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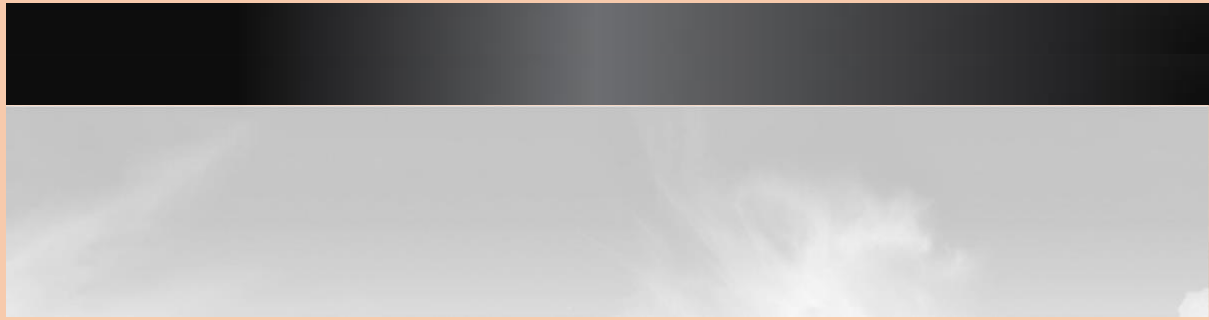
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Business English

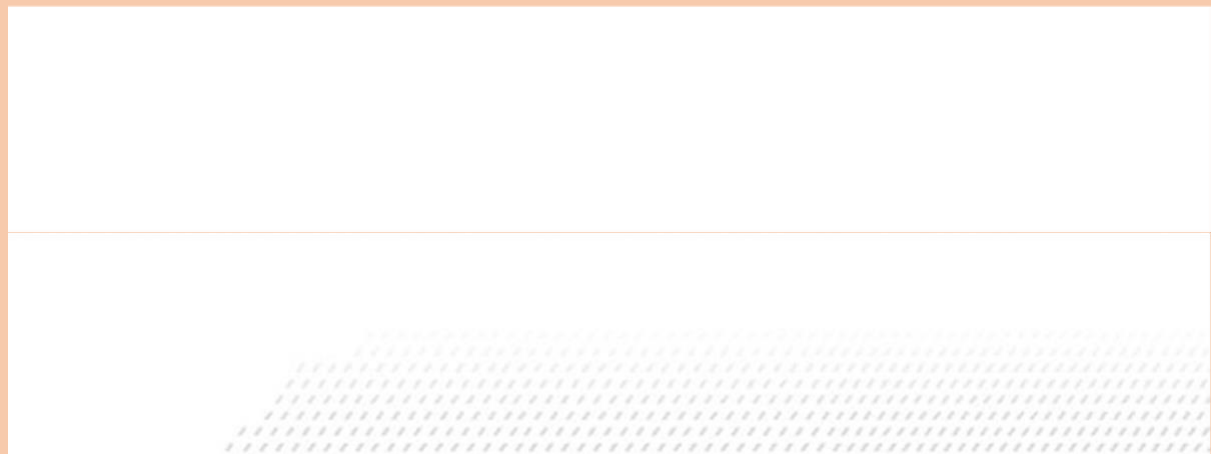
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Essay Writing

1

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Objectives

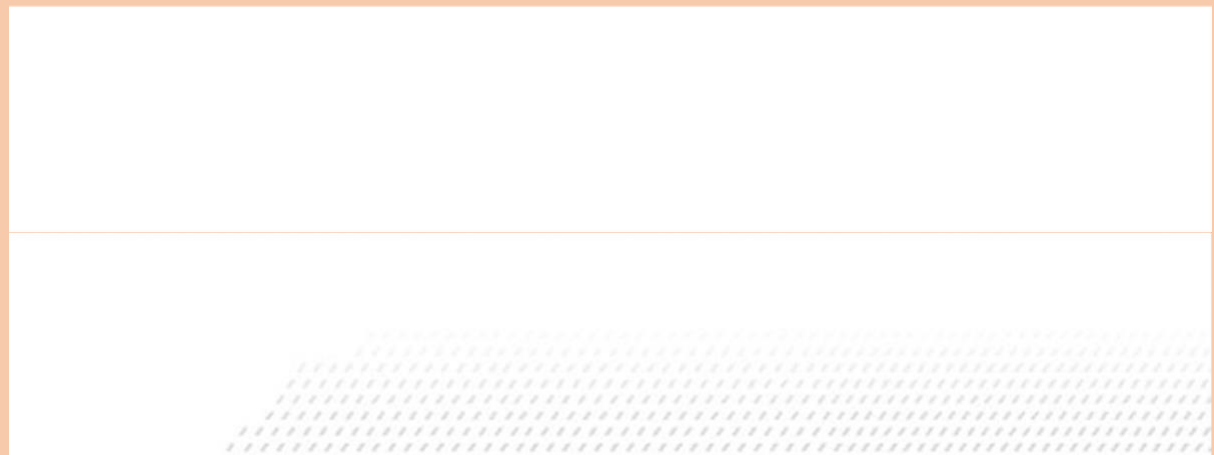
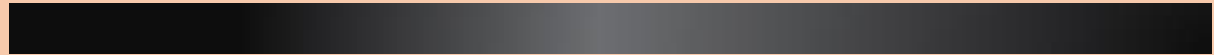
1. Understand the importance of essay writing.
2. Understand the concept of 4 types of essays
3. Differentiate between the topics as well as the various types of essays

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4. Apply the skills learnt with the help of the practice forum.

2



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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

3

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Persuasive Essay

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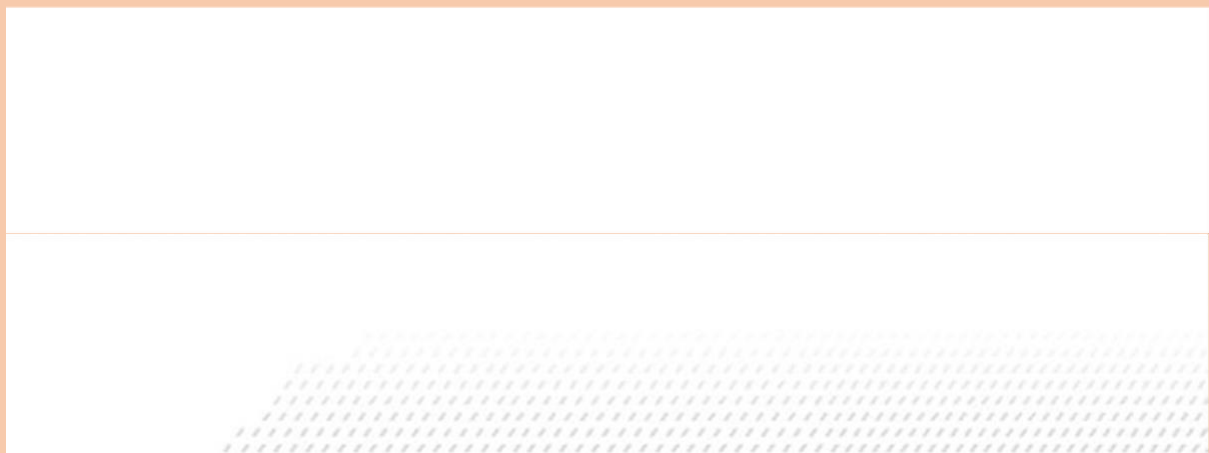
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Comparison Essay

Descriptive Essay

Evaluation Essay



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



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



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Describe the scenery.



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

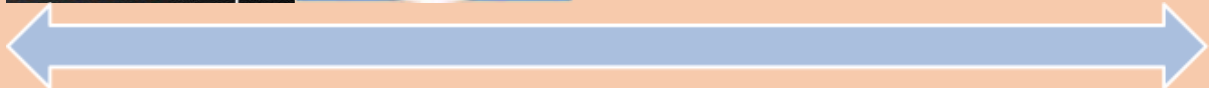


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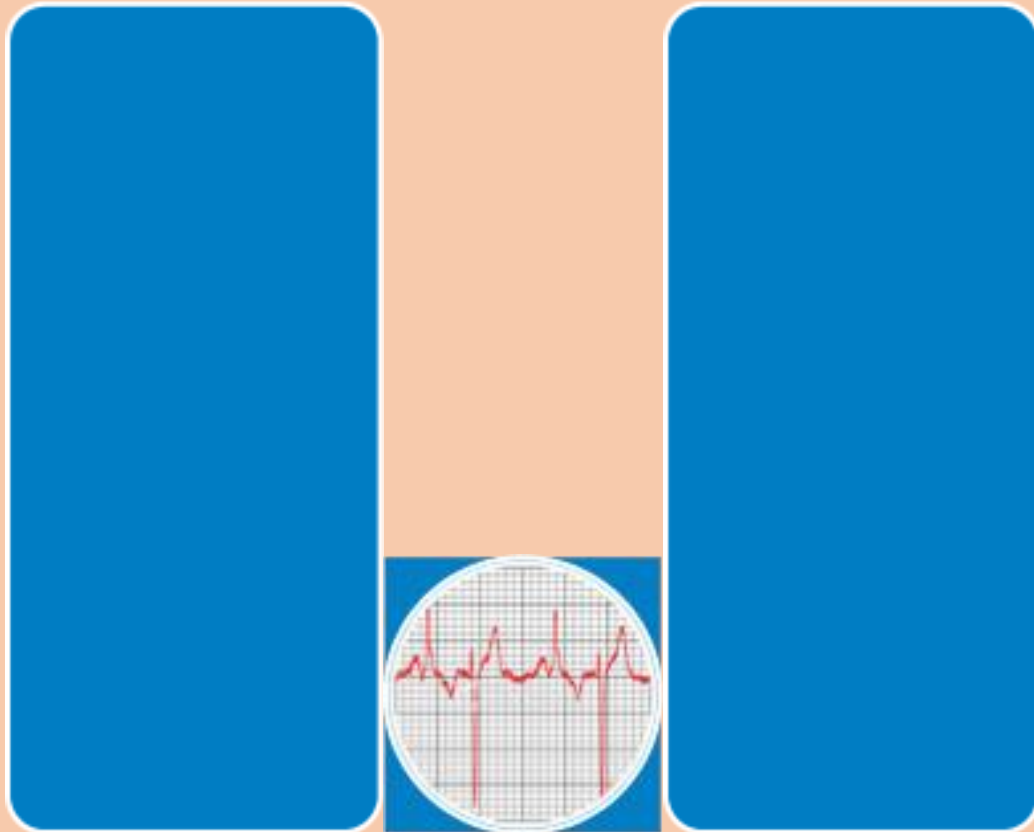


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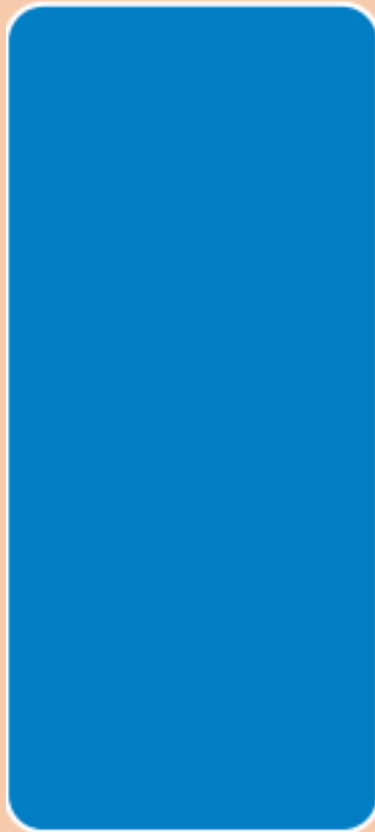
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5 Areas for Effective Essay

Ideas
& Organization Conventions Fluency Word Choice

Content

Structure & Sentence



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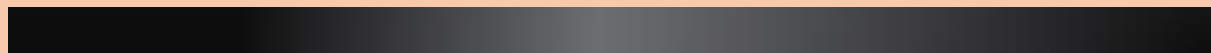
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Ideas and Content

- 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.



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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.**

INTRODUCTION INTRODUCTION

BODY BODY

CONCLUSION CONCLUSION



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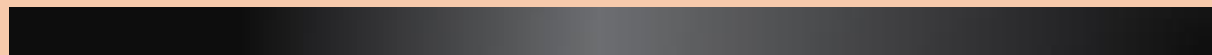
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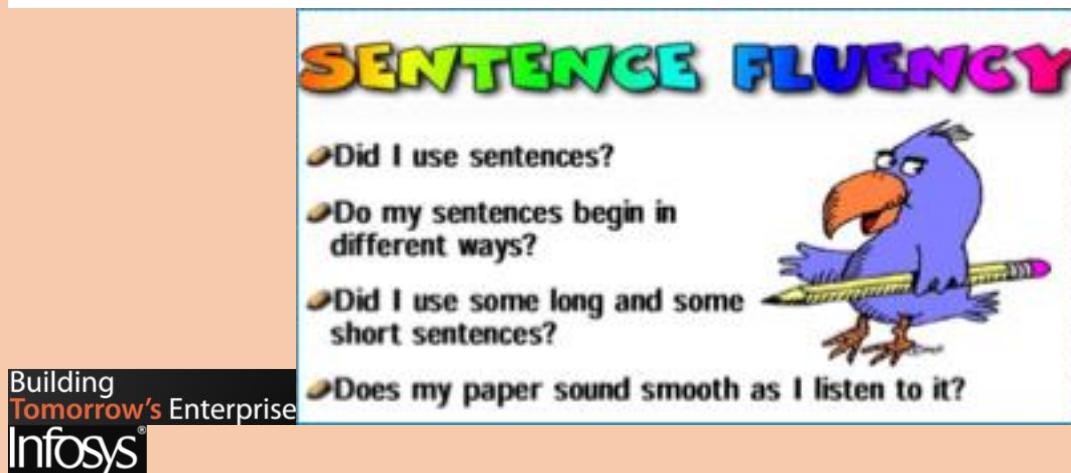
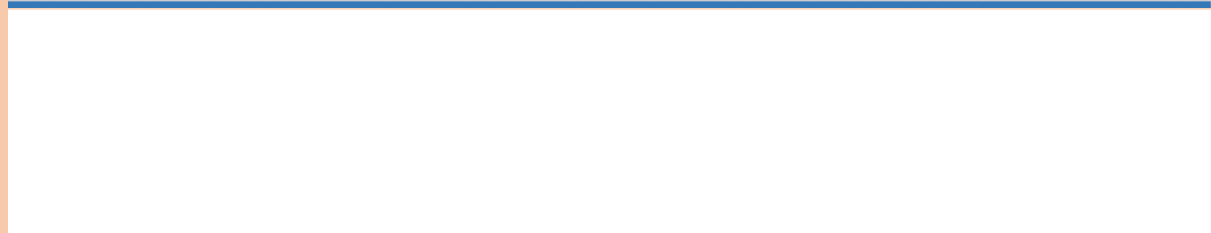
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Conventions

- 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.



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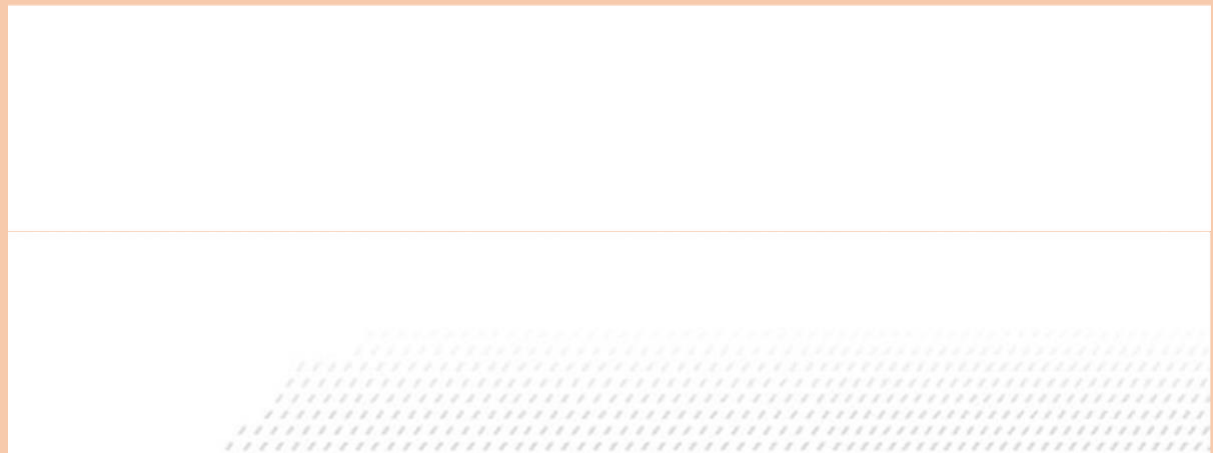
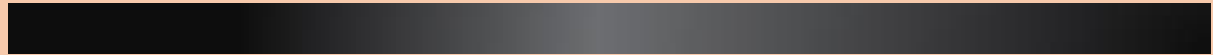



Sentence fluency

- 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.

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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?

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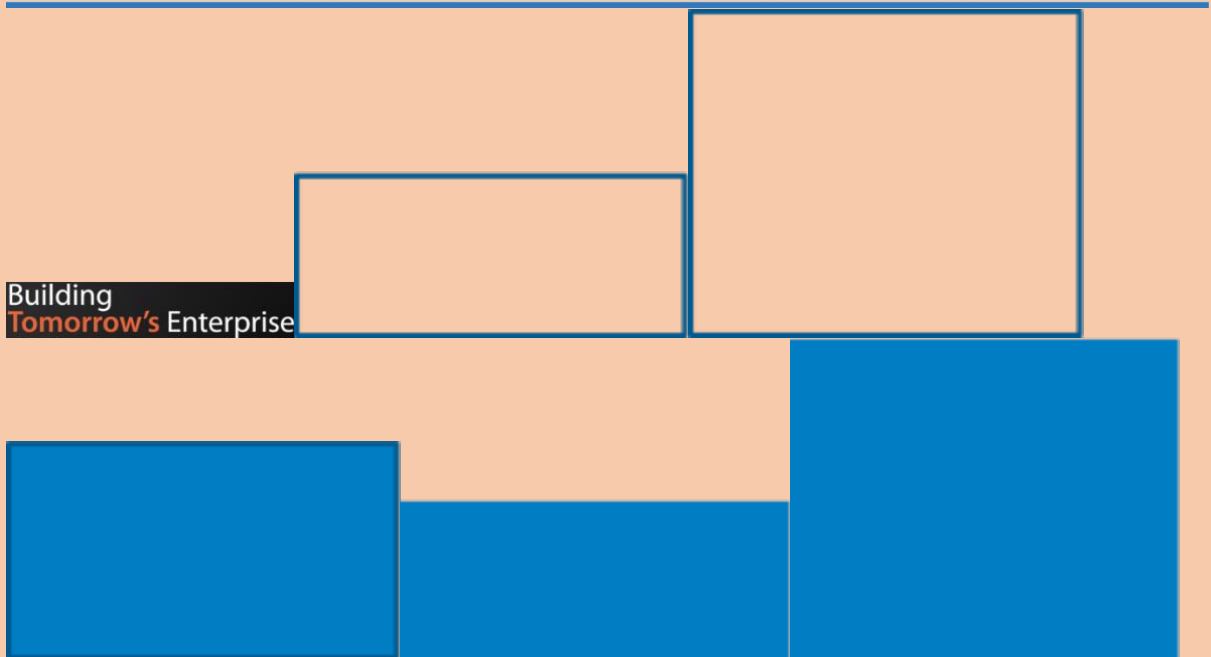
Word choice

- 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.

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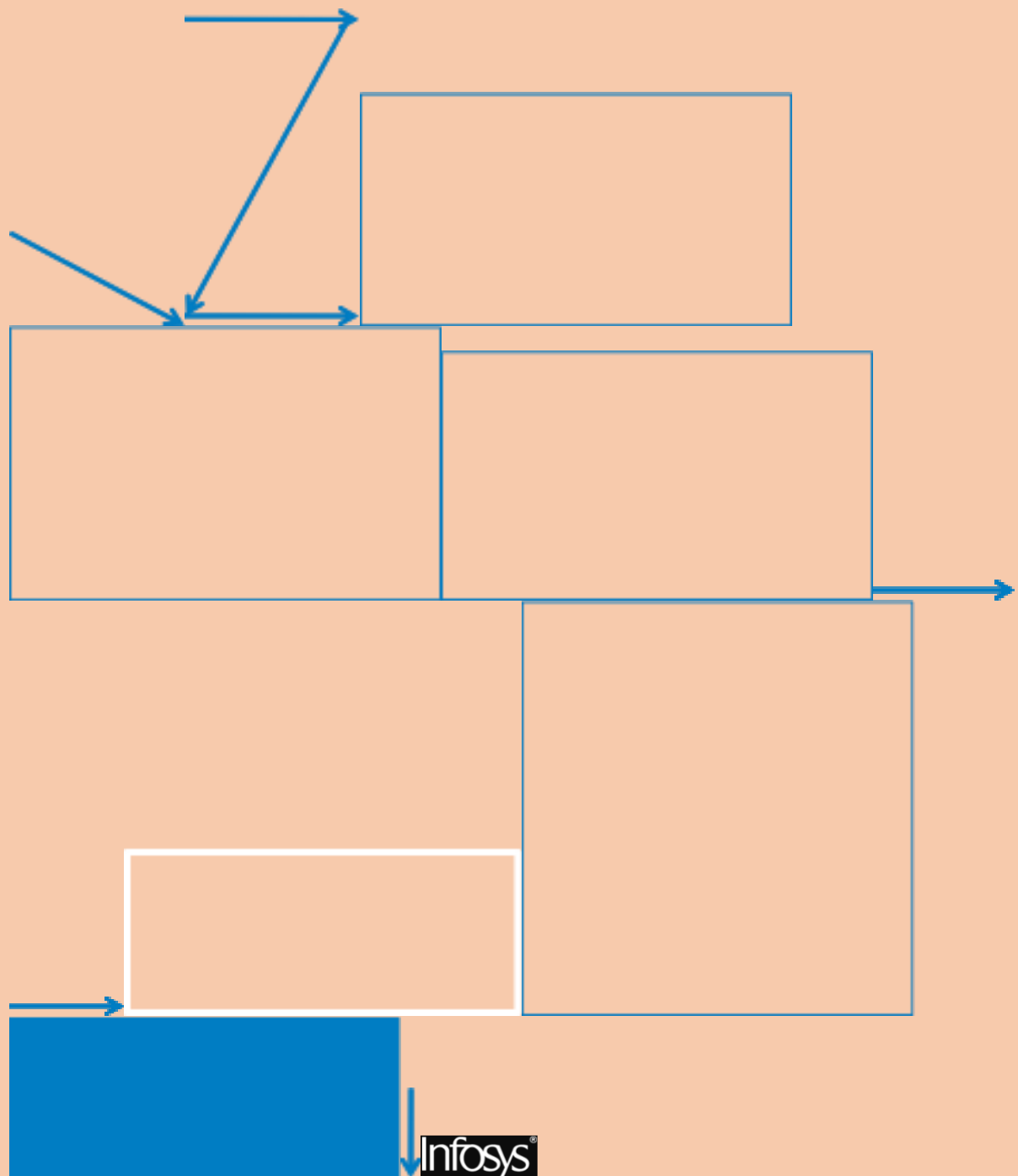
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Essay Title

issues

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Points to consider,

develop, ignore or

Decide which to

briefly mention

1. a) Ignore
2. b) Merge
3. c) Relate together
4. d) Develop into paragraphs
5. e) Illustrate with examples

1. 2. 3. .

BODY

.
.
.
.
.

Sum up your main ideas Evaluate, weigh up
Point out any wider implications Avoid a sudden, abrupt ending

CONCLUSION

10

Consider the topic &

□Assumptions? □Define Terms? □Command Words? □General Approach?

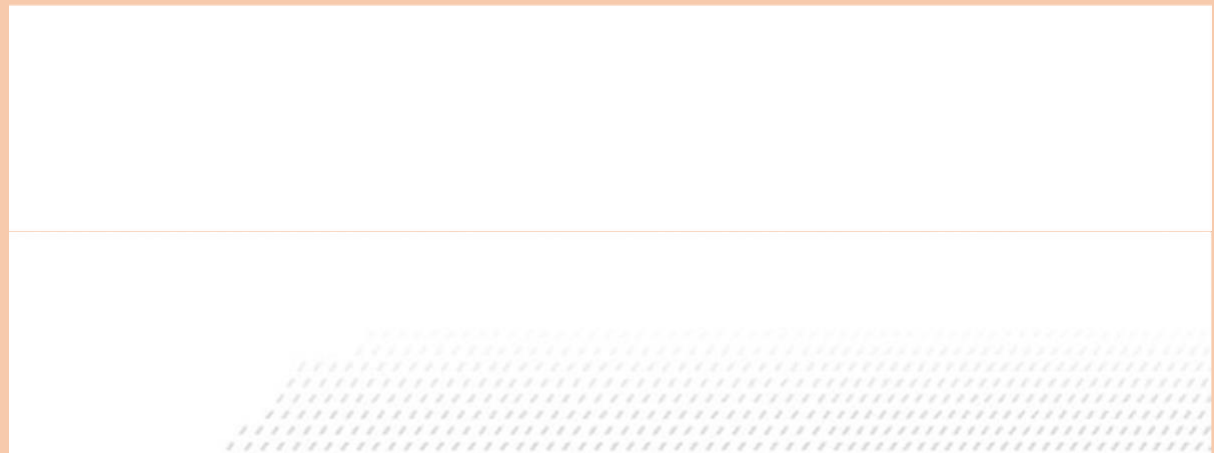
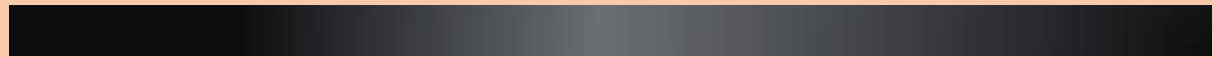
INTRODUCTION

Slide 15

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Put me in the right Bucket

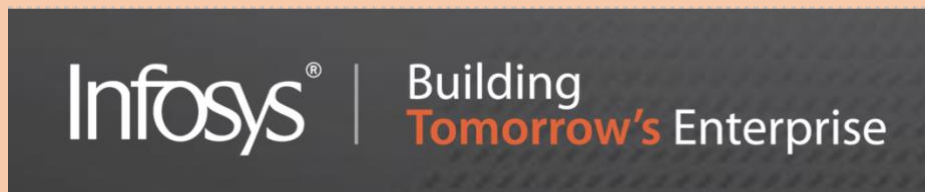
1. Fresh Food Vs. Canned Food (C)
2. White tiger is a great book (E)
3. My cat has blue eyes (D)
4. Please eat vegetables every morning (P)
5. Harry Potter is one of the best books I have ever read (E)
6. Spectacles are better than contact lenses (C)
7. An apple a day keeps the doctor away (P)
8. My 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.

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