

MODULE II: TECHNICAL COMMUNICATION (KAS 301)
FORMS OF TECHNICAL COMMUNICATION (2nd)

LECTURE NO.: 05

Technical Report : Definition and Importance

Definition

- A report is a form of systematic presentation of information relating to an event, progress of action or some business activity. It is a written statement of results, events, qualities, conditions, progress or interpretation of records.

A report may be defined as a formal statement describing a state of affairs or what has happened. It contains detailed description of a problem or a situation, findings of an investigation, recommendations, or action taken. It generally includes conclusions and suggestions for future course of action.

- It is a statement containing some information or an account of some event.
- It is written for a specific reason and for specific audience -

• It is objective and unbiased presentation of facts. It is designed to present the truth irrespective of the consequences-

- It contains conclusion drawn by the report writer together with the procedure followed for collection and interpretation of data.
- A report often includes recommendations.

A technical report is prepared by technical experts in a specific technical area. As it is meant only for technical persons, a layman if becomes a little difficult for laymen to interpret it.

Unlike general reports, technical language and jargons are frequently used in these reports to transmit the message among technical persons in an expeditious and professional way.

Types of Technical report

(1) Technical Information Report → The main purpose of this report is to explain a technical subject clearly. This allows readers to understand and appreciate details. It does not provide any final recommendations. For example:

- ↳ reports on internal working of an ultrasound system
- ↳ report explaining the different video formats and standards.

(2) Technical Specifications Report → It provides details about the features of a product. It specifies how a product will work from a user's perspective. It also provides a clear insight into how a product works under various conditions. It contains a large number of blocks and diagrams. Some examples:

- ↳ technical specifications for consumer appliances (such as washing machines, TV, cellular phone etc.)
- ↳ technical specifications for components (such as aircraft, integrated circuits, connectors etc.)
- ↳ technical specifications for software (such as how the software is intended to work in a system etc)

(3) Research report → A research findings report summarises the outcome of extensive research. It includes a summary of past work, details of experiments conducted, and new approaches.

finally, such a report provides an account of all results obtained through ~~benchmark~~ benchmark date

Examples:

- ↳ reports summarising the most recent research findings related to performance of a new material
- ↳ reports with findings from research on new manufacturing process to lower packaging costs.

(4) Technical Evaluation Report → the purpose of this report is to present necessary technical evaluation information in a logical way. An expert technical team carries out a thorough and in-depth evaluation of the subject to prepare the report. It is sometimes called as feasibility reports.

Examples:

- ↳ evaluation of a new-computer-aided design tool
- ↳ evaluation of the suitability of a new production process.

Essentials of a Good Report

- | | |
|------------------|----------------------|
| (1) Accuracy | (7) Simplicity |
| (2) Clarity | (8) Appearance |
| (3) Consistency | (9) Reliability |
| (4) Objectivity | (10) Logical Content |
| (5) Completeness | (11) Timeliness |
| (6) Brevity | |

Importance of Report

Reports have an important place in the functioning of organisation. With the help of effective reports an organisation can improve its good will and public relations. The importance of business report

Can be summarised as below:

(1) Conveyor of Information: Reports serve as conveyors of information throughout the organisation.

- It is by means of reports that the management is able to establish channels of communication.
- Timely flow of information helps an organisation to act promptly.
- Reports also provide necessary information to the investors, customers, creditors and the general public.

(2) Review and evaluate operations:

- Reports help management to review and evaluate all operations continuously to plan the future operations in a purposive way.
- They also help managers to monitor and control the affairs of the firm in an effective manner.

(3) Decision-making:

- A Report aims at providing useful information to make decisions.
- Reports are also prepared to ensure quality decisions.

(4) Better co-ordination

- Reports aim to promote common understanding of information between the different groups of an organisation.
- It thus ensures better co-ordination and co-operation among them.

(5) Tool for measuring performance:

- Reports are useful tool for measuring departmental performance.
- The operational data from various departments are presented in a meaningful form, which helps management to assess the performance of each and every individual.

(6) Help in making desirable changes:

- Changes in business environment pose a threat and challenge to business firms. Reports are prepared to analyse the factors responsible for the change.
- This helps in bringing desirable changes in the business policies.

(7) Help in measuring the effectiveness of the organisation

- Reports are prepared to measure the effectiveness of departmental operations, employees and the management.
- This is also helpful in measuring the overall effectiveness of the organisation.

TECHNICAL COMMUNICATION

MODULE II: FORMS OF TECHNICAL COMMUNICATION

LECTURE NO.: 06

Thesis/project writing? Structure & Importance

• Thesis is a long research report. It may span over a period of two to five years. In a few cases, it may extend beyond 5 years also. You may present the extensive research off on a particular topic in the form of a thorough analysis, supported adequately by statistical data, survey findings, experimental results, and the like -

It is basically a written work resulting from original research, especially one submitted for higher degree in a university.

Your thesis will be used as a scientific report and consulted by future workers in the same laboratory who want to know, in detail, what you did.

Importance

• The main intention of a dissertation thesis is to create an authentic work of research on a definitely specified topic.

• A thesis is probably an extensive and most complex work of research a student has ever finished. It can, however, also be an enriching work since, as opposed to essays and other assignments, the student is able to select a topic of his interest and work according to their own ability.

• Writing a thesis improves your subject knowledge, since you have to give a detailed idea of a topic to the reader. You

• You enhance your rational and reasoning skills as you have to concentrate on several details of the topic carefully.

- (1) Opens the door for future research: A well-researched dissertation exhibits mature and independent thinking. A properly written thesis introduces a new concept that can be mined by others in the future.
- (2) Showcases your intellectual capacity
 Makes a high impact on the committee members. The whole process of thesis writing, its presentation, language used, structure, former and research, demonstrates your analytical and logical skills.

Structure

When you have a good structure ~~for~~ for your thesis, you are already half way in writing your thesis. Results and discussion are usually combined in several chapters of a thesis. Think about the plan of chapters and decide what is best to report your work. Then make a list in point form, of what will go in each chapter. Try to make this rather detailed, so that you end up with a list of points that corresponds to subsections or even to the paragraphs of your thesis.

(1) Title Page

Title reflects content of the thesis. It should not only be concise, but also informative. The other informations that is included on the title page are:

- First name and surname of the author(s)
- Whether it is a 'Bachelor's thesis' or a 'Master's thesis'
- Faculty and department
- Place and date of completion.

(2) Declaration / Certificate

Check the wording required by your university institution, and whether there is a standard form. For ex: 'I this is to certify that the thesis on the topic ..'

... submitted by .. embodies his/her original work supervised by me (signature | name | date)

(3) Acknowledgements

Most thesis authors put in a page of thanks to those who have helped them in scientific matters, and also indirectly by providing such essentials as food, educational resources, genes, money help, advice, friendship, etc.

If any of your work is collaborative, you should make it clear who did which section.

(4) Table of Contents

The Table of Contents is essentially a topic outline of the thesis. It is compiled by listing the headings in the thesis down to whichever level you choose.

Also, if the introduction starts on Page 1, the earlier pages should have Roman numerals to help to have the subheadings of each chapter and their titles, the ths (used as reference in lab, so helps to find easily) ↑

(5) Abstract/summary

It should contain a brief overview of the research and the most important results (usually half a page).

(6) Introduction

Introduction contains information about why you do the work. It should contain a short description of the problem. If possible, what has already been done (literature). What is still missing in the research and how you are going to contribute to that field. So it should end with an aim or goal. It could also include a hypothesis, if ^{you} are expecting to something specific to come out (usually 1 page).

(1) literature review/ background Information

It contains all the information needed to understand the results, the information of the methods that are used. Start with the more general concepts and go into more detail from there. Do not just put different literature statements after each other (usually 5-10 pages)

(2) Materials and Methods

The chapter starts with materials. Name all materials and where they were bought, purchased, received as a gift etc. The method contains all the information about how you did the experiments. This contains all the settings of the equipment as well: temperature, how long you stirred, settings of the equipment. All information should be there, so someone else can redo your experiment. This section is always written in the past.

(3) Theory:

If your thesis belongs to science category, you should include one chapter for discussing the basic theory on which the thesis is built. However, a thesis on management topic, can also include this section.

(4) Results and discussion:

Since it is very difficult to separate results with discussion, they are often combined in one chapter, making the flow of the story better. Results are often represented in figures and tables as they are self-explanatory. In the text, only the results should be interpreted. Be critical. What have I measured? Did I do duplicates? What are the error margins? What do the results tell me? How can I explain them? What do I learn from it?

In the results section, you should also compare your results with those in literature. At the end your results should be used to answer your aim / questions or hypotheses that you had at the beginning of your thesis.

(1) Conclusion and Suggestions

In this section, most important findings by you are stated so that people start by mentioning your aim, so people know why you did the work. Only describe the results as an overview. You could end the conclusion what kind of implications your results have, in terms of new product development or something.)

Appendices References

Include all the important sources you have consulted, used, or quoted in your thesis. Use any of the standard formats discussed under Research Papers

Appendices

Includes those materials that should be in the thesis but would break the flow of or bore the readers unbearably. Some items may be: important and original computer programs, data files that are too large to be represented simply in the results chapters etc.

Synopsis Writing

What is a synopsis?

A synopsis is a brief summary of the major points of a subject or an abridgment or condensation of a work needed to proceed. We can define it as also-

- A brief frame work of the study
- An outline or short description of the most important information required to research.

Structure / Method of writing a Synopsis

* Synopsis can be structured in the following manner:

A synopsis can be structured in the following manner:

(1) Title

(2) Statement of the problem and hypothesis

(3) aims and objectives

(4) review of literature

(5) Research methodology

(6) References

(7) Official Requirements

(1) Title

The title of the research project should be brief but informative.

Sensationalization of the title should be avoided.

Should be neither be too short nor too long.

Any name of the institution, the number of cases to be studied should not be included.

Hypothesis to be studied can be included.

Example: Inappropriate! - "Study of ectopic pregnancy"
Desired: "Study of ectopic pregnancy in relation to morbidity mortality, and intervention in a referral hospital."

(2) Statement of the problem or hypothesis

The problem being studied should be mentioned in precise and clear terms. Understanding the problem aids the researcher in constructing the research proposal. It also allows the person to formulate hypothesis.

- The problem under study should be relevant to the present. A brief account of its utility at the local or national level has to be discussed.
- Hypothesis should not be a haphazard guess but should reflect the knowledge, imagination, and experience of the investigator.
- Hypotheses can be formulated by understanding the problem, reviewing the literature on it, and considering other factors. A researcher can state the problem and the hypothesis in about 100 words.

(3) Aims and Objectives

- All research projects should have objectives and aims and every effort should be made to achieve them.
- They should be only a few (2-3)
- They must pertain to the study problem.
- Usage of terms like 'first study', 'the only study', etc. should be avoided.

(4) Review of Literature

It is an important part of a research project involving:

- Familiarize the reader to the problem ~~of~~ under study.
- Describes the work done by others at local and international level on the same subject.
- Helps the researcher to understand the difficulties faced by others and corrective steps taken.
- Research methodology of the researcher can be structured and modified after reviewing the literature.
- The review assists in identifying various variables in the research project and conceptualizes their relationship.
- Helps the reviewer in assessing the knowledge of the researcher. The reviewer can access the work put by the researcher and also assists in assessing the feasibility of the study.

- The review of literature in a synopsis need not be exhaustive.
- Relevant information should be covered in 300 words quoting 8-10 authentic, easily retrievable references.
- Literature can be reviewed by journals-national/international, bulletins of organizations like WHO, CDC, ICMR etc., books, Computer-aided searches like Medline and Medlar, and personal communication with other researchers.
- Care must be taken to retrieve only relevant information.

(S) Research Methodology

In synopsis, the research methodology adopted should be mentioned in about 150-200 words. It forms the core of the research project. It should cover the following aspects:

- (a) Study design
- (b) Study settings
- (c) Sampling
- (d) Variables
- (e) Controls
- (f) Study methods - examinations or investigations
- (g) Data collection
- (h) Data analysis
- (i) Ethical Clearance

(B) References

All references quoted in review of literature and anywhere else in the synopsis should be listed here. There are two styles for writing references MLA and APA.

(C) Official Requirements

A synopsis is incomplete if it does not contain the following information:

1. Name of the researcher and designation
2. Name and designation of the guide
3. Name and designation of HOD
4. Name of the institution
5. Signatures of all the official seal.

- Synopsis writing is an important step in a research project. A good synopsis will give max. information in min. words.
- A well-conceived synopsis will go a long way in convincing the reviewer about the ability of the researcher to conduct the project.
- In case of financial assistance,
thus, all research workers should make efforts to prepare a well-structured synopsis.

Technical Communication (KAS 301)

Module II: (Forms of Technical Communication)

Lecture No: 07

TECHNICAL RESEARCH PAPER WRITING

A research paper is a piece of writing based on original research carried out by the author. It may be the outcome of a particular research project or the result of a small scale study.

The research might have been carried out in the laboratory or in the field. It might be theory based, or a part of action research to develop certain methods, equipment, procedures, systems, and so forth.

The main purpose of a research paper is to add to the existing knowledge, understanding, and scope of a particular subject.

It deals with new ideas, relationships, processes or equipment related to the practice of some technology.

Characteristics

- (1) A research paper is the most important form of an expository discourse. It may be written on any topic or subject - scientific, technical, social, cultural, etc. — but the treatment is scholarly in nature.
- (2) It is highly stylized and contains a high concentration of certain writing techniques such as definition, classification, interpretation, abstraction etc.
- (3) It is objective in nature and the presentation of information is accurate, concise, direct and unambiguously.
- (4) Most research papers are characterized by the use of graphic aids, and scientific, technical, or specialized vocabulary.

5) A research paper is a documented prose work. All important analyses have to be supported by adequate evidence.

M

Although a research paper does not contain all the elements of a formal report, it can be made effective if the matter is broken up into logical sections with suitable headings and sub-headings.

(1) ^{Title} Abstract or Summary

(2) Introduction

(3) Materials and Methods

(4) Experimental Section, Design or procedure

(5) Results

(6) Discussion

(7) Conclusions

(8) Acknowledgements

(9) List of Symbols

(10) References or Bibliography

There is a large variety in the presentation of matter in a research paper. Every paper does not have all the elements mentioned above. In certain papers, results and discussion are combined. In some, Notes are combined with references. A paper may also have an Appendix.

TECHNICAL COMMUNICATION (KAS301)

MODULE-IV : FORMS OF TECHNICAL COMMUNICATION SKILLS

LECTURE NO.08

Seminar/Conferences Presentation skills Writing

A seminar refers to the discussion in a small group in which the result of original research or advanced study is presented through oral or written reports. It may also be organised for cross-fertilisation of ideas. Generally, one person presents a lead paper including his overall findings and then detailed discussion on the findings start incorporating the opinion of all the members of the group.

It aims at sharing information of advanced research work and enriching it with cross-analysis of the experts in the related domain. Close interaction takes place among the members and their individual view-points are also taken into account. The relevant queries are replied in the ambit of related research work specifically done in the field.

Conference → The purpose of the conference is, as the name indicates, to confer—to confer with persons having similar interests and also to pool their experiences and opinions. The discussion usually results in a set of suggestions or recommendations on the central theme of conference.

The participant and subject matter spectrums are wider than those of a seminar. It is not uncommon to hold small group discussions on different aspects of the conference theme, the delegates choosing among several discussion sessions going on simultaneously at the venue.

formal lectures, audio-visual presentations and exhibitions are also generally organised on this occasion. Thus a wide range of activities takes place under the omnibus label - conference.

The Conference is closed group discussion. The participants have to register for attending it. Any other person present at the conference is either a permitted observer or an invited guest.

Writing the seminar | Conference paper

* A seminar/Conference paper must contain the following

(1) Title Page and Table of Contents

• Abstract

Here, you can include the problem studied, method used, main results and conclusion. If needed you can include even the keywords.

• Introduction

• Body

Part I: Literature review

Part II: Your implementation, results, discussion and analysis.

• Conclusion

• Citations and references.

TRANSLATE THE FORMS OF TECHNICAL COMMUNICATION

MODULE II: FORMS OF TECHNICAL COMMUNICATION

LECTURE NO.08

Expert Technical Lecture: Theme Clarity:- Analysis and finding eminent speakers from the industries and universities are invited to enlighten the students with their ideas and experiences. The objective is to provide students and faculty members the opportunity to gain knowledge and insight on new innovations through interactive sessions. These lectures are an excellent source for students to meet the experts, gain knowledge and build their understanding of key issues.

These lectures are arranged so that students get acquainted with recent developments, practical applications, research, problem solving, industry needs and requirements, their expectation, scope for students and implementation of theoretical knowledge.

Theme Clarity:-

Job Application

Cover letter
CV/Resume

Module II: FORMS OF TECHNICAL COMMUNICATION
LECTURE NO. 09
NICATION

A resume is a summary presentation of person's backgrounds, employments, qualifications and intended career plan. It is a carefully tailored marketing tool that summarises one's employment qualifications for a pre-defined target audience. Two aspects to consider are (1) content (2) presentation. Here, one present oneself in best light emphasising their strengths and playing down weaknesses.

- The layout must be clear, logical and simple, enabling the reader to find the information they need quickly. You have 10 to 30 seconds to attract the reader's attention.
- A good resume should not be very long.
- Personal details like age, sex, race or nationality are looked down upon these days and are therefore optional.
- Your CV/ resume is your sales document to a recruiter/ employer and .

Purpose of Resume

- ① To pass the employer's screening process (requisite educational level, experience etc)
- ② To provide contact information: (an up-to-date address and a telephone number)
- ③ To establish you as a professional person with high standards and excellent writing skills.

Resume contents:

(1) Personal data

- ↳ Name
- ↳ Date of Birth

(2) Contact Information

- ↳ Communication address
- ↳ Telephone : landline, mobile
- ↳ E-mail
- ↳ Fax

(3) Academic and Professional qualifications

- ↳ mention the name of each institution attended, city and state of its location, name of the degree / diploma or certificate you received, the year of graduation etc.

(4) Career Goals

- ↳ mention goals and specific job objectives

(5) Experience

(6) Interests

- ↳ unique and relevant to the job

(7) Extra-Curricular Activities

- ↳ mention awards from school and college, positions held, social service initiatives taken and publications

(8) References

Tips for Preparing an Impressive CV

- (1) Put the information important things first
- (2) Emphasize your skills, accomplishments and levels of responsibility attained
- (3) Use reverse chronological order, the most recent should come first
- (4) Mention anything special that can add weight age to your candidature.
- (5) The contents of the CV should be completely factual and honest.
- (6) Use a clear font and a font size that is easy to read.
- (7) A CV should not be more than two or three pages.
- (8) Abbreviation should be avoided.
- (9) Exaggerated and flowery terms should not be used.
- (10) References should be provided, if required.

Kinds of Resume

- (1) Chronological Resume
- (2) Functional Resume
- (3) Combination Resume (Hybrid resume)

* Cover

The covering letter interprets the information that has been provided in resume.

For ex:, as an applicant, you summarise all relevant information about yourself in the resume. Then, you select the most important facts from the resume and use those facts in the letter to show how you are suited for the advertised job.

* Accepting an offer

If you are offered job, you must write a letter of acceptance.

(1) Begin by thanking the concerned official for offering you the job. Convey your acceptance. Take care to identify the job by title.

(2) In the 2nd para, specify the time of joining.

(3) Conclude the letter with a statement that you look forward to working for your new employer.

format:

X

① Application for the job of Secretary

Sender's

Address

Date

Receiver's Address

Sub:- Application for the Post of Secretary

Sir,

With reference to your advertisement in 'The ToI'
of — , I wish to apply --- .

I enclose full details of my educational qualifications
--- . I am also giving names and addresses
of two persons as references.

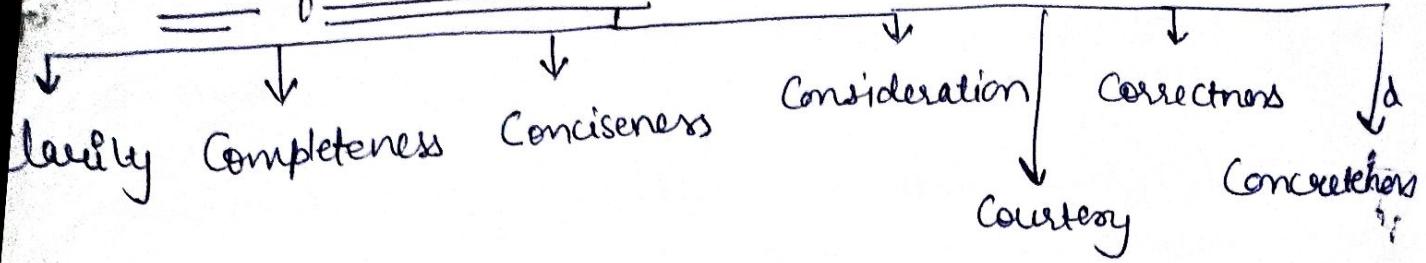
I would very much appreciate for giving me a
chance to be interviewed. further details ---
--- .

yours truly | Regards

()

Encl: Curriculum vital .

7C's of Communication



① clarity - It implies that the message is clear to the recipient. It emphasizes on a specific message or goal at a time, rather than trying to achieve too much at once.

features:

- (1) It makes understanding easier
- (2) Complete clarity of thoughts and ideas enhances the meaning of message.
- (3) Clear message makes use of exactly appropriate and concrete words.

② completeness - The message must be complete. It should convey all the facts required by the audience. The sender of the message must take into consideration the receiver and should communicate all the facts and figures related to the message.

③ Conciseness - means communicating what you want to convey in least possible words. It should be brief and to the point

features:

- It is both time saving as well as cost saving
- It underlines and highlights the main message
- It provides short and essential message in

in limited words.

- It is more appealing and comprehensible to the audience.

④ Consideration — It implies "stepping into the shoes of others". Effective comm. must take the audience into consideration, i.e. the audience's view point, background, mind-set, education-level etc. Ensure that the self-respect of the audience is maintained and their emotions are not at harm.

⑤ Correctness — It means that there should be no grammatical errors in comm.

feature:

- The message is exact, correct and well-timed.
- If the comm. is correct, it boosts up the confidence level.
- Correct msg. has greater impact on the audience.
- It checks for the precision and accurateness of facts and figures used in the message.
- It makes use of appropriate and correct language in the msg.

⑥ Concreteness — It implies being particular and clear rather than fuzzy and general. It strengthens the confidence.

features:-

- It is supported by with specific facts and figures
- It makes use of words that are clear and that build the reputation.
- Concrete messages are not misinterpreted.

Courtesy - ~~its message implies it.~~ It means the comm. should be friendly, open ~~and~~, honest, and regardless of what the message is about. The sender of the message should be sincere, polite, judicious, reflective, and enthusiastic.

features:

- Courtesy implies taking into consideration both viewpoints as well as feelings of the receiver of the message.
- Courteous message is positive and focused at the audience
- It makes use of terms showing respect for the receiver of message.
- It is not at all biased.

A proposal is a method of persuading people to agree to the writer's view or accept his suggestions. It is a systematic, factual, formal, and persuasive description of a course of action or set of recommendations or suggestions. It is written for a specific audience to meet a specific need.

As the main objective of a proposal is to persuade the reader to accept the proposed course of action, it explains and justifies what it proposes.

Submitting a proposal is usually the first step in going ahead with a new project. It is important that the proposal convinces the reader(s) that the proposed course of action will lead to future benefits by showing an understanding of reader's needs and offering a viable way to fulfill those needs.

Types of proposals

Proposals are classified according to:

- (i) Structure (formal / non-formal)
- (ii) nature of the audience (internal / external)
- (iii) source of origin (solicited and unsolicited)

(1) Non-formal and Formal Proposals (length and format)

A non-formal proposal is a brief description of suggestions and/or recommendations that are introductory in nature. They are usually short and written to initiate small projects. It may involve the use of printed forms, letter formats, or memo formats.

A formal proposal are comparatively longer. They are usually written to initiate big projects and require elaborate description and discussion. It may consist of several sections and sub-sections and can vary from a few pages to hundreds of pages.

(2) Internal and External Proposals (nature of the audience)

An internal proposal is addressed to readers within an organisation. It may offer to study a problem, situation, condition, or issue in the company, and may present different options for solving it. Example:

Proposing a plan to increase the sales of a company will require preparing an internal proposal.

External proposals are communicated to people outside an organisation. It may offer a plan to solve a problem or situation of that organisation. They are more formal, detailed, and elaborate than internal proposals.

(3) Solicited and Unsolicited Proposals

A solicited proposal is written in response to a specific request from a client. Many companies solicit proposals for their projects as they want the best people to take their projects. They make the request for proposal open to increase competition specifying their requirements.

Unsolicited proposals are written without any request for proposal. They are based on an objective assessment of a situation or condition by an individual and a firm. Self initiated research and business projects usually involve unsolicited proposals.

Structure of Proposals

The structure of formal proposal is similar to that of a formal report:

(1) Title Page:

A proposal on
submitted to
submitted by
Date

(2) Table of Contents: It provides the reader an overall view of the proposal by listing the headings and the sub-headings, with their page no.

Abstract	
1. Background	2
2. Introduction	2
3. Statement of problem	3

(3) List of figures:

Figure 1	1
Figure 2	2
Figure 3	8
Figure 4	9

this section includes a list of tables, graphs, figures, and charts used in the proposal

(4) Abstract or Summary: An abstract or a summary is a condensed version of the proposal as it summarises and highlights its major points. However, an abstract is more specialised and technical than an executive summary.

(5) Methodology: It summarizes the proposed methods of data collection and the procedure for investigating the situation / problem.

(6) Introduction: This section introduces to the proposal. It gives the background, states the purpose, and discusses the scope. It may also try to persuade readers by highlighting the major advantages and justifying the proposed cause of action.

(7) Statement of the problem: This section contains an objective description of the problem that the proposal intends to address. As it links the proposed course of action to the needs of the reader and the requirements of the situation, it gives credibility.

(8) Proposed plan and schedule: It presents a schedule of activities highlighting the main course of action.

(9) Advantages / Disadvantages: This section reinforces that the proposal has more advantages than disadvantages by making realistic comparisons. It links benefits to the needs of the situation.

(10) Recommendations | Proposed solutions: This is the main section of a proposal as it discusses the plan to solve the problem. It is usually the longest section of a proposal, and is logically structures into small manageable sub-sections with suitable headings.

(11) Conclusion: It presents the final summary of the proposal and focuses on main points, and the key benefits and advantages. It influences readers with a final appeal.

(12) Appendices: Secondary material are put as appendices in a proposal. This maintains continuity of logical progression and avoids distractions.