



**CHANDIGARH
UNIVERSITY**

Discover. Learn. Empower.

University Institute of Liberal Arts and Humanities

Course Name: Communication Skills

Course Code: 20UCT-141/191

Faculty: Ms. Rajan Kangotra



CIRCULAR

DISCOVER . **LEARN** . EMPOWER

COURSE OBJECTIVES

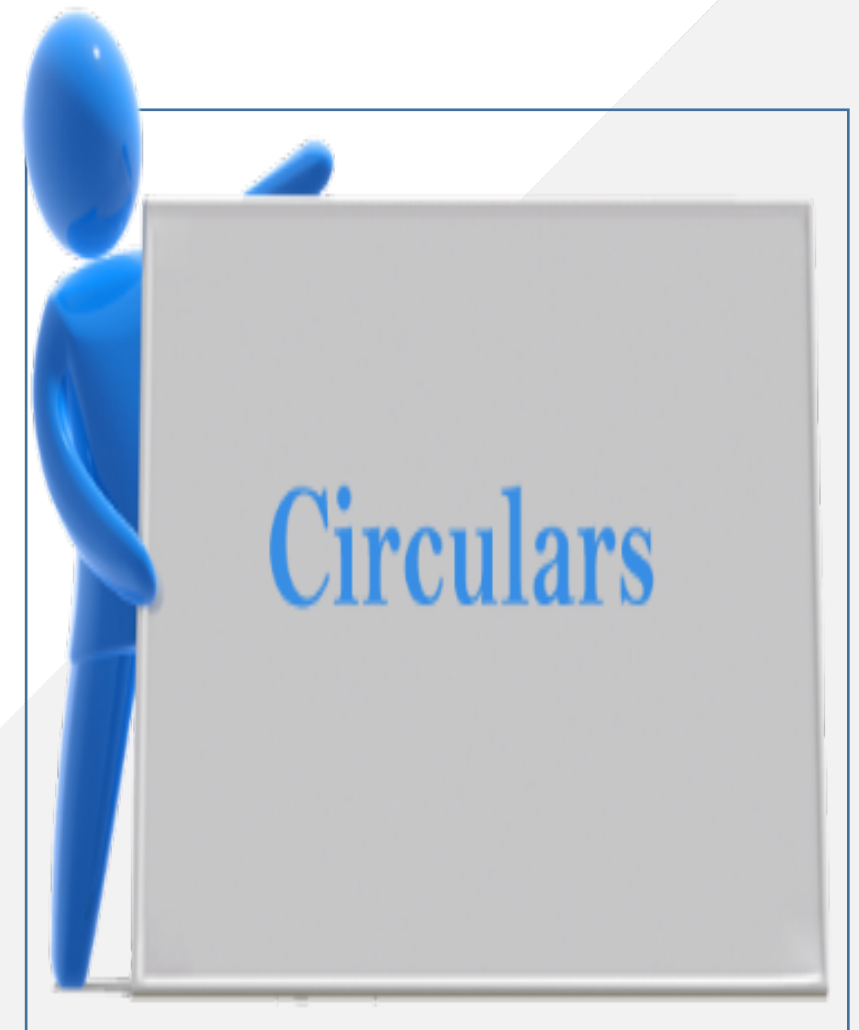
The Course aims to:

1	Augment students overall communication and interpersonal skills by making them realize the importance of good oral and written English Language in professional life.
2	Enrich their reading capability with special emphasis on expanding vocabulary and grammatical formations.
3	Build exceptional reading and writing skills by correcting grammatical errors and pronunciation through practice.

COURSE OUTCOMES

On completion, the students are expected to

CO Number	Title	Level
CO1	Produce correct contextual written text and speech in a wide range of communication situations.	Apply
CO2	Write original short compositions, in the form of paragraph writing, business correspondence, blogs etc. through logical support and argument.	Analyze
CO3	Demonstrate linguistic competence through accuracy in grammar, pronunciation and vocabulary.	Apply



Circulars

- Circulars convey the information about some routine process or circulate some information to a large number of people.
- Such information is usually of general nature and not confidential.



Purpose of Writing Circulars

Circulars can be used for following purposes:

- To emphasize certain aspects of office conduct.
- To give information about new procedures & policies.
- To intimate changes in the working hours of the office, canteen, library etc.
- To invite applications from the employees for the promotion tests etc.
- To inform the employees about changes in medical rules, L.I.C. rules etc.

Importance of Circulars

Easy, simple and effective method of conveying information.

Saves time as the information is transmitted to a large number of people at a time.

Large number of people can be communicated with a less effort.

Saves cost of sending letters to different parties separately and thus can gain economy.

Poll Question 1

Through circular letter, we can communicate with large number of people at a minimum effort.

- Yes
- No

Sample

SMART FASHION

A Shop for Excellence

July 21, 2020

Dear customers,

We have the pleasure to announce for you a grand clearance sale of our stocks before the winter starting from July 25, 2020 in our every outlet.

The offer covers many of your favorite items. We have various collections for Men, Women and Children which are catchy. There will be clearance sale up to 50% and for each 100 Tk.

Purchase, you will be given a free coupon which may give you an opportunity to win attractive prizes. So, HURRY UP and don't miss the opportunity as our exclusive offer will remain up to July 31, 2020.

We hope our handy collections will meet your satisfaction.

Yours faithfully

M. A. Hasan Marketing Manager,

SMART FASHION

Practice

- Write a circular letter announcing a clearance sale in the show room.

OR

- Write a circular announcing the commencement of odd semester in the university.

Applications

- The instructions about the work related information by the organization helps to work smoothly.
- Correct grammar , punctuation and spellings are the keys in written communication , hence these can be improved with the practice.
- Technical words used in writing skills improve vocabulary .

Assessment Pattern

Students are assessed on the basis of the following parameters:

- Hourly Tests - 2
- Assignments
- Surprise Test
- Quiz
- Student Engagement
- End Semester Exam

References

- <https://www.pearson.com/us/>
- <https://www.atpeducation.com/home>
- <https://www.learnpick.in/prime/documents/notes/details/4727/memos-circulars-and-notice>
- Practical English Usage fourth edition by Michael Swan(Online book at Flipkart).



THANK YOU

For queries
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