

16/10/23

READING COMPREHENSION :

Reading comprehension is a two fold process -

1. Understanding of what is presented
2. Reproducing it as comprehended

→ It involves :

1. Speedy reading, your WPM should be high.
2. Quick understanding.
3. Precised reproduction.

→ Reading comprehension has

1. Study reading speed → (everything related to studies)
WPM → low, Comprehension - high.
2. Avg. reading speed → (WPM - high)
Articles, novels
3. Skimming speed. → (WPM - very high)

- Two types of reader : (Tantative chart).

	Poor / passive reader	Good / Active reader
SRS →	90 - 125 WPM 80 - 90% Comp.	200 - 300 WPM 80 - 90% Comp.
ARS →	150 - 180 WPM 70% Comp	250 - 500 WPM 70% Comp.
SS →	X Can't skim	800 + 50% Comp.

Reasons for poor / passive reader :

1. Inability to understand a word.
(To overcome co-relate from other word / sentence)

2. Inability to understand a sentence.
3. How sentences relate to one-another.
4. Inability to understand how the information fits together in a meaningful way.
5. To Lack interest to lack concentration.
6. Vocalisation (reading loudly or
7. Habit of re-reading - going back to words, you have read, moving from side to side, moving lips and pointing with pen, pencil or fingers.

Active reader:

Poor / passive reader.

- | | |
|---|---|
| ① Active reader pays attention to both content & style. | ① Passive reader pays attention either on content or on style |
| ② Active reader pays attention to writers intention. | ② Passive reader doesn't pay attention to writers intention. |
| ③ Active readers predicts & responds to content. | ③ passive reader doesn't respond to content. |
| ④ Active readers differentiates b/w ideas, feelings, facts and opinions. | ④ Passive reader doesn't differentiate b/w factual and non-factual information. |
| ⑤ Infers the meaning of un-familiar words from contextual and internal clues. | ⑤ Passive readers does not. |

- | | |
|--|------------------------------|
| (6) Identifies & evaluates writer's attitude | (6) Passive reader doesn't. |
| (7) Understands and interprets graphics information. | (7) Passive reader does not. |
| (8) Active reader draws inferences & conclusion. | (8) " " |

6/10/23 #

TYPES OF LETTER :

1. ~~Sales~~^{sell's} letter.
2. Complaint letter & adjustment
3. Enquiry letter.

- E-mail
- Memorandum
- Resume.

Format of letter

Date : Oct 23, 2023
format

sender's add.	
Date:	
recipients add.	
Sub:-	
salutation	
Body {	Start
	Explanation of letter
	Conclusion
	complimentary close (regards)
	Name
	Designation
	SPM
	Enclosur : cv, warranty card etc

26/10/23

- Write a letter to Titan watch company, recently you brought gold plated gold but sooner you found that it was not giving right time. write a complaint letter to demand

101, CTO compound
BSNL colony, Indore.

October 26, 2023.

Titan watch company, Indore.

Subject : Complaint regarding resolution.

Dear Sir / mam,

I hope this letter finds you in good health. I am writing to express my disappointment regarding a recent purchase of a gold-plated watch from your company.

I had received the watch, initially I was very excited about. However, my excitement was short lived as soon I noticed a significant issue ~~regarding~~ ^{with} timing with time keeping.

Kashish Yadav

~~I am writing~~ I am writing the letter to request a resolution of this defect/issue.

~~Your~~ ~~best~~ ~~dearly~~ Regards.
Kashish Yadav

Kashish.

30/10/23

ENQUIRY LETTER

→ Enquiry letter is written in business deals seeking certain information or clarification. It consists of written letter requesting for information or clarification. Such enquiry letters may be addressed to individual, institute, company or any department.

Since it is you, you who are seeking information such letters should be courteous (polite) and ending of the letter should be with proper goodwill expression.

→ An enquiry letter is written by a potential customer on the look out for a product or in desire to avail the service offered by the seller or an organisation. An enquiry letter is neither a contract nor does it entail any obligation b/w the two. It is actually a preliminary exercise that may lead to a contract.

→ A document requesting information sent on behalf of an individual or an organisation for their own respective purposes which can be usually beneficial to the recipient or the sender.

- Things to ask in 2nd paragraph -
(i) Price Quotation (ii) Features
(iii) Quantity (iv) Quality.

(v) Availability.
(vi) Transport
(vii) Model no.
(viii) colour
(ix) Guarantee

(x) Manufacturing

Q. Suppose you want to take car loan from HDFC bank of locality. Write enquiry letter to Bank manager to send info. related to car loan.

03, RNT Marg :

Indore.

Bank Manager
HDFC Bank.

Indore Branch.

Respected Sir,

I hope this letter finds you in good health. I am writing to enquire about the car loan services offered by HDFC Bank. I have heard about the excellent reputation of HDFC Bank & am interested in obtaining a car loan to finance the purchase of a vehicle. I would appreciate it if you could provide me with detailed information regarding the car loan options available at HDFC Bank. Specifically I would like to know about:

1. The eligibility criteria for car loans.
2. The Interest rates & repayment terms.

3. Required documentation for the loan application.
4. Any special offers or promotions for car loans.
5. The application process & the estimated time for loan approval.

Thank you for considering my enquiry. I look forward to the opportunity to discuss car loan with HDFC Bank.

Ph. no. -

E-mail -

02/11/23

TOPICS

→ Memorandum (memo)

- A business memo is a formal written message, written in a conventional form for someone within the organisation to meet a specific need. It is a form of dialogue where the writer wants to say something & expects the response to the message. It is less formal intone & without formal elements such as salutation, complimentary close or even sign at the end.
- Memo is a business oriented style that is best suited for inter-office or inter-colleague correspondence more informal intone & organisation than a letter generally used to provide or ask for information, announce new policy, update

on personnel transfers or for any other internal issue.

name
From: _____
To: _____
Date: _____

name
Date: _____
To: _____
From: _____
Sub: _____

name
To - _____
from - _____
date - _____
Sub - _____

These are
the three
formats.

Classification of memo : 5 types of memo .

1. Problem solving memo
 2. Disciplinary memo
 3. Congratulatory memo
 4. Persuasion memo. (for motivating someone)
 5. Documentary memo (conveying info.)
e.g. → To remind , to announce, to give instructions to explain a policy, to explain a ~~pass~~ procedure to make a request or ~~or~~ confirm an agreement.
- Q. Write / Draft a memo to the staff members on how to conduct themselves while on duty hours & to adhere lunch hours .

20/11/23

SALE'S LATTER

Sales letters are the most cost effective & time efficient means of marketing products or services they are also a form of advertisement letter, but unlike press & T.V. advertising which are meant for everybody, sales letters are targeted at audiences / customers.

The main objective of sales letter is to convert its reader into potential customers

q. Explain in detail the main aim of sales letters.

⇒ Before writing sales letter you must have

* If it is a product then you must know the following details :-

- ① Appearance of the product.
- ② Manufacturing of the product.
- ③ Working of the product.
- ④ Packaging of the product.
- ⑤ The cost " "
- ⑥ Discount / offers / warranty
- ⑦ Mode of delivery .

* If it is a service , such as offering consultancy to some organisation then you must talk about these things :

- ① People involved.
- ② Duration of the service .

- (3) Details of jobs undertaken.
- (4) T & C.

* In sales letter one must know the reader also & about there need for the product & sales also

Gather details about there status (academic, finance, age, gender, interest, nationality, culture & emotional concerns).

Objectives: A good sales letter is like a successful advertisement. In order to make.

- (1) AIDA - catch readers attention.
readers Interest
create a desire in the reader.
motivate the reader to action.

Attention - introductory part.

Interest & desire - body of the letter.

Action - Last paragraph / end of the letter.

- Q. Assume that you are x,y,z student ^{B.tech} IT from IIT Delhi write a mail to x,y,z personal manager alpha industry requesting him to allow you to do summer training at some company as part of your assignment.

(P.T.O)
⇒

From : nyz@gmail.com
To : p.manager@gmail.com

C.C : _____

BCC : _____

Subject : Requesting to allow for summer training.

Dear Sir / madam ,

I am nyz .3rd year student at IIT Delhi pursuing b. tech in IT. I am writing this e-mail for requesting to allow me to do summer training as part of my academic assignment .

I have been following the work of alpha industries for a long time & I am impressed by the innovation solution you provide in field of IT. I am very interested in working with alpha Industries as summer training at, I would get the perfect opportunity to gain valuable experience .

I understand the value of real world experience & its contribution to my overall growth as a professional . I am confident that the exposure to Alpha Industries work environment would greatly enhance my understanding of the IT Industry. I possess the required attributes along with great academic achievements related to the field .

I am available for the summer training from 1st ~~March~~^{May} to 30th ~~June~~ 2023. I have attached my resume & academic results for your reference. I would appreciate it if you consider my request & let me know the procedure for applying for the summer training.

Thank you for your valuable time. Kindly consider my application for summer training as I am awaiting your reply on the email.

Yours sincerely
xyz

Difference b/w general & technical communication

General communication

General context.

Vocabulary is general.

Informal element

Style of writing formal & informal.

Technical communication

Technical language

Vocabulary is Tech.

Formal element

Style of writing in formal.

It may not be factual

It is always based on facts

Not always structure.

It is logically sequence, organised & structured.

No specific audience.

Technical audience.

May or may not involves graphical info.

It has graphics or graphical info. Is there.

No specific exposition techniques.

You have complex exp. exposition techniques.

*① PROCESS OF TECHNICAL COMMUNICATION :

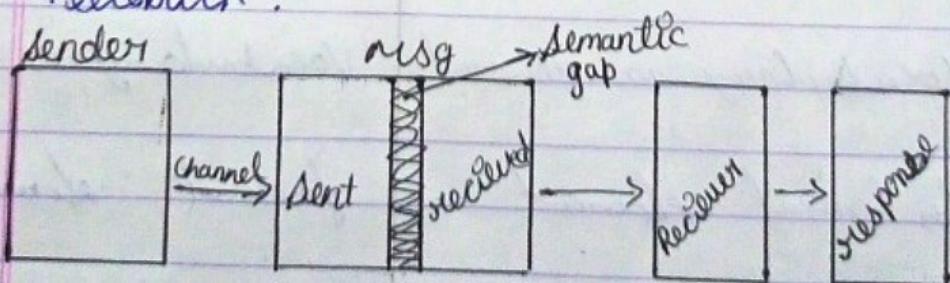
First the message is receive.

Second understand.

Third is to accept.

Use

Feedback.



⇒ Elements : ① Message - Message is information written or spoken which is to be sent from one person to another person. The word person stands

for the two ends for the system & may represent individual or group

The message has to be organised, structure, shape & selective.

- ② Sender - The person who transmits, spreads or communicates a message or a electronic device is one who con & initiate with the purpose of informing the receiver.
- ③ Encoding - Encoding is changing the message
- ④ Channel - channel is the vehicle or medium which facilitates the sender to convey message to the receiver. channel can be oral, written, audio visuals, light projections.
- ⑤ Receiver - Receiver is the targgeted audience of the message he understands interprets & tries to parse the total meaning of the message as transmitted / given by the sender.
- ⑥ Decoding - The act of transmitting symbols of communication into there ordinary meaning. Tone & attitude are important while you

are decoding.

- (7) Acting - Acting means to act in a desired way or your response.
- (8) Feedback - It is the loop that connects the receiver in the communication process with the sender who in turn acts as a feedback receiver & thus gets to know that communication is accomplished.
- (9) Semantic gap - When there is a gap b/w msg sent & msg received then there is failure of communication is called semantic gap.

Reasons for semantic gap :

- ① Medium is incorrect.
- ② Objectives are not clear.
- ③ Time.