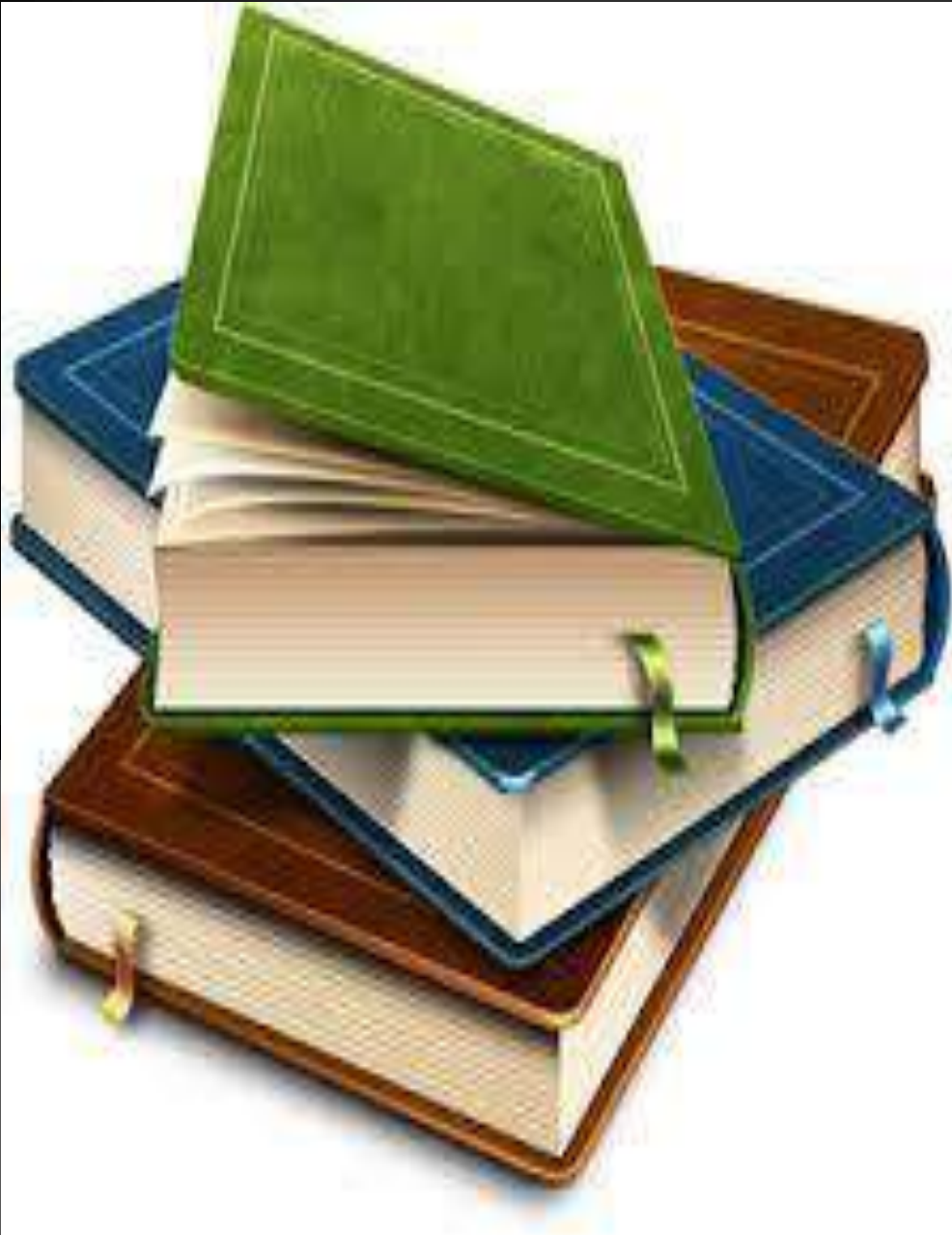


# PEL 131

## COMMUNICATION SKILLS II



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# UNIT 1

## Meeting and Greeting People

### I. Vocabulary and Common Errors Related to Salutation

#### WHAT IS SALUTATION?

It is a polite expression of greeting or goodwill indicating respect and affection. It is a way to start correspondence by conveying regards.

#### VARIOUS SALUTATIONS

Type	Salutation
You do not know who you are writing to	Dear Sir or Madam
You know the person but you've never written to or met this person	Dear Mr Smith — Dear Mrs Wade — Dear Dr Young
The person is a little bit closer	Dear Sophie Reusch
If the writer wishes to exclude the gender of the reader from the salutation and/or to convey that the reader should forward the copy to one more suited to receive or respond appropriately.	To Whom It May Concern

the marital-status-neutral salutation for an adult woman and may be applied in cases in which the marital status is irrelevant or unknown to the author.	Ms.
can apply to specifically unmarried women; however the term is being replaced more and more by <i>Ms.</i> "Miss" can apply to an unmarried woman or more generally a younger woman.	Miss
is used in formal situations for addressing boys typically aged under 16	Master
It is a historically used term to address many men rather than "Mr Pink, Mr White, et al."	<i>Messrs. or Messieurs</i>
Messrs is the abbreviation (pronounced "messers") for messieurs and is used in English.  addresses many women; pronounced 'Meydammes'.	Mesdames

### Common Errors Related to Salutations and Greetings

Incorrect	Correct
dear mr. smith	Dear Mr. Smith
Your obediently	Yours obediently
Mam	Ma'am
Respected sir	Respected Sir

### EVERYDAY GREETINGS

Hi/ Hello are more informal and can be used at any time of the day. Good morning is from midnight to noon: first thing in the morning. Good afternoon is from noon to sun set: 12noon to 17hrs.

Good evening is from sun set to bed time. Good night is for bed time.

Good bye is used before a long absence or when parting ways.

### **Informal Greetings - Example Conversations**

Let's look at several example conversations.

Person A: Hi, my name is Steve. It's nice to meet you.

Person B: I'm Jack. It's a pleasure to meet you, Steve.

Person A: What do you do Jack?

Person B: I am a student of Mechanical Engineering.

Person A: What is your name?

Person B: Jackson."

Person A: What was that again?

Person A: Hey John, how have you been?

Person B: What a surprise. I haven't seen you in a long time. How have you been? Person A: I'm doing very well. How about you?

Person B: "I finally have some free time. I just finished taking a big examination, and I'm so relieved that I'm done with it.

Person A: "Hi Nancy, what have you been up to? Person B:"The same as usual. How about you?

Person A: I'm pretty busy at work these days, but otherwise, everything is great.

Person A: Andy, it's been a long time, how are you man?

Person B: What a surprise. I haven't seen you in a long time. How have you been? Person A: Do you come to this restaurant often?

Person B: I've been here a couple of times, but I don't come often.

### **SAMPLE DIALOGUE FOR FORMAL CONVERSATION**

Mr. Bean meets Mrs. Breuer, one of his students, and her husband in the street.

Mr. Bean: Good Morning, Mrs. Breuer.

Mrs. Breuer: Good morning, Mr. Bean. How are you?

Mr. Bean: I'm fine thanks, and you?

Mrs. Breuer: Not too bad. Mr. Bean, this is my husband Michael, Michael

Mr. Breuer: Pleased to meet you.

Mr. Bean: Pleased to meet you too. Are you from Germany, Mr. Breuer?

Mr. Breuer: Yes, East Germany, from Dresden. And you, are you from London?

Mr. Bean: No, I'm from Derby, but I live in London now.

Mrs. Breuer: Well, goodbye. Mr. Bean, it was nice to see you.

Mr. Bean: Yes, goodbye.

### **Word List**

#### **Greeting People**

Hello. / Hi.

Good morning. (before 12 o'clock)

Good afternoon.(after 12 o'clock)

Good evening

### **Introducing People**

What's your name?

Who are you?

My name is ...

I am ...

My friends call me ...

You can call me ...

### **Haven't we met (before)?**

Yes, I think we have.

No, I don't think we have.

I think we've already met.

I don't think we've met (before).

This is ...

Meet ...

### **Have you met ...?**

Yes, I have.

No, I haven't.

Yes, I think I have.

No, I don't think I have.

### **Hello, ... (name)**

### **Nice to meet you. (informal)**

Pleased to meet you.

### **How do you do? (formal)**

Nice to see you.

Nice to see you again.

### **Say Goodbye**

Good bye.

Bye. / See you.

See you later.

Good night.

See you soon.

See you

tomorrow.

See you next

week.

### **Health**

How are you?

How are you today?

Fine, thank  
you/thanks.

Not too bad.

Very well.

I'm okay / all right.

Not too well, actually

## II. Vocabulary and Common Errors Related to Self- Introduction

### What is self-introduction?

Self-introduction is where you tell people who you are, what you do, what your interests are, where you are from, what you have done with your life.

Here are 6 tips. The first 3 are essential. The remaining 3 elevate your speech from "basic" to interesting to listen to.

**Stating your name clearly** Make sure you provide your full name so that the person can remember your name. You can say, "Hi, my name is Mark Salazar," or "Hello, I'm Angela Grace," and they'll be more likely to remember you.

**Placing yourself** - Where you are from, the organization you belong to, the position you currently hold.

**Background** The student's background. Background includes where you are from and details of your family.

**Interest, passion or goal** What particularly interests you? What drives you? What is the personal goal you want to achieve?

**Sharing personal details** hobbies or pet peeves, any personal achievement

**Unity** what do you share in common with someone else.

### Simple Sentences used in Introduction

Excuse me. My name is Niranjan.

This is Mrs. Raja.

Good morning. I am Murugan.

Please meet my friend Mr. Bala.

Do you know Ravi?

Have you met Mr. Sethu?

I am sure. You'd like to meet my friend.

Let me introduce my brother Balaji.

I am glad to introduce Mr. Ravi.

I would like to introduce the bank manager.

### Simple Sentences used in Self-Introduction (By an Engineering Student)

Good morning to all.

Hello! I am Rajesh.

I am from Madurai.

I am an engineering graduate.

I did my schooling in Madurai.

I did my graduation through REC - Trichy.

I am from an orthodox family.

My father is Mr. K. Kannan

He is a businessman.

My mother is Mrs. K. Sivagami.

She is a housewife.

I have one sister and a brother.

They are studying in the school.

I have to support my family.

I have secured proficiency in English.

I have the capacity to lead a team at all times.

I am doing dot.net now.

My hobbies are reading and playing.

My mother tongue is Tamil.

I have good command over English and Hindi.

I am interested in sports.

I got many prizes in track events.

I represented my college cricket team.

I am qualified for the state level contest.

In my village I help the poor and the needy.

I want to help the poor.

I have applied for an overseas job.

I am always sociable.

I am proud of my college at all times.

I have self-confidence and faith in hard work.

### Common Errors in Introducing Yourself

Incorrect	Correct
Myself Dane Swan.	My name is Dane Swan  or  I'm Dane Swan.
My aim is to get a job in MNC.	My aim is to get a job in an MNC.
My aim is to become a good software engineer.	My aim is to become a software engineer.  or  My aim is to become a successful software engineer.
My aim is government job.	My aim is to become a government employee.
My strengths are sincerity and hard-working.	My strengths are sincerity and hard-working nature.
My family consists 5 members.	My family consists of 5 members.
My mother is a house maker.	My mother is a house wife.  My mother is a domestic engineer.
I have one brother.	I have a brother/sister.  I have an elder/a younger brother/sister.
I'm 20 years.	I'm 20.  I'm 20 years old.
My hobby is listening music.	My hobby is listening to music.
I was born and bought up in Hyderabad.	I was born and brought up in Hyderabad.



### III. Vocabulary and Common Errors Related to Asking for Help

#### HOW TO ASK FOR HELP

- ✓ **Remember**, it's okay to ask for help. Don't be embarrassed, and don't worry about other people judging you.
- ✓ **Think** what might happen if you don't get help—or if you do.
- ✓ **Decide** what the problem is and what help you need.
- ✓ **Think** about who you can ask for help. Choose someone you trust and who will know how to help you.
- ✓ **Think** about what you'll say when you ask for help. Do it.
- ✓ **Remember**, getting help when you need it is part of being responsible—to yourself.

Expression	Response
<b>To offer help</b>	
Would you like some help?	Yes, that would be great.
Can I give you a hand?	Thanks, much obliged
Do you need a hand?	No thanks, I've got it.
May I offer my assistance?	That would be so kind, thank you.
<b>To ask for help</b>	
Could you give me a hand?	Certainly.
Would you mind helping me out?	Not at all.
Could you help me please?	My pleasure

**Expression:** What do you think I should do?

**Response:** Why don't you (.... take a taxi).

Response: That's a good idea.

**Expression:** What would you do in my shoes?

**Response:** Have you thought about (.... getting some medicine at the pharmacy)?

Response: Maybe you're right.

**Expression:** Do you have any idea about what to do?

**Response:** I think you should (.... see a doctor).

Response: Thanks for the advice.

**Expression:** What would you suggest?

**Response:** Have you considered (.... the local markets? They have great deals).

Response: That might work. I hadn't thought of that.

**Expression:** Can you think of anything that might help?

**Response:** One option may be to (.... call your embassy).

Response: Thanks, I'll try that.

## SAMPLE DIALOGUE FOR ASKING FOR HELP

**A:** Can you help me plan the office party?

**B:** Sure. What do you need the most help with, the food or entertainment?

**A:** I need help with food.

**B:** OK, well, let's coordinate our efforts. Should this party be formal or casual?

**A:** I think it should be casual.

**B:** I agree. Next, we have to decide on food. We have a choice of Chinese or Continental Cuisine. Which one should we have?

**A:** I would prefer Chinese food for this party.

**B:** Perfect choice. For music, should we have a live band or a DJ?

**A:** I think we should hire a live band.

**B:** OK then. Well, I will work on my part and get back to you with my progress on Friday.

## VOCABULARY

Word	Meanings	Synonym	Antonym
Head back	to start moving back to some place		
Honorific	Conferring or showing honour or respect	Designation, epithet, sobriquet, moniker, appellation	
Navigation	The guidance of ships or airplanes from place to place / to guide	Exploration, steering, voyaging, sailing, seafaring	
Take it up a notch	increase the effort or intensity exerted in a situation or to go to the next level	Progress	Take it down a notch
Rest assured	to be assured; to be certain		
GPS	Global Positioning System-A navigational system involving satellites and computers that can determine the latitude and longitude of a receiver on Earth by computing the time difference for signals from different satellites to reach the Receiver		
To pursue	Carry out or participate in an activity; be	Go after, hunt, seek,	Ignore, leave give

	involved in	trail	up
To seek	Try to get or reach	Explore, investigate, pursue, follow	Ignore, shun, neglect
Third wheel	someone who deters the socialization of a couple, perhaps when being invited out of pity or through a feeling of duty		
Concern	Something that interests you because it is important or affects you	Involvement, interest,	Disinterest, unconcern
Congenial	Suitable to your needs	Agreeable, cordial, favorable, genial	Aloof, disagreeable, discordant, unfriendly
Hamlet	A community of people smaller than a Village	Small town	Metropolis
Fortitude	Strength of mind that enables one to endure adversity with courage	Bravery	Cowardice
Arrogant	Audacious, disdainful	Cavalier, haughty	Modest, humble

**Common phrases for giving/ taking directions:**

Spot; pass by; come across; pass through; round turn; sharp turn; head back; take left; take right; go straight

**Common words for landmarks:**

Street; road; boulevard; avenue; park; signpost; kerb/ curb; gulley; alley; basement; hotel; restaurant; lights/ traffic lights

***PS: for finding or telling way, use clock directions***

**Phrases that can be used to ask help in form of directions:**

Do you know where.....?

Where is.....?

I am little lost. Could you help me out?

I'm looking for.....Is it far?

Is there anything else that I should....?

Could you?

Where is...?

Pardon me for interrupting but I'm lost. I am trying to find my way .....

Is.....street nearby?

Can you tell me the way to.....?

### Phrases that can be used to tell directions:

1. What can I do?
2. Let me ....
3. Which bus station/ place do you want to go to?
4. Just tell the taxi driver....
5. Where are you ...?

### Common Errors Related to Asking for Help

Incorrect	Correct
May you drop me to the bus stand?	Can/Could you drop me to the bus stand?
What should you suggest?	What would you suggest?
Take a left turn and then pass over the shed.	Take a left turn and pass through the shed.
When you are walking straight, you will come by a fire station.	When you are walking straight, you will come across a fire station.
Do you want a hand?	Do you need a hand?

## IV. Common Errors Related to Tenses and Parts of Speech

### Common errors related to tenses

Incorrect	Correct
I have seen him yesterday.	I <b>saw</b> him yesterday
He has returned from London last week.	He <b>returned</b> from London last week.
It is raining for two days.	It <b>has been raining</b> for two days.
The baby is sleeping for three hours now.	The baby <b>has been sleeping</b> for three hours now.
I will call you when the dinner will be ready.	I will call you when the dinner <b>is</b> ready.
He will help if you will ask him.	He will help if you <b>ask</b> him.
I <b>had been</b> to New York recently.	I <b>went</b> to New York recently.
I <b>had written</b> to him last week.	I <b>wrote</b> to him last week.
We <b>had gone</b> to the pictures last night.	We <b>went</b> to the pictures last night.
He said that he was suffering from fever for three days.	He said that he <b>had been suffering</b> from fever for three days.

The man complained that his watch was stolen.	The man complained that his watch <b>had been stolen</b> .
The doctor concluded that the man died twelve hours ago.	The doctor concluded that the man <b>had died</b> twelve hours ago.
I didn't went to New York in the last year.	I didn't <b>go</b> to New York in the last year.
I am getting up every day at 6 am.	I <b>get up</b> every day at 6 am.
I have a party next week.	I am <b>having</b> a party next week.
Under the immense, starred roof, people was walking fast, like threads of colour being woven into a grey web.	Under the immense, starred roof, people <b>were</b> walking fast, like threads of colour being woven into a grey web.
Ramesh takes charge of the project within a few days of appointment.	Ramesh <b>took</b> charge of the project within a few days of appointment.
Economists have predicted that the country's economic growth falls low to eight percent this year.	Economists have predicted that the country's economic growth <b>will fall</b> low to eight percent this year.
Workers struggle to build the bridge after the bridge was damaged last night.	Workers <b>struggled</b> to build the bridge after the bridge was damaged last night.
I took my children to watch some children's films being screen in the city.	I took my children to watch some children's films being <b>screened</b> in the city.
I remember in my youth I was used to go with my father to his shop.	I remember in my youth I <b>used</b> to go with my father to his shop.
I missed the last bus which I usually catch and have to stay back at the bus stop last night.	I missed the last bus which I usually catch and <b>had</b> to stay back at the bus stop last night.
If everything go well, the examination scheduled for next month, will be conducted without any disruptions.	If everything <b>goes</b> well, the examination scheduled for next month, will be conducted without any disruptions.
Her goal is to win a gold medal in the Asian games and made her country proud.	Her goal is to win a gold medal in the Asian games and <b>make</b> her country proud.

He firmly believe that if any disease is detected early then it can be cured by yoga.	He firmly <b>believes</b> that if any disease is detected early then it can be cured by yoga.
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### Common errors related to parts of speech

Incorrect	Correct
The group were able to identity the most serious academic problem	The group were able to <b>identify</b> the most serious academic problem
At present, there is a lot of compete for good jobs	At present, there is a lot of <b>competition</b> for good jobs
As the members were aged from 15 to 55, it was a difficulty task to design a game to suit everyone	As the members were aged from 15 to 55, it was a <b>difficult</b> task to design a game to suit everyone
The important of the case was emphasised	The <b>importance</b> of the case was emphasized
A good business person should be proactively	A good business person should be <b>proactive</b> .
She ready agreed to give her presentation	She <b>readily</b> agreed to give her presentation
You have a choose to make.	You have a <b>choice</b> to make.
There are less people here now.	There are <b>fewer</b> people here now.
My son, who I gave the book to, is studying it now.	My son, <b>to whom</b> I gave the book, is studying it now.
John, who I saw at the bookstore, is a good friend.	John, <b>whom</b> I saw at the bookstore, is a good friend.
All employees have been notified that their are to be made redundant.	All employees have been notified that <b>they</b> are to be made redundant.
The MD has seen the contracts and he wants it substantially altered.	The MD has seen the contracts and he wants <b>them</b> substantially altered.

Our Company uses the most advance technology.	Our Company uses the most <b>advanced</b> technology.
Detail information is required from candidates.	<b>Detailed</b> information is required from candidates.
Developing is of paramount importance.	<b>Development</b> is of paramount importance.
Manufacture clothing in China is very cost effective.	<b>Manufacturing</b> clothing in China is very cost effective.
She decided to move into a new flat to start a new living.	She decided to move into a new flat to start a new <b>life</b> .
The company demonstrated a great deal of successful in developing client relationships	The company demonstrated a great deal of <b>success</b> in developing client relationships
No <b>invite</b> was sent to the mayor.	No <b>invitation</b> was sent to the mayor.
I am aware that he plays real good.	I am aware that he plays real <b>well</b> .
I have no <b>intend</b> to spend my vacation.	I have no <b>intention</b> to spend my vacation.
It difference from one culture to another.	It <b>differs</b> from one culture to another.
The harmony atmosphere made me feel good.	The <b>harmonious</b> atmosphere made me feel good.
On New Year's Eve me and my family have dinner together.	On New Year's Eve <b>my family and I</b> have dinner together.
The river was more deep than I thought.	The river was <b>deeper</b> than I thought.
My sheeps are grazing in the field.	My sheep are grazing in the field.
Her hairs are white.	Her hair is white
The spectacle is new.	The spectacles are new.
The ship drowned.	The ship sank.

## UNIT 2

### Usage of Connectors and Transition Words in Conversation

#### I. Usage of connectors, transition words and vocabulary related to routine

##### What are connectors?

Sentence connectors are used to link ideas from one sentence to the next and to give paragraphs coherence. Sentence connectors perform different functions and are placed at the **beginning** of a sentence. They are used to introduce, order, contrast, sequence ideas, theory, data etc.

<b>However</b>	<i>This restaurant has the best kitchen in town. However, their staff members are quite rude.</i>
<b>ON THE CONTRARY</b>	<i>I don't hate Jim. On the contrary, I'm rather fond of him.</i>
<b>YET</b>	<i>I've asked you a thousand times not to leave your dirty socks on the floor. Yet, you keep doing it.</i>
<b>ALSO</b>	<i>I want to talk to Prince Harry when I'm in England. Also, I want to meet his sister-in-law.</i>
<b>THEREFORE</b>	<i>We're going to experience some meteor showers in the next few days. Therefore, the number of miraculous self-healings will rise.</i>

##### What are transition words?

Two sentences become a sentence, using **transitions words** or phrases that link sentences and paragraphs together smoothly so that there are no abrupt jumps or breaks between ideas. The features of transitional words are as follows:

- transitions are phrases or words used to connect one idea to the next
- transitions are used by the author to help the reader progress from one significant idea to the next
- transitions also show the relationship within a paragraph (or within a sentence) between the main idea and the support the author gives for those ideas

<b>In addition</b>	<b>Chris is on the basketball team this semester at Indiana School for the Deaf. In addition, he is on the soccer team.</b>
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<b>in like manner</b>	Ronda bought a new Saturn car; so <b>in like manner</b> the rest of her friends did the same thing.
<b>Nevertheless</b>	I am not able to go to the beach with you. <b>Nevertheless</b> , thanks for asking me.
<b>Before</b>	Stephen went to pick up Irene <b>before</b> he stopped by McDonald's for lunch.
<b>While</b>	<b>While</b> Missy was driving to work, she saw a deer by the roadside. She slowed down to watch the deer for a short time, then continued on her way to work.

### What is routine?

A routine is a sequence of actions regularly followed. It comprises commonplace tasks, chores, or duties as must be done regularly or at specified intervals.

There are different types of routines that one follows whether it be routine on weekdays, weekends, or office.

### Usage of Connectors and Transitional Words in Routine

1	<b>While</b>	I watch tv while having lunch.
2	And	I am good at Chemistry and Mathematics.
3	As well	I like play badminton as well as football.
4	Besides	Besides reading novels, I enjoy watching movies as well.
5	Moreover	This is true. Moreover, that is true also.
6	Further	Before going any <i>further with my routine</i> , I need to pay my bills.
7	Additionally	Additionally, I am quite interested in the history of food.
8	So	I wake up early so that I can reach college on time.
9	Then	I take shower and then offer prayers.
10	Hence	It takes a lot of time for me to take shower. Hence, I get late for my breakfast.
11	Therefore	He always gets up late. Therefore he misses his bus.
12	As a result	He gets nausea in bus. As a result, he has to travel by car.
13	Meanwhile	You can set the table. Meanwhile, I'll start making dinner.

14	As soon as	I finish my work as soon as I can.
15	In addition	In <b>addition</b> , all her planning and tenacity were paying off.
16	But	I dress up early but still get late for the office.
17	Yet	I attend classes yet I am marked absence.
18	In short	I hardly find time for myself. In short, I have a tedious job.
19	Finally	Finally, when the day is over I relax on my bean bag.
20	For instance	Mobile devices are becoming less expensive. Sophisticated smartphones, <i>for instance</i> , can now be purchased for less than \$100.
21	On the other hand	I'd love to own a horse and go riding every day; on the other hand, taking care of the animal is a very big responsibility.
22	To sum up	To sum up, my day is usually full of ups and downs.
23	Lastly	Lastly I would like to mention that my day always ends with a smile.
24	Similarly	Similarly, our agricultural processes aren't so hot.
25	However	I have hectic days; however, my evenings are pleasant.

### Daily Activities at Home

**Q: What are some of the daily activities that you do at home?**

I **wake up** at 7am every morning.

I **press the snooze button** five times every morning before I **turn off the alarm** and **get up**. I go for a morning walk and then I **have a cup of coffee** and **make breakfast**. I usually **read the newspaper** while I **have breakfast**. I like to have a shower before I **get dressed**.

My mother **brushes her long hair**, and I have short hair so I **comb my hair**. How do you **do your hair** in the morning?

It is important to **brush your teeth**, and some women like to **put make-up on**.

After I have finished work, I **go home** to **have dinner**. In my house I usually don't **make dinner**. The family eats dinner together at 7:30pm.

After dinner I make sure that I **do my homework**, and then I **chill out on the sofa** and **watch television**.

On television I usually **watch the News**. I use phone for a while and chat with friends.

I **feed the dog and the cat** before I **go to bed** and then I **go to the bathroom** too.

If I am sick so I have to **take my medication**, but then I **get into my pyjamas** and **set the alarm** so I wake up in the morning.

The last things I do is **lock the door**, **turn off the lights**, and **go to bed**. It doesn't take me long to **fall asleep**.

### Weekly Activities

**What are some weekly activities that you do?**

I **go grocery shopping** once a week at the local supermarket.  
 My family **does the housework** together every Saturday morning.  
 I usually **do the washing** on Sunday morning and when the machine is finished I **hang the clothes out** to dry.

On Sunday morning we **go to church**, and if there is lots of noise coming from **next door**, sometimes we **fight with the neighbor**.

On Saturday night my parents **stay at home** and I **go out with friends**.  
 Even my friends that live at home **call their parents** each week. Every evening, I **water the garden**.

I usually pay someone to **wash the car**, but my partner says I should do it, so sometimes I **argue with my partner** about that.

If we are angry at the neighbor, we **seek vengeance** by annoying his dogs. I work in an important office, so I have to **shine my shoes** each day.

Sometimes we **hire a movie**, because we don't like to **illegally download music and films**.

I make sure that I **synchronize my iPod** so I always have new music on it. To get our shopping, we **go to the mall** in the car.

Last week I forgot to **recharge my travel card**, and I had to **argue with a bus driver**. I couldn't call the office because I forgot to **recharge my cellphone**!

## II. Usage of Connectors, Transition Words and Vocabulary Related to Shopping

### What is Shopping?

The process of browsing and/or purchasing items in exchange for money. It is an activity in which a customer browses the available goods or services presented by one or more retailers with the intent to purchase a suitable selection of them. In some contexts it may be considered a leisure activity as well as an economic one.

### Transition Words and Connectors While Talking About Shopping

1	Yet	I bought many dresses. Yet, I cannot find any when required.
2	Rather	I would rather buy a saree than a dress.
3	However	The weather was rainy. However, I managed to carry my wardrobe.
4	Nevertheless	It was a predictable, but <b>nevertheless</b> funny, story.
5	But	I would have bought the dress but I didn't have the required cash.

6	Although	Although it rained heavily, I managed to wear my new dress
7	Likewise	You've gone so far as to eliminate some of the enemies who <b>likewise</b> stumbled across her.
8	Similarly	A mother recognises the feel of her child's skin when blindfolded. <i>Similarly</i> , she can identify the type of cotton used in the dress.
9	In particular	I'm fond of denims in particular.
10	That is why	I wasn't able to find reliable cosmetic brand that is why I relied on the herbal products.
11	Such as	Many celebrities endorse big brands such as Revlon, Lakme, FabIndia etc.
12	Nevertheless	Her date was a bit of a slob, but she had fun <b>nevertheless</b> .
13	As a result	As a result of her bad temper, she ended up going for shopping alone.
14	In addition	In <i>addition</i> , all her planning and tenacity were paying off.
15	On the contrary	My mother thought that I love subtle colors like peach and white. On the contrary, I had deep affinity towards neon colours.
16	To begin with	To begin with, the salesperson spoke so quickly that I couldn't understand every word.
17	Presently	Presently I am working on my summer wardrobe.
18	Formerly	Formerly, I was working as a tourist guide.
19	Without a doubt	Without a doubt, elegance surpasses looks
20	On the whole	The weather was quite nice on the whole, except for one really rainy day in the middle of the trip.
21	Again	I tried on the dress again and again to check if it fits.
22	As well as	Gucci sells handbags as well as clothing line.
23	Whereas	Cotton clothes can be worn in summers, whereas woolen can be worn in winters alone.

24	But	I liked the floral dress but still bought the one my mother suggested.
25	As a result	As a result of his greed, he lost all his money in the gamble.

### Vocabulary Related to Shopping

**advertising campaign:** a series of advertisements to persuade people to buy something

**big brand names:** large well-known companies or product names

**to be careful with money:** not to over-spend

**carrier bag:** bags (usually plastic) supplied by shops

**customer service:** the degree to which customers are treated well

**to get into debt:** to owe money

**to give someone the hard sell:** to put pressure on someone to buy something

**high street names:** well-known shops

**independent stores:** small shops independent of large companies

**local shops:** community shops

**loyalty card:** a card issued by a shop to allow customers to save money on the basis of what they spend

**must-have product:** a product that is very popular that a lot of people want to have

**to be on a tight budget:** to have a limited amount of money to spend

**to be on commission:** to pay someone in relation to the amount they sell

**a pay in cash:** to pay for something using coins or paper money

**to pay the full price:** to pay the full amount for something

**to pick up a bargain:** to buy something much cheaper than the normal price

**to run up a credit card bill:** to owe money on a credit card

**to shop around:** to try different shops to find the best deal

**shop assistant:** the person who serves customers

**to shop until you drop:** to do a lot of shopping

**to slash prices:** to reduce prices a great deal

**to snap up a bargain:** to buy something quickly that is being sold cheaply

**summer sales:** a period in the year when things are sold cheaply

**to try something on:** to see if an item of clothing fits or is suitable

**to be value for money:** to be worth the cost

**window shopping:** to visit a store to look at items without the intention of buying anything

### Check the shopping phrases in bold letters

1. Examiner: Do you often go shopping for personal items?

Maxine: When I can afford it yes ... my college is in the city center and I do a lot of **Window shopping** ... but being a student I'm **on a tight budget** so I have **to be careful with money** ...

Examiner: Are there many shops where you live?

Jenny: We've got a few **local shops** nearby and a few **independent stores** but none of the big **high street names** ... I have to go into town for them ...

Examiner: Do you enjoy shopping?

Marco: It depends ... I hate it when the sales are on ... crowds of people all trying to **snap up a bargain** ... I find it all a bit stressful ... I also get annoyed when **shop assistants** try to **give me the hard sell** when all I want to do is look around ...

2

Examiner: Do you think we will stop using paper money in the future?

Louisa: I think it's almost certain ... at the moment it's still possible **to pay in cash** but I'm sure this will change ... the problem is people are more likely **to get into debt** and **run up a credit card bill** when this happens.

Examiner: How do companies encourage the consumer to spend their money?

Peter: Well ... a recent development in my country is something called 'Black Friday' where people are encouraged **to shop until they drop** and buy the latest **musthave products** ... then there are things like **loyalty cards** to get the customer back in the store ...

Examiner: What do you think shops need to do to create a positive shopping experience?

Tania: The main thing for me is not being pressurized to buy ... I appreciate that shop assistants are probably **on commission** but if I'm looking for clothes for example I like to take my time ... **to try something on** ... and to ask for help if I need it ...

### Nouns in context of shopping

Client; customer;	salesgirl; salesclerk; cashier; attendant / assistant;
salesperson; vendor;	seller; buyer;
sales representative; sales manager;	wholesale buyer; wholesaler; retailer; distributor; advertising
salesman; saleswoman;	agent;

Finding a Shop	Opening Hours
<b>QUESTIONS</b> Can you recommend a good toy/clothes shop? Is there a chemists/supermarket in the area? Where can I get toothpaste/pet food? Where's the nearest shopping centre?	<b>QUESTIONS</b> What time do you open, please? What time do you close, please? What are your opening hours? Are you open all day? Are you open on Sundays?
<b>ANSWERS/COMMENTS</b> There's a really good bookshop just around the corner.  You can buy that here in the hotel. The best toy shop is in the shopping centre. The nearest one is a few miles away.	<b>ANSWERS/COMMENTS</b> We're open 24/7. (24 hours a day / 7 days a week) We're closed at lunchtime, between 12 and 2pm. We're open from 9am till 6pm, Monday to Friday.

### HERE IS A SAMPLE CONVERSATION BETWEEN MRS SMITH AND HER YOUNGER SON JOHN AT THE SHOP.

It's Saturday morning and Mrs. Smith is going shopping.

Mrs S: John, I'm going to the shops. Is there anything you want?

John: Yes please! Can you pick up my magazine from the newsagents?  
 Mrs S: Of course. Do you want to come with me?  
 John: No way, I'm going round to Mike's house, sorry.  
 Mrs S: No problem. I'll be about an hour, be home by 5 o'clock at the latest.  
 John: O.K. I'll see you later. A bit later.....  
 Mrs S: John are you home?  
 John Yes mum, I'm up stairs.  
 Mrs S: Come down here, I bought you a new Nike T-shirt, I want you to try it on.  
 John Nike? Great I'm coming!  
**A few minutes later.....**  
 Mrs S: Well, does it fit?  
 John I think it's a bit too small.  
 Mrs S: Let's have a look. Hmmm, I think you've grown again!  
 John I can't wear it though.  
 Mrs S: Do you like it?  
 John Yeah, it's a nice colour.  
 Mrs S: I'll take it back to the supermarket and see if I can change it.  
 Mrs Smith had bought a nice new T-shirt for John, but when he tried it on it didn't fit.

### III. Usage of Connectors, Transition Words and Vocabulary Related to Vacation

#### What is Vacation?

A **vacation** or **holiday** is a leave of absence from a regular occupation, or a specific trip or journey, usually for the purpose of recreation or tourism. People often take a vacation during specific holiday observances, or for specific festivals or celebrations. Vacations are often spent with friends or family

#### Usage of Connectors and Transition Words in Vacation

1	Still	I was late to be bus stand but still managed to board my bus.
2	Of course	I had a memorable experience in Shimla. Of course I enjoyed a lot as well.
3	Although	Although it was quite dangerous to go for trekking, we still managed to reach the top.
4	Even so	I know you claim not to care about the snowfall; <i>even so</i> , you keep talking about it.
5	In short	In short, I loved the trip.
6	Despite	Despite having a tight schedule, I managed to go for a vacation.
7	In addition	There's a postage and packing fee in addition to the repair charge.
8	Instead	Shan chose to visit India instead of visiting Pakistan.
9	Especially	I love everything about winters, especially the snowfall.
10	Simply put	Everything about hill stations was sublime and brought peace to her

		chaotic mind. Simply put, it was a heaven for her.
11	<b>In fact</b>	It was the most memorable trip of my life. In fact it found its place even on my blog.
12	<b>Of course</b>	There is no place like Nainital. Of course, Manali being an exception.
13	<b>Furthermore</b>	Furthermore, in my family I had the power to make decisions.
14	<b>Consequently</b>	She didn't like the hotel; consequently, she changed it.
15	<b>Likewise</b>	Grateful to him, she was likewise anxious to leave the island before the beast returned and flew off the handle.
16	<b>Just like</b>	It turned out to be a fun trip, just like the previous one.
17	<b>That is why</b>	I couldn't complete my work on time that is why had to postpone the plan.
18	<b>Thereafter</b>	Thereafter, he ceased to pay attention.
19	<b>Even if</b>	Even if it rains, we will still go for camping.
20	<b>So</b>	We went to witness snowfall so had to carry the basic safety aids.
21	<b>In brief</b>	Can you share your experience in brief?
22	<b>Hence</b>	It isn't a favourable time to visit Dehradun at this time of the year. Hence, we postponed our plans.
23	<b>For instance</b>	The extreme temperature of Sahara desert causes many ailments. For instance, dehydration, sun burns etc.
24	<b>Thus</b>	Accepted theories can provide satisfactory results; <b>thus</b> , experiments can be avoided.
25	<b>Due to this</b>	There was heavy snowfall in Kashmir. Due to this, we had to cut short our trip.

### Vocabulary Related to Vacation

**Book:** as opposed to the noun (reading material), this verb means to arrange and confirm a place on a flight, a room in a hotel or a ticket for an event in the future.

**Reservation:** an arrangement in which something like a seat on a plane or a table in a restaurant is kept for you.

**Destination:** the place where someone is going, or something is being sent or taken.

**Complimentary:** if tickets books or any other items are complimentary, it means they are given free, especially by a business.

**All-Inclusive:** Including everyone or everything. In holiday terms, this would refer to a hotel deal where the price usually includes accommodation, meals and drinks (any extra activities or facilities would be charged separately).

**Travel Agency:** a company or shop that makes travel arrangements for people.



**Ticket:** a small piece of paper or card given to someone, usually to show that they have paid for an event, journey or activity.

**Brochure:** a type of small magazine that contains pictures and information about a product or a company.

**Leaflet:** a small piece of paper that gives you information or advertises something.

**Last Minute Deals:** these are promotions that are advertised at the latest possible time for those who are more spontaneous!

**Promotion:** publicizing a product to increase sales or public awareness.

**Package Deal:** an offer or agreement involving a number of related items or the acceptance of one

being dependent on acceptance of another.

**Self-Catering:** if you stay in self-catering accommodation, you would be in a place where you are provided with the facilities to prepare and cook your own meals.

**Accommodation:** a room or building in which someone may live or stay. Different types of accommodation include apartments, hotels, guesthouses and backpacking hostels.

**Camping:** the activity of spending a holiday (vacation) living in a tent or campervan.

**Backpacking:** to travel or hike carrying one's belongings in a backpack.

**Transfer:** the act of moving someone or something from one place to another.

**Budget Holiday:** (adjective) meaning inexpensive. Planning a trip using a minimal amount of money. (Budget – noun) Having a limited amount of money for expenditure: Ex: *We have to keep within the household budget*).

**Travel Documents:** all the necessary documents you would need to take with you on a holiday i.e. passport or ID card, driving license, flight/bus/ train tickets, visa confirmation etc.

**Outbound:** travelling away from a particular place, usually the first half of a journey.

**Inbound:** travelling towards a particular place, especially when returning to the original point of departure.

**Two-way, Return Ticket (UK), Round Trip (US):** a ticket that allows someone to travel to a place and back again.

**One-way, Single Ticket:** a ticket that allows a passenger to travel only to his/her destination, without returning.

**Transport:** (verb *trans-PORT*) to take or carry goods or people from one place to another.

(Noun *TRANS-port*) A system or means of conveying people or goods from place to place by means of a vehicle, aircraft or ship.

**Splash out:** a phrasal verb (mainly used in British English) meaning to spend money freely.

**Packing**

**Suitcase:** a case with a handle and hinged lid, used for carrying clothes and other personal possessions.

**Currency:** a system of money in general use in a particular country.

**Appropriate Clothing:** suitable or fitting for a particular purpose, person or occasion.

**Seasonal:** relating to a particular season of the year (Autumn, Winter, Spring or Summer).

**Fanny Pack (US), Bum Bag (UK):** a small bag used to safely store small valuable items when on holiday. This is usually worn around the waist and can be concealed under one's clothing.

#### **D.1. Sample Conversation about Booking a Holiday:**

*Travel Agent = TA, Customer = C*

*TA: Good afternoon madam, how can I help you today?*

*C: Good afternoon, I would like to book a trip to Italy for 2 people and a 6 year old child please.*

*TA: Is there anywhere in particular you would like to go?*

**C: I can't decide between Venice and Rome, whichever is cheaper as we are on a budget this year!**

TA: Okay, and when would you like to go?

C: We have two weeks of holiday between 18th June and 2nd July, and we'd like to go for at least

10 days during that period.

**TA: No problem, I'll just check to see which destination would be cheaper.... We have a special promotion on at the moment, if you book a package deal to Venice, you get free transfer to and from your hotel to the airport, plus one free meal each day. Would you be interested in that?** C: Yes, that sounds great!

TA: And would you like full-board or half-board?

C: Well, seeing as we will get one free meal each anyway, I think self-catering would be better. I'll

have a little bit of extra money to splash out in a nice restaurant somewhere!

**TA: Okay, that's fine. We have a hotel that offers self-catering facilities and is right in the centre of Rome. They also have special facilities for children such as meal deals, extra beds, a play area in the lobby and a crèche.**

**C: Perfect! I won't need to spend too much money on transport and our son will surely have fun too!**

TA: Exactly. Your outbound flight will be on the 19th June, departing from London Gatwick Airport at 11:30am, and your return flight will be on the 30th June at 10:30pm. That gives you 11 and a half days in Rome, does that suit you?

**C: Yes, that's excellent, and we'll still have a couple of days to recover before going back to work!**  
How much will that be?

TA: Well, the promotion is £200 per adult, and your child can go for free because he is under 8 years old. That includes the return flights, accommodation for 11 nights, airport transfer and a complimentary meal each per day. Shall we go ahead and book it?

C: Wow! That is a fabulous deal! Yes, please.

TA: Okay. How would you like to pay?

C: Credit card please. Here you go.

TA: Thank you. Could I also see your passports please?

C: Sure, here you go.

TA: Thank you. Here are your tickets and everything else

You will need to know about your package holiday. Remember to keep all your travel documents safe throughout the whole trip.

C: Thank you so much for your help!

**TA: You're welcome. Enjoy the rest of your day and please contact us if you have any queries before you set off on your holiday!**

## **D.2. Sample Conversation about Checking-in at the Airport:**

Airport Attendant = AA, Passenger = P

AA: Next please!

P: Hi. Good Afternoon.

AA: Good Afternoon sir. May I see your passport please? P:  
Yes, here you go.

AA: Thank you. Please place your luggage on the belt.

P: (Places suitcase on the conveyor belt)

**AA: I'm afraid this suitcase is 7kg overweight. You are allowed a maximum of 30 kg and this suitcase weighs 37kg. You will need to remove some items or pay an additional fee for the extra weight.**

**P: Oh no! I see. Okay, I'm happy to pay the fee.**

AA: Is this your bag sir? P: Yes,  
of course it is.

AA: Did you pack it yourself? P: Yes.

AA: Were you given anything by someone else to take on the flight? P:  
No, definitely not.

AA: Do you have any of the following items in your luggage? (Points to images of dangerous objects)

P: No,

I'm

certain.

AA: Okay, that will be 56 euros for the  
overweight case please.

P: Okay, here is the right amount in cash. Also, could I please have a window seat?

**AA: I'll just see if there is one  
available....Okay, you will be seated in  
25A. Here is your passport and**

*boarding pass, please keep all your documents safe. Enjoy your flight.*

P: Thank you very much.

**Here are some commonly used connectors/transition words and phrases, grouped by category:**

**To express addition:**

also, another, furthermore, in addition, moreover

**To express consequence:**

as a result, consequently, for this reason, subsequently, therefore, thus

**To exemplify or illustrate:**

for instance, for example, such as

**To restate:**

in other words, in short, in brief, to put it differently

**For contrast and comparison:**

in contrast, likewise, on the other hand, on the contrary, similarly, yet, but,  
however

**To express sequence or order:**

first of all, to begin with, in the first place, next, secondly, second, third, thirdly,  
finally, etc.

**To summarize or conclude:**

all in all, in conclusion, to sum up, to summarize, to conclude

## UNIT 3

### ENGAGING IN SMALL TALK

#### I. DIRECT AND INDIRECT SPEECH

##### Introduction

There are two ways to convey a message of a person, or the words spoken by a person to other person.

##### 1. Direct speech

##### 2. Indirect speech

Suppose your friend whose name is John tells you in school, "I will give you a pen". You come to home and you want to tell your brother what your friend told you. There are two ways to tell him.

**Direct speech:** *John said, "I will give you a pen".*

**Indirect Speech:** *John said that he would give me a pen.*

In direct speech the original words of person are narrated (no change is made) and are enclosed in quotation mark.

While in indirect speech some changes are made in original words of the person because these words have been uttered in past so the tense will change accordingly and pronoun may also be changed accordingly.

In indirect speech the statement of the person is not enclosed in quotation marks, the word "that" may be used before the statement to show that it is indirect speech.

Indirect speech is also called **reported speech** because reported speech refers to the second part of indirect speech in which something has been told by a person.

**Reporting verb:** The verb first part of sentence (i.e. he said, she said, he says, they said, she says,) before the statement of a person in sentence is called reporting verb.

**Examples:** In all of the following example the reporting verb is "said".

He **said**, "I work in a factory"

(Direct speech)

He **said** that he worked in a factory.

(Indirect speech)

*They **said**, "We are going to cinema"* (Direct speech)  
*They **said** that they were going to cinema.* (Indirect speech)

**Reported Speech.** The second part of indirect speech in which something has been told by a person (which is enclosed in quotation marks in direct speech) is called reported speech. For example, a sentence of indirect speech is, *He said that he worked in a factory*. In this sentence the second part "*he worked in a factory*" is called reported speech and that is why the indirect speech as a whole can also be called reported speech.

### Fundamental rules for indirect speech

1. Reported speech is not enclosed in quotation marks.
2. **Use of word "that":** The word "that" is used as a conjunction between the reporting verb and reported speech.
3. **Change in pronoun:** The pronoun (subject) of the reported speech is changed according to the pronoun of reporting verb or object (person) of reporting verb (first part of sentence). Sometimes the pronoun may not change.

In following example the pronoun of reported speech is "I" which will be changed in indirect speech into the pronoun (Subject) of reporting verb that is "he".

### Example

Direct speech	Indirect Speech
<i>He said, "I am happy".</i>	<i>He said that <b>he</b> was happy.</i>
<i>I said to him, "You are intelligent"</i>	<i>I said him that he was intelligent.</i>
<i>("You" changed to "he" the person of object of reporting verb)</i>	

1. **Change in time:** Time is changed according to certain rules like now to then, today to that day, tomorrow to next day and yesterday to previous day. Examples:

**Direct speech:** *He said, "I am happy today"*

**Indirect Speech:** *He said that he was happy **that day**.*

2. **Change in the tense of reported speech:** If the first part of sentence (reporting verb part) belongs to past tense the tense of reported speech will change. If the first part of sentence (reporting verb part) belongs to present or future tense, the tense of reported speech will not change. Ex:

**Direct speech**                      **Indirect Speech**

*He said, "I am happy".*                      *He said that he was happy.* (Tense of reported speech changed)

*He says, "I am happy"* *He said that he is happy.* (Tense of reported speech didn't change)

**Table for change in tense of reported speech for all TENSES.**

DIRECT SPEECH	INDIRECT SPEECH
<b>PRESENT TENSE</b>	
<b>PRESENT SIMPLE changes into PAST SIMPLE</b>	
He said, "I write a letter" She said, "He goes to school daily"	He said that he wrote a letter. He said that she went to school daily.
<b>PRESENT CONTINUOUS changes into PAST CONTINUOUS</b>	
He said, "He is listening to the music" She said, "I am washing my clothes"	He said that he was listening to the music. She said that she was washing her clothes.
<b>PRESENT PERFECT changes into PAST PERFECT</b>	
She said, "He has finished his work" He said, "I have started a job"	She said that he had finished his work. He said that he had started a job.
<b>PRESENT PERFECT CONTINUOUS changes into PAST PERFECT CONTINUOUS</b>	
He said, "I have been studying since 3 O'clock" She said, "It has been raining for three days."	He said that he had been studying since 3 O'clock. She said that it had been raining for three days.
<b>PAST TENSE</b>	
<b>PAST SIMPLE changes into PAST PERFECT</b>	
He said to me, "You answered correctly" John said, "They went to cinema"	He said to me that I had answered correctly. John said that they had gone to cinema.
<b>PAST CONTINUOUS changes into PAST PERFECT CONTINUOUS</b>	
They said, "We were enjoying the weather" He said to me, "I was waiting for you"	They said that they had been enjoying. He said to me that he had been waiting for me.
<b>PAST PERFECT changes into PAST PERFECT (tense does not change)</b>	
She said, "She had visited a doctor" He said, "I had started a business"	She said that she had visited a doctor. He said that he had started a business.
<b>PAST PERFECT CONTINUOUS changes into PAST PERFECT CONTINUOUS (tense does not change)</b>	
They complained, "We <b>had been waiting</b> for hours".  "We <b>had been living</b> in Paris", they told me.	They complained that they had been waiting for hours.  They told me that they <b>had been living</b> in Paris.

FUTURE TENSE	
FUTURE SIMPLE TENSE    WILL changes into WOULD	
He said, "I will study the book" She said, "I will buy a computer"	He said that he would study the book. She said that she would buy a computer.
FUTURE CONTINUOUS TENSE    WILL BE changes into WOULD BE	
I said to him, " I will be waiting for him" She said," I will be shifting to new home"	I said to him that I would be waiting for him. She said that she would be shifting to a new home.
FUTURE PERFECT TENSE    WILL HAVE changes into WOULD HAVE	
He said, "I will have finished the work" She said, "They will have passed the examination"	He said that he would have finished the work. She said that they would have passed the examination.
FUTURE PERFECT CONTINUOUS TENSE WILL changes into WOULD	
He said, "We will have been watching a movie." He said, "I will not have been painting the wall."	He told me that they would have been watching a movie. He told me that he would not have been painting the wall.

**\*Note:** The tense of reported speech may not change if reported speech is a universal truth though its reporting verb belongs to past tense.

Examples:

Direct speech

**He said, "Mathematics is a science"**

**He said, "The sun rises in east"**

Indirect Speech

**He said that mathematics is a science.**

**He said that the Sun rises in east.**

### Indirect speech for Interrogative (question) sentence

For changing interrogative (question) sentence into indirect speech we have to observe the nature of question and then change it into indirect speech according to its rules for indirect speech. A question can be of two types. One type is which can be answered in only YES or NO and other type which needs a little bit explanation for its answer and cannot be answered in only YES or NO.

#### Examples

Do you like music? (It can be answered in YES or NO)

How are you? (It cannot be answered in YES or NO but it needs a little bit explanation *i.e.*, I am fine.)

### Questions which can be answered in YES/NO.

To change questions (which can be answered in yes or no) into indirect speech, word “if” or “whether” is used before the question in indirect speech.

Rules for change in tense of question sentences are same as for change in normal tenses in indirect speech but sentence will not start with the auxiliary verb of the tense.

The word “that” is not used between reporting verb and reported speech as a conjunction in indirect speech for question sentence. Question mark is not used in indirect speech.

#### Examples

**Direct speech:** He said to me, “Do you like music?”

**Indirect Speech:** He asked me *if* I liked music. (Not, did I like music)

**Or Indirect Speech:** He asked me *whether* I liked music.

**Direct speech:** She said, “Will he participate in the quiz competition?”

**Indirect Speech:** She asked me *if* he would participate in quiz competition.

**Direct speech:** I said to him, “Are you feeling well?”

**Indirect Speech:** I asked him *if* he was feeling well.

### Question which cannot be answered in YES/NO.

To change such questions into indirect speech, the words “if” or “whether” is not used. The tense of the question is changed according to the rules for change in normal tenses in indirect speech but sentence will not start with the auxiliary verb of the tense. The word, “that”, is not used between reporting verb and reported speech as a conjunction in indirect speech for question sentence. Question mark is not used in indirect speech.

#### Examples:

**Direct speech:** He said to me, “How are you?”

**Indirect speech:** He asked me *how* I was. (Not, how was I)

**Direct speech:** Teacher said to him, “What is your name?”

**Indirect speech:** Teacher asked him *what* his name was.

**Direct speech:** She said to him, “Why did you come late?”

**Indirect speech:** She asked him *why* he had come late.

### Indirect speech for exclamatory and imperative sentences

#### Indirect speech of imperative sentence:

A sentence which expresses command, request, advice or suggestion is called *imperative sentence*. For example,

- Open the door.
- Please help me.
- Learn your lesson.

To change such sentences into indirect speech, the word “ordered” or “requested” or “advised” or



“suggested” or “forbade” or “not to do” is added to reporting verb depending upon nature of imperative sentence in reported speech.

### Examples

Direct speech	Indirect Speech
He said to me, “Please help me”	He <i>requested</i> me to help him.
She said to him, “You should work hard for exam”	She <i>suggested</i> him to work hard for exam.
He said, “Open the door”	He <i>ordered</i> to open the door.
They said to him, “Do not tell a lie”	They said to him <i>not to</i> tell a lie.
The teacher said to student, “Do not waste time”	The teacher advised the students <i>not to</i> waste time.

### Indirect speech of exclamatory sentences

Sentence which expresses state of joy or sorrow or wonder is called exclamatory sentence.

Ex: • Hurrah! We won the match. • Alas! I failed the test. • Wow! What a nice shirt it is.

To change such sentences, the words “exclaimed with joy” or “exclaimed with sorrow” or “exclaimed with wonder” is added in the reporting verb depending upon the nature of exclamatory sentence in indirect speech.

### Examples.

Direct speech	Indirect Speech
He said, “Hurrah! I won a prize”	He <i>exclaimed with joy</i> that he had won a prize.
She said, “Alas! I failed in exam”	She <i>exclaimed with sorrow</i> that she had failed in the exam.
John said, “Wow! What a nice shirt it is”	John <i>exclaimed with wonder</i> that it was a nice shirt.
She said, “Hurrah! I am selected for the job”	She <i>exclaimed with joy</i> that she was selected for the job.

### Indirect speech for sentence having MODALS, “can, may, must,”

#### Present modals are changed to past modals

Direct Speech	Indirect Speech
<b>CAN changes into COULD</b>	
He said, “I can drive a car” She said, “He can play a violin.”	He said that he <i>could</i> drive a car. She said that he <i>could</i> play a violin.

MAY changes into MIGHT	
He said, "I may buy a computer" She said, "He may visit a doctor."	He said that he might buy a computer. She said that he might visit a doctor.
MUST changes into HAD TO	
He said, "I must work hard" She said, "They must carry on their work"	He said that he had to work hard. She said that they had to carry on their work.

## II. Vocabulary and Phrases Related to Small Talk, Importance of Small Talk

### What is small talk?

Small talk is more of a casual form of conversation that allows people to "break the ice" or can be used if there is an awkward silence between two or more people.

### Where do people make small talk?

Most often small talk occurs in places where people are waiting for something

- Water cooler
- Cafeteria / Kiosks
- Queues at any store/ booking desk
- Elevator
- Also at public gatherings / social event

### When do people make small talk?

- When you meet someone for the first time
- When someone greets you
- When someone smiles and acknowledges your presence
- When someone is alone but not busy with or engrossed in his/ her work
- When it is a break- time in between any program/ session

### Why do people make small talk?

- Enables a person to cope up with his/ her language skills
- Helps one to learn manners and social etiquette
- Provides a medium to build business deals
- Polishes one's interpersonal skills
- Encourages one to gain multiple views and opinions on the same topic and broadens one's horizon

### Tips for Making Small Talk

A study at the Stanford University School of Business tracked a group of MBAs 10 years after they graduated. The result? Grade point averages had no bearing on their success -- but their ability to converse with others did.

Being able to connect with others through small talk can lead to big things, according to Debra Fine, author of 'The Fine Art of Small Talk.' A former engineer, Fine recalls being so uncomfortable at networking events that she would hide in the restroom. Now a professional speaker, Fine says the ability to connect with people through small talk is an acquired skill.

Fine and her fellow authorities on schmoozing offer the following tips for starting -- and ending -- conversations:

- 1.** As you prepare for a function, come up with three things to talk about as well as four generic questions that will get others talking.
- 2.** Be the first to say "hello." If you're not sure the other person will remember you, offer your name to ease the pressure. For example, "Charles Bartlett? Lynn Schmidt... good to see you again." Smile first and always shake hands when you meet someone.
- 3.** Take your time during introductions. Make an extra effort to remember names and use them frequently.
- 4.** Get the other person talking by leading with a common ground statement regarding the event or location and then asking a related open-ended question. For example, "Attendance looks higher than last year, how long have you been coming to these conventions?" You can also ask them about their trip in or how they know the host.
- 5.** Stay focused on your conversational partner by actively listening and giving feedback. Maintain eye contact. Never glance around the room while they are talking to you.
- 6.** Listen more than you talk.
- 7.** Have something interesting to contribute. Keeping abreast of current events and culture will provide you with great conversation builders, leading with "What do you think of...?" Have you heard...?" What is your take on...?" Stay away from negative or controversial topics, and refrain from long-winded stories or giving a lot of detail in casual conversation.
- 8.** If there are people you especially want to meet, one of the best ways to approach them is to be introduced by someone they respect. Ask a mutual friend to do the honors.
- 9.** If someone hands you a business card, accept it as a gift. Hold it in both hands and take a moment to read what is written on it.
- 10.** Watch your body language. People who look ill at ease make others uncomfortable. Act confident and comfortable, even when you're not.
- 11.** Before entering into a conversation that's already in progress, observe and listen. You don't want to squash the dynamics with an unsuited or ill-timed remark.
- 12.** Have a few exit lines ready, so that you can both gracefully move on. For example, "I need to check in with a client over there."

## Examples of small talk for weather, weekend, family, sports, films, people

### Using the weather for small talk

Kind of chilly this morning, isn't it?

What a beautiful morning!

A bit windy, but beautiful.

It's never that hot at this time of the year.

It's been raining for weeks.

Is this never going to end?



### Using weekend for small talk

How did you spend the weekend?

Did you do anything special?

How was your weekend?

### Using family for small talk

Robert: How's Jane doing? I haven't seen her for ages.

Linda: Oh, she's fine. She just got a job with the government.

Robert: That's great news. We should get together one of these days. Sarah would love to see you both, too.

Linda: Sure. That'd be great. ...

### More examples

How are the kids?

Give my regards to your husband.

Why don't you come over for dinner one of these days?

### Using sports for small talk

David: Did you see the game last night?

Jason: No, I missed it. Was it a good game?

### Using films for small talk

Sarah: Have you seen the Hangover 3? We went to see it last night.

Jane: How was it?

Sarah: Jason thought it was hilarious, but I was a bit disappointed.

### **More examples**

You should definitely go for it. You must see that!

### **Using people for small talk**

Have you heard? Kitty is getting married.

Don't tell anyone, but apparently David is going to be promoted.

### **SAMPLE DIAOGUES WITH MORE THAN ONE OPTION TO ANSWER THE SAME QUESTION:**

**Example:** How's the family? - They're very well, thank you.

### **Small talk conversation exercise**

**a I've just bought a new car – Ford Escort.**

- (i) Really? I've heard it is a very bad car.
- (ii) Really? Why did you do that?
- (iii) Really? Are you pleased with it?

**b My daughter Sarah has gone to Oxford University.**

- (i) Really? What is she studying?
- (ii) I don't believe you!
- (iii) Oh, that must be very expensive!

**c I'm afraid I have a bad cold.**

- (i) Keep away from me! I don't want to catch it.
- (ii) I knew someone who died from a bad cold.
- (iii) That's very bad luck. But thank you for coming to the meeting.

**d Our national team will be in the World Cup if we beat Germany.**

- (i) Germany has a good team. You're not going to win.
- (ii) Germany has a good team. I'm sure it will be a great game.
- (iii) Anyone can beat Germany. They have a terrible team.

## VOCABULARY

S.no.	Word/ phrase	Meaning	Synonym	Antonym
1	Rendezvous	A meeting or a place where people meet		
2	Formal	Adhering to official standards, befitting an authority	Conventional, stately	Informal, casual
3	Informal	Not officially recognised	Relaxed, Casual, Unofficial	Formal, Stately, Official
4	To rendezvous	To meet, to get together	To assemble, to group	To scatter
5	Etiquette	Rules governing socially acceptable behaviour	Mannerisms	Bad manners, impolite
6	Errand	A short trip that is taken in the performance of a necessary task or mission	Trip	
7	Sync	To occur at the same time or in the same pattern	Synch, Synchronization	Unsynchronized, Nonsynchronous
8	Tackle	Accept as a challenge	Undertake, take on, handle	Withdraw, give up
9	Breaking the ice	To end or avoid an awkward situation by starting a conversation with someone about something.	Open up, lead the way, take the plunge, break ground, start the ball rolling	To remain reserved
10	Establish	Start a new organization, set up or lay the groundwork	Institute, validate, launch, build	Abolish
11	Acquaintance	A relationship less intimate than friendship	Familiarity, Known	Stranger, unknown
12	Acknowledge	Express recognition, declare to be true or admit the existence	Recognise, admit, know	Derecognise, disavow, deny
13	Tentatively	Under terms not final or fully worked out or agreed upon	Provisional, probationary, doubtful	Finalized, confirmed
14	Probe	An exploratory action or expedition.  Investigate thoroughly to see if true.	Investigation, Examination.  Dig into, poke into.	Overlook, Ignore, neglect
15	Aggressive	Having or showing determination and energetic pursuit of your ends	Belligerent	Passive, docile, inactive

**Read the small talk below**

**Pearl:** Hi there.

**Ruthven:** Hi, I haven't seen you around here before. Have you worked here long?

**Pearl:** No, I've only been here a few months. I work in the Human Resources Department.

**Ruthven:** Oh, that must be why I haven't seen you around. I'm in Sales

**Pearl:** Sales sounds like an interesting job.

**Ruthven:** It's okay. Hey, you look like you could really have a coffee.

**Pearl:** Yes, it's been a really hectic week.

**Ruthven:** Tell me about it! At least it's supposing to be a nice weekend.

**Pearl:** Yes, I've heard that they are calling for blue skies.

**Ruthven:** Say, did you happen to catch the game last night?

**Pearl:** No, I was working late.

**Ruthven:** It was a great game. We won in overtime.

**Pearl:** Actually, I don't even know who was playing. I don't really follow sports. Well, I better get back to my desk.

(**Ruthven** did not take the cue that **Pearl** wants to end the conversation.)

**Ruthven:** Speaking of desks, what do you think of the new office furniture?

**Pearl:** It's nice, but I would rather get paid for my overtime hours than have new furniture.

**Ruthven:** Oh. Well, I think I'll be heading home early today. It looks like it might snow.

**Pearl:** Okay, bye.

# UNIT 4

## Presenting Your Ideas Effectively

### I. Stress & Intonation

To communicate clearly when you are speaking in English, it's important to stress the correct syllables in each word. This is called word stress, which means pronouncing one syllable of a multisyllabic word with greater emphasis (stress) than the other syllables in the word. Look at the examples of stress in words. The stressed syllables are represented by bold writing.

holiday, alone, admiration, confidential, degree, weaker, nervous, parents

#### What is a syllable?

- A syllable is the sound of a vowel (A, E, I, O, U) that is created when pronouncing the letters A, E, I, O, U, or Y.
- The letter "Y" is a vowel only if it creates an A, E, I, O, or U sound.
  - *examples: fry, try, cry, & dry*

#### How to count syllables?

- The number of times that you hear the sound of a vowel is the number of syllables in a word.
- When two (or more) vowels are next to each other, the number of syllables depends on the number of vowel sounds.
  - *examples: free (1 syllable), eat (1 syllable), & bio (2 syllables)*
- If a vowel is silent, it is not counted as a syllable.
  - *example: fire (1 syllable)*

Here are four general rules to keep in mind about word stress as you practice pronunciation:

Stress the first syllable of:



- Most two-syllable nouns (examples: CLImate, KNOWledge)
- Most two-syllable adjectives (examples: FLIPpant, SPACious)

Stress the last syllable of:

- Most two-syllable verbs (examples: reQUIRE, deCIDE)

Stress the second-to-last syllable of:

- Words that end in -ic (examples: ecSTATic, geoGRAPHic)
- Words ending in -sion and -tion (examples: exTENSion, retriBUTION)

Stress the third-from-last syllable of:

- Words that end in -cy, -ty, -phy and -gy (examples: deMOCracy, unCERTainty, geOGRAPHy, radiOLOGy)
- Words that end in -al (examples: exCEPTional, CRItical)

## What is intonation?

Intonation and stress are closely linked. In fact it's impossible to dissociate them. They go hand in hand.

Intonation is about *how* we say things, rather than *what* we say, the way the voice rises and falls when speaking, in other words the music of the language.

Just as words have stressed syllables, sentences have regular patterns of stressed words. In addition, the voice tends to rise, fall or remain flat depending on the meaning or feeling we want to convey (surprise, anger, interest, boredom, gratitude, etc.). Intonation therefore indicates the mood of the speaker.

There are two basic patterns of intonation in English: falling intonation and rising intonation.

In the following examples a downward arrow (↘) indicates a fall in intonation and an upward arrow (↗) indicates a rise in intonation.

### Falling Intonation (↘)

(The pitch of the voice falls at the end of the sentence.)

Falling intonation is the most common intonation pattern in English.

It is commonly found in statements, commands, wh-questions (information questions), confirmatory question tags and exclamations.

- Statements
  - Nice to meet ↘you.
  - I'll be back in a ↘minute.
  - She doesn't live here ↘anymore.
  - Dad wants to change his ↘car.
  - Here is the weather ↘forecast.
  - Cloudy weather is expected at the end of the ↘week.
- Commands
  - Write your name ↘here.
  - Show me what you've ↘written.

- Leave it on the ↘desk.
- Take that picture ↘down.
- Throw that ↘out.
- Put your books on the ↘table.
- Wh- questions (requesting information.)  
(questions beginning with 'who', 'what', 'why', 'where', 'when', 'which', and 'how')
- What country do you come ↘from?
- Where do you ↘work?
- Which of them do you ↘prefer?
- When does the shop ↘open?
- How many books have you ↘bought?
- Which coat is ↘yours?
- Questions Tags that are statements requesting confirmation rather than questions.  
Not all tag questions are really questions.  
Some of them merely ask for confirmation or invite agreement, in which case we use a falling tone at the end.
- He thinks he's so clever, doesn't ↘he?
- She's such a nuisance, isn't ↘she?
- I failed the test because I didn't revise, did ↘I?
- It doesn't seem to bother him much, does ↘it?
- Exclamations
- How nice of ↘you!
- That's just what I ↘need!
- You don't ↘say!
- What a beautiful ↘voice!
- That's a ↘surprise!

### Rising Intonation (↗)

(The pitch of the voice rises at the end of a sentence.)

Rising intonation invites the speaker to continue talking.

It is normally used with yes/no questions, and question tags that are real questions.

- Yes/no Questions  
(Questions that can be answered by 'yes' or 'no'.)
- Do you like your new ↗teacher?
- Have you finished ↗already?
- May I borrow your ↗dictionary?
- Do you have any ↗magazines?
- Questions tags that show uncertainty and require an answer (real questions).
- We've met already, ↗haven't we?
- You like fish, ↗don't you?
- You're a new student ↗aren't you?
- The view is beautiful, ↗isn't it?

We sometimes use a combination of rising and falling intonation in the same sentence. The combination is called Rise-Fall or Fall-Rise intonation.

## Rise-Fall Intonation (↗↘)

(The intonation rises and then falls.)

We use rise-fall intonation for choices, lists, unfinished thoughts and conditional sentences.

- Choices (alternative questions.)
  - Are you having ↗soup or ↘salad?
  - Is John leaving on ↗Thursday or ↘Friday?
  - Does he speak ↗German or ↘French?
  - Is your name ↗Ava or ↘Eva?
- Lists (rising, rising, rising, falling)  
Intonation falls on the last item to show that the list is finished.
  - We've got ↗apples, pears, bananas and ↘oranges
  - The sweater comes in ↗blue, white pink and ↘black
  - I like ↗football, tennis, basketball and ↘volleyball.
  - I bought ↗a tee-shirt, a skirt and a ↘handbag.
- Unfinished thoughts (partial statements)  
In the responses to the following questions, the rise-fall intonation indicates reservation. The speaker hesitates to fully express his/her thoughts.
  - Do you like my new handbag? Well the ↗leather is ↘nice... ( but I don't like it.)
  - What was the meal like? Hmm, the ↗fish was ↘good... (but the rest wasn't great).
  - So you both live in Los Angeles? Well ↗Alex ↘does ... (but I don't).
- Conditional sentences  
(The tone rises in the first clause and falls gradually in the second clause.)
  - If he ↗calls, ask him to leave a ↘message.
  - Unless he ↗insists, I'm not going to ↘go.
  - If you have any ↗problems, just ↘contact us.

## I. Introducing Dignitaries

### The Importance of Introduction

Knowing how to introduce a speaker is an important skill in our professional and personal lives. Everyone is expected to be proficient but most are not. Are you comfortable when asked to introduce a speaker? It is more likely you are nervous and a bit uneasy about what is expected. Does it feel like an opportunity?

Why not just let the speaker get up and start speaking?  
Why are so many introductions such a drag?

The purpose of an introduction is to gain the audience's attention. The audience may have just come from listening to another speaker on a totally different topic and are still mulling over the ideas. They may be in the middle of an interesting conversation with a friend. They may be thinking about modifying their own speech scheduled for later in the day.

A secondary purpose is to motivate the audience to listen. Just because the audience is there doesn't mean they are ready to listen. Maybe they came to be seen, take a brief nap or escape something else. You can motivate by giving a preview of the speech from the perspective of the audience. Let them know "What's In It for me"—narrow the gap between the audience and the lecturer.

### Ten Introduction Tips

- Know the speaker's name and how to pronounce it.
- Know the speaker's title or position. Do not turn and ask the speaker "Is it Associate or Assistant Professor?"
  - Do not read the introduction. It will sound flat, unenthusiastic and convey the impression that you are unfamiliar with the subject.
- Know enough about the subject to sound knowledgeable. Do not turn to the speaker and ask about the topic.
- Introductions are no place to use slides, overheads or presentation software.
- Announce the speech title as given to you by the speaker. If you have any questions about it, ask the speaker before the introduction.
- Introduction of a panel of speakers is the same except the introducer needs to describe the structure and format of the panel (speaking order, length of time) and the various points of view and perspectives of the panelists.
- Be brief. Aim for between one and three minutes. Five minutes is too long.
  - Never use the old cliché that the speaker needs no introduction. If the introduction ties the speaker to the audience and the topic then each introduction is unique, plus there is always something new about every speaker.
  - You are the catalyst, not the performer. Do not try to upstage the speaker with your knowledge of the subject.

### Guest Sample Introduction 1:

Here at Chicago, we live and die by our communications successes and failures. So it is with special excitement that I'm pleased to welcome Dr. Nick Morgan to our annual gathering. Nick is one of America's top communication theorists and coaches. He has coached people to give Congressional testimony, to appear on the Today Show, and to take on the investment community. His latest book, *Trust Me: Four Steps to Authenticity and Charisma*, was published by Jossey-Bass last year. And he has one of the best blogs on communications.

Have you ever wondered why you can't take your eyes off some charismatic public figures, while others put you immediately to sleep? Nick is going to demystify charisma and storytelling for us today, giving us lots of practical ideas we can immediately put to work when we're back in the office on Monday...

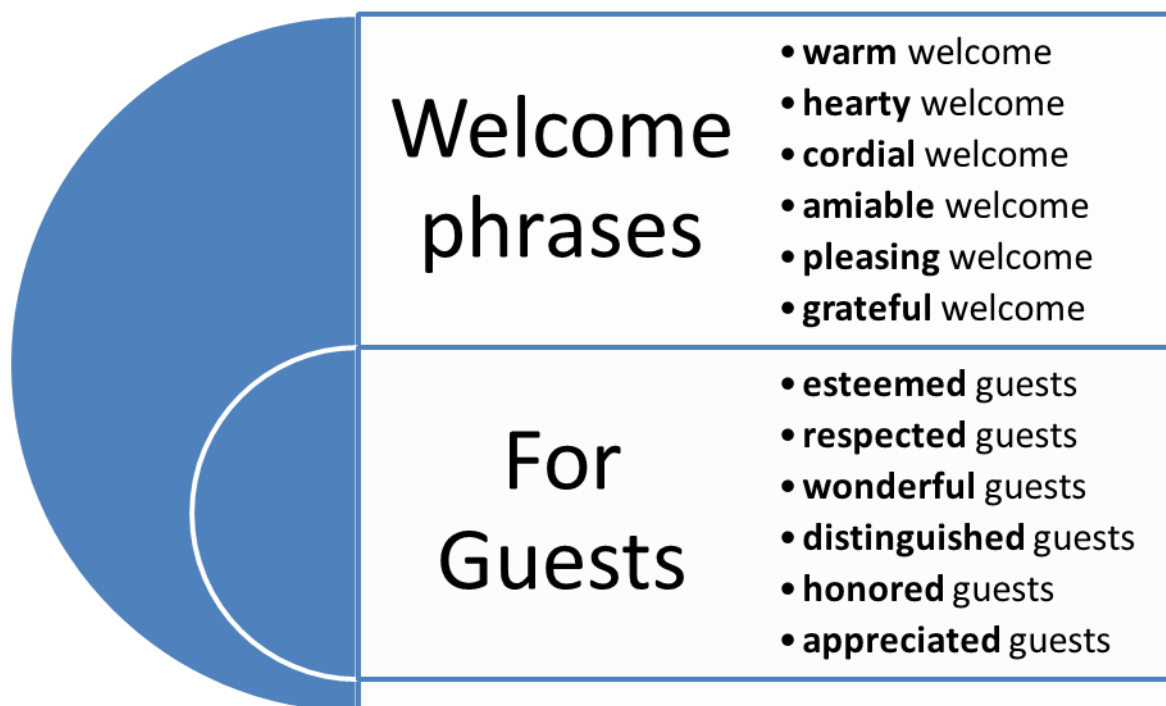
Please join me in welcoming Dr. Nick Morgan!

### Sample Introduction 2:

PDIT is fortunate to have two eminent technocrats as its Governing Body Members. Rare to see an Engineering College governed by engineers. But Ours is.

We have with us Sri Jali Basavaraj, GB Member of our College. He comes from a reputed family of educationists in Hospet. Sir has served as an engineer in MNCs at higher ranks. After his Voluntary retirement, he is running industry and business.

A very warm welcome to you, Sir.



## **Positive Adjectives: Describing People (Personality)**

Adaptable: Capable of fitting a particular situation or use

*When Connie's parents divorced, she proved herself to be **adaptable**. It wasn't easy, but she learned how to cope with this big change.*

Affectionate: Having or displaying warmth or affection

*If you like to snuggle up next to someone, then you are **affectionate**.*

Ambitious: Having a strong desire for success or achievement

***Ambitious** people try to get ahead in life--they look for opportunities to better their life. For the most part, this has a positive feeling, but in some people, ambition is too strong and they hurt people along the way to get what they want.*

Amiable: Diffusing warmth and friendliness

***Amiable** people are pleasant. They are kind, warm and friendly.*

Compassionate: Showing or having sympathy for another's suffering

*Someone who is **compassionate** feels a strong sense of sadness when they see others who are suffering.*

Considerate: Showing concern for the rights and feelings of others

*A **considerate** person looks out for other people. They often allow someone else to have the last piece of pie or they hold the door open for another person.*

Courteous: Characterized by courtesy and gracious good manners

***Courteous** people say, "Please," "Thank you" and "No, thanks." Their manners are present because they are nice toward other people.*

Diligent: Characterized by care and perseverance in carrying out tasks

***Diligent** people work hard until a job is done. They take great care in doing things right. They don't give up.*

Elated: Overjoyed, thrilled and delighted

*People feel **elated** when they achieve unprecedented accolades.*

Empathetic: Showing ready comprehension of others' states

*Someone who is **empathetic** is able to understand people better because they see things from the other person's perspective.*

Generous: Willing to give and share unstintingly

*A **generous** person shares what they have willingly. It might be a cupcake or their time-- either way, they're happy to share.*

Gregarious: Temperamentally seeking and enjoying the company of others

***Gregarious** people are fun to be around and they like being around other people. They are the "life of the party."*

Intuitive: Obtained through instinctive knowledge

An **intuitive** person operates by instinct. They sort of have a special feel for a situation. The best basketball players are intuitive when it comes to finding the open teammate.

Inventive: Marked by independence and creativity in thought or action

Since the band's drummer did not show up for the concert, they got **inventive**--they asked members of the audience to come up and clap and play tambourines.

Persistent: Stubbornly unyielding

**Persistent** people never give up. Even when the odds are stacked against them, they work tirelessly until the goal is achieved.

Philosophical: Meeting trouble with level-headed detachment

People who are **philosophical** often wonder, "In the grand scheme of things, is it worth it?" Philosophical people tend to look at the larger picture of life and stay above trivial situations.

Rational: Having its source in or being guided by the intellect

**Rational** people are practical. They make **rational** decisions based on their logical reasoning about a situation. They don't base decisions on emotions.

Reliable: Worthy of trust

Someone who is **reliable** is trust worthy and dependable. You can "count on" a **reliable** person.

Resourceful: Adroit or imaginative

A **resourceful** person uses creativity and the things around them to tackle a problem. They see solutions (sometimes obvious ones) that others don't see.

Sincere: Open and genuine; not deceitful

A **sincere** person is honest in their feelings toward others. (Antonym: insincerely).

Sympathetic: Expressing compassion or friendly fellow feelings

You are **sympathetic** when you feel sorry for someone else. You send a sympathy card when a friend loses a loved one because you want her to know that you feel sorry for her loss.

Unassuming: Not arrogant

An **unassuming** person is awesome but does not go around bragging about it. In fact, she might not even know that she's so awesome. A girl might be a great artist, but is **unassuming** about her skill.

Witty: Combining clever conception and facetious expression

Someone who is **witty** combines humor with intelligence. A **witty** observation is funny but also sophisticated. You need to be smart to understand a **witty** person's jokes.

## II. Introduction to Presenting Ideas on Products

### How to present your ideas effectively?

Coming up with good ideas is hard enough, but convincing others to do something with them is even harder. In many fields the task of bringing an idea to someone with the power to do something with it is called a pitch: software feature ideas, implementation strategies, movie screenplays, organizational changes, and business plans, are all pitched from one person to another. And although the fields or industries may differ, the basic skill of pitching ideas is largely the same.

### Presenting Ideas on Products

Describe *results*, not *functions*.

A customer is more interested in what a product does *for her* than what the product does. This is hard for product description writers to do. They are so focused on the product, its unique feature, or its selling points that they forget that the product not only has *functions*, but also *results*.

### Sample Description 1:



HARTVILLE TOOL → SHOP ESSENTIALS → OTHER SHOP ESSENTIALS  
< PREVIOUS - NEXT >

**Thumbsavers**  
**Thumbsavers**

Have you mangled your thumb more times than you'd like to admit? Then put a halt to it with a pair of Thumbsavers!

The built-in magnet at the end of the handle grips fasteners nice and tight while you place them just right for driving with your hammer or drill.

Keeps all your fingers safely out of the danger zone. Great for positioning nails and screws in tight locations your hands can't quite get into. Aluminum body with easy grip handle.

Click To Enlarge

Comes with one large and one small tool per pack. Imported

Have you mangled your thumb more times than you'd like to admit? Then put a halt to it with a pair of Thumb savers.

The built-in magnet at the end of the handle grips fasteners nice and tight while you place them just right for driving with your hammer or drill.

Keeps all your fingers safely out of the danger zone. Great for positioning nails and screws in tight locations your hands can't quite get into. Aluminum body with easy grip handle.

Comes with one large and one small tool per pack. Imported

**Why It's Compelling:** It aims for a specific customer need — "Keeps all your fingers safely out of the danger zone."



## Sample Description 2:



Kindle, 6" Glare-Free Touchscreen Display, Wi-Fi - Includes Special Offers

by Amazon

★★★★☆ 13,484 customer reviews | 381 answered questions

Price: \$79.99 & FREE Shipping. [Details](#)

**In Stock.**

Want it Wednesday, Jan. 20? Order within **1 hr 8 mins** and choose Two-Day Shipping at checkout. [Details](#)

Ships from and sold by Amazon Digital Services, Inc. Gift-wrap available.

Offer Type: **With Special Offers**

With Special Offers	Without Special Offers
\$79.99	\$99.99

Special offers display when you are not reading. [Learn more](#)

- Easy on your eyes—touchscreen display that reads like real paper
- Unlike tablets, no screen glare, even in bright sunlight
- A single battery charge lasts weeks, not hours
- Lose yourself in a book—Kindle doesn't distract you with social media, emails, and text messages
- Lighter than a paperback, holds thousands of books
- Massive book selection, lowest prices—over a million titles less than \$2.99
- Try Kindle Unlimited free for 30 days—choose from over 1 million titles

The positive benefits of the Kindle are it is 'easy on the eyes', 'reads like a real book' and 'has long battery life'. The problems that are prevented are 'no screen glare' and 'removes distractions while you read'.

Take note that framing, or the way we describe things, has an impact on consumer behavior. Some consumers may be more focused on what they can gain from a product while others are more interested in knowing what could be prevented.

## Sample Description 3:

Put your TV viewing into overdrive with scenes that jump off your screen when you add 3D HDTVs to your home-theater system. Alternate-frame sequencing (AFS) gives you every scene in two angles, making every image pop with clarity and intensity. This collection has HDTVs in both active and passive 3D – the difference lies in the glasses needed to view in 3D. Some models feature refresh rates as high as 600 Hz in plasma models and 480 Hz in LCD models. Look to the top names in visual entertainment, such as Panasonic, LG, Sony HDTVs and many others for 42", 47", 55" and larger screen sizes. Regardless of the size, adding a 3D HDTV to your home forever changes the way you watch TV with vibrant scenes that come to life.

## III. Adjectives

An adjective modifies a noun or pronoun by providing descriptive or specific detail. Adjectives usually precede the noun or pronoun they modify. Adjectives answer the following questions: What kind? How many? Which ones?

Example:

Tom bought a **beautiful** car. (*Beautiful describes what kind of car Tom bought.*)

Sally baked **ten** pies for the school bake sale. (*Ten tells how many pies Sally baked.*)

Bob climbed a **tall** tree in the backyard. (*Tall specifies which tree Bob climbed.*)

## POSITIVE ADJECTIVES RELATED TO PRODUCTS

**Bespoke:** designed and produced for particular customers

**Commercial:** produced **in** order **to** be sold

**Consumable:** intended **to** be bought, used, and then got rid of

**Country made:** (INDIAN ENGLISH) not made in a factory or by a skilled person as their job

**Custom-built or custom-made:** designed and built for one particular person

**Disposable:** Something that is disposable is designed **to** be thrown away after you have used it once or a few times.

**Generic:** a generic drug or other product does not have a trademark and is sold without a company's name on it

**Licensed:** licensed products are products that someone has official permission to use or to own

**Liquid:** involving things that can be sold and bought easily

**Mass-produced:** made in large quantities by using machines

**Merchantable:** of a good enough quality to be sold

**Handcrafted:** made by a person, not by a machine, and usually made with great skill

**Zero-rated:** (BRITISH) goods or services that are zero-rated do not have the tax called VAT added to them

**Land-based:** existing **in** a physical place rather than as a website.

**Market-driven:** controlled by what and how much people want to buy.

**Paperless:** storing and communicating information in electronic form rather than paper.

**Made-to-order:** made according to the specific requests of a particular person.

**Off-the-shelf:** sold for general use, not made for a particular person or purpose.

**Returnable:** returnable bottles **or** other containers can be taken back to a shop so that they can be used again

**Well-stocked:** a Well stocked shop has plenty of things in it to choose from

# UNIT 5

## Paragraph Writing & Presentation

### I. Introduction to Paragraph Writing

Paragraph writing remains one of the most important parts of writing. The paragraph serves as a container for each of the ideas of an essay or other piece of writing. Paragraphs are versatile and can take many forms that strengthen your writing, provide variety for readers, and help readers to organize the ideas you present.

#### Key elements of Paragraph Writing:

- **Topic sentence**, which includes the topic and a controlling idea.
- **Supporting ideas (usually 1 - 3)**, which support the topic sentence.
- **RENNS (reasons, examples, names, numbers, senses)**, which develop the supporting ideas by giving details and explanation.
- **Optional concluding sentence**, which expresses the importance of the information in the paragraph, may summarize the supporting ideas if the paragraph is long, or provides a transition to the next paragraph of the essay.
- **Unity**, which means that all sentences in the paragraph directly support the topic sentence.
- **Coherence**, which means that all the information of the paragraph, is well-organized, logically ordered and easy to follow. This is accomplished by:
  - Repetition of key words and phrases (often from the topic sentence)
  - Parallel grammatical structure
  - Transition words and phrases.

#### Process of Writing a Paragraph:

1. Compose your topic sentence. Think of a topic and a controlling idea that will narrow the topic enough to support it well in one paragraph.
2. Brainstorm supporting ideas. Choose 2 - 6 supporting ideas that do a good job supporting your topic sentence.
3. Write your paragraph in topic outline form as follows. Don't actually write sentences in the outline, except for the topic sentence.

Topic sentence:

A. Supporting idea 1.

- 1.
- 2.
- 3.

B. Supporting idea 2.

- 1.
- 2.
- 3.

C. Supporting idea 3.

- 1.
- 2.
- 3.

Concluding sentence:

4. Put your supporting ideas in a logical order.
5. For each supporting idea, think of RENNS that further explain the idea. For balance, each supporting idea should have about the same number of RENNS.
6. Think of a concluding sentence.
7. Write your paragraph using sentences. Use the coherence strategies to make your paragraph easy to follow.

Here is an example:

Topic sentence: Choosing a college or university can be difficult.

Supporting ideas: 1. Good Location, 2. Affordability, 3. Good preparation for major

**Topic sentence:** Choosing a college or university can be difficult for high school graduates.

- A. Good preparation for your major
  1. Thorough, solid curriculum
  2. Qualified professors
- B. Affordability
  1. Ability to pay tuition and living expenses
  2. Possibility of scholarships
- C. Good Location
  1. Study environment
  2. Possibilities of part time job in major

**Concluding sentence:** Students should consider these points carefully so they can choose the most appropriate college or university for them.

Choosing a college or university can be difficult high school graduates. The most difficult part is finding a university that prepares them well for their future career. In order to get a good job, the curriculum that is taught must be thorough and up-to-date. In addition, the professors must be highly qualified and respected in their fields. Another difficulty in choosing a university or college is affordability. Students need to be able to pay not only the tuition fees but also the living expenses. Fortunately, some institutions might be able to offer scholarships if students cannot afford the fees. Of course, a good location is also very important when choosing a school. The environment should be safe and quiet to facilitate studying. Moreover, there should be possibilities near the school for part time or summer jobs related to major to provide some practical work experience. High school graduates should consider all of these points carefully so they can choose the most appropriate college or university for them.

## II. Collocations

What is Collocation?

A *collocation* is a familiar grouping of words, especially words that habitually appear together and thereby convey meaning by association.

**Here are the usual collocations:** *a light wind, a faint smell, a heavy smoker, wide awake, sound asleep, fast asleep, broad accent, broad agreement, broad daylight, broad grin, broad shoulders and wide appeal, wide area, wide experience, wide interests, wide margin.*

## Collocations

1. below normal
2. pick you up
3. What's up
4. take a chance
5. do your hair
6. make trouble
7. catch fire
8. make a noise
9. break down
10. Key issue
11. Keep fit
12. come close
13. get along with
14. make room
15. break a promise
16. make a mess
17. catch sight of
18. pay attention
19. go bankrupt
20. bring about
21. keep the change
22. pay the bill
23. dismiss an offer
24. keep quiet
25. make my bed
26. go astray
27. round of applause
28. take an exam
29. keep in touch
30. richly decorated
31. burst into tears
32. run out of time
33. save a seat
34. come to a decision
35. a quick meal
36. Take time
37. Take charge
38. get over something
39. right on time
40. pay back
41. save water
42. call back
43. save money
44. draw a conclusion
45. draw your attention to
46. take a taxi
47. keep in mind
48. run along
49. walk away
50. absolutely necessary
52. bad temper
53. Accept a request
54. get ready
55. accept a challenge
56. utterly stupid
57. filled with horror

## Meanings

- below average*  
*give you a ride in a car, give you a lift*  
*what's new/ what's going on*  
*take risk*  
*comb your hair*  
*create a problem*  
*When something comes in contact with fire & starts to burn.*  
*create disturbance*  
*To cry, to weep*  
*important issue*  
*stay fit*  
*almost achieve or do*  
*able to make friendship or bond with someone*  
*create space*  
*not keeping up with the promise made*  
*to ruin something*  
*to catch a glimpse of something or someone*  
*listen to something carefully*  
*have no money at all*  
*to cause to take place*  
*keep the balance of the money*  
*to pay an amount for the services used*  
*reject an offer*  
*refrain or prevent someone from speaking or from disclosing something secret*  
*tidy someone's bed*  
*become lost*  
*a show of appreciation*  
*write an exam*  
*stay in contact with someone*  
*Beautifully decorated*  
*to cry*  
*to have no time left*  
*reserve a seat*  
*making a final decision about something*  
*a meal that does not require much time to get pre pared*  
*make time for something*  
*become responsible*  
*to forget something*  
*being exactly on time for something*  
*to repay*  
*not wasting water unnecessarily*  
*returning a call*  
*A reduction in expenditure or cost.*  
*coming to a final conclusion*  
*catch someone's attention*  
*hire a taxi*  
*remember*  
*go away*  
*move away from a place*  
*very important*  
*getting angry easily*  
*to officially accept or approve a request or a proposal*  
*to be going to do something immediately*  
*take up a challenge*  
*very foolish*  
*get scared*

58. make trouble	<i>create a problem</i>
59. close a deal	<i>to bring negotiation to an end by agreeing to a point</i>
60. make my bed	<i>tidy someone's bed</i>
61. Owe an apology	<i>someone needs to feel sorry or a need to apologize to someone</i>
62. make way	<i>to make progress; to move ahead.</i>
63. Early riser	<i>someone who has a habit of getting up early</i>
64. Whispering softly	<i>speaking softly</i>
65. Tread carefully	<i>to avoid saying or doing anything that could cause difficulties</i>
66. Take charge	<i>become responsible</i>
67. Surge of anger	<i>extreme anger</i>
68. Make a move	<i>take measures, take the initiative</i>
69. hang out	<i>to spend a lot of time in a place or with someone</i>
70. slept off	<i>To get rid of something while sleeping</i>
71. Sound sleep	<i>peaceful sleep</i>
72. blow chances	<i>To ruin, mishandle, or fail to capitalize on an opportunity</i>
73. stay out	<i>stay away from a particular matter</i>
74. hang up	<i>end a telephone conversation by cutting the connection</i>
75. Sense of pride	<i>being filled with pride/ego</i>
76. chill out	<i>intended to induce or enhance a relaxed mood</i>
77. smell funny	<i>smell unfamiliar or stinky</i>
78. Let go off	<i>release something</i>
79. make money	<i>earn money</i>
80. far cry from	<i>very different from</i>
81. catch cold	<i>become infected with a cold</i>
82. going fishing	<i>To undertake a search for facts, esp. by a legal or quasi-legal process like a grand-jury investigation</i>
83. flushing out	<i>to remove,</i>
84. heavy fire	<i>a continuous or destructive cannonading, or discharge of small arms</i>
85. break a habit	<i>To end a habit</i>
86. payout	<i>a huge amount of money</i>
87. Keep fit	<i>stay fit</i>
88. Pose a threat	<i>make something dangerous</i>
89. cover blown	<i>to reveal someone's secret/truth</i>
90. key in	<i>to enter</i>
91. see it coming	<i>recognize a person who can be fooled or deceived</i>
92. Badly in need	<i>requires something urgently</i>
93. Breaking News	<i>a newly released piece of information</i>
94. Bright idea	<i>a new idea</i>
95. Burning issue	<i>latest topic of discussion</i>
96. Cast vote	<i>to vote</i>
97. Go blind	<i>unable to see</i>
98. Changing world	<i>something that changes and does not remain the same</i>
99. Closely linked	<i>closely related</i>
100. Do Dishes	<i>wash the dishes</i>

## What are Presentations?

PowerPoint presentations are a mode of visual representation of data. It offers slides, which can be used to narrate a story (about your product, brand or any sellable commodity). You can use varieties of graphics, charts, images, styles, videos and other tidbits to make your information more pleasing to readers.

## Importance of Presentations

What pleases your eyes pleases your mind. This concept is literally universal. Whether you talk about food, place, products or the digital market, the first sensation happens in your eyes before it impresses your mind. Our world today involves more and more data than ever before. This brings forth, the challenge of making this enormous sea of data pleasing and easy to understand to the readers or consumers. This is where eye-sticking presentations come in role.

## II. Dos and Don'ts of Power Point Presentation

### DO'S

#### Text

- Keep slides concise
- Font size should range between 18 to 48 (according to importance)
- Use fonts that are easy to read, such as Arial, Helvetica, Times New Roman, etc.
- Use uppercase letters for the first letter
- Leave space between the lines of text
- Use statements, not sentences
- Use keywords to help the audience focus on your message

#### Color

- Limit the use of color to 2 to 4 colors/shades
- Use colors that will stand out and will be easy on the eyes (dark backgrounds and light text is best)
- Remember, the colors projected from a data projector will look different than the colors on your computer screen

#### Images and Shapes

- Include images that make the issue you are presenting more true to life, so your audience will understand and identify with it
- Only include 1 to 2 images per slide
- Use shapes to illustrate complex topics

#### Graphs and Charts

- Include graphs and charts that show relationships, comparisons, and change
- Illustrate your point by verbally discussing the graph or chart

### DONT'S

#### Text

- Don't include too many details and data (no more than 7 words to a line and 7 lines to a slide)
- Don't crowd the information
- Don't use flashy or curvy fonts
- Don't use all uppercase letters (they are difficult to read and will appear to your audience that you are yelling)
- Don't use abbreviations
- Don't use punctuation marks for bulleted items

#### Color

- Don't have multiple color schemes
- Don't use dark colors on a dark background (red, blue, and black should not be used together as text and background)



#### Images and Shapes

- Don't use too many graphics (can be distracting)
- Don't use low-quality images (images should not be pixelated) (Pixelated images appear unprofessional)

#### Graphs and Charts

- Avoid meaningless graphs that are difficult to read

## Good Layout


### HEADING

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Fact 1

Fact 2


Fact 3



## Bad Layout



### HEADING



Lorem ipsum suspendisse  
potenti. Nulla arcu. Cras mi diam,  
cursus vitae, condimentum iaculis,  
tincidunt in, nulla. Praesent  
rutrum, leo ac porta porttitor,  
lectus velit suscipit lorem, eget

### III. Dos and Don'ts of Power Oral Presentation

#### The importance of presentation skills

It is very sad that so many influential, bright minded presenters with a deep expertise in their fields lose their audiences due to their poor presentation skills. It is also about respect for the audience.

#### WHEN YOU START YOUR PRESENTATION:

**DO:** Introduce yourself. Don't assume anything. Depending on time allowed, give a 30 second to 5 minute introduction of yourself.

**DO:** Ask questions. Asking the audience questions is a great way to make sure they are awake and keeping them feeling involved from the start.

**DO:** Tell them what you are going to tell them. Give them a quick introduction on the objective of your presentation and what are they going to learn or understand by the end of your presentation.

**DON'T:** Don't try to make jokes if you are not good at it. This can be very dangerous!

#### DURING THE PRESENTATION:

**DO:** Eye contact. Your firm eye contact will convey your confidence. Act like you own the room. Do not glance around the room too fast. Spend at least three to five seconds on each person. Each person wants to feel that you are only talking to them.

**DO:** Smile. Act like you are having a great time! Better yet, have a great time!

**DO:** Speak up. If don't have a microphone, project your voice a bit louder than you might think to make sure the back of the room can hear you. It's good to ask the people in the back of the room to make sure they can hear you; it's a nice courtesy and also helps them feel included.

**DO:** Use the right words. Try not to use too many acronyms or terms that few people may understand. Connect with your audience and explain in simple terms where possible.



**DO:** Show your excitement about the topic. Increase your voice volume and/or slow down your speech when you are presenting important points.

**DO:** Show your emotion when needed. Slow down when you are trying to present an important point.

**DON'T:** Watch your posture. Stand up straight. Don't walk around too much or do any non-purposeful movements. Unnecessary movements can distract your audience.

**DON'T:** Be careful with your hands. Again, move your arms and hands purposefully. If you don't need to use them, just rest them at your sides. Don't put your hands in your pockets.

**ENDING THE PRESENTATION:**

**DO:** Conclude by repeating your main points you covered during the presentation.

**DO:** Thank the audience. Show them your appreciation. Show them you want to be there.

# UNIT 6

## Making Reservation & Arrangements

### I. Making Reservations

#### What are Telephone Etiquettes?

An individual needs to follow a set of rules and regulations while interacting with the other person over the phone. These are often called as telephone etiquettes. It is important to follow the basic telephone etiquettes as our voice plays a very important role in creating an impression of our personality, education, family background as well as the nature of job we are engaged in. The person giving the information is called the sender and the second party is the recipient.

#### Telephone etiquettes to be followed:

- Always remember your voice has to be very pleasant while interacting with the other person over the phone. Don't just start speaking, before starting the conversation use warm greetings like "good morning", "good evening" or "good noon" depending on the time.
- Never call any person at odd hours like early morning or late nights as the person will definitely be sleeping and will not be interested in talking to you.
- In any official call, don't use words like "Any guess who I am?" as the person on the other side might be occupied with something and can get disturbed. Always say "Is it Ted?", and do ask him, "Is it the good time to talk to you?" and then start communicating. If the person sounds busy always wait for the appropriate time.
- Make sure your content is crisp and relevant. Don't play with words, come to the point directly and convey the information in a convincing manner. First prepare your content thoroughly and then only pick up the receiver to start interacting.
- After dialing, always reconfirm whether the person on the other side is the desired person whom you want to interact with. Always ask "Am I speaking to Mike?" or "Is this Jenny?" before starting the conversation.
- Always carefully dial the numbers, never be in a rush or dial the numbers in dark as it would lead to a wrong call. If by mistake you have dialed a wrong number, don't just hang up, do say sorry and then keep the phone courteously.
- Never put the second party on a very long holds. Always keep the information handy and don't run for things in between any call as the listener is bound to get irritated.
- While interacting over the phone, don't chew anything or eat your food. First finish your food and then only dial the number. If you are reading, please leave the book aside, first concentrate what the other person wishes to convey and then continue with the book.
- After completing the conversation, don't just hang up. Reconfirm with the receiver whether he has downloaded the correct information or not and do end your conversation with pleasant words like "Take care", "nice speaking with you" and a warm bye. Never say Goodbye.
- Always speak each and every word clearly. The person on the other hand can't see your expressions so remember your tone should be apt to express your feelings in the correct form.
- If you are not the correct person and the speaker needs to speak to your fellow worker always say "one moment please- I will call him in a minute". If the colleague is not in the office premises, always take a message on his behalf and don't forget to convey him when he is back.

## Vocabulary and phrases for making arrangements

Some common expressions can be used to make arrangements.

**To make an arrangement, use We....**

*We can eat out tonight.*

*We can go to the movies.*

*We can take the train.*

*We can schedule the meeting for tomorrow.*

*We can discuss our concerns with the manager.*

*We can meet outside the cinema.*

**To ask someone where they would like to meet, use Where...?**

*Where shall we meet?*

*Where would you like to meet?*

*Where shall we go to eat?*

*Where would you like to spend the evening?*

*Where would you like to go on holiday?*

**To ask someone when they want to meet, use Whe ...? or What time...?**

*What time does the meeting start?*

*When shall we meet?*

*When would you like to meet for dinner?*

## TELEPHONE ETIQUETTE

Useful telephone vocabulary and phrases in English

<b>Making contact :</b>	<ul style="list-style-type: none"><li>▪ Hello / Good morning / Good afternoon ...</li><li>▪ This is John Brown speaking</li><li>▪ Could I speak to ..... please?</li><li>▪ I'd like to speak to ..... ..</li><li>▪ I'm trying to contact .....</li></ul>
<b>Giving more information:</b>	<ul style="list-style-type: none"><li>▪ I'm calling from Tokyo / Paris / New York / Sydney ...</li><li>▪ I'm calling on behalf of Mr. X ...</li></ul>
<b>Taking a call :</b>	<ul style="list-style-type: none"><li>▪ X speaking.</li><li>▪ Can I help you?</li></ul>
<b>Asking for a name / information :</b>	<ul style="list-style-type: none"><li>▪ Who's calling please?</li><li>▪ Who's speaking?</li><li>▪ Where are you calling from?</li><li>▪ Are you sure you have the right number / name?</li></ul>
<b>Asking the caller to wait :</b>	<ul style="list-style-type: none"><li>▪ Hold the line please.</li><li>▪ Could you hold on please?</li><li>▪ Just a moment please.</li></ul>
<b>Connecting :</b>	<ul style="list-style-type: none"><li>▪ Thank you for holding.</li><li>▪ The line's free now ... I'll put you through.</li><li>▪ I'll connect you now / I'm connecting you now.</li></ul>

<b>Giving negative information :</b>	<ul style="list-style-type: none"> <li>▪ I'm afraid the line's engaged. Could you call back later?</li> <li>▪ I'm afraid he's in a meeting at the moment.</li> <li>▪ I'm sorry. He's out of the office today. / He isn't in at the moment.</li> <li>▪ I'm afraid we don't have a Mr./Mrs./Ms/Miss. ... here</li> <li>▪ I'm sorry. There's nobody here by that name.</li> <li>▪ Sorry. I think you've dialled the wrong number./ I'm afraid you've got the wrong number.</li> </ul>
<b>Telephone problems :</b>	<ul style="list-style-type: none"> <li>▪ The line is very bad ... Could you speak up please?</li> <li>▪ Could you repeat that please?</li> <li>▪ I'm afraid I can't hear you.</li> <li>▪ Sorry. I didn't catch that. Could you say it again please?</li> </ul>
<b>Leaving / Taking a message :</b>	<ul style="list-style-type: none"> <li>▪ Can I leave / take a message?</li> <li>▪ Would you like to leave a message?</li> <li>▪ Could you give him/her a message?</li> <li>▪ Could you ask him/her to call me back?</li> <li>▪ Could you tell him/her that I called?</li> <li>▪ Could you give me your name please?</li> </ul>

### **Sample telephonic conversation1: Making a reservation**

**A:** I'd like to reserve a hotel room.

**B:** That should be no problem. May I have your full name, please?

**A:** My name is John Sandals.

**B:** Hello, Mr. Sandals. My name is Michelle. What days do you need that reservation, sir?

**A:** I'm planning to visit New York from Friday, April 14 until Monday, April 17.

**B:** Our room rates recently went up. Is that okay with you, Mr. Sandals?

**A:** How much per night are we talking about?

**B:** Each night will be \$308.

**A:** That price is perfectly acceptable.

**B:** Wonderful! Do you prefer a smoking or nonsmoking room?

**A:** Nonsmoking, please.

**B:** Okay, Mr. Sandals. Your reservation is in our computer. All we need now is a phone number.

**A:** Certainly. My phone number is 626-555-1739.

**B:** Thank you, Mr. Sandals. We look forward to seeing you in New York!

## **II. Making arrangements**

### **Sample telephonic conversation1: Making an arrangement**

The Protocol Department arranged a visit of diplomats accredited at Moscow to the Cardiological Centre of the Ministry of Public Health. Here is a talk between a Soviet official and an Australian diplomat concerning the details of the visit.

Mr Ward: Good morning. This is Ward of the Australian Embassy speaking.

Mr Orlov: Good morning, Mr Ward. Orlov speaking. Can I be of any help to you?

Mr Ward: I am calling to confirm our visit to the Moscow Cardiological Centre. Any changes in the schedule of the visit, Mr Orlov?

Mr Orlov: No changes so far. The visit is arranged for the heads of staff and other members of foreign missions and embassies in Moscow.

Mr Ward: The date and time remain as mentioned in the memo?

Mr Orlov: Yes, next Tuesday, 11 a.m.

Mr Ward: Thank you. Are we supposed to go to the Cardiological Centre on our own?

Mr Orlov: No, Mr Ward, we invite you to come to the Foreign Ministry first, and then we'll proceed to the Centre in buses.

Mr Ward: That's a good idea. Any chance of seeing you, Mr Orlov, at the Ministry?

Mr Orlov: Of course, I'll be accompanying you to the Cardiological Centre.

Mr Ward: Fine. See you next Tuesday, then. Good-bye.

Mr Orlov: Good-bye, Mr Ward.

## I. An Introduction to Letter Writing

### What are formal letters?

Formal letters or business letters are written to achieve a specific purpose. These can include:

- ☐ Complaining
- ☐ applying for a position such as employment
- ☐ Requesting information about something
- ☐ applying for acceptance to a college or university.

### The layout of a formal letter

A formal letter has a different layout from an informal letter. Here are some features you need to know:

1. The writer's address is in the top left corner.
2. Include the date under the address.
3. The recipient's (also called the receiver's) address is on the left. This helps a company or large institution to know which staff member should deal with the letter.
4. The subject line is a very short 'title'. This tells the recipient what the letter is about. This is very helpful so that they can categorize it quickly and know who it applies to and what it is about.
5. The letter ends with 'Yours faithfully', and then your name. Many learners get confused about when to use 'Yours faithfully' and 'Yours sincerely'. Use this hint: Faithfully for Formal letters, and Sincerely for Social letters.

### What are some of the features of a formal letter?

- A formal letter is always written in formal language. But it does not need to be old-fashioned.
- Do not ask the recipient how they are. You only do that in social or friendly letters.
- Include all the information the recipient will need.
- Use full sentences and correct grammar.

### How to plan a formal letter

You could plan a formal letter like this:

1. Introductory paragraph: Explain what the letter is about.
2. Paragraph 2: Give any background information.
3. Paragraph 3: Write about any action that needs to happen.
4. Concluding paragraph: End politely, in a short paragraph. Here are two possible sentences:
  - Thank you for your assistance.
  - I hope that this matter will be resolved.

## **Format:**

Your Name  
Your Address  
Your City, State, Zip Code  
Your Phone Number  
Your Email Address

## **Date**

### **Contact Information** *(The person or company you are writing to)*

Name  
Title  
Company  
Address  
City, State, Zip Code

## **Salutation**

**Dear Mr./Ms. Last Name:** (Use a formal salutation, not a first name, unless you know the person extremely well. If you do not know the person's gender, you can write out their full name. For instance, you could write "Dear Pat Crody" instead of "Dear Mr. Crody" or "Dear Ms. Crody")

### ***Subject:***

### ***Body of Letter***

When writing a letter, your letter should be simple and focused, so that the purpose of your letter is clear.

The first paragraph of your letter should provide an introduction as to why you are writing so that your purpose is obvious from the very beginning.

Then, in the following paragraphs, provide more information and specific details about your request or the information you are providing.

The last paragraph of your letter should reiterate the reason you are writing and thank the reader for reviewing your request.

Leave a blank line after the salutation, between each paragraph, and before the closing.

## **Closing**

Yours Sincerely

**Name**

## **Complaint letter:**

A Complaint Letter is a type of letter written to address any type wrong doing, offence, grievance, resentment arising out of a product, service etc. Complaint Letters are used to raise your concerns about unfair things and seek a productive outcome.

Mike Milligan  
346, Palm Street  
Texas.

12 September 2020

Jake Jonathan  
Branch Manager  
Lucky Stores  
Downtown Street  
Texas

Dear Mr. Jonathan,

Subject: Complaint regarding LG Refrigerator

I purchased a 390 Ltr capacity LG Refrigerator from your store on 10 August 2020 for Rs. 50,000. The piece is on two years warranty. It was delivered to my residence on 11 August 2020 and your representative familiarized me with its settings and operations.

On 03 September 2020, water started dripping from the fridge continuously. Your technician came home, undertook repairs and guaranteed no further trouble. But the problem resumed a week later. Despite repeated repairs, the problem still persists.

I have tried reaching your service-staff for the past two days with no response. I am not satisfied with the repairs undertaken. Since the piece is on warranty and the problem is persistent, I request you to kindly replace it with a fully-serviceable one at the earliest.

I am enclosing a copy of the purchase-receipt and service-card for the repairs undertaken so far.

Yours Sincerely

Mike Milligan



## **Request letter:**

Request Letter is a letter which is written when you need certain information, permission, favour, service or any other matter which requires a polite and humble request.

Mike Milligan  
346, Palm Street  
Texas.

November 20th 2020

Rupert H. Dam  
Manager, HR Department  
Fine Prospects Pvt Ltd  
6670 Holsted

Dear Mr. Dam

Subject: Request to re-schedule my interview appointment

I am writing to request a re-scheduling of my interview appointment with your esteemed company which was scheduled on December 19th 2020 at 5pm. I was called for an interview with Fine Prospects Pvt Ltd for the post of Assistant Coordinator for Sales and Services Department.

I am unable to make it for the said interview as there is a recent bereavement in my family which requires my full attention and presence outside the country at the moment. I will be back by December 22nd 2020 for a rescheduled interview.

I believe that my relevant qualifications and 5 years of marketing experience make me a relevant candidate for the mentioned post. My records with previous employments have been impeccable as to attitude and performance.

I appeal to your kind consideration on my request. I can be contacted at joeg@yahoo.com for any clarification.

I await your kind response.

Yours Sincerely

Joe Garner