

Business English

Essay Writing



Objectives

1. Understand the importance of essay writing.
2. Understand the concept of 4 types of essays
3. Differentiate between the topics as well as the various types of essays
4. Apply the skills learnt with the help of the practice forum.

The Importance

- An integral part of the IT world
- The exposure to writing for a software engineer is limited to creating
- Reports and documents on the job, and writing e-mails.
- Creates an impression
- Weekly and monthly reports



Persuasive Essay



Comparison Essay

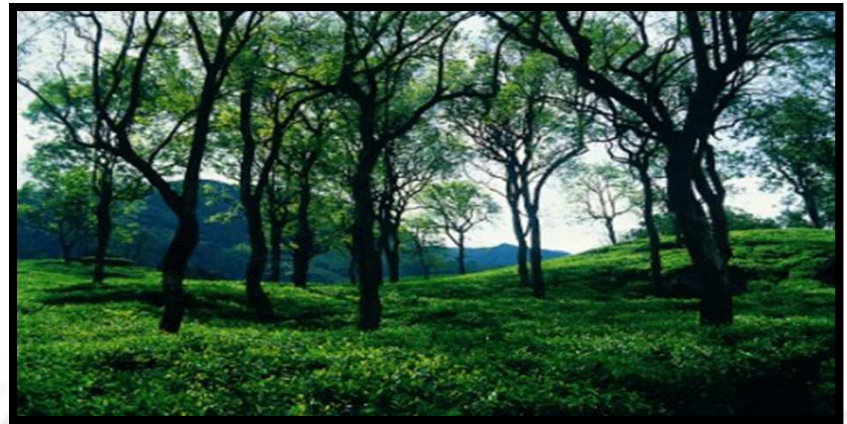


Descriptive Essay



Evaluation Essay

Persuade your friends to join you for a beach holiday instead of a mountain holiday.



Do you like a cat or a dog as your pet?



Describe the scenery.



Evaluate and share your point of view about the principle of Gandhigiri in the movie Munnabhai.

5 Areas for Effective Essay



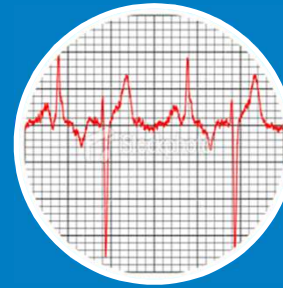
Ideas
&
Content



Structure &
Organization



Conventions



Sentence
Fluency



Word Choice

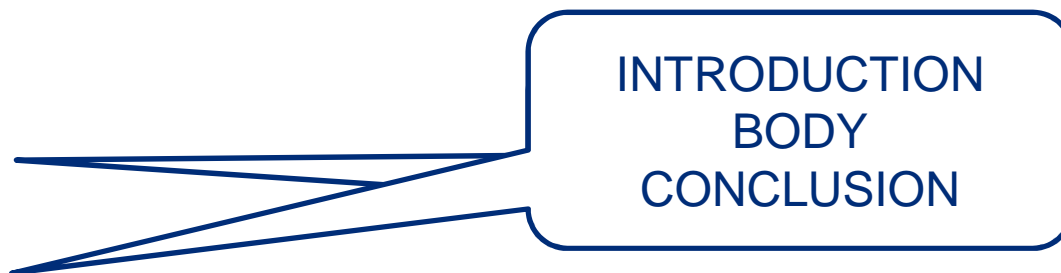


Ideas and Content

- Be clear about what it is that you want to write. There should be a sense of purpose in your writing, and it is important to be focused in your approach.
- There should be a **main idea** and other details supporting it.

Structure and Organization

- Structure the content well. There should be a clear flow to the writing.
- There should be a noticeable beginning, middle and end to the piece, i.e., **an introduction, body to the essay and a conclusion/summary.**

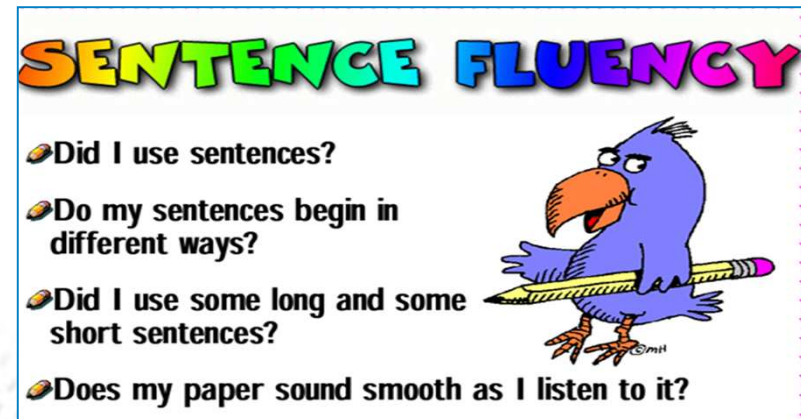


Conventions

- Follow accepted writing conventions with respect to Punctuation. For example, the use of commas, apostrophes, question mark, full stops, etc.
- Capitalize at the start of sentences.
- Be careful with your spelling.

Sentence fluency

- A sentence only makes sense if there aren't any grammatical errors. Try and avoid these as much as possible.
- Be careful in constructing your sentences. Always use short sentences. The longer the sentence, the more the possibility of making grammatical errors.



Word choice

- Explore different ways of saying things.
- **Be precise, and don't beat around the bush. Don't say in 50 words, what can be said in 10!**
- It always helps if you can use new words which show the range of your vocabulary.

WORD CHOICE

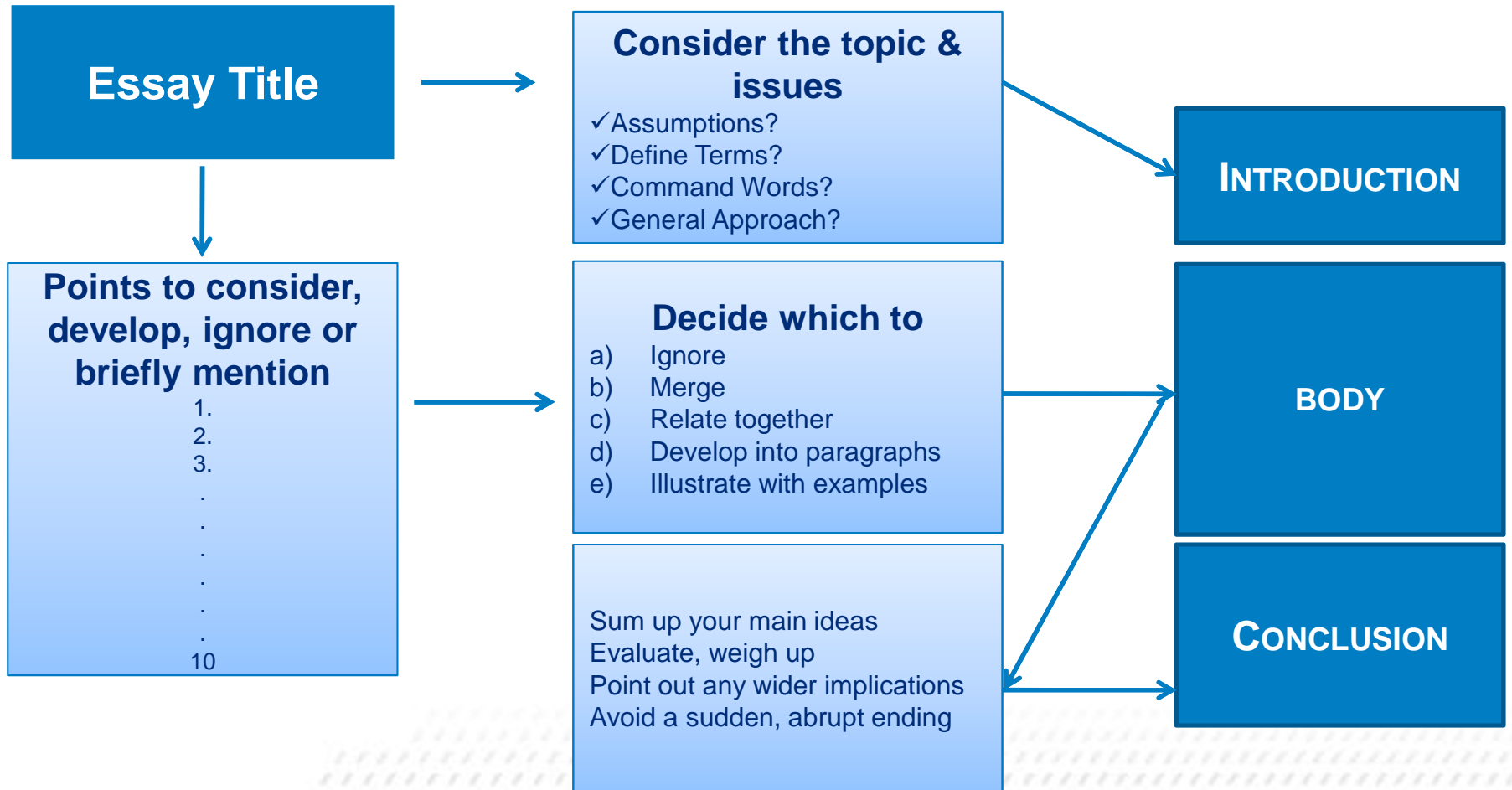
✎ Have I used some words that I really *love*?

✎ Can my reader tell what my words mean?

✎ Have I used any **NEW** words?

✎ Did I try not to repeat words too many times?





Put me in the right Bucket

1. Fresh Food Vs. Canned Food (C)
2. White tiger is a great book (E)
3. My cat has blue eyes (D)
4. Please eat vegetables every morning (P)
5. Harry Potter is one of the best books I have ever read (E)
6. Spectacles are better than contact lenses (C)
7. An apple a day keeps the doctor away (P)
8. My watch has three colors with a leather strap (D)
9. Soft skills add value to your career (P)
10. Star movies play better movies than HBO (C)

Practice: Write an essay.



THANK YOU

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