



Presentation on

# **WRITING ANNOUNCEMENTS & PARAGRAPH WRITING**

By Zakir Ayoub

# WRITING ANNOUNCEMENTS



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- 2 Types of Announcements
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## WHAT'S AN ANNOUNCEMENT?

An announcement is like a special message or news that someone shares with others to let them know about something important or interesting. It could be about an event, a new product, a job opening, a change in plans, or any other important information that people need to be aware of. Announcements are a way to communicate news or updates to a group of people.



## ANNOUNCEMENT WRITING

Announcement writing is the process of composing a written message or statement to inform a specific audience about important news, events, changes, or developments. Announcements are used in various contexts, including business, organizations, government, education, and personal communication. The primary purpose of announcement writing is to convey information clearly and effectively to the intended recipients.

②

## TYPES OF ANNOUNCEMENTS

INFORMATIONAL

PROMOTIONAL

COMPLIANCE AND  
LEGAL

# INFORMATIONAL



These announcements are designed to convey essential information to a target audience. They aim to inform, update, or educate the recipients.

Examples include:

- **Educational announcements** about school schedules, closures, or events.
- **Government announcements** about public policies, regulations, or safety alerts.
- **Corporate announcements** about product launches, financial results, or management changes.
- **Personal announcements** such as birth announcements, wedding invitations, or achievements.

# PROMOTIONAL



Promotional announcements are meant to promote a product, service, event, or brand. Their primary goal is to attract attention, generate interest, and encourage a specific action, such as making a purchase or attending an event.

Examples include:

- **Marketing announcements** about sales, discounts, and new products.
- **Event announcements** promoting conferences, concerts, or sports events.
- **Fundraising announcements** for non-profit organizations and charity initiatives.
- **Contest announcements** encouraging participation and engagement.

## LEGAL



These announcements are related to legal and regulatory matters. They are often required by law or regulations to ensure transparency, compliance, and adherence to specific rules.

Examples include:

- **Legal notices** announcing court hearings, public auctions, or legal proceedings.
- **Regulatory compliance announcements** informing businesses of regulatory changes.
- **Health and safety** alerts regarding health risks, safety guidelines, or product recalls.
- **Public hearing announcements** inviting public participation and input.

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# ANNOUNCEMENT FORMAT



HEADING / TITLE

MAIN BODY

CONCLUSION

## HEADING / TITLE



Start with a clear and attention-grabbing headline that summarizes the key message of the announcement.



## BODY

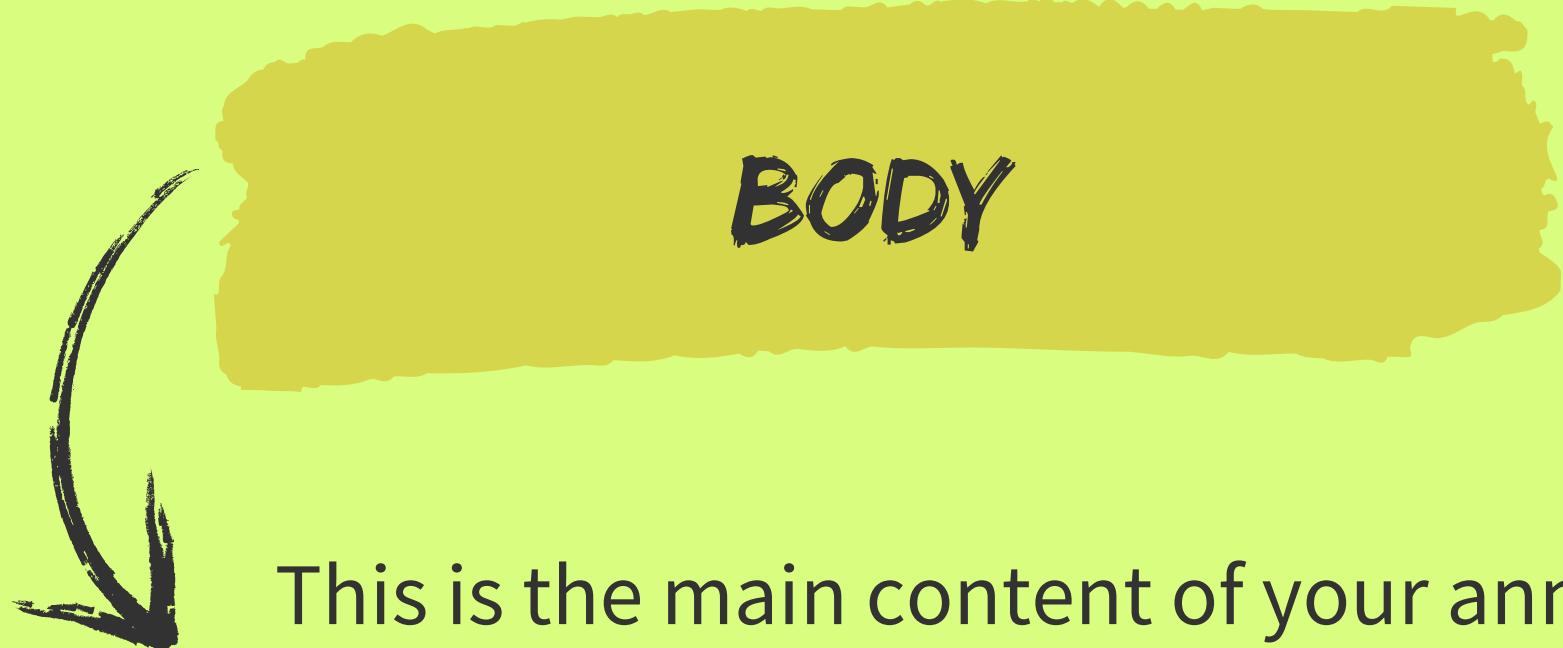


This is the main content of your announcement. Customize it based on your specific announcement type:

### a. Informational Announcement:

- **Introduction/Openning Paragraph:** Provide context and answer essential questions (who, what, when, where, why).
- **Main Details:** Present the key information concisely, using paragraphs or bullet points.
- **Additional Information/Details:** Include any relevant details, such as contact information, resources, or links.
- **Call to Action (if applicable):** Clearly state any desired actions the recipient should take.

## BODY

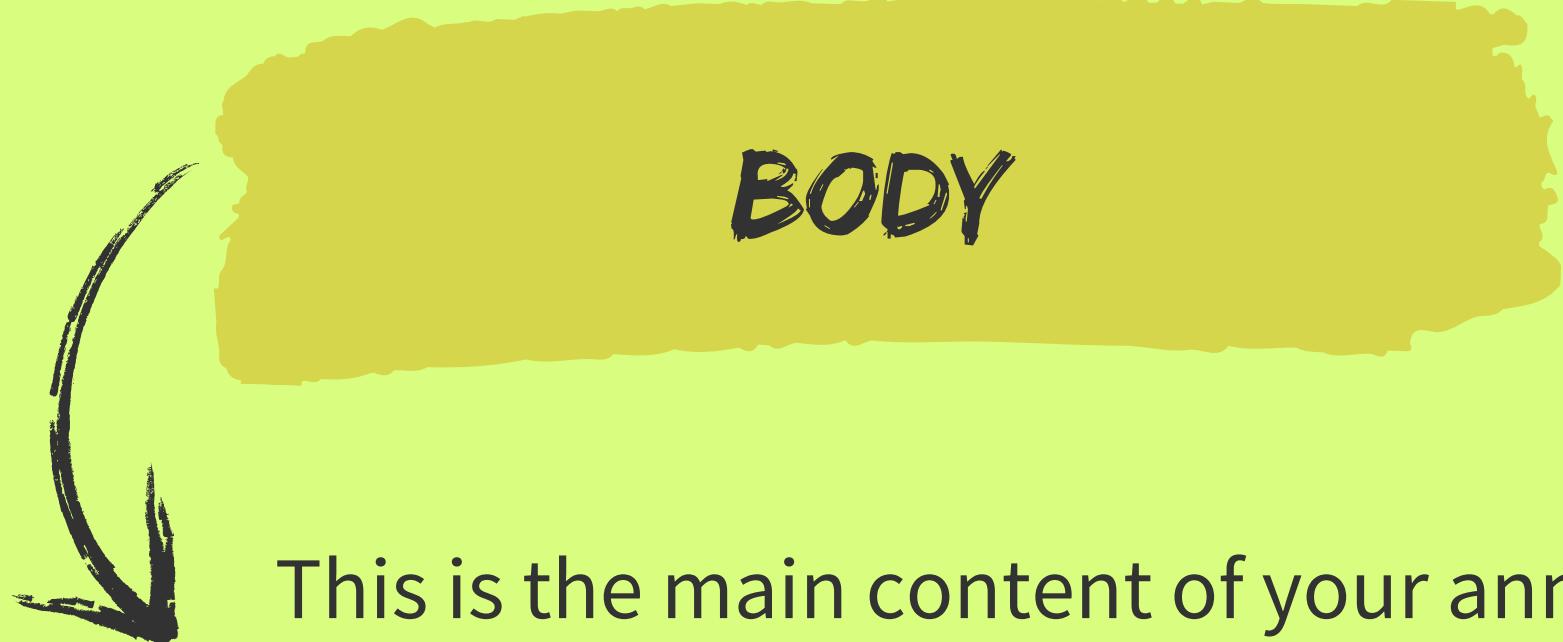


This is the main content of your announcement. Customize it based on your specific announcement type:

### b. Promotional Announcement:

- **Introduction/Opening Paragraph:** Create excitement and intrigue about the offer, event, or product.
- **Main Details:** Highlight the key features or benefits.
- **Promotional Details:** Provide specifics on discounts, dates, and how to participate.
- **Call to Action:** Clearly instruct the reader on how to take advantage of the promotion.

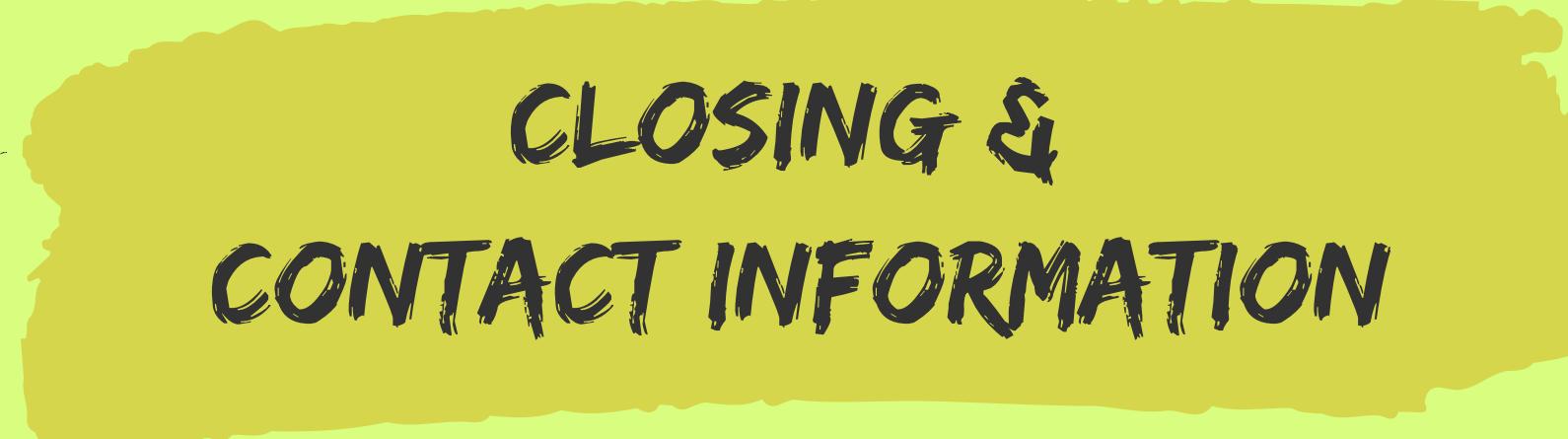
## BODY



This is the main content of your announcement. Customize it based on your specific announcement type:

### c. Compliance and Legal Announcement:

- **Introduction/Opening Paragraph:** Explain the reason for the announcement and its importance.
- **Legal or Regulatory Details:** Provide specific information about laws, regulations, or compliance requirements.
- **Instructions:** Clearly state what actions the recipients need to take to comply.
- Contact Information: Include contact details for inquiries or assistance.



## CLOSING & CONTACT INFORMATION



Conclude your announcement with these essential elements:

- **Closing Paragraph (if applicable):** Summarize the key points, express appreciation, or provide any necessary closing remarks.
- **Signature/Contact Information:** Sign the announcement with your name and title. Include contact information (email address, phone number, etc.) for recipients to reach out with questions or concerns.
- **Distribution Information:** Specify how the announcement will be distributed (e.g., email, website, bulletin board).
- **Footer Information (if applicable):** Include any legal or compliance-related information, such as disclaimers or copyright notices.

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# IMPORTANCE



- **Sharing Information:** Announcements are like big news alerts. They help tell people important things they need to know, like upcoming events, changes, or news.
- **Clear Communication:** They make sure the information is easy to understand and not confusing. It's like using simple words so everyone gets it.
- **Timely Updates:** Announcements are on time, so you hear about stuff when you should. It's like getting a message just when you need it.
- **Accountability:** In businesses or groups, announcements help make sure that when they say they'll do something, they actually do it. It's like keeping promises.
- **Engagement:** Announcements can make people excited and want to take part in something. It's like when you hear about a fun event and can't wait to go.

4

# IMPORTANCE



- **Community Bonding:** In communities, announcements bring people closer together for events, celebrations, or helping others. It's like everyone coming together for a big family gathering.
- **Following Rules:** Some announcements are needed because rules say so. It's like following the law or safety rules to keep everyone safe.
- **Marketing and Sales:** Announcements help businesses tell people about their products, discounts, or events. It's like saying, "Hey, come buy this, it's great!"
- **Managing Emergencies:** During emergencies or bad situations, announcements give important instructions and updates to keep people safe. It's like a safety alarm.

4

# IMPORTANCE



- **Education:** In schools, announcements keep students, teachers, and parents in the loop about important school stuff. It's like knowing when your classes are.
- **Being Professional:** Announcements show that people and organizations are good at what they do and communicate well. It's like being really organized.
- **Keeping Records:** They're like notes that help remember important things later. It's like a diary for important events.
- **Building Trust:** Announcements make people trust a company or organization more because they know what's happening. It's like knowing your friend always tells the truth.

4

# IMPORTANCE



- **Celebrating Success:** They're like cheerleaders for good things. Announcements make people feel happy about their achievements.
- **Making Decisions:** Announcements help people make good choices by giving them all the information they need. It's like a road sign that shows the right way to go.
- **Cultural Traditions:** Some announcements are a big deal in our culture or religion. It's like how birthdays are important to many people.

Announcements play a big role in keeping everyone informed and connected, whether it's for personal events, work, or the community. They're like friendly reminders that help us stay in the know.

# ANNOUNCEMENT

TOPIC SENTENCE  
(MAIN IDEA)

+

SUBSIDIARY IDEAS  
(SUPPORTING DETAILS)

The topic sentence, often found in the introduction, sets the stage for the entire announcement. It should answer essential questions like who, what, when, where, and why.

For example:

**"We are excited to announce our upcoming annual charity gala on [date] at [venue]."**

1. Date and Time
2. Venue
3. Purpose and Goals
4. Highlights and Activities
5. Ticket Information

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# SUMMARY



## TYPES

INFORMATIONAL

PROMOTIONAL

LEGAL

## FORMAT

HEADING

MAIN BODY

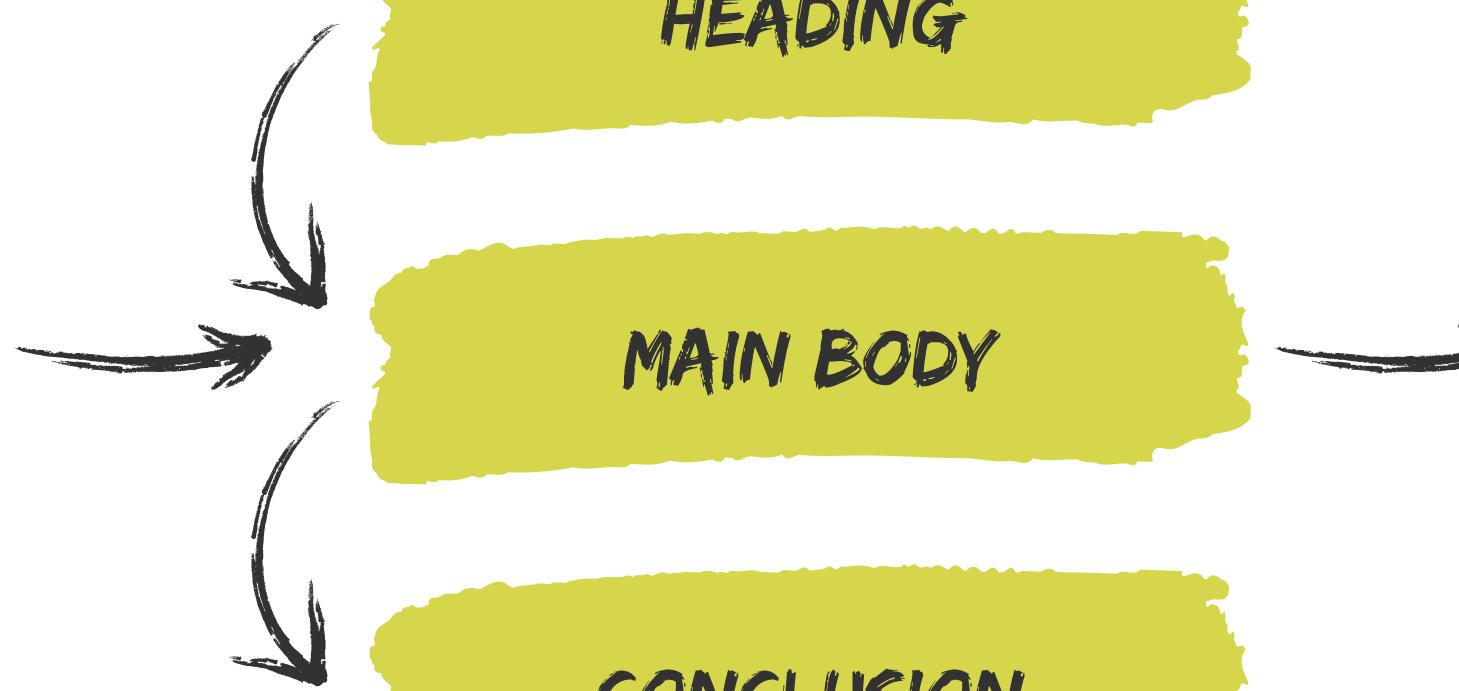
CONCLUSION

## ANNOUNCEMENT

TOPIC SENTENCE

+

SUBSIDIARY IDEAS



## **Announcement**

There will be a holiday camp next month. All scouts must join this camp. The activity will take place at Bangunharjo camping site and last for three days.

For further information, please contact Mr. Dedi.

Banyumas, May 12<sup>th</sup>, 2013

**The Chief of Scout Organization**

# Paragraph Writing

by Zakir Ayoub

# Introduction

Paragraph writing is the process of composing a coherent and organized group of sentences that focus on a single main idea or topic. In written communication, paragraphs serve as building blocks that structure and convey information or ideas effectively. Proper paragraph writing is essential for clarity, readability, and conveying your message logically.

A paragraph is a self-contained unit of writing that focuses on a particular point or idea followed by evidence to support this idea. A standard essay will require you to write three paragraphs but you might come across questions in class that ask you to write a paragraph response.



# Learning Objectives

This presentation will focus on the skills required so that students can achieve the following:

1

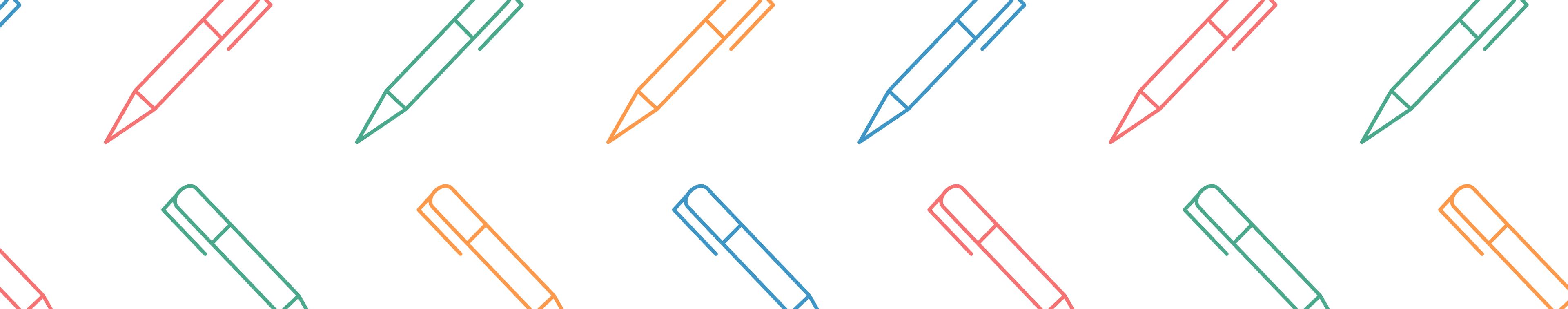
## For Higher sec. level

Write a simple paragraph with clear structure that includes a topic sentence, example, explanation and linking statement.

2

## For College Level

Write an extended paragraph with clear structure that includes a topic sentence and developing sentence, 2-3 examples and explanations and a linking statement.



# Simple Paragraph Structure

For Higher secondary Level

# Simple Paragraph Structure

A basic paragraph will have four main parts. These are:

## Topic Sentence

A sentence that identifies a clear main point or outlines the topic you're writing about. It should directly address the question by using key words.

## Example

A specific example from the text that support your point. It should be the strongest piece of evidence that illustrates your idea. Use metalanguage where possible to identify specific techniques.

## Explanation

A sentence that gives more detail to explain how your example supports your point. Consider the effect of your example e.g. how it conveys ideas and positions audience response. Make it clear that you understand the question.

## Linking Statement

Link back to the question by reinforcing the main point of your paragraph. You might also use key words here. You should not introduce any new information.

# example

## Topic Sentence

In the movie poster, the way the dad and his son are standing and acting shows that parents will do whatever it takes to keep their kids safe.

## Example

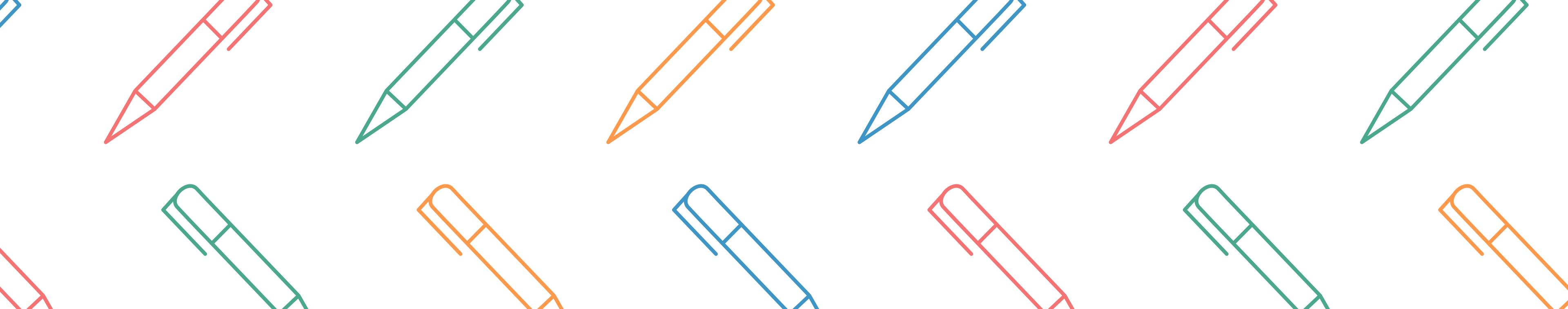
The young boy looks sad and scared. He's leaning against a wall, hugging himself, and looking down. His dad is standing in front of him, looking out at something, like he's ready to protect his son.

## Explanation

The way the boy is standing makes him look weak and frightened. It shows that kids sometimes can't handle scary things on their own. The dad's stance shows that parents can be strong and brave to keep their kids safe.

## Linking Statement

So, both the dad and the boy's body language tells us that parents really care about their kids and will do whatever it takes to protect them.



# Extended Paragraph Structure

For College level

# Extended Paragraph Structure

An extended paragraph will follow a similar structure but might include a developing sentence after the topic sentence and 2-3 examples and explanations. It should follow this structure:

## Topic & Developing Sentence

Identify the main point of the paragraph and address the question by using key words. Give further context needed to understand the analysis that follows.

## Example & Explanation

Give your first example. Explain how your example supports your point by considering the effect of the technique.

## Example & Explanation

Give your second example. Explain how your example supports your point by considering the effect of the technique.

## Example & Explanation

Give your third example. Explain how your example supports your point by considering the effect of the technique.

## Linking Statement

Link back to the question by reinforcing the main point of your paragraph. You might also use key words here. You should not introduce any new information.

# example

The movie poster uses things like how the people look, cool effects, and colors to show that parents will do anything to keep their kids safe. It's meant to get fans of action and science fiction excited and curious about how the dad will protect his family from danger.

In the front of the picture, there's a young boy who looks sad and scared. He's sitting with his dad, hugging himself, and looking down. His dad is standing over him, ready to protect him. The boy's body language makes him look like he needs help because kids can't always handle scary stuff on their own. The dad's stance shows that parents can be really strong and brave to keep their kids safe.

The picture also looks kind of wavy and weird in the background, like you're looking through a strange lens. It shows a city with dark clouds and things flying around. These effects make it look chaotic and scary, like the world the characters live in has changed a lot, and now the dad has to fight to keep them safe.

Finally, dark colours such as black, grey and blue have been used to create a dark and stormy environment, conveying the bleak and uncertain future of the characters, further reinforcing the father's bravery and desperation to protect and defend his child from these unknown threats.

The body language, special effects and colour all support the idea that parents are extremely protective of their children, often risking their lives to keep them safe in perilous situations.

# key elements of paragraph writing

- 1. Unity:** Each paragraph should have a single main idea or central topic. This main idea is often conveyed in a topic sentence, which provides a clear statement of what the paragraph is about.
- 2. Coherence:** Sentences within a paragraph should be logically connected and flow smoothly from one to the next. Transitions, linking words, and a clear progression of ideas help maintain coherence.
- 3. Length:** Paragraphs can vary in length, but they should be long enough to develop the main idea adequately and provide supporting details. On the other hand, they should not be excessively long, as this can make the text overwhelming.

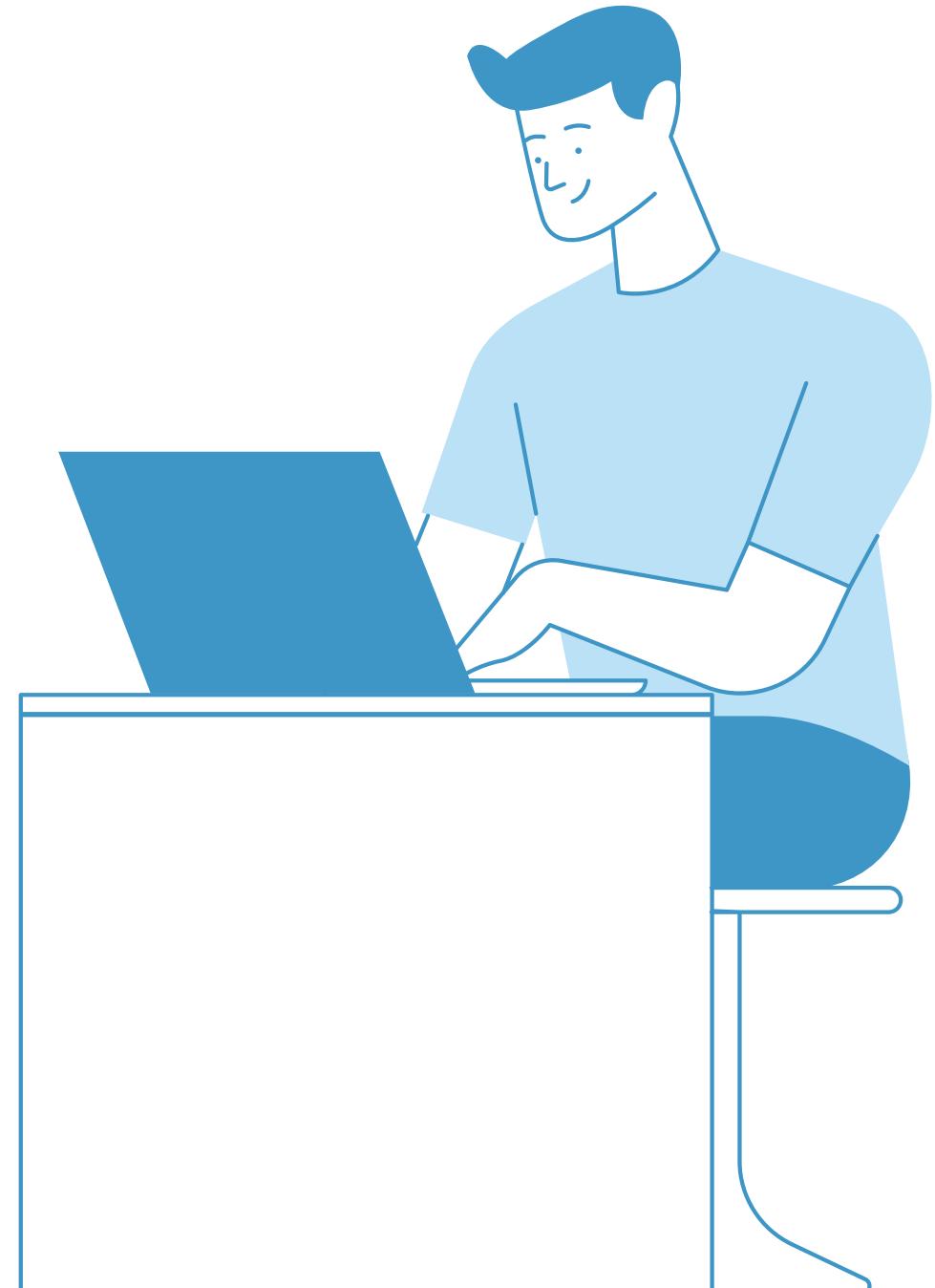


# key elements of paragraph writing

**4. Structure:** A well-structured paragraph typically includes the following components:

- **Topic Sentence:** This is the first sentence that introduces the main idea of the paragraph.
- **Supporting Sentences:** These sentences follow the topic sentence and provide evidence, examples, explanations, or details that support and expand upon the main idea.
- **Concluding Sentence (optional):** While not always necessary, a concluding sentence can sum up the main point or transition to the next paragraph.

**5. Organization:** Paragraphs should be organized logically, with sentences arranged in a way that makes sense to the reader. You can use chronological order, order of importance, cause and effect, or other organizational patterns, depending on the content.



# key elements of paragraph writing

**6. Transition Words:** Transition words and phrases (e.g., "however," "in addition," "for example") help guide the reader through the paragraph by indicating relationships between ideas and facilitating smooth transitions.

**7. Emphasis:** Use varying sentence structures, punctuation, and formatting (such as bullet points or numbered lists) to emphasize important points or create visual interest within the paragraph.

**8. Editing and Proofreading:** After writing a paragraph, review it for grammar, spelling, punctuation, and clarity. Ensure that each sentence contributes to the main idea and that the paragraph serves its intended purpose in the overall text.



# THANK YOU

