the end. However, memos differ due to stricter formatting conventions and do not require a closing phrase nor a signature.

Here is an example of a traditional interoffice memo:

To: Jason Harris

From: Olivia Alvarez

Date: March 1, 20XX

Subject: Employee Appreciation Spotlight Jason,

Our yearly employee appreciation dinner will be held on Friday, June 10. Due to your excellent performance in the last year—especially your work in the Northwest Region!—we would like to feature you as one of our spotlight employees. As a part of this spotlight, we would love to give everyone a chance to get to know you better. If you are interested, please write a short (250 words or less) paragraph about yourself. If you’re not sure where to start, here are a few question prompts:

- What is your favorite hobby?
- What is your greatest personal achievement (outside of work)?
- What is your favorite thing to eat?

Please let us know if you’re interested by March 15, and if you are, please submit your paragraph by March 30.

Looking forward to seeing you there!

Olivia

Let us see the steps of writing a memo.

1. **Heading:** After the name and address of the company (which is on the letterhead) we type the word “Memo” or “Memorandum” at the top of the page in the center.
2. **Recipient:** Address the recipients in the correct format, Example - ‘To: All Employees of the Sales Division’
3. **Writer:** Write the name of the person writing the memo, Example – ‘From: Mr. ABC, Head of Sales’
4. **Additional Recipients:** These are the people who will receive a courtesy copy of the memo. We don’t address the memos to them, but we keep them in the loop.
5. **Date:** The date of writing the memos is an important detail that one must include.

6. **Subject Line:** This will give the reader a brief idea about the information in the memos. The line must be brief, precise and to the point. Example – Subject: Meeting of all employees of the Sale Division.
7. **The body of a memo:** This is where all the information is contained. A formal salutation is not required in a memo. Just relay the necessary information with clarity and precision. The body must not be too long. The ending must restate the issue and end on a positive note.
8. **Proofread:** Finally, proofread the memo before sending it.

Write a memo to the accounting department asking them to attend training to learn about the new software the company has adopted.

MEMORANDUM

To: All Employees of the Accounting Department

From: Mr. XYZ, Head of Accounts

CC: Ms. ABC, HR Department

Date: 25 October 2018

Subject: Compulsory Training wrt to the New Software

As you are all aware, we have recently adopted new accounting software at the company. The decision was taken to improve our accounting procedure and make it more time and cost efficient. A training seminar will be held on 5th November 2018 at 9 am to familiarize the staff with the new software. This is done to make the transition between the software as easy as possible. All employees of the department are required to attend

MEMORANDUM

DATE: November 17, 2018

TO: All Employees

FROM: Emma Johnson, VP, Marketing Department

SUBJECT: Facilities Update

I'm writing to inform you that, over the next few weeks, our kitchen area will be under construction as we re-model.

As our company continues to grow, we feel it necessary to provide more communal dining space, and we are grateful to our facilities team for their hard work in making that happen.

If you have questions or concerns regarding the re-model, you can access the full report [here](#). In the meantime, we are sorry for the inconvenience.

In between the weeks of December 1 - December 31, please use the kitchen on the second floor if you need a microwave. We will also keep that kitchen stocked per usual with snacks and soda.

Thank you for your cooperation.

Purpose of a Memorandum

A memo can have many uses and this versatility combined with its official capacity is why it is used quite often in an organization. The uses of a memorandum are as follows:

- A way to transfer knowledge of a specific process
- To convey specific details on a project
- To request specific information
- To offer suggestions on a matter
- To report to a superior
- To offer congratulations or positive news
- To share ideas

Advantage of a Memorandum

- Memos are a timesaving mode of communication and are quite convenient to use. (especially with an intranet)
- Given that memos are intra-office, there will be no need to use expensive paper. The recycled paper will be acceptable.
- Memos are stored for the future, and such can be referred later if needed.

Curriculum Vitae

The term **CV** is an abbreviation of the Latin word **Curriculum Vitae**, which is literally translated to “the course of your life”.

A CV is a very in-depth document that describes your career journey step-by-step, including all sorts of personal information. You can look at the CV as a comprehensive description of everything you have ever done, all the achievements you are proud of, and all the publications that bear your name.

You need to update your CV every time you accomplish something new academically or professionally. Meaning, whenever you get a new job, publish something new, obtain a new certificate, and so on.

There is no rule of thumb on how long a CV should be - depending on the amount of experience, it can range from 2 to 8 pages.

What to Include on a CV

1. Full name
2. Contact information
3. Professional title, resume summary, or resume objective
4. Research interests
5. Education
6. Publications (both academic papers and books)
7. Teaching or lecturing experience
8. Work experience
9. Conferences and courses
10. Skills
11. Certificates
12. Languages
13. Grants of fellowships
14. References

In Elizabeth’s CV, you can see a summarized snapshot of her life: everything she has studied, all the conferences she has been to, the skills she obtained, and a list of her publications.

Since she’s applying for a job in a university, Elizabeth mentions her academic achievements and interests first, and professional experiences later.

Academic Curriculum Vitae (CV)

Elizabeth Smith
Marketing Lecturer

elizabeth.smith@novoresume.com
123-456-7891
Colorado, United States
elizabeth-smith.com
linkedin.com/in/elizabeth-smith

Experienced academic with two publications regarding Digital Marketing and Search Engine Optimization, holding a BA in Business Administration and a MSc. in Business Analytics from Northwestern University.

RESEARCH INTERESTS

Search Engine Optimization | Content Creation | Client Recruitment and Retention | International Marketing

EDUCATION

Ph.D. in Marketing
Columbia Business School
06/2019 - Present
Research Area
- Extending Social Perception Theories to Advertising and Search Engines Context

MSc in Business Analytics
Kellogg School of Management
08/2015 - 05/2018
Courses & Dissertation
- Data Analysis
- Brand Management
- Machine Learning
- Dissertation: The Effect of Social Media Content in Search Engine Optimization
Magna Cum Laude

BA in Business Administration
Colorado State University
08/2014 - 06/2018
Dissertation
- The Effect of Search Engine Optimization in Digital Marketing
Summa Cum Laude

PUBLICATIONS

Book
Search Engine Optimization: Digital Marketing New Wave
Authors
Elizabeth Smith & Richard Doe
2018
Penguin Publishing

Academic Article
Digital Marketing Implications of Content Management and Distribution
Author(s)
Elizabeth Smith & Richard Doe
March, 2017
Journal of Marketing

CONFERENCES & COURSES

AMA Cincinnati's Trailblazer Series (2019)
American Marketing Association

Adobe Marketing Summit (08/2018)
Adobe Inc.

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TEACHING EXPERIENCE

Lecturer in Introduction to Digital Marketing
Colorado State University
08/2018 - Present

WORK EXPERIENCE

Search Engine Marketing Specialist
Hub Digital Agency
05/2018 - 05/2019
Achievements
- Utilized SEO principles and successfully audited over 200 websites from 5 different niches: Fashion, Education, Human Resources, E-commerce, Art & Culture.
- Increased lead generation of the agency by 20% within the first 6 months by creating 4 "How-to" guides on the blog.
- Contributed to the increase by 35% of new clients in 2017 compared to 2016.

Marketing Intern
ABC Agency
05/2015 - 12/2015
Achievements
- Increased social media presence of the company by 23% in the last 3 months.
- Drafted a new on-boarding email process that increased the email open rate from 31% to 36%.
- Created 2 marketing-related articles per month which had on average 150 social media shares each increasing brand awareness.

CERTIFICATES

Hootsuite Social Marketing Certification (03/2019) | Google Ads Certification (08/2018)

VOLUNTEER EXPERIENCE

Social Media Volunteer
Help Africa
10/2014 - 05/2017
Tasks/Achievements
- Created "Do you really care?" campaign on Facebook and Twitter that raised \$130.000 in donations for the cause during the 3rd and 4th quarters of 2016.

GENERAL SKILLS

SEO & SEM | Wordpress | HTML & CSS | CRO and A/B Testing | Keyword Optimization | Web Analytics
Email Marketing | Project/Campaign Management | Verbal and Written Communication | Public Speaking

LANGUAGES

English
Native

Spanish
Full Professional Proficiency

French
Limited Working Proficiency

Italian
Limited Working Proficiency

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Resume

A resume is a short, straight-to-the-point, document created for the purpose of applying to a specific job.

Unlike the CV, you should try to keep a resume as short as possible. In 99% of the cases, you'd want to keep your resume to 1-page max. If you have 15+ years of experience, or really believe that the extra information you can mention can add value to your application, you can make it 2 pages tops.

In a resume, you only **mention the aspects of your work experience and skills that are relevant to the job you're applying for**. A good resume highlights specific contributions you have made in your previous work and showcases how your different skills can be useful for the position you are applying to.

The resume is usually accompanied by the submission of a cover letter which states your intent for applying to the job. The cover letter **builds upon the skills and experience** you have touched upon in your resume, explaining how they're going to help you excel at the job you're applying for.

Making a resume and continuously updating it can be a hassle. Want a modern-looking resume done in less than 5 minutes? Try our online resume builder. It's free, and you can select amongst 8+ templates.

What to Include on a Resume

1. Full name
2. Your job title, or the name of the position you're applying for
3. Contact information
4. Resume summary or objective
5. Work experience
6. Education
7. Relevant skills
8. Languages and proficiency
9. Relevant certifications and interests (if any)

Report Writing

A report is a brief account of an event that has already taken place. The report helps in recording the events of importance that occur in our day-to-day life. It attempts to present the firsthand information of an incident or event. A report of an event presents a record of events that took place. A report of an event includes one's ideas, opinions and impressions about the event.

A report is a short, sharp, concise document which is written for a particular purpose and audience. It generally sets out and analyses a situation or problem, often making

recommendations for future action. It is a factual paper, and needs to be clear and well-structured.

Requirements for the precise form and content of a report will vary between organisation and departments and in study between courses, from tutor to tutor, as well as between subjects, so it's worth finding out if there are any specific guidelines before you start.

Reports may contain some or all of the following elements:

- A description of a sequence of events or a situation;
- Some interpretation of the significance of these events or situation, whether solely your own analysis or informed by the views of others, always carefully referenced of course (see our page on Academic Referencing for more information);
- An evaluation of the facts or the results of your research;
- Discussion of the likely outcomes of future courses of action;
- Your recommendations as to a course of action; and
- Conclusions.

Not all of these elements will be essential in every report.

Types of Report

Technical Report

A technical report usually is more detailed than an article published in a journal or a paper presented at a conference. It contains sufficient data to enable a reader to evaluate the investigative process of original research or development. It is an end product of an investigation, survey, research project etc. Technical report, the primary recording medium for R & D work, has become an important source of information in recent years. This is mainly because of the time consuming routines of publication procedures of journals and their preference to publish completed research as against research in progress. But many a time, the nature of communication does not require wide dissemination and so a technical report is brought out. Further, the government-funded research results in the areas of space, nuclear sciences, and defense is generally shrouded under secrecy and national security and so is

circulated to a very limited people. All these factors have resulted in the emergence of the technical report, which is issued in different sizes and formats.

Technical reports are characterized by their objectivity and targeted audience. They define the problem, analyze and assess the current and future conditions, describe the method experiment to solve a problem, discuss the results, draw conclusions and recommend future course of action.

Types of Technical Reports

Technical reports include technical papers, memoranda, proposals, progress and status reports, feasibility reports, technical manuals, investigation reports etc. A technical report may be a letter, an article, a research paper, an operational manual, a news bulletin, a company brochure, a book review etc. It includes preprints, institutional reports, and committee reports also under technical reports literature. Depending on the purpose and information content, reports can be classified as informal and formal reports.

Informal reports usually present the results of investigations and convey information of products, methods and equipment. The informal nature makes these more accessible, and easy to be adapted to any situation. These are generally meant for immediate superiors and colleagues in an institution. Analysis reports, trip reports, laboratory reports, field reports, inspection reports, etc.

Formal reports provide information which is needed by the management for decision making. Thus a formal report will have a larger target readership as compared to the informal report, and serve as a main source of information. Formal reports include project proposals, progress or status reports (half-yearly, annual etc), state-of-the-art reports and review reports, trend or critical evaluation reports, feasibility reports, etc. Types and characteristics of some of the above mentioned reports are briefly described in the following paragraphs.

Project Report

A Project Report is a document which provides details on the overall picture of the proposed business. The project report gives an account of the project proposal to ascertain the prospects of the proposed plan/activity. Project Report is a written document relating to any investment. It contains data on the basis of which the project has been appraised and found feasible. It consists

of information on economic, technical, financial, managerial and production aspects. It enables the entrepreneur to know the inputs and helps him to obtain loans from banks or financial Institutions. The project report contains detailed information about Land and buildings required, Manufacturing Capacity per annum, Manufacturing Process, Machinery & equipment along with their prices and specifications, Requirements of raw materials, Requirements of Power & Water, Manpower needs, Marketing Cost of the project, production, financial analyses and economic viability of the project.

Contents of a Project Report

Following are the contents of a project report:

1. General Information

A project report must provide information about the details of the industry to which the project belongs to. It must give information about the past experience, present status, problems and future prospects of the industry. It must give information about the product to be manufactured and the reasons for selecting the product if the proposed business is a manufacturing unit. It must spell out the demand for the product in the local, national and the global market. It should clearly identify the alternatives of business and should clarify the reasons for starting the business.

2. Executive Summary

A project report must state the objectives of the business and the methods through which the business can attain success. The overall picture of the business with regard to capital, operations, methods of functioning and execution of the business must be stated in the project report. It must mention the assumptions and the risks generally involved in the business.

3. Organization Summary

The project report should indicate the organization structure and pattern proposed for the unit. It must state whether the ownership is based on sole proprietorship, partnership or joint stock company. It must provide information about the bio data of the promoters including financial soundness. The name, address, age qualification and experience of the proprietors or promoters of the proposed business must be stated in the project report.

4. Project Description

A brief description of the project must be stated and must give details about the following:

Location of the site,

- ♣ Raw material requirements,
- ♣ Target of production,
- ♣ Area required for the work shed,
- ♣ Power requirements,
- ♣ Fuel requirements,
- ♣ Water requirements,
- ♣ Employment requirements of skilled and unskilled labour,
- ♣ Technology selected for the project,
- ♣ Production process,
- ♣ Projected production volumes, unit prices,
- ♣ Pollution treatment plants required.
- ♣ If the business is service oriented, then it must state the type of services rendered to customers. It should state the method of providing service to customers in detail.

5. Marketing Plan

The project report must clearly state the total expected demand for the product. It must state the price at which the product can be sold in the market. It must also mention the strategies to be employed to capture the market. If any, after sale service is provided that must also be stated in the project. It must describe the mode of distribution of the product from the production unit to the market. Project report must state the following: Type of customers, ♣ Target markets, ♣ Nature of market, ♣ Market segmentation, ♣ Future prospects of the market, ♣ Sales objectives, ♣ Marketing Cost of the project, ♣ Market share of proposed venture, ♣ Demand for the product in the local, national and the global market, ♣ It must indicate potential users of products and distribution channels to be used for ♣ distributing the product.

6. Capital Structure and operating cost

The project report must describe the total capital requirements of the project. It must state the source of finance, it must also indicate the extent of owner's funds and borrowed funds. Working capital requirements must be stated and the source of supply should also be indicated in the project. Estimate of total project cost, must be broken down into land, construction of buildings and civil works, plant and machinery, miscellaneous fixed assets, preliminary and preoperative expenses and working capital. Proposed financial structure of venture must indicate the expected sources and terms of equity and debt financing. This section must also spell out the operating cost.

7. Management Plan The project report should state the following. a. Business experience of the promoters of the business, b. Details about the management team, c. Duties and responsibilities of team members, d. Current personnel needs of the organization, e. Methods of managing the business, Plans for hiring and training personnel, g. Programmes and policies of the management.

8. Financial Aspects In order to judge the profitability of the business a projected profit and loss account and balance sheet must be presented in the project report. It must show the estimated sales revenue, cost of production, gross profit and net profit likely to be earned by the proposed unit. In addition to the above, a projected balance sheet, cash flow statement and funds flow statement must be prepared every year and at least for a period of 3 to 5 years. The income statement and cash flow projections should include a three-year summary, detail by month for the first year, and detail by quarter for the second and third years. Break-even point and rate of return on investment must be stated in the project report. The accounting system and the inventory control system will be used is generally addressed in this section of the project report. The project report must state whether the business is financially and economically viable.

10. Technical Aspects Project report provides information about the technology and technical aspects of a project. It covers information on Technology selected for the project, Production process, capacity of machinery, pollution control plants etc. Project Implementation Every proposed business unit must draw a time table for the project. It must indicate the time within the activities involved in establishing the enterprise can be completed. Implementation schemes show the timetable envisaged for project preparation

and completion. 11. Social responsibility The proposed units draws inputs from the society. Hence its contribution to the society in the form of employment, income, exports and infrastructure. The output of the business must be indicated in the project report.

Paragraph Writing

Paragraphs are the group of sentences combined together, about a certain topic. It is a very important form of writing as we write almost everything in paragraphs, be it an answer, essay, story, emails, etc. We can say that a well-structured paragraph is the essence of good writing. The purposes of the paragraph are to give information, to explain something, to tell a story, and to convince someone that our idea is right.

Paragraphs are blocks of textual content that segment out a larger piece of writing—stories, novels, articles, creative writing, or professional writing portions—making it less complicated to read and understand. Excellent paragraphs are an available writing skill for plenty of types of literature, and proper writers can substantially beautify the clarity of their news, essays, or fiction writing whilst constructing nicely.

Structure of a Paragraph

A paragraph has three major parts-

- Topic sentence
- Supporting sentences
- Concluding sentence

1. Topic Sentence

A topic sentence is a precise statement that reflects the main idea of the paragraph. It should be carefully written as it will show the reader what you are going to talk about. Words chosen for this should not be cluttered and ambiguous as readers will decide to read further based on this. It is not necessary to write the topic sentence at the beginning of the paragraph. It can be put anywhere, as long as it reflects the main topic. For instance, if you mention that you are going to

talk about the advantages of using the hand sanitizer, then in supporting sentence you should only talk about advantages, not the features or anything else.

2. Supporting Sentences

Supporting sentences explain the topic sentence in detail. They expand the main topic and develops the main idea into the explanation. They explain the main topic using examples, facts, quotes, etc. They have to be related to the topic sentence.

There can be two types of Supporting sentences, First, The major supporting sentence; this sentence directly explains the main idea with some new fact or new idea. Second, a minor support sentence helps the major supporting sentence develop the controlling idea.

3. Conclusion Sentence

A good concluding sentence brings a paragraph to a polished end. It may give a summary of the main topic, a concluding sentence also gives a final take on the topic and leaves the reader with complete information.

A good conclusion can either be just reiterating the topic again or it could be concluded with a few main points which were not exclusively mentioned in the paragraph.

What Makes a Paragraph Very Good

A perfect and well-written paragraph comprises a key sentence, applicable supporting sentences, and a last (or transition) sentence. This structure is fundamental to maintaining your paragraph centred on the main concept and creating a clear and concise photo.

In order to add something interesting, and adding an interesting fact in your content does not necessarily follow the conventional paragraph structure, it's more about scene building and continuing a story. Properly-written paragraphs are a staple of suitable flash fiction and short fiction writing, as short testimonies need to target a principal concept. When your sentences are unified and connected with other sentences, you can write a good paragraph.

Tips to Write a Good Paragraph

Whether you're writing a small paragraph or a big paragraph, the basic laws of structure should apply to both. While the framework for fiction is less strict than for nonfiction, the material or tale you create must logically or sequentially tie to the next paragraph. These aspects aid in the coherency of your body paragraphs, linking them together to form a unified whole around a topic or to establish a narrative arc.

1. Think Before You Write

Thinking before writing helps establish a structure and understand what you are going to answer in the paragraph. How can you be going to answer and what points should be provided to support your hypothesis? What facts and quotes can support your idea.

2. Open Your Notebook

Write the answers to the above questions in a manner that includes all the important points. Just write in pointers to remember the gist of the matter.

3. Choose the Main Idea

Out of all the information you have found, you will have to decide the main idea of the paragraph which you would like to operate.

4. Use a Dictionary and Thesaurus

Use a dictionary and thesaurus to add additional words to express your ideas.

5. Make Your Topic Sentence's First Sentence.

The opening line of your first paragraph sets the tone for what your audience will learn as they continue reading. Even in fiction, a paragraph's introduction either creates or extends an idea or scenario from the previous paragraph. Every successful paragraph starts with a central topic that the rest of the paragraph aims to support, regardless of what style or genre you're writing for.

6. The Intermediate Sentences should be Used to Provide Support.

Follow-up information to your main sentence or prior paragraph is included in these sentences. These phrases are where you persuade your reader to believe or imagine what you believe, and offer them all they need to see your point of view.

6. Make Use of Transitional Words.

Transition words help unite disparate paragraphs to generate a unified theme. Readers will be able to trace your ideas and comprehend how they relate to one another if you use phrases like "in addition" or "moreover," which will make for a smoother, more enjoyable reading experience. This is especially important for essayists and bloggers, who frequently share a single concept with their audience at a time.

Conclusion

- This segment has to wrap all of your arguments and factors.
- Must restate the primary arguments in a simplified way.
- Make sure that the reader is left with something to think about, specifically if it's far from an argumentative essay continually don't forget to permit time to rewrite the first proofread your essay before turning it on.

Report Layout

The appearance of a report is no less important than its content. An attractive, clearly organised report stands a better chance of being read. Use a standard, 12pt, font, such as Times New Roman, for the main text. Use different font sizes, bold, italic and underline where appropriate but not to excess. Too many changes of type style can look very fussy.

Headings

Use heading and sub-headings to break up the text and to guide the reader. They should be based on the logical sequence which you identified at the planning stage but with enough sub-headings to break up the material into manageable chunks.

References to diagrams, graphs, tables and equations

- In the main text you must always refer to any diagram, graph or table which you use.
- Label diagrams and graphs as follows;

Figure 1.2 Graph of energy output as a function of wave height.

In this example, the second diagram in section 1 would be referred to by "...see figure 1.2..."

- Label tables in a similar fashion;

Table 3.1 Performance specifications of a range of commercially available GaAsFET devices

In this example, the first table in section 3 might be referred to by "...with reference to the performance specifications provided in Table 3.1..."

- Number equations as follows;

$$F(\text{dB}) = 10 \cdot \log_{10}(F) \quad (3.6)$$

In this example, the sixth equation in section 3 might be referred to by "...noise figure in decibels as given by eqn (3.6)..."

Finalising the report and proofreading

Your report should now be nearly complete with an introduction, main text in sections, conclusions, properly formatted references and bibliography and any appendices. Now you must add the page numbers, contents and title pages and write the summary.

Technical Report

A technical report is a formal report designed to convey technical information in a clear and easily accessible format. It is divided into sections which allow different readers to access different levels of information. This guide explains the commonly accepted format for a

technical report; explains the purposes of the individual sections; and gives hints on how to go about drafting and refining a report in order to produce an accurate, professional document.

Structure

A technical report should contain the following sections;

Section	Details
Title page includes (author name)	Must include the title of the report. Reports for assessment, where the word length has been specified, will often also require the summary word count and the main text word count
Summary	A summary of the whole report including important features, results and conclusions
Contents	Numbers and lists all section and subsection headings with page numbers
Introduction	States the objectives of the report and comments on the way the topic of the report is to be treated. Leads straight into the report itself. Must not be a copy of the introduction in a lab handout.
The sections which make up the body of the report	Divided into numbered and headed sections. These sections separate the different main ideas in a logical order
Conclusions	A short, logical summing up of the theme(s) developed in the main text
References	Details of published sources of material referred to or quoted in the text (including any lecture notes and URL addresses of any websites used.
Bibliography	Other published sources of material, including websites, not referred to in the text but useful for background or further reading.
Acknowledgements	List of people who helped you research or prepare the report, including your proofreaders

Appendices (if appropriate)	Any further material which is essential for full understanding of your report (e.g. large scale diagrams, computer code, raw data, specifications) but not required by a casual reader
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Diagrams, graphs, tables and mathematics

It is often the case that technical information is most concisely and clearly conveyed by means other than words. Imagine how you would describe an electrical circuit layout using words rather than a circuit diagram. Here are some simple guidelines;

Diagrams	Keep them simple. Draw them specifically for the report. Put small diagrams after the text reference and as close as possible to it. Think about where to place large diagrams.
Graphs	For detailed guidance on graph plotting, see the 'guide to laboratory report writing'
Tables	Is a table the best way to present your information? Consider graphs, bar charts or pie charts. Dependent tables (small) can be placed within the text, even as part of a sentence. Independent tables (larger) are separated from the text with table numbers and captions. Position them as close as possible to the text reference. Complicated tables should go in an appendix.
Mathematics	Only use mathematics where it is the most efficient way to convey the information. Longer mathematical arguments, if they are really necessary, should go into an appendix. You will be provided with lecture handouts on the correct layout for mathematics.

Project Report

The project report is an extremely important aspect of the project. It should be properly structured and also necessary and appropriate information regarding the project. No data fields are to be exposed in the project field. The aim of the project is to produce a good product and a good report and that software, hardware, theory etc. that you developed during the project are merely a means to this end. Design document has to be progressively converted to a project report as and when the various stages of project are completed. Ideally you should produce the bulk of the report as you go along and use the last week or two to bring it together into a coherent document.

Title page (includes author name)

This should include the project title and the name of the author of the report. You can also list the name of your supervisor if you wish. IMPORTANT: Before submission you should assemble a project directory which contains all your software, READMEs etc. and your project report (source files and pdf or postscript).

Abstract or (summary)

The abstract is a very brief summary of the report's contents. It should be about half a page long. Somebody unfamiliar with your project should have a good idea of what it's about having read the abstract alone and will know whether it will be of interest to them.

Acknowledgements

It is usual to thank those individuals who have provided particularly useful assistance, technical or otherwise, during your project. Your supervisor will obviously be pleased to be acknowledged as he or she will have invested quite a lot of time overseeing your progress.

Contents page

This should list the main chapters and (sub)sections of your report. Choose self-explanatory chapter and section titles and use double spacing for clarity. If possible you should include page numbers indicating where each chapter/section begins. Try to avoid too many levels of subheading - three is sufficient.

Introduction

This is one of the most important components of the report. It should begin with a clear statement of what the project is about so that the nature and scope of the project can be understood by a lay reader. It should summarise everything you set out to achieve, provide a clear summary of the project's background, relevance and main contributions. The introduction should set the context for the project and should provide the reader with a summary of the key things to look out for in the remainder of the report. When detailing the contributions it is helpful to provide pointers to the section(s) of the report that provide the relevant technical details. The introduction itself should be largely non-technical. It is useful to state the main objectives of the project as part of the introduction. However, avoid the temptation to list low-level objectives one after another in the introduction and then later, in the evaluation section (see below), say reference to like "All the objectives of the project have been met...".

Background

The background section of the report should set the project into context and give the proposed layout for achieving the project goals. The background section can be included as part of the introduction but is usually better as a separate chapter, especially if the project involved significant amount of ground work. When referring to other pieces of work, cite the sources where they are referred to or used, rather than just listing them at the end.

Body of report

The central part of the report usually consists of three or four chapters detailing the technical work undertaken during the project. The structure of these chapters is highly project dependent. They can reflect the chronological development of the project, e.g. design, implementation, experimentation, optimisation, evaluation etc. If you have built a new piece of software you should describe and justify the design of your program at some high level, possibly using an approved graphical formalism such as UML. It should also document any interesting problems with, or features of, your implementation. Integration and testing are also important to discuss in some cases. You need to discuss the content of these sections thoroughly with your supervisor.

Evaluation

Be warned that many projects fall down through poor evaluation. Simply building a system and documenting its design and functionality is not enough to gain top marks. It is extremely important that you evaluate what you have done both in absolute terms and in comparison with existing techniques, software, hardware etc. This might involve quantitative evaluation and qualitative evaluation such as expressibility, functionality, ease-of-use etc. At some point you should also evaluate the strengths and weaknesses of what you have done. Avoid statements like "The project has been a complete success and we have solved all the problems associated with ...! It is important to understand that there is no such thing as a perfect project. Even the very best pieces of work have their limitations and you are expected to provide a proper critical appraisal of what you have done.

Conclusions and Future Work

The project's conclusions should list the things which have been learnt as a result of the work you have done. For example, "The use of overloading in C++ provides a very elegant mechanism for transparent parallelisation of sequential programs". Avoid tedious personal reflections like "I learned a lot about C++ programming..." It is common to finish the report by listing ways in which the project can be taken further. This might, for example, be a plan for doing the project better if you had a chance to do it again, turning the project deliverables into a more polished end product.

Bibliography

This consists of a list of all the books, articles, manuals etc. used in the project and referred to in the report. You should provide enough information to allow the reader to find the source. In the case of a text book you should quote the name of the publisher as well as the author(s). A weakness of many reports is inadequate citation of a source of information. It's easy to get this right so there are no excuses. Each entry in the bibliography should list the author(s) and title of the piece of work and should give full details of where it can be found.

Appendix

The appendices contain information which is peripheral to the main body of the report. Information typically included are things like parts of the code, tables, test cases or any other

material which would break up the theme of the text if it appeared in situ. You should try to bind all your material in a single volume and create the black book.