
WRITTEN COMMUNICATION – PARAGRAPH WRITING

Introduction to Paragraph Development

- Paragraphs are building blocks of effective writing.
- A well-developed paragraph conveys one main idea clearly and coherently.
- Essential for clarity and reader engagement in technical and business writing.

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Components of a Good Paragraph

- **Topic Sentence:** Introduces the main idea.
- **Supporting Sentences:** Provide explanations, examples, or evidence.
- **Concluding Sentence:** Summarizes or provides a transition to the next paragraph.
- **Unity and coherence** are key to keeping paragraphs focused and logical.

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Techniques for Developing Paragraphs

- Use examples, facts, statistics, or anecdotes to support ideas.
- Employ cause-effect or compare-contrast structures when appropriate.
- Maintain logical flow using transition words (e.g., however, therefore, for example).
- Avoid unnecessary repetition or irrelevant details.

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Common Paragraph Development Pitfalls

- Lack of focus or mixing multiple ideas in one paragraph.
- Weak topic sentences or absence of a clear main idea.
- Poor transitions leading to confusion.
- Overly long or too short paragraphs that disrupt reading flow.

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Activity

Write a paragraph on:

1. Why Education is important?
2. A memorable Festival.

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1. Why Education is important?

Education is important because it empowers individuals with knowledge, skills, and values needed to succeed in life. It opens doors to better job opportunities and helps people improve their living standards. Education also fosters critical thinking and problem-solving abilities, enabling individuals to make informed decisions. Moreover, it promotes social awareness and understanding, encouraging respect for diversity and contributing to a more just and peaceful society. By acquiring education, people not only enhance their personal growth but also contribute positively to their communities and the world.

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1. A memorable festival

A memorable festival I experienced was Diwali, the festival of lights. It is celebrated with great enthusiasm and joy in my family and community. The festival begins with cleaning and decorating our homes with colorful rangoli and oil lamps called diyas. On the day of Diwali, we wear new clothes and gather with family and friends to share sweets and exchange gifts. The sky lights up with vibrant fireworks, creating a magical atmosphere. Diwali symbolizes the victory of light over darkness and good over evil, reminding us to spread positivity and hope. This celebration remains unforgettable because of the warmth, togetherness, and happiness it brings to everyone involved.

WRITTEN COMMUNICATION – PARAGRAPH WRITING

Class Assignment

- The Benefits of doing Exercise
- The Importance of Saving Money

WRITTEN COMMUNICATION – BUSINESS LETTERS

Introduction to Business Letters

- Business letters are formal written communications used in professional contexts.
- Purposes include inquiries, requests, complaints, acknowledgments, and confirmations.
- Well-structured letters build professionalism and maintain positive business relationships.

WRITTEN COMMUNICATION – BUSINESS LETTERS

Structure of a Business Letter

- **Heading:** Sender's address and date.
- **Inside Address:** Recipient's name and address.
- **Salutation:** Formal greeting (e.g., Dear Mr. Katti).
- **Body:** Clear, concise paragraphs stating the purpose and details.
- **Closing:** Polite sign-off (e.g., Sincerely).
- **Signature:** Sender's handwritten and typed name.

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Writing Tips for Business Letters

- Use clear, polite, and professional language.
- Be concise but include all necessary information.
- Focus on the reader's needs and expectations.
- Proofread carefully to avoid errors and miscommunication.

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Example of a Business Letter Paragraph

- Topic sentence: "I am writing to express interest in your new product line."
- Supporting sentences: Describe how the product meets company needs and request further information.
- Concluding sentence: "I look forward to your prompt response and hope to establish a successful partnership."
- This paragraph demonstrates clarity, coherence, and professionalism.

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Activity