

## SENTENCE

### Simple Sentence

/ one finite verb

Example- The earth moves around the sun.

### Compound Sentence

/ exact two finite verbs and two coordinate clauses

Example- The sun shone brightly and we could move briskly.

Coordinating conjunctions- FANBOYS (for, and, nor, but, or, yet, so)

### Complex sentences

main or principal clause (i.e. a clause containing a main verb of the sentence) and one or more *dependent* or subordinate clause

Coordinating conjunctions- after, although, as, because, before, even though, if, since, though, unless, l, when, whenever, whereas, while, so that, till etc.....

Example- He said that the earth is round.

(e: *he said*-main or principal clause, *the earth is round*- subordinate clause)

Identify the following sentences and Change them as indicated in brackets:

- 1) The sun rose and the fog disappeared. (Simple)
- 2) He must not be late or he will be penalized. (simple)
- 3) You must have regular habits otherwise you cannot remain healthy. (Simple)
- 4) Our soldiers reached Kashmir and the Pakistani raiders fled immediately.(complex)
- 5) Mosquitoes cause malaria and this is well-known. (complex)
- 6) For all his riches, he is not contended. (complex)
- 7) We know the name of the writer of that letter. (complex)
- 8) I am certain of pulling you out of a trying situation. (complex)
- 9) You must work hard to pass the examination. (compound)
- 10) Owing to ill health, she could not cook. (compound)
- 11) In spite of his weakness, he was ready to do it now. (compound)
- 12) Hard work is necessary for you to get promotion. (compound)
- 13) Do as I tell you or you will regret it. (complex)
- 14) I paid off the debts which my father had contracted. (simple)
- 15) If you act so foolishly, you will certainly be ruined. (compound)

- 6) Speak the truth and you will never regret it. (complex)  
 7) Although we saw the danger signal, we continued our onward march. (compound)  
 8) Her father died and this multiplied her problems. (simple)  
 9) I was weak in English yet I tried my best. (complex)  
 10) He pleaded that he was ignorant of the law. (simple)  
 11) He was very weak yet he was ready to do it now. (simple)  
 12) In the event of being late, he will be penalized. (compound)  
 13) Unless you do as I tell you, you will regret it. (compound)  
 14) The Pakistani raiders fled as soon as our soldiers reached Kashmir. (compound)  
 15) You must not act so foolishly or you will certainly be ruined. (complex)  
 16) He is rich still he is not contended. (simple)  
 17) We saw the danger signal but continued our march onward. (complex)  
 18) I am certain that I shall pull you out of a trying situation. (simple)  
 19) Although I was weak in English, I tried my best. (compound)  
 20) She was in ill health so she could not cook. (simple)  
 21) The moon having risen, the darkness disappeared. (compound)  
 22) You must work hard or you will not pass the examination. (simple)  
 23) You must have regular habits to remain healthy. (complex)  
 24) I paid off my father's debts. (complex)  
 25) It is well-known that mosquitoes cause malaria.  
 26) If you speak the truth, you will never regret it. (compound)  
 27) We know the name of the writer who wrote this letter. (simple)  
 28) Her father's death multiplied her problem. (compound)  
 29) You must work hard or you will not pass the exam. (simple)  
 30) He pleaded his ignorance of the law. (complex)

Note- (1-20 questions' answer 21-40 and 21-40 questions' answer 1-20)

### **CONNECTORS; ADVERBS; CONJUNCTIONS**

ADDITION	SEQUENCE	CONSEQUENCE	CONTRAST

In addition, And, As well as (sth/ v-ing)... Besides (this/ that), Also, Further(more), Moreover, And then, ...not only...but also... Again, Similarly, Likewise, Added to all these, Above all, On top of (all) this,	First(ly), Initially/ Primarily, To begin with, First and foremost, Secondly, Then, Again, Next, Earlier, Later, After this/ that, Following this/ that, Afterwards/ Subsequently, Thereupon/ Thereafter, Last but not the least, Lastly/ Finally,	As a result, Hence, Thus, So, Therefore, Consequently, It follows that... ...thereby (v-ing)... Eventually, Then, In that case, ...resulting in (sth)	However, Nonetheless/ Nevertheless, On the contrary, In contrast, Conversely, On the one...on the other... Despite/ In spite of (sth/ v-ing)... Although/ Even though/ Though... ...but... Yet/ Still, Even so, In stead of (sth/ v-ing)... Rather, ...whereas/ while... Alternatively,
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CERTAINTY	CONDITION	DEFINITION	APPROXIMATION
Obviously,	If ...	...is...	....almost/ nearly...
Certainly,	Unless...	...refers to...	...at the most/ at most...
Of course,	Whether...	...means...	...a maximum of...
Undoubtedly,	Provided that...	...,that is,...	...at the maximum...
Evidently,	Given that...	...consists of...	...no more than...
Surely,	...depending on...	...comprises...	...up to...

No doubt...	On condition that...	...has to do with... ...is synonymous with...	...less than... ...or less... ...(or) under...
EXAMPLE	REASON	TIME	CONCLUSION
For instance/ example,	...since...	...before...	In sum,
For one,	...as...	...since/	To sum up,
For one thing,	...so that...	for...( <b>perfect tenses</b> )	To conclude,
...like...	...because of...	...until...	To recapitulate,
...such as...	...due to/ owing to...	Meanwhile,	In short,
..., namely...	...on account of...	In the meantime,	In essence,
..., viz. ...	...by virtue of...	At the moment,	In a nutshell,
...in particular...	...accounts for...	When...	Hence,
To illustrate/ exemplify,	The reason (why)...	Just as...	All in all/ On the whole,
A case in point is...		...as soon as...	Overall,
		Presently/ Soon,	
		Of late,	
		...as yet...	
		Immediately,	

### ALSO,

After all, Anyway, As a matter of fact, Actually, In fact, As if that wasn't enough, Instead, Simultaneously, Not only  
 Incidentally, Accordingly, In accordance with..., As noted earlier, That being so, Having said that, Not to mention, etc.

### ILLUSTRATION:

Besides:

I don't really want to go. **Besides**, it's too late now.

Initially: *Initially*, the death toll was reported at around 250 but was later revised to 300.

In the meanwhile: I hope to go to medical school later. *In the meanwhile*, I am going to study chemistry.

Nonetheless: The problems are not serious. *Nonetheless*, we shall need to tackle them soon.

Evidently: She showed no sign of distress. *Evidently*, she had nothing to do with the whole affair.

#### **USAGE 1:**

The use of suitable **connectors or transitional words** acts as a smooth bridge between the two sentences and enhances readability (—even that of a poorly written paragraph like the one below); eg:

The TV is one of the most modern inventions. The majority of households have TV sets nowadays. Many villagers also own TV sets. Schools use a TV for teaching lessons. Several subjects are taught through the TV. A number of teachers do not know how to use the TV for teaching. They keep the TV untouched and use the blackboard. We can also see film shows on TV. Some people like to see serials on it, too. Children love TV Cartoons. TV stations conduct educative lessons before the examination seasons. I like to watch only the sports events like tennis and cricket on TV. It saves us the trouble of going to stadium to watch a match. The TV is a desirable gadget in every household.

#### **Improved:**

The TV is one of the most modern inventions. The majority of households have TV sets nowadays. Even an average villager owns a TV set. *In addition*, schools use it for teaching lessons on several subjects. *As a matter of fact*, a number of teachers do not yet know how to use the small screen for teaching. They often keep the TV untouched and impart all their instructions through the blackboard only. TVs are also an efficient tool to conduct educative classes before the examination season. *Further*, one can also see film shows on TV besides the regular serials that are both serious and light-hearted. *Incidentally*, children love TV cartoons. *However*, I like to watch only the sports events like tennis and cricket on this box. A TV indeed saves us the trouble of going to stadium to watch a match. *Undoubtedly then*, the TV is a desirable gadget in every household.

#### **USAGE 2:**

Look at the way some conjunctions, viz. while, whereas and on the other hand are employed in the text below:

Many people like to take their holidays on or by the water, by hiring a houseboat and travelling along the rivers at a leisurely pace. *On the other hand*, some others want a bit more luxury and take a cruise. *While* we often

associate the word 'cruise' with the idea of a floating hotel on the Caribbean Sea, cruises aren't always and there are many other options. Some people choose a small cruise ship, whereas others may romantic old paddle steamer such as The Delta Queen, a 77-year old steamer, which cruises up and down Mississippi river in America.

#### DESCRIPTION OF TABLE, CHART, GRAPH

##### **Chocolate consumption—kilos per head in 2002**

Country	Kilos per head (female)	Kilos per head (male)	Total kilos per head
Brazil	0.5	0.4	0.9
Japan	0.8	1.0	1.8
Australia	2.2	2.2	4.4
Belgium	4.0	2.8	6.8
UK	4.0	4.4	8.4
Austria	6.0	3.8	9.8
Switzerland	5.0	5.3	10.3

##### Sample description

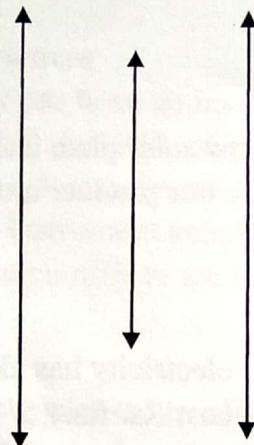
The table provides information on how much chocolate was consumed in a range of different countries around the world. It shows the number of kilos per head eaten in 2002 and provides a breakdown of these figures for men and women.

Total chocolate consumption ranges from 0.9 to 10.3 kilos per head. The country with the highest consumption of chocolates is Switzerland, where an average of 10.3 kilos was consumed per person. In Australia we see a very similar pattern. By contrast, Brazilians ate the least amount of chocolate.

As far as consumption for men and women is concerned, there is generally little difference between the two. In most cases, women eat roughly the same amount of chocolate as men. The only countries where this is not the case are Belgium and Austria, where women eat almost twice as much as men.

Overall it seems that very different quantities of chocolate are eaten around the world but, generally speaking, this product is more popular in Europe than elsewhere.

A  
Proposal on  
The Use of Solar to Minimize the Electricity Expenses



Submitted by:  
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Submitted to:  
CDE  
Kathmandu, Nepal

Date of Submission  
August 21, 2013

## 1. Abstract

Expenses for electricity have increased steadily for several years. Now the government of Nepal is reducing the amount of coverage that customers demand for electricity.

These cost increments can be reduced through the use of our new solar plate and battery. This solar delivers the energy/current through which the bulb provides light in the room. Therefore, the expense of electricity is conserved.

This electricity-saving feature can reduce the electricity expenses by as much as 50%. The customers who wish to use solar plate and battery can enjoy, thus providing more freedom and less expenses.

## 2. Introduction

### 2.1 Purpose

This is a proposal to sell the new solar plate and battery. This bid to sell offers you a special discount when purchase our product in the quantities suggested in this proposal.

### 2.2 Problem

#### 2.2.1 High Cost

Since 2005, the price of electricity has sky-rocketed. It cost Rs. 3/- per unit in 2004. Today, electricity cost Rs. Rs. 15/- per unit. In fact, you can expect next year's expenses to double the amount you spent this year.

#### 2.2.2 Decreased in Production

Because of the old powerhouses and low level of water sources, the powerhouses could not produce sufficient electricity. Since 2005, 50% of power production is decreased.

## 3) Discussion

### 3.1 Implementation of Solar Plate

The price of electricity will not go down. All of us have to try to use solar as a good substitution of electricity. ABC solar instrument supplier, a leader in this modern solar technology, proposes the implementation of our new solar system. When the electricity will be off, the new CFL bulb provides light automatically with the help of solar battery.

### 3.2 Technical Description

This solar system is a light producing device that is designed to reduce electricity expenses. The solar plate is composed of four main parts:

- |              |          |
|--------------|----------|
| -Solar plate | -Battery |
| -Switch      | -Bulb    |

(If time favours you, describe these four parts by drawing figures).

### 3.3 Operating Instructions

This solar system is a electricity saving and administering device. By following these steps, you will be able to enjoy the benefits of solar plate:

- Fit the solar plate on the top of the house by facing to the sun.
- Connect it to battery with wire.
- In between the battery and bulb, adjust the switch.

### **3.4 Qualifications and Experiences**

ABC Solar instrument supplier has been an international leader in the field of energy-producing technology since 1950. In 1960, responding to the needs of customers, we produced the Lead-Acid battery. Recently, we introduced one such product, solar energy supply technology. ABC solar instrument supplier is located in New Road, Kathmandu. Regional sales and services branch offices are located throughout the country Nepal.

### **3.5 Cost**

ABC Solar instrument supplier is pleased to offer our modern technical instrument at cost-effective pricing. The total cost of our product is Rs. 20,000/- which is as follows:

- a) Solar Plate- Rs. 10,000/-
- b) Battery- Rs. 6,000/-
- c) Wire – Rs. 2,000/-
- d) Bulb and switch- Rs. 2,000/-

Total – 20,000/-

### **3.6 Warranty**

ABC solar instrument supplier warrants this product to be free of manufacturing defects for one-year period after the original date of consumer purchase. This warranty does not include damage done to the product due to accident, misuse, improper installation or operation or unauthorized repair. If the product becomes defective within the warranty period, we will replace or repair it free of charge.

This warranty gives you special legal rights. You may also have other rights that vary from place to place.

## **4) Conclusion/ Recommendation**

Prescription of electricity expenses is escalating whereas government support has been reduced. After the use of this solar system, in low cost, you will get more benefit and you will forget the light of electricity.

To offset the inevitable rise of electricity expenses, we recommend the use of the solar energy devices.

## Writing Technical Report

A report can be defined as a major form of professional communication in which some information is conveyed after investigation or thought, usually writing to a particular person or group. A report is based on facts and descriptions but it may contain opinion and recommendations also. Although there are many different types of report and individual companies have unique demands and requirements, certain traits, including format, development and style are basic to all report writing. Your report will satisfy one or all of the following needs:

- Supply a record of work accomplished
- Record and clarify complex information for future reference
- Present information to a large number of people
- Record problems encountered
- Document schedules, timetable and milestones
- Recommend future action
- Document current status
- Record procedures

### Types and Purposes of Reports

- a) Information Report
- b) Research or Investigative Report
- c) Progress or Interim Report
- d) Final Technical report
- e) Trip/Field Report
- f) Regulatory Report
- g) Feasibility Report

#### **a) Information Report**

These types of report provide the information about something but not the interpretation. Their function is to supply accurate information in a readily accessible form. Most of the reports we write early in our career will probably be this kind. For instant, the lab report.

#### **b) Research or Investigative Report**

This research asks you to examine the causes behind an incident. Like something has happened, the report does not just document the incident. It focuses more on why the event occurred.

#### **c) Progress or Interim Report**

Progress report documents the status of an activity explaining what work has been accomplished and what work is remaining. Supervisor and customers want to know what progress you are making on a project whether you are on schedule, what difficulties you might have encountered and what your plans are for the next reporting period. Because of this your audience might ask you to write progress reports- daily, weekly, monthly, quarterly or annually.

d) Final Technical Report

This report is written when a project is finished. It provides a final summation of the works done.

e) Trip or field report

A trip report allows us to report on job-related travel. These types of reports are written after a visit. When you leave your worksite and travel for job-related purposes, your supervisor not only requires that you document your expenses and time while off-site, but they want to be kept up-to-date on your work activities.

f) Regulatory report

These types of reports include the detail about the business or industry is operating/producing the products fairly or not. Some of the most common regulatory reports include product and process validation reports, reports filed for applications for new drugs, reports on purity of a product manufactured by a company.

g) Feasibility report

This report accomplishes two goals: First, it studies the practicality of a proposed plan. Then it recommends the action. Occasionally, your company plans a project but is uncertain whether it is possible and advantageous to do something or not. It focuses:

- Will the plan work?
- Does the company have the correct technology?
- Will the idea solve the problem?
- Is there enough money?

This report provides the basis for making decisions.

### Parts/Elements/Format of Technical Reports

The format may vary from one Business Company to the other, from one institution to other. Here are some parts discussed in brief:

- a) Title Page
- b) Prefatory Elements
- c) Table of contents
- d) List of Illustration
- e) Glossary and List of Symbols

- f) Abstract/Summary
- g) Introduction
- h) Discussion/ Description
- i) Conclusion/Recommendation
- j) References
- k) Appendix

a) Title page

Title page must be attractive and well-designed. The most important items should be boldly printed. Usually, the four items appear on the title page:

- Name of company or the person who is submitting the report
- Name of company or person to whom report is addressed
- Title of the proposal
- Date of submission

b) The prefatory elements

It helps the reader to get into the reports. The letter of transmittal or preface may be the readers' first introduction to the report. Letter of transmittal and preface are quite similar. They usually differ in format and intended audience.

You will use the letter of transmittal when the audience is specified: a single person or a group.

Generally you will write the preface for a more general audience when you may not know who will be reading your report. Include the following basic ideas:

- Statement of authorization or occasion of report
- Statement of subject and purpose
- Special interest of significance
- Background material and special problem
- Acknowledgement

c) Table of contents

It is necessary only for a long and complicated report. It serves the reader as a locality device. It forecasts the extent and nature of the topical coverage and suggests the logic of the arrangements.

d) List of illustrations

If a report has more than five or six illustrations, it is customary to list the illustration either on a separate page or just after the table of contents.

e) Glossary and list of symbols

Reports dealing with technical and specialized subject matter often include abbreviation, acronym and symbols and terms not known to the non-specialists. Not only this may the meaning of the same word vary according to the time and context. A report made by one sector's person used the term which may

be different for another field's person. A report intended by the author for engineering students may have to be read by audience of other fields. So, the glossary helps those audiences to know the unfamiliar terms.

f) Abstract/summary

It is the overview of facts, results, conclusions and recommendations of a report. The abstract summarizes:

- Objective of the research or report
- The methodology used in the research
- Findings of the report

g) Introduction

The introduction supplies an overview of the report. It can include three optional subdivisions:

- Purpose – a topic sentence explaining why you are submitting the report and exactly what the report's subject matter is.
- Personnel – names of others involved in the reporting activity
- Dates – what period of time the report covers.

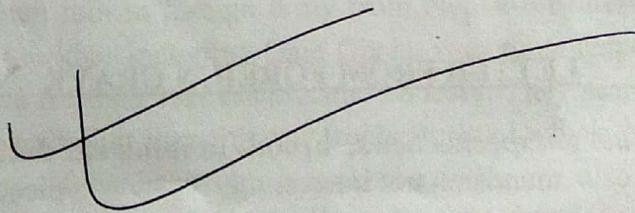
A good introduction forecasts what is to follow in the rest of the report. It directs the reader's mind to what the subject and purpose are. It sets limits to the scope of the subject matter and reveals for the reader the plan of development of the report.

h) Discussion

The discussion of the report presents the activities and the problems you encountered. This is the largest section of the report and involves development, organization and style. We have to follow the following points:

- Whom did you meet or contact, who was

THE STORY OF AN HOUR



Summary

Mrs. Mallard's husband, Brently Mallard, was heard dead in a railroad accident. This news of the death was received first by her husband's friend Richards in his newspaper office. Richards delivered the news to her sister Josephine. Both of them went to tell the news to Mrs. Mallard. Great care was taken to break the news to

her because Mrs. Mallard was afflicted (suffered) with a heart trouble. She wept at once, with sudden abandonment, in her sister's arm. When the storm of grief had spent itself, she went away to her room alone. one was allowed to follow her.

She remained in the room totally sunk in deep thoughts. She was exhausted physically. She looked out through the open window and saw everything was usual in the outer world. She often sobbed (cry) like a little child. She was young with a fair calm face. She was depressed yet she had strength. Her eyes were far lost in distant patches of blue sky. These eyes indicated a suspension of intelligent thought.

There came something for what she was waiting. The environment was felt again beautiful through the sounds the scents, and the color that filled the air. She was approaching to a new sense of life. She was going to welcome the new world with her both white slender (thin) hands. Some words through her breath whispered - Free, free, free! She was quite relaxed at the terrible joy. Though she knew that she would weep if she saw similar thing again, she thought of many years to come that would belong to her. She opened her arms to welcome them. She would live now alone. No one would be with her to bother her with a private will. She had sudden self-assertion as the strongest impulse of her being! She was quite relieved that her body and soul both were free.

Josephine came and asked her to open the door. She thought Mrs. Mallard was going to sick herself. Quite contrarily, Mrs. Mallard was drinking in a very elixir of life through that open window. She wished that her life might be long. Meanwhile, she released herself from the thoughts. She opened the door and descended the stairs with her sister. Richards was waiting at the bottom. By sudden, a man opened the front door and Mrs. Mallard noticed Brently Mallard there standing on the door. He had been far from the accident. Though Richards tried to hide her husband from the view of her husband, it was too late. Mrs. Mallard was already collapsed. Doctor declared that she had died of her heart disease. Great joy killed her.

Question: what is meant by "She was drinking in a very elixir of life"?

Brently Mallard had been reported to be dead in the railroad accident. His friend Richards had received this intelligence of the accident in the newspaper office. Richards and Mrs. Mallard's sister Josephine delivered the message very carefully and tenderly so that Mrs. Mallard would not be killed by the shock. She was shocked but she took the news somewhat differently. She locked herself in a room facing outside. She watched outside. The nature was telling her something precious and delightful. She was not completely sad. She was in the pleasant world of fancy. Through the open window, she was having the sight of the world in a new way. She was going to forget her and hoping well that her future will be joyful in those coming years. She would be alone and she would have free life. Her soul and mind would be free forever. All these beautiful thoughts were working as the drink in a very elixir of life.

#### LETTER FROM FOREIGN GRAVE

Avarice- greed	, bolt from the blue- unexpected news	, brood- to think sth that makes sad	, dale- valley,
front- battlefield	mundane- not interesting,	piece of glowing lead-	bullet
plunder- steal	ravine- narrow valley	ruminant- think deeply	
scare to depth- frighten terribly	sleek- shiny	whimper- crying of animals	daubed-
painted sells- box to carry weapons	yell- high sound	dreaded- causing fear	scare- to frighten
snatched away- taken away by force			

## SUMMARY

This poem is a letter from a son to his mother. The son sends a message of the memory to his mother who lives far away in the foreign country where he used to work as a soldier. The mother is very sad in his house because the son is already dead in the battle. But the son is fine in the grave-land. He has no more greed to earn money. He does not have any pain, misery and tears. He is having rest at peace forever. Before he was killed, his body was attractive and healthy but it has been already decayed and mixed with the nature. Only his bones have been left in the grave. Thus, his destiny has been fully ruined.

The son clearly remembers the moment of his departure to the foreign country early in the morning. It was a very sad moment created by the unsung song which covered the whole valley. At that moment his dog Pangrey was doing farewell by wagging its tail nervously. Perhaps it had known that his master would not come back again.

The mother's eyes were full of tears and she is trying to control herself pressing her lips against each other. The son was blessed by her breath with the words "to be always brave". Then the son went to the foreign country and started serving there. He has been to many battlefield such as in Burma, Malaya, Falkland, and so on. He fought bravely in each battlefield before he was killed with a bullet and he is in the realm (world) of dreams now.

At this time his fate compels him to think about his motherland but he lies buried in the foreign land among his friends and enemies. Although he is having rest on the lap of enemies, they are living in total harmony because they share everything in common. Both (his friends and his enemies) were the lost citizens of the world. The speaker tells his mother not to cry there because he does not need to bear any dangers like shells and weapons now. He is not ordered to go to the war fronts and shout the frightening mantra "Ayo Gorkhali" in order to scare the enemies to death. But he feels now that the very mantra has snatched away his life. Similarly the speaker expresses his bitter feeling in this way that the soldiers are considered valueless in the war.

The speaker regrets that he could not pay the value of his mother's milk during his lifetime because he died for other's glory. Therefore he requests his mother to forgive him and not to weep for him. At last he appeals Nepali youths not to join foreign army.

### Question:: What is the poem mainly about???

Letter from foreign grave is a poem composed by a Nepali poet D.B Gurung where the poet highlights the lamentations of a Gurkha soldier who is killed in foreign land. The speaker sends his mother a massage not to weep for him regretting that he couldn't do anything for his mother and motherland.

Every year, hundreds of young men join in foreign army from Nepal. Nepalese youth started to join British Army from 1814 to 1816. Many Gurkhas, including Gaje Ghale, won most respectable British Awards Victoria Cross. They are famous worldwide for their fearlessness and honesty. They scarce their enemies with Khukuri (traditional Nepaliknife) Gurkhas took part in many war fronts Burma, Ladhak, Nefra, Malaya, Kargil, Germany, Italy, Tunisia, Falkland, Kosovo, Afghanistan etc. Nepalese youths are also working in Indian Army and Singapore police. Being a Lahure (a foreign soldier) is a popular culture in some communities in Nepal. Lahure enjoy better economic status and respect in societies. Many youths dream joining foreign army. However, there is dark side of being Lahure. Family disintegration, home sickness, lack of self-dignity, exploitations are some of dark sides being Lahure.

Beauty

- Susan Sontag

For the Greeks, beauty was a virtue: a kind of excellence. They expected that inner beauty would be matched by the beauty of the other kind. The case of Socrates was paradoxical. He was very intelligent, brave, honorable and seductive, but by looks he was very ugly. His disciples might not have tried to see the differences as much as we do now. We are more wary of the enchantments of the beauty. We look for the 'inside' (character, intellect) as well as the 'outside' (looks) beauty, and we are actually surprised to see both in one person. It was principally the influence of Christianity that deprived beauty of the central place it had in classical ideas of human excellence. For close to two centuries it has become a convention to attribute beauty to only one of the two sexes: woman. She is fair, but get second to man. "Handsome" is the masculine equivalent of feminine beauty. A man can be called beautiful in French and Italian; it suggests that they still retain (remain still) some vestiges (symbols) of the pagan (no believers in any religion) admiration of beauty at least in some degree. To be called beautiful is thought to name something essential to women's character and concerns. Similarly, to man it is to be strong, or effective, or competent. In case of women, the concept of beauty encourages narcissism, reinforces dependence and immaturity. For desire of being beautiful and perfect, a woman is self-oppressed and anxious with the thought of evaluating every part of her body separately. In men, a good look is a whole, no need of dissecting his appearance and of evaluating different parts of his body. Beauty is a form of power, that is, power of attraction. That is the reason for seeking the beauty. Usually a woman is admired and criticized for her beauty in the case of her work. She may rise to a leading position in politics, law, business etc. yet she is always under pressure to confess that she still works at being attractive. To get out of the trap of "oppression" and "superficiality", they should get some critical distance from that excellence and privilege which is beauty.

Question: What do you think Sontag is saying to beautiful women? How do you think they would respond?

Answer: Sontag argues that a women's position is in dilemma. Her beauty is under social censorship. Her virtue, intellect, goodness, bravery and such all characters are measured and evaluated with the eyes of the outward beauty. Inward beauty is worshipped forever but trying to make beautiful women aware at the prospect of their beauty. She is saying that beauty is a form of power but they must realize the truth that virtuous beauty is excellent, worthy and immortal.

The beautiful women may not agree with the author. Mostly beautiful women are under good impression of their achievements by the means of their beauty. Therefore I think they will oppose her by saying that outward beauty is more honored and more privileged.

Freedom

- G.B. Shaw

Summary

G.B. Shaw's *Freedom* actually belongs to one of the series of radio talks delivered by him in 1935 on the B.B.C. As it was intended for the larger circles in their capacity as listeners, the lecture seems to be free from theoretical jargons. But Shaw can be very much deceptive (misleading) in what he says. Behind his humor, there lies the satire of the contemporary social condition. Not only that, his simple talk was actually a denunciation (publicly declare to be wrong) of the conventional and capitalist view of freedom. Politically Shaw conformed (be similar) to democratic socialism, a variant of Marxism, according to which the society should try to reach the socialist political condition gradually by the democratic means.

The concept of freedom, which Shaw satirizes, was the fundamental principle of Enlightenment (emphasizing reason and individualism rather than tradition), and he does so because in a capitalist society, according to the Marxian view, freedom of the individual can never be realized. Shaw begins the essay with the proposition that a person can be called completely free in such a condition, in which he will be able to "do what he likes, when he likes, and where he likes, or do nothing at all if he prefers it". He firmly denies the possibility of the existence of such a person as human beings are all slaves to nature. From this funny yet inexorable (impossible to prevent) condition of human life, Shaw cleverly moves on to the fact that some of the "natural jobs" can be placed on others' shoulders: "What you do to a horse or a bee"? With this Shaw, however, comes to the immediate social and political condition of the time, in which the concept of freedom - derived from the grand idealistic project of the Enlightenment (emphasizing reason and individualism rather than tradition), and nationalistic bias produced by the First World War, was being glorified and used by the upper class as a means to achieving their self-interests.

According to Shaw, the farce (unreasonable, illogical) of the democratic system in a capitalist state lies in the fact that "most actual governments enforce your slavery and call it freedom". But the citizens of the state continue to be duped (cause to believe sth. false) by the system instead of rising to protest. Shaw terms this unequal relationship "the unnatural slavery of man to man". Shaw points out an important difference between the "natural slavery of man to Nature and the unnatural slavery of man to man". According to him, the first, though unavoidable, provides pleasure after its fulfilment; for instance, if nature forces us to drink, she makes drinking pleasant. The same is true of eating, drinking, sleeping and other activities. Shaw introduces this difference and cites examples more importantly to explain the evils of the former in more acute terms. He refers to few thinkers like Karl Marx and Thomas Moore, who denounced (publicly declare to be wrong) this slavery and tried to abolish it. At this point his explanation of the capitalist mechanism, that is, the means by which the system tries to dupe (cause to believe sth. false) people and establish, legitimize and perpetuate (cause to continue) itself approaches the ideological theories of Althusser and Gramsci.

Althusser tells us that "Ideology represents the imaginary relationship of individuals to their real condition of existence." He points out that there are a number of ideologies like; religious ideology, ethical ideology, legal ideology, political ideology – all of which operate invisibly in the superstructure. Shaw strikes at the very root when he says, "Naturally the master class, through its parliaments, schools and newspapers, makes the most desperate (extremely bad) efforts to prevent us from realizing our slavery." Then he explains how "ideological apparatuses" manipulate (control or alter so as to mislead) the common mass to cast votes in favor of the capitalist leaders. What is more effective, according to him, is the educational system, which operates in the superstructure and ends in deluding (make someone believe sth. false) the master class much more completely. Thus Shaw explains the difference between two kinds of slavery and conclusively tells the listeners: "Wipe out (remove) from yours dreams of freedom the hope of being able to do as you please (feel happy) all the time." According to him, people have to remain occupied doing the natural slavery for at least twelve hours a day, while their unnatural slavery is controlled and regulated by the legal and administrative system of the country.

## Custom

-Clyde Kluckhohn

### Summary

People are different not by instincts, not by God or fate, not by weather, but by culture. Anthropology defines the culture as the total lifeway of people, the social legacy the individual acquires from his group or it can be defined as a part of the environment that is the creation of man.

In ordinary speech a man of culture is a man who is familiar with history, literature, philosophy or the fine arts. The general abstract notion serves to remind us that we cannot explain acts solely in terms of the biological properties of the people concerned, their individual past experience and the immediate situation. Human beings understand themselves and their own behaviors. To the insistent human query "why", anthropology offers the concept of culture. Others give explanation with the concept of evolution in biology, gravity in physics, and disease in medicine. Similarly, a good deal of human being can be predicted by the means of design of living. We wear clothes not a loincloth or a grass skirt. We sleep on bed not in hammock. There are many other regularities different from place to place. To the American women, a system of plural wives seems instinctively abhorrent but for a koryak woman of Siberia, the system of single wife is unfamiliar. Biological heritage of a person may be American but if he is up brought in a Chinese culture, his culture will be Chinese. A woman in Arizona serves rattlesnake to guests in delicious meal but her guests after knowledge of food item respond with violent vomiting. A biological process is caught in a cultural web. A boy does not dance with a girl if both are of common family or ancestry because bodily contact in social dancing has a direct sexual connotation and that is an incest taboo.

The files of the cross-cultural survey at Yale University are organized according to categories such as marriage ceremonies, life crisis rites and other all seventy five categories. They have found that all human beings are very much alike at bottom. All of them have same biological equipment. All men have similar life experiences such as birth, helplessness, illness, old age, and death. The biological potentialities of the species are the blocks with which cultures are built.

### Question : What do you mean by Knowledge and Wisdom?

Wisdom and knowledge are linked. Wisdom is enhanced by knowledge and the ability to acquire knowledge effectively. But wisdom is also the ability to use knowledge in a practical and productive manner. Knowledge is often considered to be "externally generated," meaning that it comes primarily from outside sources, such as books, classroom lectures, videos, etc. On the other hand, wisdom comes primarily from "internal sources," meaning one's own introspective thinking, analysis, and judgment. Wisdom cannot be acquired and applied without knowledge, but knowledge isn't necessarily guided or enhanced by wisdom. The application of knowledge is often a matter of finding or knowing the right facts, meaning that there is a distinct difference between the "right" and "wrong" facts. In contrast, wisdom often requires much more than facts to perceive and choose the "right" action or to avoid the "wrong" action. The factors involved may include feelings, and moral or ethical values. In this general sense, applying knowledge tends to be a much simpler process. An example of applying knowledge can be found in the development of nuclear bombs. Albert Einstein once said, 'Wisdom is not a product of schooling but of the lifelong attempt to acquire it.'

Question: Kluckhohn starts his essay with several questions. Does he answer them? What do you think is his purpose in beginning in this way?

Why do the Chinese dislike milk and milk products? Why would the Japanese die willingly in Banzai charge that seemed senseless to Americans? Why do some nations trace descent through the father, some through the mother, still others through both parents? All these questions are the beginning of the essay. These questions have not been answered just immediately, but he has referred all these questions to the explanatory examples of different cultures. We can see that these questions are based on biological and cultural ground. The writer has answered them with examples- some concerned with biological instincts and others concerned with the cultural customs. These questions are in rhetorical tone and that tone persuades to consider all the customs that we have been following for a long time. The writer foregrounds the purpose of uniting this essay with the beginning hints.

Question: What is the conventional attitude about beauty that Sontag seeks to discredit (weak)?

Beauty has been distinguished as characters of inside and outside of a person. In past, Greek's trend about beauty was concerned with the inside. Beauty was a virtue- a kind of excellence. This trend was weakened later by associating beauty with the skin. Sontag seeks to discredit this latter conventional concept about beauty and revive (reuse) the old Greek concept of beauty. Socrates' disciples had observed the inside beauty in their teacher though outwardly he was ugly. Now we are more wary (alert) of the enchantments (magical effect) of beauty. We are conscious that beauty may be inside, outside and both in one. For two centuries it has become a convention to attribute beauty to only females. Sontag wants to look at this attribute critically by using beauty equally for male and female both.

#### CONCEPT OF KNOWLEDGE AND WISDOM COLLECTED FROM DIFFERENT REFERENCE BOOKS

Wisdom and knowledge are linked. Wisdom is enhanced by knowledge and the ability to acquire knowledge effectively. But wisdom is also the ability to use knowledge in a practical and productive manner. Knowledge is often considered to be "externally generated," meaning that it comes primarily from outside sources, such as books, classroom lectures, videos, etc. On the other hand, wisdom is deemed to come primarily from "internal sources," meaning one's own introspective thinking, analysis, and judgment. Wisdom cannot be acquired and applied without knowledge, but knowledge isn't necessarily guided or enhanced by wisdom. Applying Knowledge and Wisdom The application of knowledge is often a matter of finding or knowing the right facts, meaning that there is a distinct difference between the "right" and "wrong" facts. In contrast, wisdom often requires much more than facts to perceive and choose the "right" action or to avoid the "wrong" action. The factors involved may include speculation, feelings, and moral or ethical values. In this general sense, applying knowledge tends to be a much simpler process. An example of applying knowledge can be found in the development of nuclear bombs, which were the end result of thousands or perhaps millions of steps. Following this development, the decision to drop atomic bombs on Hiroshima and Nagasaki is sometimes understood as being wise, under the notion that these acts shortened World War II and thus saved thousands or even millions of lives. In terms of knowledge, the end result (the atom bomb being made) is obvious, but in terms of whether applying that knowledge was wise or not is still unclear and subject to intense debate.

#### Definition

Knowledge: Knowing or understanding something, especially about a particular subject Having awareness of facts and/or truths Something that can be known, information Wisdom: The state of being wise The ability to use knowledge and/or experience intelligently Capable of determining what is wise vs. what is unwise A saying, philosophy, or other advice that is considered wise Examples Knowledge is gained through learning facts. Someone who knows a lot about a certain subject, such as science or history, can be considered knowledgeable. Information found online or in books can help someone expand her knowledge on a topic. Wisdom comes from observing experiences and learning from them in a way that affects future decisions and behavior; it is the

capacity to see the truth of a matter, in spite of any illusions or distractions. For example, someone might spend beyond his means and end up in unnecessary debt, but if he is wise this will only ever happen to him once, as he will have learned from his mistake; in the future, he will save his money before he spends it carelessly. An even wiser person might avoid such a mistake altogether by listening to the wisdom of others or by wisely choosing to seek information (knowledge) on how to properly manage finances. Oftentimes, wisdom is passed down in cultures in the form of common sayings, philosophical phrases, and quotes, such as aphorisms and proverbs. ("One popular English proverb, for example, is "Keep your friends close, and your enemies closer.") However, whether such wisdom is absorbed, believed, and applied depends on the individual.

### **How Time Affects Knowledge and Wisdom**

Both knowledge and wisdom are said to increase over time, as in a person knows more at 20 than he did at 10, or is wiser at 50 than she was at 25. However, time has a more direct correlation with knowledge than with wisdom. It is commonly accepted that a person who spends 20 years studying a topic knows more than someone who has spent only 5 years on the same subject matter. Experiences over time are also a key factor when it comes to wisdom, but the correlation is not so direct. In general, more time equals more knowledge, but more time doesn't guarantee wisdom; someone may very well make the same mistake at 60 that he did at 20. The reason for this is that knowledge is often a passive acquisition of data or facts, whereas wisdom requires the additional steps of applying judgment and drawing conclusions or changing behavior accordingly. Time can also affect knowledge and wisdom in a negative way, as facts and data can change over time or be forgotten. Wisdom tends to be less negatively affected, though, for once a person is seen as "wise," they are generally regarded as such indefinitely. However, as wisdom is subjective and context-based, changing times can result in being "out of touch" with the times. For example, in the past, the wise solution to an unwanted pregnancy was a quick marriage, whereas in modern times, a wise solution may entail abortion, adoption, or embracing single parenthood.

### **Knowledge VS Wisdom VS Insight**

Knowledge is the accumulation of facts and data that you have learned about or experienced. It's being aware of something, and having information. Knowledge is really about facts and ideas that we acquire through study, research, investigation, observation, or experience. Wisdom is the ability to discern and judge which aspects of that knowledge are true, right, lasting, and applicable to your life. It's the ability to apply that knowledge to the greater scheme of life. It's also deeper; knowing the meaning or reason; about knowing why something is, and what it means to your life. Insight is the deepest level of knowing and the most meaningful to your life. Insight is a deeper and clearer perception of life, of knowledge, of wisdom. It's grasping the underlying nature of knowledge, and the essence of wisdom. Insight is a truer understanding of your life and the bigger picture of how things intertwine. In a nutshell: If knowledge is information, wisdom is the understanding and application of that knowledge and insight is the awareness of the underlying essence of a truth. Sadly we can gain a lifetime of knowledge, yet never see the wisdom in it. We can be wise, but still miss the deeper meaning. Christopher Reiss does a great job of summing up the differences on Quora... Knowledge is measuring that a desert path is 12.4 miles long. Wisdom is packing enough water for the hike. Insight is building a lemonade stand at mile 6. Knowledge is knowing how to manage your money, budgeting, spending, saving. Wisdom is understanding how money impacts the quality of your life and your future. Insight is realizing that money is simply a tool to be used, that it has no inherent meaning beyond its usefulness. Knowledge is learning how to paint and using that skill to cultivate a livelihood. Wisdom is expressing your passion through painting and understanding that art is a form of communication that touches the lives of others. Insight is perceiving that all things can be art and that creating your art contributes to the understanding and the expression of the essence of the world around you. Knowledge is knowing which things, practices, people, and pleasures make you happy. Wisdom is knowing that while those things may bring you pleasure, happiness is not derived from things or situations or people. It's understanding that happiness comes from within, and that it's a temporary state of mind. Insight is knowing that happiness is not the purpose of life, that it's not the marker of the quality of life—it's merely one of the many fleeting states of mind in the spectrum of full emotions. Those emotions don't make up our lives; they are merely experiences. Knowledge, wisdom and insight all are valuable and all have a place in our lives. The

Students are suggested to go through the text referred there in syllabus but for basic understanding Students can use it.

DR. RAM X

### Memo Writing

X

A memorandum (commonly called a memo for short) is a written communication normally reserved for internal messages at business and other organizations. They also provide a written record of internal communications. Although memos are usually less formal than business letters, they should be polite and they should communicate information clearly and accurately. Letters and memos are two common formats for business communications. The general rule is to use letter format when your audience is outside of your organization, and use memo format when your audience is within your organization. However, often memos are used when communicating with clients and other external parties that you work with frequently.

Memos are formatted differently from letters:

- a) Omit the complimentary openings (Dear Mr. Adhikari:) and complimentary close (Sincerely, Ram Sharma) that are included in a letter.
- b) Omit the mailing and return address (because memos are typically internal- sent between employees of the same company-no addresses are needed).
- c) Label the memo "Memo", "Memorandum" etc. at the top of the page.
- d) If sending hardcopy, initial or sign the memo.

### Main parts of a memo

- 1) Heading
  - a. Name of the organization
  - b. Initial heading-Memo
  - c. Subheadings
    - i. To
    - ii. From
    - iii. Date
    - iv. Subject
- 2) Body
- 3) No salutation or complimentary close
- 4) Signature
- 5) Name
- 6) Post
- 7) CC/Encl.(carbon copy/enclosure)

### Template of a memo

## **Memorandum**

**To:** [Audience]  
**From:** [Person and/or Department issuing the memo]  
**Date:** [Date Sent]  
**Subject:** [Subject of the Memo]

[Opening – Get to the point in the opening paragraph. Keep things simple and short. Make it easy and fast to read.]

[Summary – Provide enough background so all readers understand the history, but again, keep it simple.]

[Conclusion – End with a call to action.]

**CC:** [Send copies to anyone affected by the memo.]

**Attachments:** [List any attachments to the memo. Only list items referred to in the body of the memo.]

## **Sample of a memo**

### **Memorandum**

From: Management  
To: Northwest Area Sales Staff  
Date:- August 18, 2013  
RE: New Monthly Reporting System

We'd like to quickly go over some of the changes in the new monthly sales reporting system that we discussed at Monday's special meeting. First of all, we'd once again like to stress that this new system will save you a lot of time when reporting future sales. We understand that you have concerns about the amount of time that will be initially required for inputting your client data. Despite this initial effort, we are confident that you will all soon enjoy the benefits of this new system.

Here is a look at the procedure you will need to follow to complete your area's client list:

1. Log on to the company web site at <http://www.picklesandmore.com>
2. Enter your user ID and password. These will be issued next week.
3. Once you have logged on, click on "New Client".
4. Enter the appropriate client information.
5. Repeat steps 3 and 4 until you have entered all of your clients.
6. Once this information has been entered, select "Place Order".
7. Choose the client from the drop down list "Clients".

8. Choose the products from the drop down list "Products".
9. Choose the shipping specifications from the drop down list "Shipping".
10. Click on the "Process Order" button.

As you can see, once you have entered the appropriate client information, processing orders will require NO paperwork on your part.

Thank you all for your help in putting this new system into place.

Signature

### **Letter Writing**

Communication skills are among the most important skills you will bring to your career. Your job search letters, usually, will be the first samples employers will have of your communication skills. Your letters should be functional, understandable, easy to read, and pleasant in tone.

**REMEMBER:** Every communication act is a message about you.

### **Tips For Writing an Effective Cover Letter(Job Application)**

1. Make Your Letter Employer-Centered. Design your letters to be work-centered and employer-centered not self-centered. Your letters are marketing tools that should address the needs of employers and evoke a desire for them to learn more about you. Stress the benefits of your employment for the reader.
2. Write a Draft First. You can edit a draft several times and still finish quicker than writing a final copy first.
3. Simplicity is the Key to Clarity, Quickness and Credibility. Respect the reader's time. Your letter should inform, interest, and establish rapport (close and harmonious relationship) with the reader. Ask for the reader to take an action, and make the action convenient to take.
4. Keep Your Letters to One Page with Three Targeted Paragraphs or Sections. Eliminate extraneous words and avoid rehashing (reuse of old ideas without significant changes) material from your resume. Say what you mean directly without a lot of verbiage (excessively lengthy). Demonstrate you understand the value of the reader's time by being as brief as possible.
5. Be Positive in Content, Tone, Word Choice and Expectations. Some of the most common problems with letters are they are poorly organized, confusing, unclear, and choppy. Keep your letter flowing smoothly and watch your transitions.
6. Tailor Your Letters for Each Position. Your cover letter is a bridge between your resume and the position. Review whatever information you know about the open position. Address the key

points from your research or the advertisement when highlighting your qualifications. You may want to include additional information not mentioned in your resume. Be honest – back up your claims with evidence and specific examples from your experience.

7. Keep Your Letters Personal, Warm and Professional. Avoid being either overly familiar or overly intrusive in tone. Remember business letters are formal. Be timely. Demonstrate that you know how to do business for yourself and, by implication, for others.

8. Salutation: Always address your letters to a specific individual with his or her correct title and business address. When addressing a woman, the safest choice is "Ms." unless you know for sure that a woman is married and prefers "Mrs."

9. Format/Layout: Polish your writing style. Good writing requires good editing. Produce an error-free, clean copy. Stand back and take a visual look at the entire letter.

- ◆ Is there enough white space to relax the reader's eye?
- ◆ Are your margins at least 3/4 to 1 inch in width?
- ◆ Is the letter roughly in the center of the page, not concentrated at the top?

#### Template of a Cover Letter

Your Street Address

City, State, Zip Code

Date

Employer's Name

Employer's Title

Company Name

Street Address

City, State Zip Code

Dear Employer's Name:

*Introduction: At the very minimum, the first section should address the job name, department name or the advertised description and indicate what you have enclosed. In other words, tell why you are writing.*

*Body: The second section should establish rapport with the addressee. You should state why you are interested in this employer and what you have to offer to the employer. In other words, why they should hire you instead of someone else; possibly focus on a few of your top skills. If you don't have a career objective stated on your resume, this is the area in which to state it. The cover letter should be brief, so you might want to consider limiting yourself to two small paragraphs as the maximum for this section.*

*Closing: The third section is the conclusion of the letter. Here you need to state what you want the employer to do for you (i.e. schedule an appointment) and how you wish them to do it. For example, if you preserve the initiative, you might write about when you will telephone them to ensure that you have given them enough information, and to see whether an appointment can be arranged for an interview in person or by telephone. If you surrender initiative, you might write where and when you can be reached by telephone, especially if you will be at a different address or telephone number than printed on your resume or stationery. Lastly, thank them for considering your interest in the position.*

Sincerely,  
Your Name

*Enclosure (If you are including other material with the letter like your resume, references, etc.)*

### **Sample of a Cover Letter (Job Application)**

XYZ Company  
87 Delaware Road  
Hatfield, CA 08065  
(909) 555-5555

Date

Subject- Application for the position of Programmer

Dear Mr.....,

I am writing to apply for the programmer position advertised in the Times Union. As requested, I am enclosing a completed job application, my certification, my resume and three references.

The opportunity presented in this listing is very interesting, and I believe that my strong technical experience and education will make me a very competitive candidate for this position. The key strengths that I possess for success in this position include:

- I have successfully designed, developed, and supported live use applications
- I strive for continued excellence
- I provide exceptional contributions to customer service for all customers

With a BS degree in Computer Programming, I have a full understanding of the full life cycle of a software development project. I also have experience in learning and excelling at new technologies as needed. Please see my resume for additional information on my experience. I can be reached anytime via my cell phone, 555-555-5555. Thank you for your time and consideration.

I look forward to speaking with you about this employment opportunity.

Sincerely,

FirstName & LastName

### Bio-data/Resume/CV

#### Template of Resume

*Your Name  
Email address  
Phone number*

*Current Address*

*Permanent Address*

#### ***Objective***

*This section is optional. The objective can include the specific position you are seeking, skills you wish to use on the job, field or organization type by which you wish to be employed, or a combination of all of the above. For instance: (To obtain a position in finance.)*

#### ***Education***

*This section should include:*

- *Name of the degree-granting institutions; List most recent first.*
- *Degree received and major*
- *Graduation date or projected graduation date, or dates of attendance if a degree was not completed*
- *Overseas academic experience*

#### ***Optional:***

- *Any minors, specialization or focus areas*
- *Courses relevant to the position for which you are applying*
- *Honors and GPA (if they are a strong selling point). Indicate GPA based on a 4.0 scale.*
- *Senior research/honors thesis title and brief description*
- *Freshmen and sophomores can include high school*

#### ***Experience***

*List most recent experience first. You should include:*

- *Title of the position*
- *Name of the organization and location (city and state)*
- *Dates, including month and year*
- *Descriptions of responsibilities beginning with action verbs*
- *Believable, verifiable accomplishments*
- *Paid jobs, internships, volunteer community service, academic/extracurricular projects involving teamwork or leadership, special academic research or honors projects*
- *You may choose to divide your experience into two or more sections. Possible section headers might include Research Experience, Teaching Experience, Leadership Experience or Volunteer Experience*

### **Additional Information**

This section could include computer skills, languages, volunteer work, sports, and interests. If one of these areas is relevant to the job, however, you may choose to put it in the "Experience" section. You may also choose to use more specific section headers such as:

- Skills
- Activities
- Interests
- Honors and Awards

### **Sample of Resume**

**Ram Prasad Adhikari**

rampa@stanford.edu

Present Address  
6756 Ventura,  
(650) 555-2190

Permanent Address  
Kathmandu-1, Maharajgunj  
977-01-4375609

**OBJECTIVE:** To obtain a position as a paralegal with a corporate law firm.

**EDUCATION:** Stanford University, Stanford, CA. BA degree in Psychology. Course work has included criminal law, economics, political science, and sociology (9/XX-6/XX).

**EXPERIENCE:** **RESEARCHING/WRITING**  
• Researched language development in infants utilizing both library resources and experimental data.  
• Generated written report of research project results.

#### **ORGANIZING/SUPERVISING**

- As one of four class presidents, planned events and activities for the Stanford senior class. Contacted businesses targeted for participation in these events.
- Organized and supervised committees to assist in publicizing, promoting and raising funds for various senior class functions.
- Set goals and guidelines for committee meetings.

#### **PUBLIC SPEAKING/COMMUNICATING**

- Acted as senior class liaison to University officials. Informed them of senior class activities and enlisted their support and approval.
- Discussed campaign platform and issues at residence halls

while running for class office.

- Participated in public relations events to publicize the Varsity Football program to the surrounding community.
- Conducted impromptu interviews with various media representatives.

#### **FINANCIAL PLANNING/BUDGETING**

- Coordinated a budget of \$9,000 for senior class events.
- Estimated and quoted prices for a variety of construction projects.

**EMPLOYMENT HISTORY:** Crew Member, Pierce's Asphalt and Seal Coating Service, Crabapple Cove, WI (6/XX-9/XX, summers).

**ADDITIONAL INFORMATION:** President, Senior Class, Stanford University, Stanford, CA. Running Back, Stanford Varsity Football Team.

#### **Business letters**

What are called 'business letters' are those letters which are written by people in connection with their work, even when the subjects of the letters have nothing to do with the trades or professions or vocations of the writers. For example, a business person, executive or manager might find it necessary to write to members of his or her staff, complimenting them on their good work, or rebuking them for negligence of some kind or other. Also, he or she might have to discuss internal administrative matters with managerial colleagues, or make reports to seniors and/or directors.

However, most business letters do deal with the main work or activities of the businesses or professions or vocations of their writers. The term 'business letters' is also used to refer to letters written by people who do not consider themselves to be "in business" at all. Such people include accountants and auditors, lawyers, educationists, doctors, dentists, architects, engineers, and others - who refer to themselves as being in 'the professions'. Nevertheless, in general the letters they write in connection with their professions or vocations need to conform to the same rules as those which are written by business people.

The variety of reasons why business letters have to be written is huge, as is the variety of circumstances which necessitate them. And, of course, much depends on the activities in which a particular enterprise is engaged and on the work performed by a particular executive or other employee. Some enterprises send and/or receive very few letters, whilst other enterprises send and/or receive large numbers of letters every working day. Some business people and managerial staff write relatively few business letters, whilst others might spend large proportions of their working hours writing such letters, as well as reading the many received.

## Some Terms Used in Letter Writing

In this Manual, here is the use certain descriptive words or "terms" which might differ from your normal, everyday use or understanding of them. So note the following matters carefully:-

- We refer to the originator of a letter as its 'writer', even though he or she might not physically "write" it by hand. He or she might "dictate" the letter to a shorthand-typist or to a stenographer or into a dictating/recording machine, or simply give "notes" or "pointers" to another person – a secretary or personal assistant (PA) for instance - from which a "full" letter will be constructed, and written, typed or word-processed. Increasingly, today, many writers of letters "type" - or 'input' - their texts directly to computer via a "keyboard" for display on a "visual display unit" (VDU).
- The person or organization to which a letter is written - to which it is "addressed" - is called its 'addressee'. The addressee is not necessarily the same person who will read the letter, and/or 'reply' or 'respond' to it.
- The person by whom or the organization on behalf of which a letter is written is called its 'addressor' or its 'sender'.
- We refer to a letter as being 'typed' whether it is produced on a typewriter or by a printer connected to or under the control of a word-processor or a computer. Alternatively, as stated above, the text of a letter might be 'input' or typed on a "keyboard" for display on a "visual display unit" (VDU).
- We use the words 'send' and 'sent' to refer to the dispatch or transmission of a letter to its addressee. Some letters are delivered "by hand", but the main methods of transmitting letters are by post or mail, fax and email. Sometimes a combination of two or more methods are used for the same letter; for example, a letter might be faxed or emailed, and then "followed-up" by an "original" - and probably signed - version sent by post or mail.

## The Features of Business Letters

### **The Letterhead**

The reader of a business letter needs to know WHO it is from; that is, the NAME of the organization on whose behalf it was written and sent. In order to 'respond' to the letter, the reader needs to know the ADDRESS to which to reply. Therefore, the addressor's postal or mailing address, plus telephone and/or fax number, and/or email address should be stated.

A business letter produced on a typewriter might be typed on a prepared sheet of paper, which has a printed "heading" giving details of the organization on whose behalf the letter is being written. That is called a 'letterhead'. Preprinted letterheads might also still be used

when letters are produced by computer-controlled printers. However, commonly the letterhead is incorporated into the text of a word processed letter, and both are transmitted and/or printed out at one time.

Letterheads can be setup and inserted into or typed into emails. However, it is far too common a mistake for the addressor's address to be omitted from emails. A sender might expect the addressee to reply by email, but the addressee might not wish to do so. Or it might not be feasible for the addressee to do so; for example, if a printed catalogue or samples of products need to be sent with the "response" letter.

### **A Reference or Code**

A business letter often - but not always - includes a typewritten 'reference' or 'code' to identify it.

### **The 'Greeting' and the 'Close'**

The "greeting" (or "salutation") which begins the letter, and the "closing" - or "complimentary close"- at the end of the main body of the letter, have special forms which are customary in business letters.

### **The Language**

Whatever the actual language (English or any other) used, the contents of the letter should be carefully constructed so that the wording of the letter is clear, is brief, and so that its meaning is easy to understand and to assimilate quickly. It is most important that the wording used in a business letter is free from the possibility of ambiguity or misunderstanding. If the reader of a business letter cannot understand, or misunderstands or misinterprets, the meaning of a letter, serious problems can arise.

We explain all these important points about business letters to you by examining the typical business letter shown on the next page. Take careful note of the ways in which the different parts of the letter are set out. The top portion - the 'letterhead' - might be preprinted on a sheet of paper in advance, and might not be typed as is the text - or 'body' - of the actual letter. The separate paragraphs of a business letter should deal with the separate topics involved, and should be presented step by step in a logical order; commonly that order will be:-

first refer to the correspondence or the event which has given rise to the need to write the letter, that is, the reason why it has been written;

then state the writer's views;

finally make clear what the writer wants the addressee to do.

As we have already explained, every business letter should have a definite objective. And the letter should be written in the manner and in the tone best suited to achieving that goal: it might have to be persuasive, conciliatory, apologetic, cajoling or coaxing, commanding, requesting, insistent, demanding, informative, explanatory, and so on, according to the circumstances and the character of the addressee.

Whatever might be the tone of a particular letter, the language (whether that is English or another) in which it is written must be in good, correct, simple grammar and composition. The language must be clear and must be within the understanding of the addressee - the intended reader.

### Sample of Business Letter

(1)

**MELODY MODES LIMITED**  
**Curvy Crescent, Sheen, Worthy W16**  
**e-mail: melody@ryt.com website www.modish.nx**

12 January 20..

Our ref: KPS/C3

The Manager,  
Manor House Hotel,  
Warnside, Upminster UE12.

Dear Sir,

We are currently seeking a venue for this year's sales convention, scheduled for July.

Please provide the undersigned with full information about the convention facilities which your hotel offers, and the charges for them. We expect upwards of 70 delegates.

Your early response will be appreciated.

Yours faithfully,  
Sales Manager

(2)

**Manor House Hotel**  
**Farnham Green, Warnside, Upminster, UB23.**  
**Tel: 091 8976. Fax: 091 9008. E-mail: manhot@xx.itl www.man.itx**

15 January 20..

The Sales Manager,  
Melody Modes Ltd.,  
Carrham, Upminster UE12.

Dear Sir,

Thank you for your letter of 12 January regarding our conference facilities for your sales convention in July this year.

I have pleasure in enclosing our current conference brochure and tariff. You will note that we offer a variety of venues inside the hotel itself, for groups of between 20 and 150 people, with a choice of catering facilities and with or without accommodation. This year we are also able to arrange functions in marquees in the hotel grounds, with a more limited range of catering, but again with or without hotel accommodation.

We have two lecture rooms, with audiovisual equipment - overhead projectors and video and DVD facilities - which might be of interest to you. There are also product display facilities within the hotel.

If you require all or some of your delegates to be accommodated in the hotel, I recommend early booking, as July is one of our peak months. We offer 4-star accommodation, every room with en suite facilities, mini bar, television, personal safe, trouser press. We have two restaurants, four bars, a fully equipped gymnasium, and an indoor/outdoor swimming pool.

I look forward to hearing from you further, and I shall be happy to supply any additional information you might require; you will be very welcome to visit the hotel to see for yourself the facilities we offer.

Yours faithfully,  
Hector Manning  
General Manager

Enc.

## PROPOSAL WRITING

Proposal is a persuasive document written as an offer to solve the problem technical problem or to undertake a project of a practical or theoretical nature. It is an act of making a suggestion. The purposes of this proposal are for suggestions and for solutions of a technical problem requiring sophisticated (modern) professional skill.

### Types of proposal

a) **Solicited:**

A corporation or government body is seeking a business to fulfill a project or complete a task and thereby allows companies to bid for the project. An open bid is placed on the market with other companies competing for an interview spot.

b) **Unsolicited:**

At some point your small business may want to do business with a larger company or forge a joint venture. A well-written business proposal can win the heart and mind of your target audience.

### Parts of proposal

- 1) Title page
- 2) Cover letter
- 3) Table of contents
- 4) List of illustrations
- 5) Abstract/Executive summary
- 6) Introduction

- 7) Discussion/Body
- 8) Conclusion/Recommendation
- 9) Glossary
- 10) Works cited/ References/  
Bibliography
- 11) Appendix

1) **Title page:**

The title page serves several purposes. On the simplest level, a title page acts as a dust cover or jacket keeping the report neat and clean. More important, the title page tells:  
-the title of the proposal  
-name of person or company to whom the proposal is addressed  
-name of person or company who is submitting the proposal  
-date of submission

2) **Cover letter:**

Cover letter is the preface of the proposal which provides an overview of what is to follow. It tells:

- why you are writing
- what are you writing about (subject of the proposal)
- what is the importance of this proposal
- what you plan to do next as a follow-up
- when the action should occur
- why the date is important

### 3) Table of contents:

Table of content shows the detail about what is covered in each section. Proposals are read by many different readers, each of whom will have a special area of interest. This table of content helps the readers to find the sections of the proposal that interests them.

The actual pagination begins with the introductory section. Page 1 begins with the main text, not the front matter. Instead, information prior to the introduction is numbered with lowercase roman numerals (i, ii, iii). Thus the title page is i, cover letter is page ii.

### 4) List of illustrations:

If your proposal contains several tables or figures, you will need to provide a list of illustration. This list can be included below your table of contents if there is space on a separate page.

### 5) Abstract/ Executive summary

The abstract is a brief overview of the proposal. All the readers may not have time to read the proposal in detail, they need information quickly. They can get ideas from an abstract. Each proposal you write will focus on unique ideas. Therefore the contents of your abstract will differ. Nonetheless, abstract should focus on the following:

- the problem necessitating your proposal
- your suggested solution
- the benefits derived when your proposal suggestions are implemented.

### 6) Introduction:

In one to three sentences, tell the purpose of your proposal. This statement informs your readers:

- why are you writing &
- what you hope to achieve

This statement repeats your abstract to a certain extent, whereas the purpose statement should be limited to one to three sentences for clarity and conciseness, your discussion of the problem must be much more detailed.

One way to help your readers understand the problem is through the use of highlighting techniques, especially headings and subheadings.

#### 8) Discussion/ Body:

The discussion section represents the major portion of the proposal, perhaps 85% of the text. What will you focus on this section? Because every proposal will differ, we can not tell exactly what to include. However, the discussion can contain any or all of the following:

#Analyses

- existing situation
- solutions
- benefits

#Technical description of mechanism, tools, facilities or products

# Technical instructions

#options

- approaches or methodologies
- purchase options

#Managerial chains of command

#Biographical sketches of personnel

#Corporate and employee credentials

- years in business
- certifications
- satisfied clients
- previous accomplishments

#Schedule

- Implementation schedules
- reporting intervals
- maintenance schedule
- delivery schedules
- completion dates
- payment schedules
- project milestones (forecasts)
- cost charts

In addition to audience recognition, you should also enhance your discussion with figures and tables for clarity, conciseness and cosmetic appeal.

9) Conclusion/ Recommendation:

Conclusion is the restatement of the body in brief. The conclusion can restate the problem, your solutions and the benefits to be derived. In doing so, remember to quantify- be specific- state percentages and amounts.

Your recommendation will suggest the next course of action. Specify when this action will or should occur and why the date is important.

10) Glossary

A glossary is an alphabetical list of high-tech terminology placed after your Conclusion/Recommendation. When your first high-tech, unfamiliar abbreviation, acronym or term is used, follow it with an asterisk (\*). At the bottom of the page, in a footnote:

\*This term followed by an asterisk is defined in the glossary.....

11) Works Cited/ References/ Bibliography

If you have used research book, journal or other sources to write your proposal, you need to include it in work cited page. This page documents the sources (books, periodical, and interviews) you have researched and quoted or paraphrased.

11) Appendix

A final, optional component is an appendix. Appendices allow you to include any additional information (survey results, tables, figures, previous report findings, relevant letters or memos) that you have not built in your proposal's main text.