



INSTITUTE OF AERONAUTICAL ENGINEERING

(Autonomous)
Dundigal, Hyderabad – 500 043

LABORATORY WORK SHEET

Date: 25/08/2022.

Roll No: 21951A6754 Name: P. JYOTHI PRASANNA

Exp No: 12 Experiment Name: DEMONSTRATION ON HOW TO WRITE LEAFLETS, MESSAGES & NOTICES ; METHODS TO WRITE SUMMARIES & REVIEWS ON VIDEOS.

DAY TO DAY EVALUATION:

	Preparation	Algorithm	Source Code	Program Execution	Viva	Total
		Performance in the Lab	Calculations and Graphs	Results and Error Analysis		
Max. Marks	4	4	4	4	4	20
Obtained	4	4	4	4	4	20

Signature of Lab I/C

START WRITING FROM HERE:

CALL LAB: DEMONSTRATION ON HOW TO WRITE A LEAFLET
ON HOW TO WRITE "LEAFLETS, MESSAGES" AND NOTICES

>> WHAT IS A LEAFLET?

A leaflet is a printed sheet of paper with information or advertising on it. Leaflets are used to persuade and inform people about certain things. For example:

* products to buy

* places to visit

* causes to support

>> FORMAT OF LEAFLET:

1] Title and a slogan


2] Introduction

3] Subheadings

4] Illustrations and photographs

5] Contact information / further details

FORMAT :

TITLE & SLOGAN	
<div>OUR ENVIRONMENT ISN'T DISPOSABLE</div>  <div>THE CHOICE IS YOURS</div>	<div>GET ATTENTION</div> <p>Grab the reader's attention. Start with a catchy heading, or Rhetorical questions</p> <div>CATCHY SLOGANS:</div> <p>"Saving you money every day" "Every little helps" "Try something new everyday" Fancy a great holiday break? Are you interested in our maritime history?</p>

WHAT IS A MESSAGE ?

A message is method of conveying information in short, simple and clear manner.

MESSAGE WRITING FORMAT

- 1] **Heading :** Begin your message writing by placing the heading "Message" written in bold and capitals.
- 2] **Time :** Write the time either on left-hand or right-hand side of the page.
- 3] **Date :** Mention the date on the left-hand side of the page.
- 4] **Salutations :** Address the reader before the beginning of the body.
- 5] **Body :** List out all the important information. Keep it short and crisp.

6] Sender : Mention your name on the left-hand side so that reader can identify the sender.

7] Word limit : Usually, the message shouldn't exceed more than 50 words.

MESSAGE

Date :

Salutation :

Time :

Content

Body content entirely depends on the questions asked and can be adjusted accordingly.

Sender

Signatory

WHAT IS A NOTICE?

A notice is a written or printed announcement (Eg: a notice for sale). It is written in order to inform a large number of people about something that has happened or is about to happen.

It could be an upcoming event, competition, lost and found notice or just a piece of information to be delivered to the targeted audience.

NOTICE WRITING FORMAT:

A notice should contain all the necessary details such as:

- 1] Name of the issuing agency (school, etc)
- 2] Date of issue / releases of the notice
- 3] Title / Subject of the Event (what?)
- 4] BODY - Date / time / duration / Place / Venue (when & where?)
- 5] Authorized signatory : Name and signature (contact details)

Name of the issuing agency / authority
NOTICE
Date of issue
Title / Subject of the event
BODY
(Date / time / duration / place / Venue)
Authorized signatory
(Name, designation & signature)

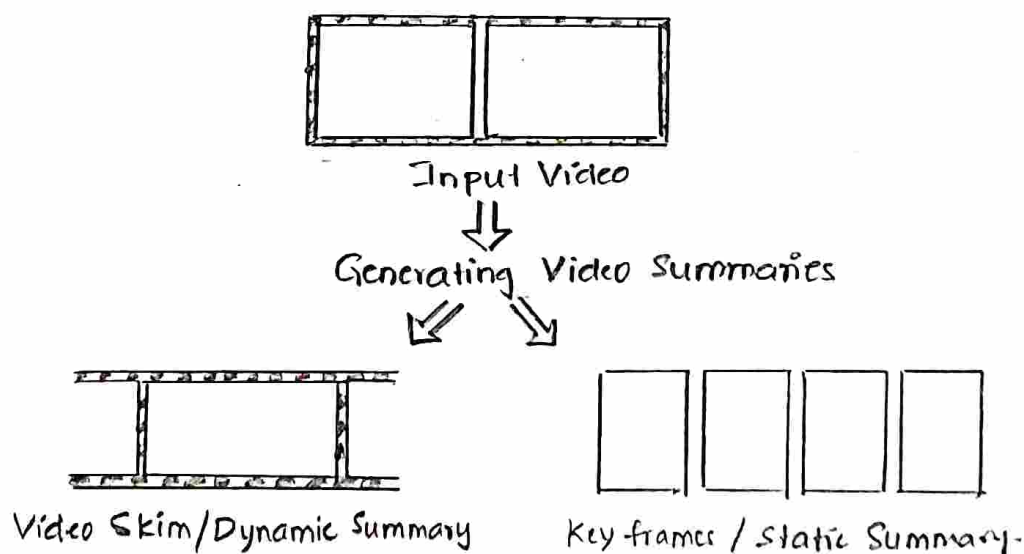
ICS LAB: METHODS TO WRITE SUMMARIES & REVIEWS ON VIDEOS

» VIDEO SUMMARIZATION:

Video summarization aims to generate a short synopsis that summarizes the video content by selecting its most informative and important parts. The produced summary is usually composed of a set of representative video frames, or video fragments that have been stitched in chronological order to form a shorter video. The former type of a video summary is known as video storyboard, and the latter is known as video skim.

In general, a video abstract / summary should:

- * Start with the title and author.
- * Answer the questions who, what, when, where, why and how.
- * Remain objective
- * Use reporting verbs
- * Concise and short



>> METHODS TO WRITE A VIDEO REVIEW:

- 1) Watch, play or listen repeatedly.
- 2) Make notes on technical features
- 3) Make notes on content or themes.
- 4) Do some background research
- 5) Explore other work by the same artists

Writing the review :

- 1) Decide what you want to say
- 2) Write an introduction
- 3) Describe
- 4) Analyze and critique
- 5) Write a conclusion