



Note Junction

Best Note Provider



Note By: Roshan BiSt

UNIT-1

What Is Technical Writing

① Introduction:

Technical Writing is the writing which involves a particular subject that requires special features of writing such as clear explanation, directions, instructions, and visual elements. It is the writing that is specially used in workplaces like offices, laboratories, construction sites, kitchen table, classrooms, etc. Technical writing involves a technical subject with a specific purpose and audiences. The approach is straightforward and it gives practical information to specific audience. The most remarkable aspect of technical writing is that it conveys the information which enables the audiences to take action through visual elements.

② Technical Writing vs. Academic Writing:

Technical Writing	Academic Writing
i) It is a formal-format based writing.	ii) It follows informal format.
iii) It is targeted to the audiences of all levels of understanding.	iv) It is targeted for specific audiences.
v) Technical writing contains factual and straight forward content.	vi) Academic writing contains contents on specific discipline or field.
vii) Technical writers should have expert knowledge.	viii) Academic writers have learners knowledge.
v) It covers scientific and technical subjects.	v) It covers academic-based subjects.
vii) Its purpose is getting something done.	vii) Its purpose is to demonstrate what a person knows.
viii) Literative language is used.	viii) Figurative language is used.

You Are a Technical Writer!

If you answered yes to any of following questions or have had similar experiences, you are a technical writer or you have already engaged in technical writing or technical communication.

- Have you ever given someone written directions or drawn a map to your home?
- How you ever written brief instructions for how to use a fax machine at work?
- Have you ever told someone how to make French toast?

Characteristics of a Technical Writing:

The characteristics of technical writing are discussed below:

i) Subject: It refers to how the text portrays the subject matter. The subject varies within the range of writers experience. The subject matter is related to the purpose of writing. The subject of technical writing should be based on technology and factual information, like other types of non-technical writing the writers should not convey personal observations or feelings in technical documents.

ii) Audience: Audience refers to readers, listeners, or viewers in general to whom a particular writing and other forms of communication are intended. The audience have their own expectations. The writer's job is to relate purpose of writing and the expectations of the audience. The audience analysis often helps us to determine the purpose of writing.

iii) Organization: Organization is related to format and logical sequence in writing. Technical writing needs to be properly organized to convey the intended meaning. A less organized writing results into confusion and boring to the readers. So, technical writing is highly structured with short paragraphs, clear transitions and structural uses such as headings and sub-headings.

iv) Style: Style involves the choices that a writer makes with words and sentences to express themselves. It is the matter of careful choice of words and phrases, verbal and grammatical patterning, integration of various patterns in text, suitable document format etc. It is the writer's weapon that every writer adopts during writing.

v) Tone: Tone is the overall impression of the writing. It refers to emotional overtones that make how an audience feels. It is the emotional character of a document. Tone in technical writing is professional and factual. It falls between formal and informal way of writing.

vi) Special Features: Technical writer has to implement special features such as mechanics of writing, computer graphics and technical knowledge along with their writing. Technical documents often relies on special features of visual efforts to hold the attention of the audience. The writers should adopt necessary software and desktop publishing tools to design the document look inviting and attractive.

Q. Technical and Other types of Writing:

Three types of writing are of major concern; Technical Writing, Academic Writing, and Imaginative writing. Although all types of writing stick to principles of unity, coherence, and standard usages, they have different features.

Technical and Academic Writing: Technical writing and academic writing are comparable in the sense that both types of writing are unified, coherent, and well organized. Style and standard usage are important in both writings. These both types of writing rely on the process of thinking and writing for certain time and the purpose of these writing is to inform. However, there are some differences between these two. (already discussed differences).

Technical and Imaginative Writing: Imaginative writing is less academic and more artistic and creative. This writing is the product of imagination of the writer. The people and the events in the imaginative writing are fictional which may reveal universal truths but the technical writing is factual and objective.

Technical Writing	Imaginative Writing
i) The purpose of technical writing is to inform a course of action, to request for specific action.	i) The purpose of imaginative writing is to record a memory to discover oneself.
ii) Writing style is clear, concise, plain and direct language.	ii) Writing style is complex.
iii) Organization is modular, predictable and apparent.	iii) Organization is clear and well-planned.
iv) Error free grammar as possible.	iv) Grammar is likely to be error free.
v) Register in between formal and informal.	v) Register formal and if necessary informal.

Technical vs. Non-technical (Personal) Writing:

Criteria	Technical Writing	Non-technical (Personal) Writing
i) Audience	Varied including technical, non-technical	Family, friends, relatives.
ii) Content	Technical/Standard	Conversational
iii) Writing Style	Clear, concise, plain and direct language.	Simple and compound sentences.
iv) Grammar	Likely to be error free	May not always use complete sentences.
v) Register	Formal	Informal
vi) Organization	Highly structured, short paragraphs, clear transitions	Less clear as Technical writing is.

UNIT-2Audience and Purpose

An audience refers to viewer of a performance, listeners of a speech, and intended readers of a writing. In workplace communication, the audience is the person or people we want to communicate with to effect an intended action. The main aim of any communication is to clearly communicate the message to the audience and carry out the intended action. Therefore, it is very important to consider different aspects of audiences to make our communication more effective. A message can be made best fit for our audience by knowing about their knowledge level, role, interest, personality etc.

For effective communication, the answers to the following questions are of great importance.

- Are all the readers alike or are they a mixed group?
- What do they know already about the topic?
- What do they need to know?
- What are the psychological and physical contexts within which the new information will be received?

Meeting the Needs of Audience:

Technical writing should be audience centered, that is, what the audience needs. That is why the following rule often dominates in technical writing: The needs and wants of your audience dictate every decision you make as a writer. A technical writer is like a behind-the-scenes operator whose primary obligation is to satisfy the audience's need for information. To fulfill the needs of audience, the writer should make every possible effort to accommodate them. Therefore, the writer should learn a lot about the audience's background. The technical writer should use the language that the audience easily understands. It is important for a writer to have information about knowledge level, roles, interest, cultural background and personality of audience.

Knowledge level: A technical writer should learn what the members of the audience already know and what they need to know. If the information is beyond the reach of audience's knowledge level then it puzzles them. Therefore, a skillful writer should use subject matter depending on the knowledge level of the audiences.

Role: Role here means someone's area of responsibility. It is the job that someone performs. A good technical writer includes information that the audience's role requires.

Interest: A technical writer should know what the audience is interested in and what not. If we find common interest of the readers we have to take advantage of it. If diversity of interest is noticed, we have to try to create common grounds.

Cultural Background: Culture, in simple words, is the total way of life. It is the lifestyle of particular group of people. People from different cultures have different patterns of thoughts and communicate in different ways. A good writer tries to understand the differences in communication patterns in different cultures and uses appropriate patterns of communication so that no audience is offended and the goal is fulfilled.

Personality: Personality of a person is the characteristics or personal qualities that give an individual a distinctive identity. People with different personality prefer different communication patterns. Some readers love message in direct style including facts while some love only bottom line of the information, but not the details. A good writer should consider the audience's capacity to absorb the information.

4.

④ Planning Documents Purpose: persuade → meaning trust
factor

Purpose is defined as a specific end or outcome to be obtained. In technical writing it is what a writer wants readers to do after reading a document. The purpose of any technical writing is to inform and to persuade the readers to carry out actions as action is the end of the writing. The information should lead the readers to persuasion and completion of the technical task or implementation of the decision made. Actions cannot be carried out without persuasion, therefore, it is very important that a writer should be able to devise the message that fits the type of audience and their interest so that they are convinced to perform as desired.

Therefore, a technical writer always bears in mind the answers to the following questions:

- What is information to be given about?
- What is the audience to be persuaded or convinced of?
- What is the desired action as a result of that document?

⑤ Scope: Scope in technical writing is the extent of the area or subject matter that something deals with or to which it is relevant. It is the coverage of the subject matter in the document. A good technical writer always thinks of the volume of information to be given. He/She should decide what information should be included and what omitted. Therefore it is very important to follow the essence of audience analysis and statement of purpose. For example, if a writer is writing directions about how to make a cup of tea, he/she should include all the things needed and the processes involved in it, but not where to buy the tea. The writer uses anything that motivates the readers to perform the action. Too little information cannot convince the reader, and desired performance is not possible. Therefore a technical writing should only include what is ideal according to the type of the audience.

Medium: The medium is a means by which information is conveyed. For example, television, radio, email, letters etc. are some of the media of conveying information. Today technology has given us many options. After deciding the type of information and purpose, a technical writer should decide what medium will appeal his/her audience and accomplish the purpose. Three things are of special importance:

- 1) Appropriateness of the medium.
- 2) Amount of time and money needed for the medium.
- 3) Availability of the medium.

Writing Process

The writing process refers to stages that writers follow from the beginning to the end of creating a piece of writing. The most important stages of writing process are planning, drafting, copy editing and publishing.

A process for technical writing has a lot in common with creative writing process, however different genres have their own processes to be followed. Technical writers must spend a lot of early stages carefully planning their writing. Creative or academic writers are concerned about words to enrich their writing, but technical writers are concerned not only with words but also with graphics and page design. A technical writer should understand following three features of technical writing process to manage the stages of the process:

1) Writing is recursive: Writing is a creative activity and starts from planning and ends in publication. Between the two ends a lot of activities go recursively to go back to add some missed items or rectify the errors. The more the writers read back their writing, the more additions or deletions and corrections they make.

For example, while writing an essay, a writer has to go through the structure of the essay in a given format, that is, introduction, description and conclusion. While revising writer notices introduction part is placed in description part, so shifts that part to introduction paragraph. Thus, it is natural that a writer moves forward and backward while creating any type of writing which is recursive process.

2) Writing takes time: Writing is such an academic activity that requires a lot of time. First of all a writer should make a plan, read a lot to decide what subject matter and topics

to be chosen. All these activities take a lot of time by themselves. Still the task has not come to an end. He/She has to produce first draft, revise the draft, copy edit it, review and publish it. All these activities are time consuming tasks. Therefore, writing is a time taking task.

3) Writing is different for everyone: As the writing process has different stages, different writers do different things in these different stages, and every individual writer has different attitudes to different stages. For example, a writer loves planning while he feels uninterested in revision or editing. It means writing is different for everyone.

④ Stages of Writing Process/Process for Technical Writing:

1) Planning: Planning is the first step of technical writing process. Planning refers to the stage of writing in which the writer thinks of a topic and prepares to develop the topic into a long discourse. Planning involves following stages:

a) Choosing a topic: Sometimes we will get a topic with some guidelines from employer. When the topic is given, it would be a bit easier that we need not to brainstorm about our topic. In such case we need to conduct literature ~~review~~ review to find out research gap regarding the given topic. Ask about audience, purpose, scope and medium.

b) Brainstorming: Brainstorming refers to the technique of thinking about a topic before beginning a writing assignment. It involves listing everything that occurs to the mind about the idea as soon as possible. The techniques for brainstorming are as follows:-

- Talk ideas and take notes.
- Make a flow chart of main points
- Write an outline of ideas
- Use combination of these techniques.

↳ Freewriting: Freewriting is an act of writing freely and the best ways to generate ideas for an essay. We can write what come to our mind without judging what we have written or worrying about grammar and sentence structure. Freewriting is of three types:

Open freewriting: In open free writing, we write about anything and see where our writing takes us,

Focused freewriting: In focused freewriting, we choose a topic first and write freely about our ideas related to topic.

Looping: In looping, we need to write continuously for five minutes. Then stop for a while and summarize our writing in a single sentence.

↳ Journaling: Journaling is another way to find out an idea for writing. Writing a journal is to express yourself. To help generate ideas and explore relationships among them, many writers keep a journal - notebook in which they record ideas and reactions to various issues.

b) Shaping an idea: Whenever we choose a topic, we need to shape our ideas related to our selected topic. These ideas will give some direction to our writing. While shaping ideas, we need to apply the strategies of questioning, reading, mapping and outlining that will help to focus our ideas.

↳ Questioning: We can use as much informative wh-questions as the basics for shaping ideas. They are used to get information that has not been previously mentioned.

↳ Mapping: It is the way of visually analyzing the parts of a subject matter. It helps us to think about the topic. While forming maps, the writers use key words and phrases they need to answer, and even new sources of information they want to check.

↳ Outlining: It is a plan for writing and one of the most frequent techniques writers use to discover ideas and the relationships among them. An outline is a list of a writer's main points in the order they appear on documents.

2) Drafting and Revising: After completing the first stage of planning we will have enough information and a rough sketch so, now we are ready to write. A draft is an early version of writing. It involves writing to develop ideas in paragraphs and sentences. Revising is the act of going through written matter for clarity, coherence, correctness etc. Revising means to reorganize, make changes to content, relook the word choices. While revising we make notes in the draft.

3) Copyediting and Publishing:

Copyediting means examining a document for correctness in spelling, grammar, and mechanics. We can even ask help from our peer to copyedit. Reading loudly helps to identify fragments, grammatical errors and awkward sentences. Although electronic software catches misspelled words it may not help us to find the simple mistakes of word choices, so copyediting is needed.

Publishing means sending document to the person or people who need or requested it. We make sure that the document looks professional. We should use high quality paper and printer. If we prepare our document several days before deadline we will avoid the difficulty.

4) Writing Collaboratively: Many office writing projects are done collaboratively like: Newsletters, proposals, research projects, brochures, web pages and so on. More complex and longer the project, more likely we will work with others. Often collaborative writings are better than individual. Subject of our writing project will guide us to work with various interdisciplinary people. Even short documents sometimes require collaborative writing.

Advantages:

- Brings together different knowledge.
- ~~Can be dreaded event.~~
- Brings together different talents.
- Allows different perspectives and viewpoints.
- Improves work relationships.
- Is enjoyable.

Disadvantages:

- Can include conflict.
- Can take longer than people working alone.
- Can take away personal motivation.
- Can lead to unequal workloads.
- Can produce fragmented writing.

UNIT - 4Brief Correspondence

Communication is essential for being able to act and make decisions in the business world. Although some communication can take place face-to-face, a great deal of communication is conducted through text messages, e-mails, memos and letters. All four of these may be used for brief correspondence. However, each one has its own distinguishing characteristics. For instance, text messaging and e-mail are the fastest and most efficient means of written communication. Unlike electronic correspondence, memos and letters take more time.

All brief correspondence seeks the goodwill of readers. Goodwill is the value of doing things that create mutual admiration and respect. It is the feeling of friendship. In addition, writers of brief correspondence practice the principles of effective communication.

④. Text. Message: The term text means a stretch of language recorded for the purpose of analysis and description. It is the collection of written or spoken material that conveys a complete message. The text message may vary from a single word such as stop!, PARKING, EXIT etc. to hundreds of pages such as books. Every text has text formation devices and language units such as communicative functions, coherence, grammatical structure etc. Fonts, font size, alignment, indent, bullet and numbers, line spacing, margin, header, footer etc. are the technical aspects of identifying a text.

On the other hand, message is something that is conveyed in speech or writing from one person to another or one medium to another. The message may not be always started in verbal form but also can be conveyed by other means of non-verbal forms such as wink, gesture, posture etc. The electronic messages are generally transmitted either in teletext or videotext.

The term 'text message' is made of two separate words 'text' and 'message'. It refers to any written or typed messages that ever exist in human civilization. It may be found either in softcopy, hard copy or in archived form. Text messages are the part of technical and business communication.

④. Electronic Mails (E-Mails):

The process of sending messages from electronic media via networking system through computer to the users is called e-mail. It is the exchange of computer stored messages by telecommunication. The email messages are usually encoded in ASCII text.

The purpose of electronic mail is speedy communication, so our objectives should be to keep our message clear and brief. In the subject line, write something clear and simple which explains what our e-mail is about. Avoid using inappropriate e-mail address; register a professional sounding address.

Guidelines for better e-mail formatting:

- ↳ Use simple formatting, keep everything aligned with left margin.
- ↳ Keep your message formal. Do not forget to use spell check and proper grammar.
- ↳ The content should be as short as possible and less than 80 characters wide.
- ↳ Do not type your message all in uppercase; it is difficult to read.
- ↳ Include enough information.

Composing an e-mail Message:

To compose an e-mail message, click on 'compose new message' button on the toolbar. We will see an empty box with following parts:

- To : Enter the email address to where you are sending message.
- CC : Enter the e-mail address to where the copy of message is sent.
- Subject : Type a brief description as to what the message is about.
- Body : Type the actual message here.

④ Memo: A memo is a formal message to people within an organization to meet a specific need. Memoranda is the plural form as to its abbreviated form is memo. Memos are the most important form of written communication within the organizations. It is a short official note that is written to a person or to group of people. Most memos have the following key components;

→ Memo ID lines

→ Body of the Memo.

Writing memo usually follows a preset design that begins with memo ID lines. The ID lines include sender, receiver, date, section, subject and other necessary information. The message body of the memo can be divided into: Introduction, Discussion, and Conclusion. The introductory paragraph includes the purpose of writing memo. In discussion, further details have been discussed and finally in concluding paragraph, we need to conclude memo with complimentary or directive close.

For example: For more information, contact in my personal contact number.

Nagarjuna Communication Pvt. Ltd.
Sita Paila, Kathmandu

FROM: Roshan Bist

Date: 2078-8-10

To : Radhika Kuniwar

RE : Company Policy during Corona Virus Pandemic
Here are our plans and policies applicable to everyone in our company:

1. Employees should present in office from 10:am to 4:pm
2. All employees of this company have NRs. 1 lakh for Corona Virus Pandemic Insurance.
3. All employees are bound with rules and regulations.

All the above plans and policies are prepared with employers views and the rules made by the government during lockdown.

Please, read carefully and follow these rules as soon as possible. For more information, contact our office manager Mr. Ramit Bhatt.

Types of Memo:

For full memo example refer once to kcc book page no 97.

- 1) Inquiry Memo: This memo is written to inquire for specific information. For example: Request for cost information.
 - 2) Response Memo: This memo is written to answer the inquiry memo. For example: Response for cost information.
 - 3) Policy/Directive Memo: A policy or directive memo states a policy or procedure we want the reader or co-worker to follow. For example: Corona Virus Pandemic Policy.
- ## Other types of Memo:
- 1) Status Memo: The status memo is written to inform about the state of a project or situation. The structure of status memo is: Purpose statement, Summary, Methods, Results and Discussion, Conclusions, Recommendations.
 - 2) Negative Memo: The negative memos are written to reject, disagree, complain and so on. The structure of negative memo is: Problem statement, Discussion, Problem leading to the decision, Action.
 - 3) Trip Report Memo: A trip report memo is usually written by an employee to the supervisor after the employee returns from a business venture. The structure of trip report is: Purpose statement, Summary, Discussion, Action.
 - 4) Field/Lab Report Memo: The field or lab report memos are written to report on inspection and procedures. The structure is: Purpose of memo, Summary, Problem leading to the decision to perform the procedure, Methods, Results, Conclusions, Recommendation.
 - 5) Personal Memo: The personal memos are written to convey private information. The structure of personal memo is not always same. It differs from person to person and also nature of message.

④ Letter: Letter writing is the most widely used written form of communication and sent through post, fax, e-mail, or any other media. Letter writing is used in different sectors such as administration, business, profession etc. The basic purpose of letter writing is to communicate. There are many other purposes may be to inform, to thank, to request, to reply etc.

Parts of letter:

1) The heading: The heading includes sender's address and the date of the letter written. Traditionally, it is written at the right top corner of the page; however it can also be written at the left corner of the page.

2) The inside address: The inside address refers to the address of the receiver. It is also known as superscription. It is written below the heading or sender's address on the left hand side of page. The inside address is mainly found either in official or in business letters.

3) Subject line: The subject line contains the main message of the letter which is optional in personal letters.

4) Salutation: The salutation is written just a line below subject line. The relation between sender and receiver determines what to write in salutation.

Sir/Madam → For high rank or strangers

Dear Sir/Madam → For business colleagues.

Dear Mr → For intimate person.

My Dear Mr → For more familiar person.

5) The Body: This part determines size and quality of letter which contains main message that sender wants to communicate.

6) The Subscription: It is a complimentary close like; Yours truly, Yours sincerely, Yours faithfully, Yours obediently etc.

7) Signature: It refers to full name and signature of sender written just below the subscription.

8) Enclosure: This section includes the necessary documents like certificates or other important documents mentioned under (Encl.) section.

Encl.

1. Bill of water supply.
2. Citizenship certificate.

Example (or Format of letter):

This is in indented style.
In blocked style, everything starts from left side like date and other

Dear Mr. Shyam

Date: 18 Dec 2021

Balance of your television rental

Your television rental account is in fact paid until 23rd February, 2020. We exchanged the television for a colour set on 15th December 2020, but your invoice was unfortunately sent out before this.

We have received three payments from you:

15th December, 2019 NRS 50,000

15th December, 2020 NRS 70,000

13th January, 2021 NRS 50,000

Because the rentals for the first set were more than covered by these payments, we transferred the balance (NRS 8602.00) to the other rental account. This still leaves a credit balance of NRS 7940.00. Would you like us to refund this, or will you leave it in credit for future rentals?

To help you follow this rather complicated situation, we are sending copies of two accounts, that is No. 55 78 91 99 and No. 38 00 31 00. We are sorry for the confusion.

Yours sincerely
Roshan Bisht
Manager, XYZ Dept.

④ Business letters: Business letter is written for exchanging information between the individuals and organizations. Writing business letters have two goals: to keep contact and relation with public & to maintain a good relationship between the offices. Business letter helps to maintain good impression and positive attitude among customers, employees, general people etc. Following are the various types of business letters:

1) Enquiry letter: to enquiry about quality, price, cost, discount etc.

2) Quotation letter: to give reply of enquiry. For more and example of these letters refer KEC

3) Order letter: for detailed description of goods and services purchased.

4) Confirmation letter: Written by exporter/seller for confirmation of order.

5) Complaint letter: for complaint of goods due to some reason like low quality.

④ Audience: Audience are the readers of text messages, e-mails, memos, and letters. All readers have similar characteristics except the communication to be brief. Some have particular audience whereas some are sent to multiple. Always learn about audience, as much as you can. Keep your language moderately simple and natural. We should work hard to build goodwill.

Audience for text messages: Audience for text messages should be internal or external. Writer may know a little bit, or almost nothing about the reader. Sender must anticipate expectations of the audience. Anticipating reader helps to decide the levels of formality of message sent to different audiences.

Audience for e-mails: It is the most convenient and preferable medium of communication. Readers may be inside or outside the writer's organization. Readers expect messages to be relevant and clear.

Audience for memos: It is the most convenient way to communicate internally in an organization. The audience may consist of people with various roles. Writer must gather adequate information about reader before sending memo.

Audience for letters: Always remember letter represents you so, make it as professional as you can. It should be clear, concise and complete.

⑤ Prewriting: Effective text messages, e-mails, memos and letters depend on planning. After analyzing audience, we need to make decisions based on what we have learned. Ask these questions before you write:

- What do I want the receiver to do?
- What is the main point?
- Does my reader need background information?
- Do I need to make message simpler for the audience?
- What questions should my correspondence answer?

In addition to answering to above questions we should take notes on details we need for the correspondence.

We should also gather facts such as; background, events that occurred, problems created, descriptions, correct name, title, spelling and address. Double check to make sure the information gathered is accurate and complete.

④ Composing the message:

The message, or the body, is the heart of the document. The message section of correspondence should be organized for the reader, not for the writer. Writers who fail to meet their readers expectations are not likely to be successful in achieving goals. Organize ideas to suit the message. Some messages are best presented in a straightforward manner. Some messages if presented bluntly and directly, are likely to offend readers.

UNIT-5Document Design and Graphics

A cluttered room with poorly designed lighting can make it difficult for people to find what they are looking for. Similarly, a cluttered document with poorly design elements can lead the readers to the same situation. The readers may be discouraged if they cannot find the information they need quickly and easily. Good technical writers must learn to design pages that are visually friendly to make readers to stay focused.

④ Designing the Document:

Document design is the process of choosing how to present all of the basic document elements so our document's message is clear and effective. When a document is well designed, readers understand the information more quickly and easily. Readers feel more positive about the topic and more accepting of its message.

Writers use design elements to keep readers interest. Design elements affect the page layout in writing document. These document design elements are as follows:

1) White Space: White space is space that is blank. It rests the eyes, separates chunks of information, and makes a document look inviting. Writers can create white space in margins, between paragraphs, between columns, around graphics etc.

2) Text: It refers to the words printed on the page or textual information on the screen. The readers read the text more easily and quickly if it is left-justified with ragged-right-edges. Highlighting features are print styles such as boldface, underline, italics, and capital letters that draw attention to words and phrases.

3) Headings: Headings are short titles that introduce the main idea of a selected portion of text. Like a formal outline, headings help our reader see the organization of document in glance.

4) Graphics: Graphics are visual representations of information. They include many familiar visual aids such as tables, line graphs, pie graphs, and diagrams. Graphics are used in technical writing whenever information can be expressed better in a visual form than in words alone. For technical writers, a graphic is often used along with text to fully convey meaning.

5) Medium: In addition to considering white space, headings, and graphics, writers choose the best medium to use for their document. Possible choices include paper media or electronic media. Purpose and audience determine which medium to choose. In turn, the medium also influences the design.

④ Who Reads Graphics?

The audience, purpose and objectives are vital to any graphics.

Audience: Technical subjects such as engineering, marketing and medicine rely heavily on data that is presented visually. Therefore, readers of technical documents expect to see graphic aids in their reading. However, readers vary in their ability to understand graphics.

Generally, the more data in a graphic, the more difficult it is to read. When deciding which graphic audience will best understand, we should ask ourselves these questions about our reader(s):

- How much does my reader know about the subject?
- How interested is my reader in the subject?
- Do my readers include a technical audience?
- Will my audience be confused by technical information or figures?
- Does my audience's reading level tend to be higher or lower?

Purpose and Objectives: Audience is only one consideration in deciding what kind of graphic to use. We also must consider the purpose of our graphic as well as how much and what kind of information we want to convey.

To choose graphics that convey our meaning most effectively, we should ask ourselves these two questions: What is the purpose of the writing? How can graphics help to achieve that purpose? Then choose the graphic that best meets our needs.

*. Designing Graphics:

To help our readers interpret graphics quickly and easily, we should keep graphics simple and neat, integrate it with text, give credit for borrowed graphics, and use colour effectively.

1) Keep Graphics Neat and Simple: A neat and clean graphic is easy to read and interpret. We must leave enough space so that the graphics look uncluttered as well as make the graphics large enough so that the readers can visualize all parts clearly. Use numbers, decimal, percent symbol, etc properly in our document.

2) Integrate Graphics with Text: It is necessary to integrate graphics with the text. It means, both graphic and its description should be within a page. Use the word 'Table' to refer a formal table. In other cases, we can use the words figure to refer to any graphics, chart, diagram etc. Provide a title for every graphic. Both table title and figure title are often centered at the top and below the graphics respectively. The body part of our description should be in brief detail. We need to summarize the information to avoid the unnecessary details. The concluding part of the description should sum up the global trends shown on the graphic and make a comparison if possible.

3) Give credit for borrowed graphics: Give credit for a graphic if we do not compile it ourself or if we compile it using borrowed data. Place the word source below figure. Include the bibliographical reference for the source as we would a footnote or an endnote.

4) Use Color Effectively: Color often draws a reader's attention before the reader pays attention to the words. Color is a powerful design tool that can be used to:

- Indicate a document's organization.
- Emphasize or clarify an important point.
- Support your text's meaning.
- Make your document attractive.

④ How to use color effectively?

1) Avoid overusing color: More than five or four colors (including black and white as two colors,) can overwhelm a reader, and using one color (other than black) too often can be distracting.

2) Apply color consistently to elements throughout a document:
For example, if we set major headings in red and set key words in black boldface, do not suddenly switch a major heading to blue or a key word to red boldface.

3) Remain sensitive to cultural identification with colors:

International audiences associate colors differently from American audiences. For instance, Americans associate green with go (traffic lights) and red with danger (stop signs). However, green is a holy color to a Muslim and red is a sign of mourning to a South African.

4) Avoid unusual combination of colors: Some colors, such as purple on a blue background and orange on red, are difficult to read.

⑤ Constructing Graphics:

Before we draw lines and shapes, render text, or display and manipulate images, we need to construct graphics. The graphics represents drawing related to tables, charts and diagrams that are used to create graphical images. Different graphic constructions are presented as below:

Tables: Tables are used to present words and numbers that can be organized into categories of columns and rows. It is not a careless grouping of rows and columns but a technique of presenting data and variables.

Number: Each table should be numbered so that it may be easily identified.

Title: Every table should have clear and concise title.

Stub: It is the subcategories of variable, listed along the Y-axis.

Caption/Column headings: subcategories of variable, listed along X-axis.

Body: It contains cells for housing analyzed data.

Source: The source should be identified at the bottom of the table.

Footnotes: It is phrase or statement for further clarification of some specific items.

Example:

Table: Distribution of Respondents by Gender

Formal table means lines drawn with rules and consistent format.
Informal without lines and rules inconsistent format.

S.N.	Gender	Age Groups				Total	Percent
		21-30	31-40	41-50	51-60		
1.	Male	6	10	5	5	24	48.98
2.	Female	10	5	5	3	25	51.02
Total		16	15	10	8	49	100

Source: Field Survey (2020).

2) Graphs / Charts: A graph is a chart that plots data using different types of statistical shapes that represent the total amount of observations in the data for that category. It is a visual aid that shows relationship among numerical data. Generally five types of graphs are used in graphic design such as bar graphs, pictographs, line graphs, Gantt charts, and pie charts.

a) Bar Graphs: The bar graphs represent data with rectangular bars. It presents data with rectangular bars with heights or lengths proportional to the value they represent. A bar graph can be either vertical or horizontal depending upon the choice of axis as base.

b) Simple Bar diagram: It is used to represent data involving only one variable classified on a spatial quantitative or temporal basis.

Example:

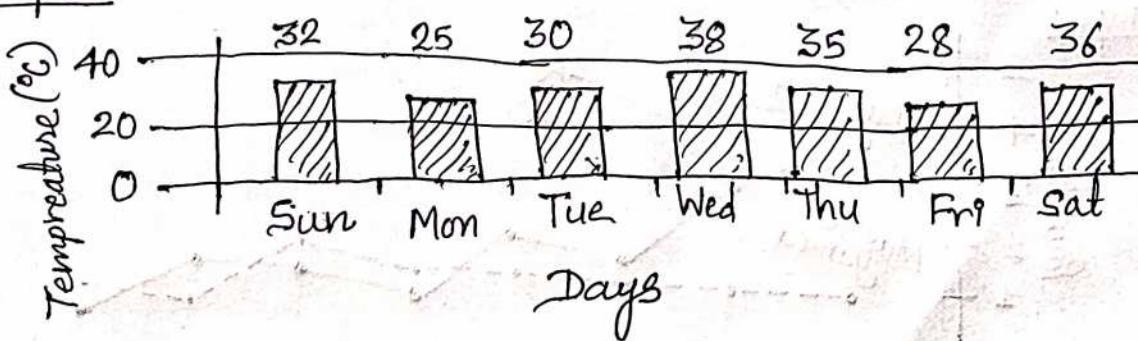


Fig: Temperature in Nepaljung.

a) Multiple Bar Diagram: It is used for comparing two or more sets of statistical data. Bars are constructed side by side to represent the set of values for comparison.

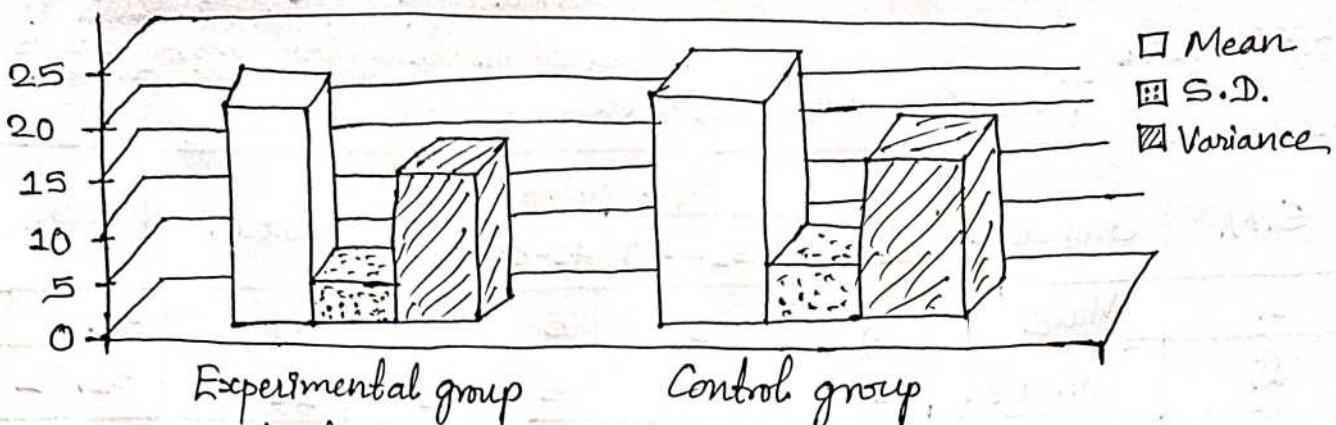


Fig: Pre-test Result of Experimental and Control Groups Students.

b) Line Graph: The line graph is similar to a bar graph in that it uses a horizontal axis and a vertical axis to compare numerical data. Instead of bars, however, this graph uses a line that depicts a trend.

Example:

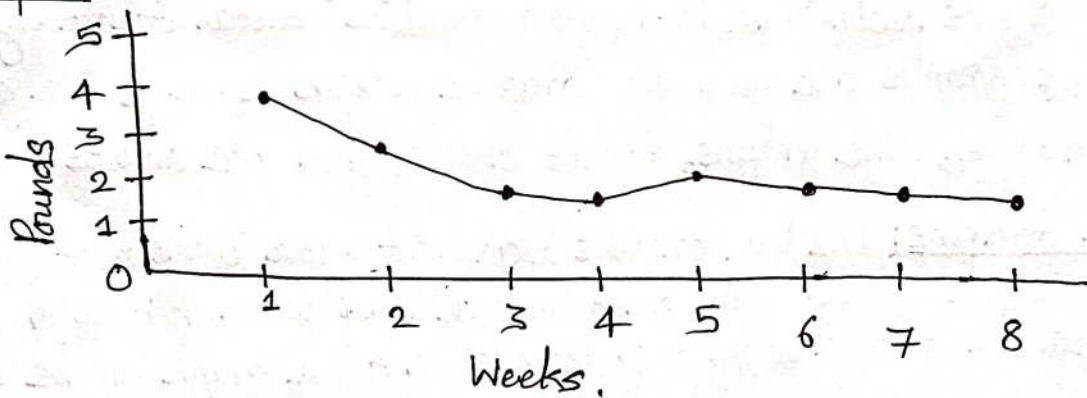


Fig: Fat loss (8 weeks).

Multiple line graph: Multiple line graph uses more than one line to compare data.

Example:

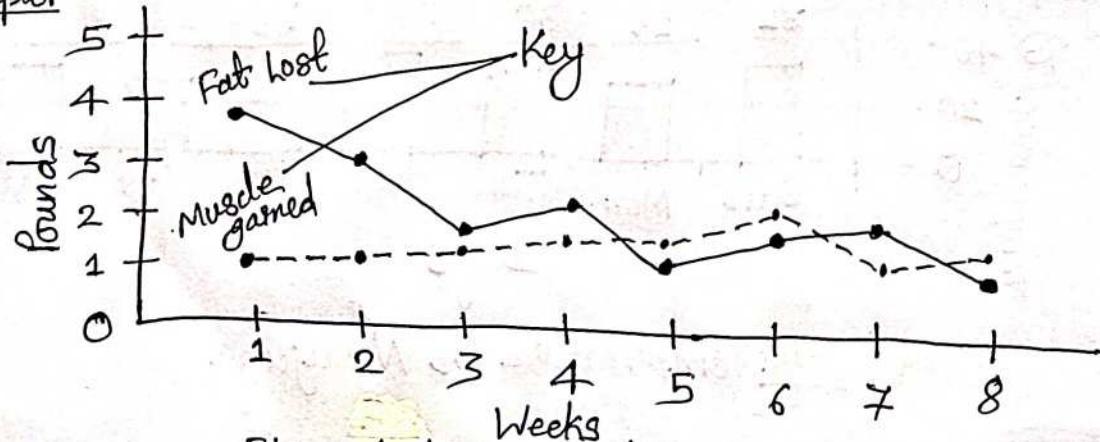


Fig: Fat loss (8 weeks)

c) Pictograph: A pictograph is a special kind of bar graph that uses pictures instead of bars to represent data. Like bar graphs, pictographs show differences in related data. In addition, pictographs add color and interest, are easy to read, and are especially appropriate for nonnative speakers of English. To be clear, the pictures or icons must be easily recognized and distinguishable from one another.

d) Pie Graph/Chart: A pie graph is a circular graphic that shows how parts relate to the whole. The whole totals 100 percent, with each piece of the pie representing a percentage of the whole. Notice that the pieces of the pie move clockwise from the twelve o'clock position from largest to smallest. A pie graph should contain no more than seven sections.

Example:

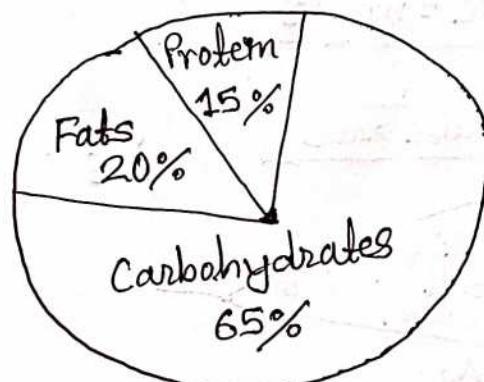


Fig: Daily Recommendations of Protein, Fat and Carbohydrate.

Gantt Chart: A Gantt chart is a bar graph used to schedule the major tasks of a complex chart.

Example:

Task	July	August	September
Plan Events			
Arrange Venue			
Contact Vendors			
Arrange Security			
Advertise Event			

Fig: Planning Schedule for Health Fair.

Decision Flowchart: It is a special chart that uses symbols to indicate critical parts of making a decision. Ovals indicate where process starts and ends. Rectangles or squares indicate activities. Diamonds indicate places to make decisions. Arrows indicate the flow of the process.

Example:

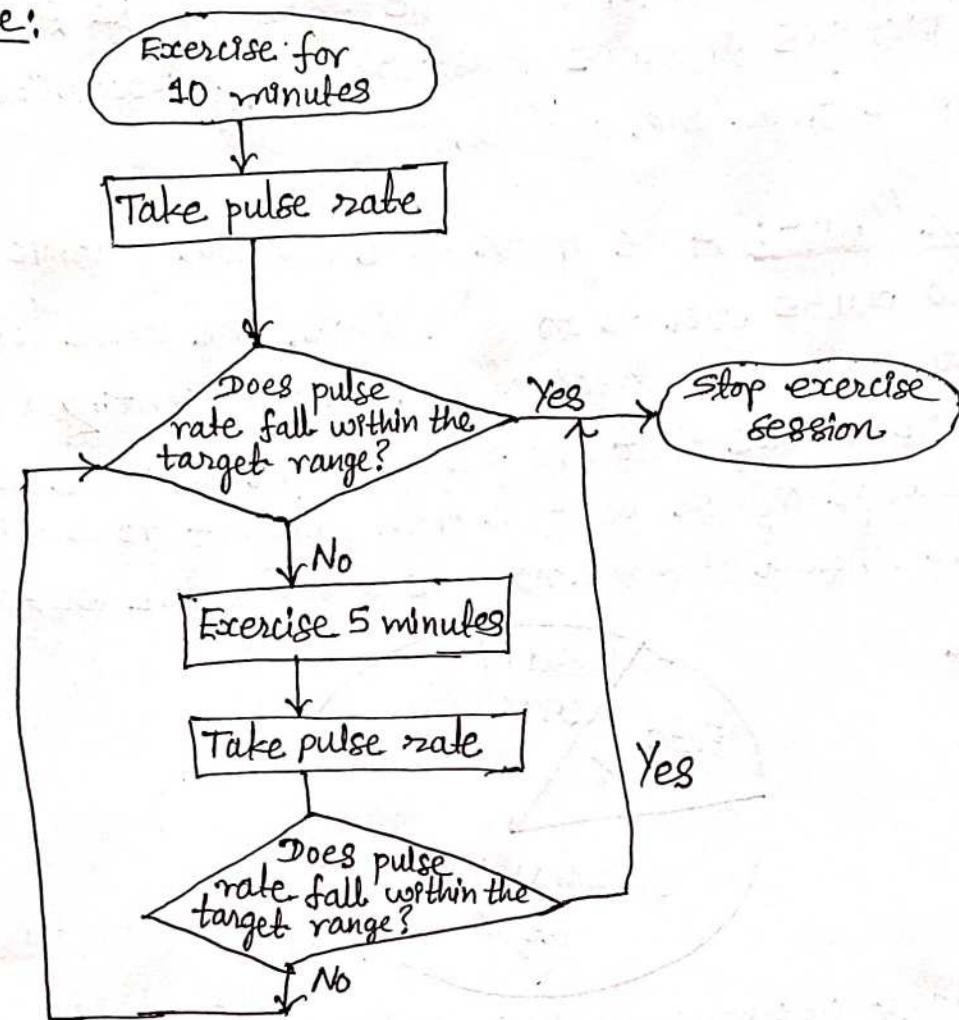


Fig: Process for Adjusting training rate.

Organizational Chart: An organizational chart is drawing with boxes, words and lines to show how an organization is structured.

Example:

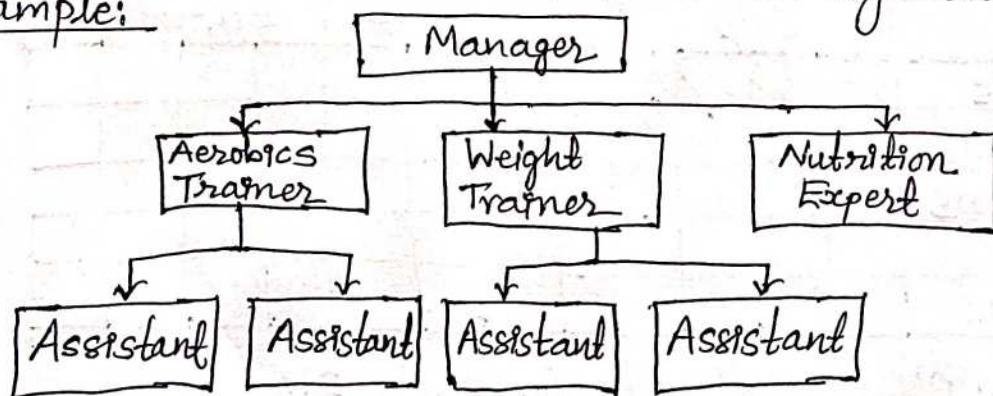


Fig: Model of organizational chart.

Writing for the Web

The web page is a collection of online resources such as websites. When writing for web, using plain language allows users to find what they need, understand and use it to meet their needs. It should also be actionable, findable and shareable. The web exchanges information virtually regarding text, photograph, audio, video, program, mail message etc. For writing a web page, we need to have certain amount of knowledge about how to make information available on Internet via different Web browsers. All we need is an account on a machine where a Web server is running and some introduction to a simple markup language called HTML.

② Getting Started on Web Pages:

Before we start writing for the web, we need to install or have basic software such as notepad, VScode, Sublime etc. necessary for the Web page design. Then we need to plan about what our website look like. We need to have basic knowledge of HTML, CSS and JS. Once we have finished writing the code and organizing files that make up our website, we need to publish it so that it goes online and people can find it.

Reading Web Pages: Because of the interactive nature of the Internet, with pages that respond to user input, users read online material differently from the way they read printed text. Where people read books and magazines in a linear fashion from one page to next, web readers scan pages from the top center, then down from left to right, looking for keywords. Instead of turning pages, readers follow links, jumping from one page to another and one site to another, wherever their interests take them. Online readers want speed and convenience.

Planning Web Pages: To write text for the Web, we need to think through the basics of planning a document: What is the purpose? Who is the audience? Our challenge is to achieve our purpose and meet the needs of our audience.

④ Organizing and Designing Web Pages:

Organizing Web Pages: To begin organizing web pages, use sticky notes or index cards to list everything that we want to include — no more than one item per note or card. Group items into similar categories, considering the importance of each idea to our users. Place notes on a white board or bulletin board so we can move them around until we have an outline that works with topics and sub-topics. Common ways to organize information on a website are by category, task, product, date/time, or department.

Once we have an outline, we can decide how to structure our website. A simple site may move forward in a linear fashion from one page to the next, similar to a flowchart. Other sites organize pages in a hierarchy, similar to an organizational chart. We will need a plan for a system of hyperlinks. Hyperlinks, also called links, are a word, phrase, or graphic used to link, or join, pages within a site or to an external site, allowing viewers to move easily from page to page.

Designing Web Pages: Following principles should be used when designing Web pages or website:

1) Header: Create a header, the banner spanning the top of a web page, to set the appropriate image and tone for our site. For example a site advertising sports cars, on the other hand, might use a bright colors, a photo of a red Corvette, and a bold font to evoke excitement.

2) Page layout: To help readers scan for relevant information, organize information under relevant headings. If our page is too long, divide the information into multiple shorter pages with corresponding links to those pages. Do not set up pages so visitors have to scroll horizontally.

3) Line length: A shorter line length reduces eye movement needed to scan the text. The ideal line length is approximately half the width of the screen, or between 50 and 70 characters per line.

4) Graphics: Graphics break up the text, attract the readers attention, and offer instant identification with the purpose of the website. Use graphics to provide visual relief, to support content and image, and to make the site attractive. Graphics take time to load, and too many graphics may discourage people from investigating a site.

5) Multimedia: Many pages use animation, audio and video to make a page more interesting. Although the movement and audio, may look and sound good but too much movement may annoy the reader and take long time to load.

6) Tables: Use tables to organize text and graphics. Tables give the page a uniform, clean, professional appearance. Data can go inside cells, and one table can be nested inside another.

7) Borders: Use borders around the page to draw boundaries between sections or omit borders for a more seamless look.

8) Fonts: Font sizes and styles affect screen legibility. Sans serif fonts are usually recommended for online text because they look more distinct on screen. Avoid all capital letters and boldfaced blocks of text because these styles slow down the reader.

9) Colors: Use colors to help create an inviting site. Color should reflect the site's purpose and take into account the target audience's cultural associations with color. For example, red often associated with the devil in United States, is the color of wealth and good luck in China.

10) Accessibility: Its goal is to make web content available to wide range of disabilities including visual and hearing impairments, speech and learning disabilities etc.

Writing Text for the Web:

Writing for the web is almost similar to writing text for ~~other~~ any other technical document. However, a web page is viewed on a screen, not on a sheet of paper. The screen sizes varies depending on devices so we need to apply strategies to keep our web pages organized and focused. Following things should be considered while writing text for web:

- 1) Page Title: Give each page its own short, descriptive title— something visitors can read quickly in a browser title bar or history list.
- 2) Audience: Know target audience and write to that audience. Use simple text and try to avoid jargon unless we know reader will understand it.
- 3) Inverted Pyramid: State important points before we provide any detailed supporting information. Present the necessary information in their order of importance.
- 4) Facts, Not Hype: Keep web page as informative as possible, state the facts and avoid the hype of an overdone sales appeal. People want information if it benefits them.
- 5) Scannable Text: Our goal is to create scannable text to enable readers to locate important words and phrases, for this we should use short paragraphs and short sentences.
- 6) Headings: Use short but informative headings to help readers identify topics and decide at a glance what they want to read.
- 7) Paragraphs to lists: Use bulleted lists to break up paragraphs, reduce the amount of text, and emphasize important content.
- 8) Keywords: To help search engines and audience to find website, in approximately the first 50 words of our text, use keywords, important words that indicate subject areas.

④ Special Web Pages:

1) Home Page: Home Page is the page typically encountered first on a website that usually contains links to the other pages of the site. It is also known as landing page because audience first lands on this page. We use following tips when writing text for a home page:

- Get reader's attention and announce purpose.
- Write a short introduction and conclusion.
- Consider links to short online articles.
- Include essential information.

2) Blogs: A blog is an online journal or information website displaying information in reverse chronological order, with the latest posts appearing first, at the top. It is a platform where a writer or a group of writers share their views on an individual subject. A blogger is usually an individual with special knowledge or passion about a topic and writes blog on it. In addition to text, a blog may include links and graphics. We should consider following points before posting our blog:

- Write blogs on topics you know or in which you are passionate.
- We should post regularly.
- Create a short name that is easy to remember.
- Post meaningful and accurate blogs.
- Make blog site attractive and interesting.

3) FAQ: The FAQ is an acronym for Frequently Asked Question or frequently Answered Question. In FAQ website some people ask questions and some answer to asked questions. We should consider following points for FAQ:

- Determine the most frequently asked questions. What do readers ask or want to know?
- Ask question in the way so that readers will ask the question.

- Update FAQ periodically to keep the information current.
- Organize questions in order of importance or in chronological order.
- Place FAQ on website where readers can easily find it.
- Keep the answers relatively short.

4) Wikis: A wiki uses special software that allows a number of users to collaboratively author web pages, usually according to a set of guidelines. Some wikis, such as Wikipedia and BookShelfed, provide open access to anyone. Other wikis are closed, and only people granted access can contribute. Medpedia, for example is a medical wiki that allows only professionals to edit content. For Wikis we should consider following things:

- Read several articles to know how text is written and edited.
- Keep tone polite and civil even when we disagree.
- Keep the information factual.
- ~~Keep~~ Include references for information from other sources.

5) Discussion Forums: A discussion forum is a place where users

can discuss items of interest or get specific questions answered. For example; on the Apple website, a discussion forum attempts to answer questions about Apple products and applications. Consider following things to interact with discussion forum:

- Read other posts to see how people generally respond.
- Provide as much information as possible when posting a concern.
- Provide accurate information when responding to a concern.
- Be concise.

UNIT-7

Information Reports:

Writing report on a given topic is imp in this unit, other theories are less imp, review past papers

④. Introduction:

A report is simply a statement or description of things and events that have already occurred in a particular issue, problem, topic or research area. A report focuses on transmitting information with a clear purpose to the audience who was not present on the scene. A good report is a formal document with accurate procedure, objective and complete. It includes a description of certain idea, procedure followed for collection and analysis of data, their significance, the conclusion drawn and recommendation if required.

The general steps we need to follow while writing a report are:

- Sensing or realizing a problem.
- Literature review.
- Plan the report.
- Collect relevant data.
- Draft the report.
- Edit and proofread.
- Make a final copy.

from here to getting started on information reports is not in micro-syllabus can be escaped but this is somewhat imp possibility of asking so included in note.

Organizing Report: A report should follow the procedures for writing a report. Preparation of outlines, time planning, data arrangements, copyediting and proofreading, compilation of final report, publication and preparation for viva are some of the important points to remember while organizing a report. Shorter reports may be based on title, introduction, body and conclusion. However, the medium and long reports may have several pages to be included.

Characteristics of a good report:

- 1) Accuracy: The words and sentences used in report should be correct and reliable. They should be based on the principles of clear writing. The information included in report should be accurate.

2) Effectiveness: A report must produce the desired or intended result. It should be able to complete the things specified in its objectives.

3) Clarity: A report should be as clear so as to easy to understand. It must be simple and direct.

4) Completeness: A report should be complete in itself.

5) Objectivity: The report writing should not be guided by emotional situations rather should focus on objective evidence based on facts and empirical data.

6) Appropriate language and structure: The reporter should use appropriate language and suitable format for the report.

Components of a formal report:

1) Preliminaries: The preliminaries are front-end materials that provide key information so that the readers can decide a way of reading the report. Formal reports contain a variety of elements that appear before the actual body of the report. Generally a research report includes the following preliminary components:

- The title page.
- Acceptance, or certification page.
- Abstract summary
- Acknowledgement
- Table of contents etc.

2) Main body / Text of the Report: It usually has three main components:

a) Introduction: In introduction the main idea should be expressed that we are going to express in the report. A good introduction prepares readers to follow and understand the information given within the report text. The introductory part of report should contain following parts:

- Background
- Objectives
- Rationale of the study.

④ Summary and Abstract:

20.

कुनै किसी paragraph
जी document की short
वराह लेखे की summary हो।

A summary is a condensed version of a document.

When writing an essay we generate details to develop or support a thesis and topic sentences. Summaries require writers to do the opposite: keep only general information and the most important details.

Summary की main point include
JTR अक्षम short JTR लेखे की abstract

Abstracts are more condensed than summaries, often reducing documents to a thesis. The length depends on the audience's needs and expectations.

To write a summary or an abstract:

- i) Take notes during presentation thus, we are less likely to forget what the speaker said.
- ii) Read the document as many times as necessary to fully understand and highlight the main ideas.
- iii) In the summary's first sentence, include the main point of the document using own words and sentence structure.
- iv) Make clear what we are going to summarize and decide whether our audience needs a few details or only main ideas.
- v) Keep summary information proportional to the original.
- vi) Write in present tense.
- vii) Do not give opinion. A summary or an abstract should be objective.

⑤ Mechanism Description:

Please once have a look at example in book (Darlene Smith)
to this is written. It's just a description of product

A mechanism description describes the main parts of a device or machine. It explains what the purpose of the mechanism and overall design is, what the parts are, what they look like, and what their function is.

Mechanism descriptions are used in catalogs, instruction manuals, and employee training. Examples of mechanisms in the workplace include car parts, furniture, kitchen tools, pencil sharpeners etc. Mechanism descriptions are often included with instructions in product packaging.

To write a mechanism description:

b) Body: This section contains information that support conclusion and recommendations of our report. It also presents analysis and interpretation of information.

c) Conclusion and Recommendation: Both conclusion and recommendation belong to the closing section of our text report. Summarize main ideas, highlight our conclusions and forward necessary recommendations. The writer summarizes the whole report with major findings.

3) Supplementary: The supplementary follows the text of the report to provide information for readers who seek more detailed discussion. For online reports, supplementary documents can be kept on separate pages. The readers are allowed to link them from the main report pages. It includes following sub-sections:

a) Appendix: This section contains the materials related to the report but not included in the text because they are too long or perhaps not relevant to every audience concern, such as graphs, figure, data sheet etc.

b) References: To fulfill ethical and legal obligations, it is necessary to maintain reference in every report.

c) Index: It is an alphabetical list of names and subjects mentioned in the report. The list facilitates the readers with specific points of information in a lengthy report along with the pages on which they appear.

④ Getting started on Informative Reports: Less imp can be escaped

Professionals in business and industry use specialized reports to convey information about their work. This presents the most frequently used informative reports: summaries and abstracts, mechanism descriptions, progress and periodic reports, and news releases. These specialized reports use standard forms.

- i) Take notes, describing every part in detail.
- ii) Explain the parts left to right, or from right to left or any other order whatever pattern is logical.
- iii) Divide the mechanism into its parts and discuss each part under a separate heading.
- iv) Provide a precise physical description of the parts. Include size, color, location, and material.
- v) Include the purpose or function of each part.
- vi) Use active voice whenever possible.

④ Types of Report:

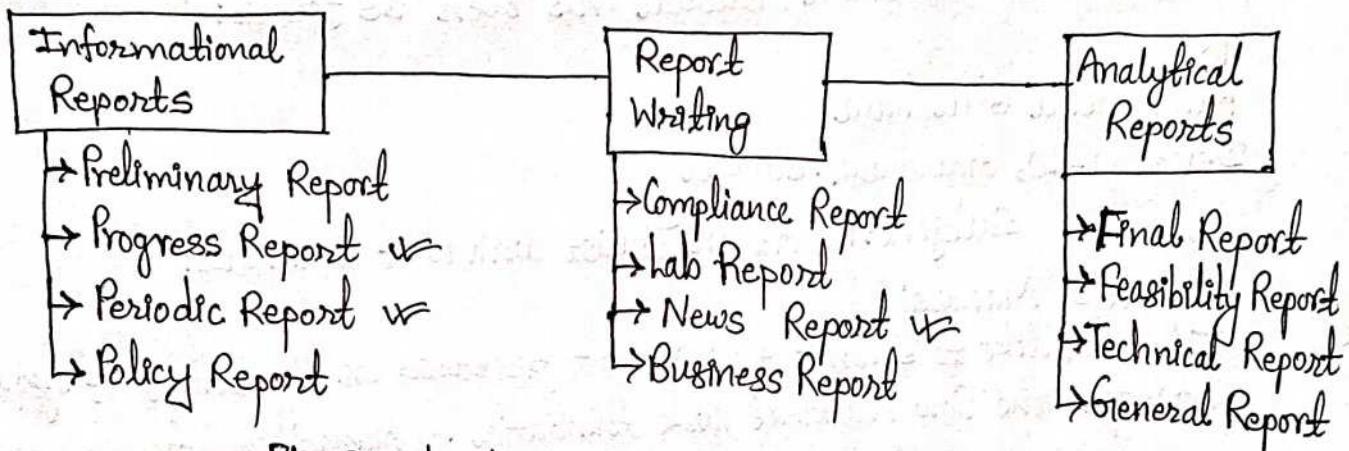


Fig: Flowchart for types of Report.

⑤ Periodic Reports:

The periodic reports are prepared periodically to provide information to the concerned authorities of the organization. Periodic reports measure progress towards goals, comparison between budget and actual expenditure, risk factors, ongoing progress etc. For example: tax report on the basis of weekly, monthly, quarterly, annually etc. affects the national income.

To write periodic reports:

- i) Begin by noting time period of all activities and accomplishments of the organization.
- ii) Meet audience's needs, and format for the audience.
- iii) Organize tasks so that we can report them logically.

- iv) For the introduction, develop an overview that briefly presents the highlights of the report.
- v) For the body, compose a section for each activity category or type of work undertaken during the reporting period, with section headings and sometimes subheadings organized from most important to least important.
- vi) In the conclusion, highlight any key ideas and refer to the next report.
- vii) Check for accuracy particularly in statistics and names.

Example: The periodic report of the tourist arrival in Kamadhenu Graushala, at Graushala, Butwal has been as follows:

To

Kamadhenu Graushala,
Devdaha-10, Graushala, Butwal

Subject: Report on Tourist arrival at Graushala.

Respected Maharaj,

I would like to submit this report prepared on the behalf of your heritage, the Cow National Park Foundation in Kamadhenu Graushala, Butwal.

Nepal is rich in flora and fauna. Cow conservation simply means the act of preventing the local endangered cows from being extinct. The local cows play a vital role in the field of ecosystem as well as economy of our country. Increasing urbanization, lack of grazing land, fire in the forest etc. have fatal consequences on the local cows.

Kamadhenu Graushala has become one of the most attractive destinations of the tourists since the establishment. The Graushala is preserving the endangered local cows, so the number of visitors is increasing rapidly each year. The table below makes clear about the change in percentage inflow of tourist in Graushala, Butwal.

Table: Tourist Arrivals in Kamadhenu Gausala, Butwal
 (Fiscal Year 2070/71 – 2075/76)

Fiscal Year	Total number	Percent change over last year
2070/71	7,876
2071/72	12,654	60.66
2072/73	14,449	14.18
2073/74	18,630	28.93
2074/75	15,844	-17.58
2075/76	12,685	-19.93

Source: Secretariat of Kamadhenu Gausala, 2020.

The table shows the rate of increase or decrease of the percentage of tourist to Kamadhenu Gausahala from fiscal year 2070/71 to 2075/76. The table shows highest number was 18,630 in the fiscal year 2073/74 and the lowest was 7,876 in the fiscal year 2070/71.

If we see the rate of change of tourist inflow in Kamadhenu Gausahala, we find the gradual increase of tourist till 73/74 but from fiscal year 2074/75 it has been decreasing rapidly. The cause may be the Gausahala had been a bit old and unattractive to motivate tourists. The following points are recommended for its immediate improvement.

- All the sheds should be whitewashed and painted with attractive colors.
- More priority should be given to sanitation and care of the cows.
- The cow hospital should be well managed.
- The surrounding environment should be kept neat and clean.
- A master plan should be made to turn the existing Gausahala into Cow National Park for making the centre of tourist attraction.

Yours Sincerely,
 Roshan Bist,

④. Progress Reports:

Progress reports range from simple updates to comprehensive reports. These reports includes elements such as measured progress towards goals, comparison between budget and actual expenditure, risk factors, ongoing progress etc.

Example:

Annual Sports Day

Jagat Dhami, Sports Coach.

The annual sports day of Rainbow International College, Dallu was held on 1st April, 2020 at Dasharath Stadium, Kathmandu. Everything was prepared and the stadium was equipped with colourful tracks, food stalls, and business stalls including books and other necessary goods. The row of judges, students, guardians, teachers and guests were either busy in games or were enjoying foods and buying goods of their needs.

The participation in the event was praiseworthy. There were total 50 events including races and taekwondo. The small children participated in frog race and round-chair. The high school students participated in volley ball and foot ball.

The chief guest at the meet was Dr. Dan Raj Regmi, the former HOD of Linguistics, T.U. Kirtipur. Devendra Shrestha and Brmala Pandey were declared as the best player among boys and girls player respectively. Dr. Regmi delivered his keynote speech and praised all the students of Rainbow International College. The event was a big success!

⑤. News Releases:

News releases, also called press releases, are reports of events or facts prepared for the media, which are systems or means of mass communication. The goal of the release is to inform the public of, for example, an employee promotion or a company expansion. One type of press release is the public service announcement (PSA). PSA's differ from other news releases in that they present facts

beneficial to the public. In many large organizations, public relations, the communication between a company and the outside world, is handled by departments that write news releases to help the company maintain a positive image.

Example:

Mahabir Pun, The Social Leader

The Kathmandu Post

Nangi, Baishak 8, PR

Mahabir Pun was born in Nangi village, Myagdi. Pun passed his boyhood in his village and attended a village school. Pun's father moved the family to Chitwan, where he finished high school and became a teacher. He worked as a teacher for twelve years. Finally a timely scholarship led him to a bachelor's degree at the University of Nebraska at Kearney. Then, in 1992, after more than twenty years, Pun returned to Nangi, determined to make things easier for others youths than they had been for him.

Mahabir Pun brought Nangi onto the world map by bringing in wireless internet to village with no other form of communication. His efforts led him being featured on BBC News Online. Now five villages including Nangi are linked together into the digital community using smart Bridge air Point-Pro access points. With the network the villages are better able to manage their traditional yak farming and even venture into e-commerce, marketing the folk handicraft they make to provide additional source of income.

UNIT-8

Employment Communication

Employment communication revolves around written communication and conversation between the employer and the job-seekers. The employer communicates with the job-seeker about the vacancies, company culture, perks and benefits and security, etc. Employers use creative means to attract and retain the best talents.

* Getting started on Employment Communication:

Employment communication includes a resume, a cover letter, a follow-up letter, and possibly a registration letter.

Resumes and the related letters are important because they:

- Create a professional, favorable impression.
- Allow us to control the presentation of our skills on paper.
- Encourage an employer to call you to arrange an interview.
- Give employers something to look at before we fill out any applications they may require.
- Maintain goodwill between we and our employer.

Assess Your Strengths:

Use the following questions to help you determine your strengths as an employee:

- 1) Education: What is your grade point average (GPA)? What special classes have you prepared for a particular job? What degrees do you hold? Where did you go to school, and when did you graduate?
- 2) Employment: What jobs have you held? Write the job title, city and state, and dates for each job you now have or have previously held. Describe your duties and special projects on the job. Be specific.
- 3) Accomplishments: List your accomplishments (scholastic, job-related, extracurricular, or community) over the last several years. Include any honors or awards you received.

4) Skills: What are your special talents? What can you do well?
Are you a good problem solver, creative thinker, good communicator?
Do you have special skill sets - with computers, machinery, sales?

5) Character or personality traits: Are you dependable, honest and flexible? Are you outgoing, calm and optimistic? Do you have a good sense of humor?

⊗. Formatting and Organizing Resumes:

A resume is a short and precise document which gives prospective employer information about profile, work experience, education and skills of employee. The resume is our introduction to the employer and is meant to persuade him to call us for an interview. This is our first impression on our prospective employer in terms of our job skills, previous job profiles and our education. The Americans prefer to use as resume or call as resume whereas in British English it is called as CV (Curriculum Vitae), both terms are same.

Because employers may spend no more than 15 to 45 seconds looking at our resume during the initial screening, we must make the resume memorable. Here we have the opportunity to show off our skills with page design using special features, appropriate headings and organizational schemes.

Making Resume Stand Out:

Like a newspaper ad, the resume must impress a reader in little space. For a high school student or a newly graduated college student, the resume should be only one page long. For people with several years of impressive work experience, a two-page resume is acceptable.

While designing resume special features such as boldfacing, underlining, italicizing, CAPITALIZING, bullets (•), makes important information stand out. But too many special features can make our resume cluttered and busy. The resume should look symmetric and balanced.

Deciding Which Headings to Include:

A resume must include basic information such as Identification, Education, Work Experience, Employment, Accomplishments, Skills etc. Identification, Education, and Work Experience are main basic headings out of above.

i) Identification: Include name, complete address, telephone number(s), and e-mail address. We may also include a permanent and temporary address.

ii) Education: Include name, city and state of the school from which you are graduated; your dates of attendance and graduation or expected date of graduation; and course of study. If GPA is good we can also add it, as well as extracurricular activities.

iii) Work Experience: Include the name, city and state of the company and the position or title and description of duties if it is related to the job for which you are applying. You also may include promotions, special accomplishments, and skills.

Besides basic information, we can add some optional headings on resumes like volunteer work, Computer experience, leadership skills, Technical skills etc.

Organizational Strategies:

Two organizational strategies govern the writing of all resumes: reverse chronological order and priority order.

i) Reverse chronological order: Some parts of the resume are presented in reverse chronological order (backward through time). The priority here is time; that is, what is most recent is considered to be most important. In particular, past jobs and schools attended should be listed in reverse chronological order.

ii) Priority Order: Major sections are presented in priority order—from most important to least important. When we have impressive work experience, that experience may be more important to our employer than education. If so, place work experience before education. Similarly in case of other headings also.

① Types of Resumes:

There are two fundamental types of resumes: the chronological resume and the functional resume.

1) Chronological Resume: The chronological resume organizes information in reverse chronological order—or backward in time through a person's education and employment record—with the most recent information presented first, instead of organizing information around time. This resume:

- Provides a history of employment and education in reverse chronological order.
- Accounts for every year the applicant is out of school, with no gaps in time.
- Tends to emphasize dates in the resume's design.
- Uses predictable headings.
- Places education and work experience early in the resume.

2) Functional Resume: The functional resume organizes information around a person's unique skills, giving an applicant the opportunity to highlight his or her special abilities or experience. This resume may have a section devoted to technical skills, sales abilities, or leadership skills. This resume:

- Summarizes the most important qualifications for the job.
- May not account for every year out of school.
- Emphasizes skills, accomplishments, and job titles regardless of time frame.
- Uses less predictable headings designed for the job.
- May present education and work experience later in the resume.

Electronic Resume: Technology has changed the way people look for and apply for jobs. Today the Internet and e-mail offer electronic ways to send and post resumes. An electronic resume is a chronological or functional resume that has been reformatte^d so that it can be sent electronically. It may take one of the following forms:

i) E-mail resume: Sent as a formatted attachment to an email or as part of an e-mail message.

ii) ASCII Text resume: Sent with special text formatting as an attachment to or part of an e-mail.

iii) Scannable resume: Sent as an attachment to an e-mail, part of an email-message, or mailed (but eventually scanned by an optical scanner).

iv) Online resume: Posted on a company's or job search website or posted on an applicant's website.

④ Composing Resumes:

While composing resumes we should work on word choice, language, structure, keywords for scannable resumes, punctuation etc.

Word choice: When writing a resume, we want to present information in as few words as possible. The word choice in a resume may be unlike anything we have written before. A resume has its own grammar rules: Sentences and paragraphs are not used because they take too long to read. Instead, resumes are written in fragments, lists, descriptive phrases, and verbs.

For naming Activities, Honors, Achievements, and Awards, use a list of nouns or nouns + descriptive phrases. Example: Lions Club.
To describe skills, qualifications, and work experience use Verb + what. Example: Sold merchandise, analyzed data, etc.

3) Specific language: Specific language should be on our resume such that every bits of information we choose are quantifiable. For example the following specific language are suitable instead of Vague language.

Specific Language ✓

Objective: To work part time as a historical tour guide for a seventeenth-century governor's palace.

Vague language X

Objective: To obtain a summer part-time position.

3) Parallel Structure: When setting up headings, providing information, or creating lists for resumes, use parallel structure. Parallel structure provides consistency, enabling reader to anticipate your structure. Descriptions should also be written in parallel structure.

4) Keywords for Scannable Resumes: When selecting keywords for a scannable resume, the rules of resume writing change. The print resume relies on verbs to demonstrate skills performed. The scannable resume, on the other hand, relies on nouns that list skills, qualifications, and job titles in a separate heading, Keywords.

5) Punctuation: Because resumes do not contain complete sentences, applying traditional punctuation rules is difficult. If one piece of information ends naturally on a single line, you may choose not to put an end mark there. For other marks of punctuation:

- Use colons to introduce lists.
- Use commas to separate simple lists of three or more items.
- Use semicolons to separate complex lists.
- Use periods to break up large blocks of text or to indicate a change in information.

④ Composing Employment Letters:

Employment letters give you another opportunity to present your skills. Unlike the resume, these letters are written in traditional paragraphs and complete sentences, also showing the employer how well you write. There are three types of employment letters:

1) Cover Letter: A cover letter is composed of an opening, a summary of qualifications and a request for an interview.

2) Opening: The opening or first paragraph should grab the reader's attention by:

- Starting your interest in the job.
- Describing your qualifications in a way that sets you apart from other applicants.

→ Explaining how you found out about the job.

→ Quickly summarizing your major qualifications for the job.

1) Summary of Qualifications: The second and third paragraphs justify your claim that you can work for the company by providing your credentials. The letter is not meant to be a copy of your resume. The letter should emphasize qualifications but not repeat the resume word for word. To provide proof that you can perform the job:

→ Describe your education.

→ Describe appropriate work experience.

→ Describe related skills.

→ Explain some of your abilities that you do not mention in your resume.

2) Request for Interview: The last paragraph in the cover letter motivates the reader to action by asking for an interview and making it convenient to contact you. Make sure you:

→ Refer to the enclosed resume.

→ Ask for an interview.

→ Tell how and when you can be reached by including your phone number(s) and/or e-mail address.

3) Follow-Up Letter: You send a follow-up letter, sometimes known as a thank-you letter, immediately after a job interview. The follow-up letter should:

→ Thank the employer for the interview.

→ Remind the employer of something positive that was said or that took place during the interview.

→ Explain why you are the best candidate for the job.

→ Express continuing interest in the job.

4) Resignation Letter: Whatever your reason for leaving a job, writing a letter of resignation to inform your current employer of your plans is a professional courtesy. To maintain the goodwill of your employer, follow these guidelines:

- Find out the company procedure and chain of command. Normally, you write the letter to your immediate supervisor who would, in turn, pass the letter up the chain of command.
- Announce your intention to leave the company. Be clear that you are writing a letter of resignation.
- State the last day you will work.
- Use your manners (please and thank you) and qualifying words (might, probably, most likely, and seems) if necessary.
- Compliment your employer and the company.

Note: Job Application or cover letter are of two types: Solicited letter of application and Unsolicited letter of application. The solicited letter of application is written in response to an advertisement published in the media for particular position. On the other hand, the unsolicited letter of application is written to an organization for which we would like to work even though the organization has not advertised for the job. However, the format is same with some little differences in message in both types of letter.

Example:

The Manager
Human resource Department
Akriti International
Anam Nagar, Kathmandu, Nepal.

Job Application
in format example

Lazimpat-8
Kathmandu, Nepal
April 1, 2020

Sub:- An Application for Computer Engineer.
Dear Sir/Madam,

Body part
here we will
write according
to our way

I am looking forward to hearing favourable response from you.
The photocopies of my academic qualifications and CV are enclosed
here with.

Yours Sincerely
XYZ

Encl: 1. Resume

2. Photocopies of certified documents.

UNIT - 9

Presentations

① Introduction:

Presentation is the practice of showing and explaining the visual content of a topic to the audience or listener. It contains texts, charts, graphics, and images such as photographs or other objects. Presentation normally takes place in formal setting such as classroom, meeting, seminar, workshop, conferences and public speaking. However the modern day presentation may take an extra assistance from various presentation programs such as Zoom, Team, Interactive Whiteboards, etc. to make it simple, easy and attractive to audience.

② Getting Started on Presentation:

We may have the best new product idea for our company. However, for our idea to become a reality, we must communicate it to the management team and convince the team members to try the product. So, this chapter explains how to plan, organize, compose, prepare and present oral reports effectively.

The higher up the corporate ladder you move, the more likely you are to give oral presentations. The audience, formality, and purpose may vary. We may give presentations to internal audiences (listeners in the presenter's organization) or we may also give presentations to external audiences (listeners outside the speaker's organization).

③ Planning:

The planning stage is essential in the creation of presentations. This is the stage in which we analyze our audience, develop a topic, create effective graphic aids, plan time etc. Some methods of planning our presentation are as follows:

Audience: Analyzing audience is important in order to connect with them. We should begin audience analysis by asking

Why you are making the presentation and what you want to achieve. We must understand the goal of we want to reach it. There are three types of audience. They are:

- 1) High-tech audience: The audiences who have high quality, education and do work sincerely are known as high-tech audience.
- 2) Low-tech audience: In this type of audience, the members of the organization are involved. They have low education and knowledge compared to high-tech audience.
- 3) Lay audience: In this type of audience, there are the general public who come to get some information from the senior personalities and experts.

The audience analysis can be done in two ways:

- 1) Preliminary Analysis: It refers to analyzing the audience prior to the presentation. We need to make possible picture of audience in mind and study their characteristics to decide what and how we are going to present.
- 2) Analysis during presentation: This type of audience analysis is done during our presentation session. We need to analyze our audience while we are speaking and adapting to the situation according to the feedback we receive for them.

2) Topic: Sometimes speakers choose their own topics. In business, managers often ask employees to prepare a written document such as a progress report, a solution to a problem, or an incident report. After submitting the written report, the employee may be asked to make an oral presentation. After getting topic we need to collect related materials and review on them.

3) Graphic Aids: The graphics can increase interest and readability of documents as well as motivate the audience positively. We can use graphic software programs to create graphics and insert them into desired place throughout the document. The suitable graphics make our speech more understandable.

4) Location: Presenters also should plan for the presentation's location, which can be very important. For example, if we will be making a union presentation to a construction crew at an outdoor job site, using a projector and screen probably is not an option. If we are using a small conference room to make a presentation about new soccer league rules, demonstrating an illegal shot block could be difficult.

5) Time: Presenters should plan to meet the time expectations of the audience. If we are invited to present, the person who invites us should let us know how much time we have to speak. If the host does not give us a time, ask. Speakers who ignore audience expectations often lose the audience's attention.

6) Stage Fright: Fear is indispensable in every human affair. It paralyses the spring of any action. Stage fright is not something to eliminate but we can overcome it if we are prepared well enough about our subject matter, have done extensive audience analysis, if we do lots of homework and literature review. Allocate proper time to every action of our presentation. Know your presentation role. When making speech try to relax. Speak slowly and clearly.

④ Organizing and Composing:

When we are making a presentation, it is very important to organize and compose our presentation following a particular format. We should compose presentation in such a way that the audience will not get any confusion during presentation. For organizing we should select an organizational plan and preview organization.

Selecting an organizational plan: The organization of our presentation must be clear and well-planned. For most presentations, we will probably use the direct approach. With the direct approach, we state the main idea first and then explain and support that

idea with details. Stating the main idea first lets our listeners know what our subject is, what points we will make, and how we will proceed.

If we know that our audience opposes the point then, we consider using indirect approach. With an indirect approach, we gradually build our evidence, convincing the audience of our point, which we state at the end of our presentation.

Previewing Organization: Regardless of organizational strategy, give the audience a preview so they know what plan we are following. The preview is like a map showing a driver where to turn and how far to go. Our preview explains the order of our ideas.

Composing: Listeners typically recall the first and last points they hear. Therefore, plan for a strong introduction and conclusion. Depending on audience and purpose, we can try one of several introductions:

- A direct quotation, usually from a well-known source.
- A question for which the speaker expects no answer.
- A startling fact or statistic to grab a listener's attention.
- A statement you then disprove.

Composing the Body: Following guidelines will help to compose the body of an oral presentation:

- Use words the audience will know. Define unfamiliar terms.
- Use simpler sentences than we use when writing.
- Emphasize main points.
- Answer questions that audience is likely to ask.
- Stay within time limit.

Composing the Conclusion: Conclusions are important because they are the last point or topic the audience will hear. Therefore, they require as much planning as introductions do. An effective conclusion should hold the audience's attention, summarize key points, and call for action if requested.

Preparing:

After we complete planning process, we need to prepare notes and our image. Doing so will help ensure that we deliver an effective presentation. Risks are huge if we neglect our preparation. Without notes, we are left with only our memory, which sometimes fails under stress.

Outlines and Notes: A practiced performance with an outline or notes yields an informal, conversational style. With an outline or notes on index cards or paper, we will be able to talk to our audience, not read to them. For oral presentation we should avoid extended writing, we must just write key points. If we are writing a report then we can build paragraphs, and create a document. An outline or notes should show each main point of our presentation. When preparing outlines or notes, we should remember these important points:

- Do not write notes as complete sentences or long phrases.
- Prepare neat notes that are surrounded by adequate white space.
- Structure notes uniformly: use numbered lists, bulleted lists, or outline form.
- If we are using cards then write only one idea on each card.
- Number notes or cards from beginning to end.

Personal Appearance: When we select clothing for a presentation, consider the audience's expectations and the situation in which we will be speaking. If we feel good about the way we look, we will speak with confidence. Whatever you wear, make sure you are comfortable in the outfit.

Rehearsing: We must rehearse if we want to give a successful presentation. Practicing helps us develop a conversational style. Using our note cards and graphic aids, we should practice our speech. When we first rehearse, we can identify parts we like and dislike. During second rehearse, we can change we do not like. When we are comfortable with our delivery, we have rehearsed enough.

Speakers practice their speeches in different ways, including using an audio recorder, a mirror, a video camera, or a live audience. With experience, we will decide which methods work best for us.

④ Presenting: After making all necessary preparation, we need to select the presentation method. There are three types of presentation method as memorizing, reading and extemporaneous methods. The memorizing and reading are not suitable for technical presentation. The extemporaneous presentation method is regarded as the best way of presenting public speech. In this method, the speaker first should have rehearsal practice and then use a small guided note and/or PowerPoint slides to follow the speech organization and the flow of information effectively. Once we have finalized the presentation method, check the environment to ensure the best situation and present with confident.

⑤ Checking the Room: Arrive early for the presentation. During that time, make sure listeners will be comfortable and can see clearly and hear well. Consider seating, lighting, temperature, equipment, and graphic aids.

⑥ Delivering the Message: We should consider following points to deliver an effective message:

- Use appropriate facial expressions.
- Maintain eye contact, which shows your interest and concern.
- Explain every graphic.
- Consult your notes, but do not read from them.
- Continue to talk even when something goes wrong.
- Give your audience an opportunity to ask questions if the program and time allows.

④ Organizing a Group Presentation:

Presenting with others requires special consideration. Group presentations require careful planning if they are to be effective. Collaborators must act as a team and plan for developing a topic, setting time limits, moving between speakers, providing graphic aids and handouts, answering questions and managing the presentation.

Dividing the Topic: When collaborating on a presentation, speakers must plan roles and responsibilities. One important issue to discuss is who will be responsible for presenting what information.

Setting time limits: The same way individual speakers must stay within a time limit when making a presentation, group presenters also have an obligation to stay within a time frame. After the group determines the length of the entire presentation, the members should decide the time allocated each member, keeping in mind the material each member will cover and its relative significance.

Moving between speakers: In group presentation, the speakers may choose to have another person introduce them or to introduce themselves at the beginning of the session. Another option is for each presenter to be introduced right before he or she begins to speak.

Providing Graphic Aids and Handouts: Group presenters should discuss the use of graphic aids and handouts when planning their presentation. Coordinating the appearance of slides, transparencies, and handouts adds to the professionalism of a group presentation.

Answering Questions: In some presentations, the group may allow each speaker to take questions when the speaker ends his or her portion. Other groups will answer questions only after all presenters have completed their speeches. Presenters also should know whether a moderator will assign each question to a particular presenter or whether the presenters will select questions.

UNIT-10

Recommendation Reports

*What is a Recommendation Report?

The recommendation report is a problem-and-solution report, a written answer to a need that arises in the workplace. Most problems, however, have more than one solution. The recommendation report suggests the best solution to a problem or need. It helps readers make a choice. Recommendation reports help people solve large and small problems, from constructing a building to selecting a new computer.

There are two types of recommendation reports:

solicited (asked for) and unsolicited (not asked for). In solicited reports, reader asks to analyze several alternatives. This reader understands the need and will be more receptive to suggestions. In unsolicited report, audience is not expecting recommendations.

Reader may be receptive and appreciate initiative in helping to make decisions.

*Starting a Recommendation Report:

After we have analyzed our audience, we must define our problem, brainstorm solutions, and devise criteria.

Define Problem: Clarify the problem by determining what we need to analyze, why the issue is important, who is involved, where the trouble is located, and how and when the trouble started. In solicited report, the person or group who requested the recommendation report has identified the problem.

Brainstorm Solutions: We may need others to help us generate possible solutions. We should explain problem to our colleagues and tell them we would like their ideas. Tell them that the focus is creative problem solving and that the time for criticism will come later.

Take notes as ideas emerge. We could act as moderator to keep the group on track and stop any criticism that creeps in.

Narrow the choices to two or three. We may use others advice to help narrow the choices.

Devise Criteria: As we narrow our solution choices, decide what criteria to use. Interview people about what is important to consider when making our choice. Ask all concerned — administration, workers, people who have used one of the solutions. Getting opinions is important so that the solution we recommend works for everyone.

④ Formatting and Organizing Recommendation Reports:

The recommendation report is a highly structured report that uses a consistent outline and a comparison/contrast discussion. We have many formatting choices for these types of reports. We should base our choice of format on the audience's needs. For instance, an audience that frequently uses Internet would appreciate the ease and speed of having access to an online report.

1. Outline: The recommendation report consists of introduction, recommendation, scope, and discussion.

Introduction: The introductory section:

- states the purpose of the report.
- Briefly explains the problem.
- Narrows the choice to two or three items.
- Gives a criteria list.
- Previews the rest of the report.

Recommendation: The recommendation section of the report:

- Makes the recommendation.
- Uses criteria to summarize reasons for the recommendation.

Scope: The scope section:

- lists criteria, in descending order from most important to least important, that were given in the introduction.
- Explains why the criteria were chosen and why they are ranked as they are.

Discussion: The discussion section:

- Analyzes each of the criteria thoroughly.
- Draws conclusions about which item is better for each criterion.

2) Comparison/Contrast Discussion:

Most recommendation reports follow an organizational plan called point by point. Point-by-point organization zigzags from one item to the next, comparing or contrasting some aspect of one item to the same aspect of another item. For example, comparison of safety features of the two cars as shown below;

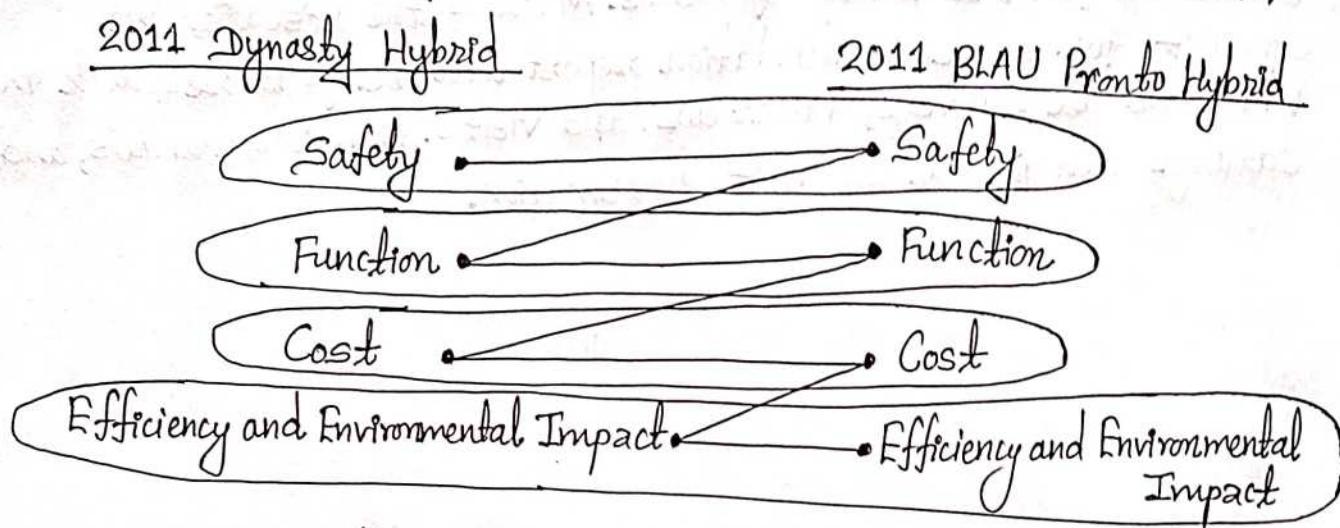


Fig: Point-by-Point Organization.

④ Composing Recommendation Reports:

After formulating and organizing a recommendation report, it is necessary to consider about the appropriate format that audiences like. The composition of recommendation report involves the following criteria that make the report more compact, descriptive, valid as well as reliable.

Setting Criteria: The criteria we choose depend on what we, our audience, and our colleagues think is important. All criteria must be presented with a name, a rank (the relative importance of one criterion to another), and a standard (a means of defining and limiting a criterion). Choose a simple name, usually a noun that is parallel to the other criteria. Some reports use questions such as What is the cost? and How safe is this option? Give each criterion a rank to show its relative importance to the other criteria.

Evaluating Criteria: It is a step-by-step process. Evaluating criteria suggests improvement in the report. To evaluate something, we need to make sure the information is accurate, relevant and

sufficient. Check whether the necessary points are in logical order. Verify that we present enough support to our criteria more convincing and interesting. Be sure that the information we provide is effective to achieve the right tone in the report.

Researching Criteria: Research data for a recommendation report can come from a variety of places. Much of the research we conduct for a recommendation report will be field research in which we use surveys, interviews, and visits. Websites, manuals, and catalogs can provide product information.

UNIT-11

Proposals

Q. What is Proposal?

A proposal is an effective document that offers a solution to an identified problem or need. Proposals attempt to sell an idea, a product or service, or a new concept or plan. Proposals may be brief or long. Proposals are written to attract readers to purchase a service or product. The students also write proposals to fulfill their partial requirement for their degree as well as for seeking scholarship grants for their further study. The purpose of research proposal are: to provide information, to prepare plan, to justify rational, to form base for contract, to remind and inform research methodology.

Q Technical Proposal: Technical proposals are based on activities related to technology and industrial concerns. They can be divided into following types:

1) External Proposals: These proposals are written for external operational communication to the concerned authorities outside the organization. The authorities may be public suppliers, service companies, customer, agencies, and so on. The main objective to write external proposal is to propose to sell your service or product or to seek help for economic grant.

2) Internal Proposals: The internal proposals are based on internal operational communication. These proposals are written within the process of work in an organization. The main objectives of writing such proposals are to propose a new service or product for a particular department of an organization. The other objectives may be to address safety measures, turnover, technical flaws etc. within an organization.

3) Solicited Proposals: The solicited proposals may be both external and internal or personal proposals. They are written only after an assigned task. We need to write such proposals if we are requested by our department or company when responding to a particular issue or problem related to customers, clients, inquiries, grants and request for proposals. The student's proposal also belongs to this category as they are oriented to write academic proposals.

4) Unsolicited Proposals: Unlike solicited, the unsolicited proposals are written in advance without being requested from any organization. They are generally written even though the organization has not requested for proposals. These proposals are sent without being requested such as our company wants to develop new customers.

5) Academic Proposals: A proposal that is prepared to complete for the partial fulfillment to any academic degree is known as academic proposal. Such proposal is prepared by the students of higher study such as bechelor, bachelor, master, M.Phil and Ph.D. degree.

Q. Getting Started on Proposals:

The proposal begins with a problem or need. The problem may be one that we discovered or one that someone pointed out to us. A problem-solving strategy such as the one listed below can make our work as a proposal writer easier and can help us focus on the problem.

- Determine whether we have a problem or need.
- Conduct preliminary research.
- Determine the scope and limitations of our study.
- Brainstorm possible solutions.
- Gather data to support the possible solutions.
- If possible, test and evaluate the solutions.

Once we have gone through the problem-solving process, we can use one of several strategies to write our proposal.

④. Composing Informal Proposals:

The proposal written for informal situation and setting is called informal proposal. The informal proposals are generally unsolicited proposals which are written to inform audience about the available service and product.

Informal proposals begin with an executive summary, or abstract. Following the summary information, the proposals contain the same parts as any other written document: an introduction, a body, and a conclusion.

Drafting the Summary: The summary, or abstract, is designed with the busy decision maker in mind. In a short informal proposal, this section may appear on the title page or, typically, as the first paragraph in the report. It provides a brief overview of the essential ideas presented in the proposal. The summary should include a problem statement, the proposed work objectives, the project impact, and the work plan.

Drafting the introduction: The introduction answers the "why" in the reader's mind. It explains why the proposal was written. Another important element of the introduction is our proposed solution to the problem. This statement should be clear and brief.

Drafting the body: After we have described the problem and solution in the introduction, we use the body of the informal proposal to become more specific about our plan. The specific details—facts, figures, statistics, dates, locations, and costs—are the materials we use to persuade our audience.

Drafting the conclusion: The conclusion should be straightforward and brief. It might include a summary of key points, such as those noted in the summary section, and it should call for the audience to take action. Make the call to action specific and clear, including dates, deadlines, and amounts.

*Composing Formal Proposals:

Informal and formal both are similar proposals. In both proposals, writers choose from the same optional subsections in the same order under the headings Introduction, Body and Conclusion.

Formal proposals may differ from informal proposals in the following ways:

- Tone, such as the detached, professional voice writers might use with a high-level official.
- Additional parts of the report, such as the glossary, appendixes and transmittal correspondence.
- Complexity of outcome, such as the construction of a new building.

The components of a formal proposal are given below:

1) Cover Letter: A letter containing extra information that we send with our document is known as cover letter. This letter is addressed to the primary decision maker of an institution or organization. Cover letters are always brief and concise.

2) Title Page: The title page should include the name of our work, our name, level and particular institution or organization. For example:

A Proposal on
COLOR PSYCHOLOGY IN VISUAL MEDIA

Submitted by;

Raj Kumar Shrestha

BFS, 10th Batch,

TU Regd. Number:

Submitted to:

Oscar International College
(College of Film Studies)

Tribhuvan University

Faculty of Humanities and Social Science

Bachelor's Degree of Arts in Film Studies. (FS 319)

Kathmandu, Nepal

2074

3) Table of Contents: The contents list every section of the proposal along with page numbers respectively. Both headings and sub-headings are included in table of contents. For example:

CONTENTS	Page:
Chapter 1: Introduction	
1.1 Background of study	1
1.2 Significance of study	1
1.3 Statement of complication	2
1.4 Hypothesis	3
:	

4) Executive Summary: It is a precise summary that summarizes the whole proposal. It is like a compass to look over all document at a glance. For example:

Executive Summary

Color psychology is determinant of human attitude, it can be used to influence emotions, because perception of vision could affect in our intellectual thinking and derive in our mood or mood.

- How does color psychology affect in our mood?
- How do the use of light and color affect to change mood and emotion?
- How to create different mood and enhance emotion for telling visual story?

Here, I found that colors can be affected to environment and it can change our mood positive even as negative ways; which could be effectively used in film genre.

5) The Main Body: The main body includes introduction, literature review, methodology, and the procedure for analysis and interpretation as well as findings and conclusions.

6) Personal or Company Profile (if any): This section includes information about the proposal writer, the individuals involved in the study or project work or the agency related to the product or service.

- 7) Budget: Itemize each category such as materials, labor cost, service cost, and other expenses of the further study, product or service.
- 8) Time: The time frame should be mentioned along with title of activity and time in hour, day, week or so on.
- 9) References: The references include all the books and reading materials consulted within the text of the proposal. List all of them alphabetically according to APA or MLA or other formats of documentations.
- 10) Appendices: Includes all supporting materials and related data that are helpful to our proposal.

WRITING AN INDEX

An index is a list of words or terms and their meanings.

It is also a list of words or terms and the page numbers where they appear.

The index is usually located at the end of the book.

The index is used to find information quickly.

The index is also used to find information quickly.

The index is also used to find information quickly.

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UNIT-12

Ethics in the Workplace:

⊕ What is Ethics?

The principles and values that help people resolve questions of right and wrong make up their ethics. A system of ethics, or morality, is based on values, the ideals that govern a person's actions. Many people have similar values—believing in honesty, justice, hard work, and equality. The values help people to set rules, or principles, to guide their behaviour. For example: When a stranger walking along with us drops a 100 rupees note, we notice and our ethical decision says to return or inform him/her rather than keeping it.

Benefits of Ethical Decisions: Living ethically allows people to reap the consequences of their behaviour—such as gaining the respect of others and having access to the privileges of society. Responsible and ethical people get to vote, borrow money, serve in public office, and travel freely. Acting ethically:

- Helps a person live amicably and responsibly with other human beings.
- Keeps an individual's conscience clear and provides peace of mind.
- Defines a person's character, showing what kind of person he/she is.

Consequences of Unethical Behaviour: When people do not behave ethically, they are subject to the pitfalls that are the result of their poor judgement—possible convictions, questionable reputations, and guilt. Unethical behaviour affects not only an individual personally, but also family members and members of society who must deal with the consequences.

⊕ Creating a culture of Ethics:

The process of being socialized that determines human experiences is known as culture. It includes equality, privacy, personal space, time and schedules, religion, duties and responsibilities etc.

There are various ways for creating and maintaining the culture of ethics in the workplace. They are discussed below:

1) Ethical leaders: The ethical leadership can be defined as the process of influencing employees by providing purpose, direction and motivation to behave ethically. A person carrying out this process by applying leadership attributes such as belief, values, ethics, character, knowledge and skills is called an ethical leader.

2) Writing Code of Ethics: In companies for which no code of ethics exists, we may be asked to help write one. Or we may start our own business, one that could benefit from a written code. Writing a code of ethics requires us to think about our personal values and to reflect on the values we want our employees to exhibit.

3) Personal code: The process begins with our personal code of ethics, a statement of our values and standards. We can begin by taking a hard look at our own sense of values and ethical conduct.

4) Corporate code: A corporate code is likely to be a collaborative effort involving several team members. The following suggestions may help us come up with ideas for our code:

→ What are the company's values?

→ What kinds of ethical conflicts are typical of our organization?

④. What Do you Do When Faces with an Ethical Dilemma?

The best approach is to prevent an ethical conflict in the first place by acting above board, making decisions with people we trust, following our personal values, and knowing and following the values held by our company. We can adopt following precautions when we faced with ethical dilemma:

1) Clarify the position: We may need to clarify our position before we decide whether we have an ethical dilemma. We use the following questions to help clarify our position regarding the dilemma to reach a solution:

→ Would my actions be legal?

→ Have I thought the possible consequences of my actions?

→ How uncomfortable am I?

→ Is there an obvious solution?

2) Analyze Ethical Dilemma: For analyzing our ethical dilemma, consider the following points:

→ Take time to think about what is happening.

→ Examine the facts.

→ Clarify short and long-term goals.

→ Talk to someone you can trust.

→ Explore alternatives.

3) Choose a responsible course of action: The following criteria would be more helpful for choosing a responsible course of action as a way to judge right things to do:

i) Rights: We need to ask ourselves: Will my actions infringe on the rights and dignity of others?

ii) Justice: Are my actions just or fair?

iii) Utility: Will my actions affect most people in the best way possible?

iv) Care: Do my actions show that I care about others?

v) Empathy: Do I have empathy for other people?

vi) Consistency: Is my decision consistent with my other policies?

vii) Values and principles: Is my action consistent with the values and principles I follow?

⊗ Why is it so difficult to behave ethically?

It is because unethical behaviours are not easily noticeable. One cannot notice them easily and most of them pass unnoticed by the witness. On the other hand, ethics cannot be measured absolutely. It is relative to time, place and situation, and

even from one person to person. The other difficulty to behave ethically is the drawbacks of legal system that it cannot address such unethical behaviours directly.

Defense Mechanisms:

Following are the some ways to defend a person against unethical behaviour:

- i) Bandwagon approach: It refers to an appeal to public to follow what majority of people are doing. This technique encourages us to think that we should do it or we'll be left out because everyone else is doing the same.
- ii) Denial: It is the act of saying 'no' to any unwanted favor. It is better to deny unethical behaviours and accept ethical behaviours.
- iii) Rationalization: Rationalization is generally a way to avoid looking at the real issues. People invent excuses for their behaviour.
- iv) False sense of security: Where there is doubt, it leads to false sense of security. Person knows what he/she has done and must live with the consequences.
- v) Stress: It may be best to deal with the stress and the moral dilemma separately, as they are two different issues.
- vi) Revenge: People want payback. Someone may justify that government tax is unfair. However, two wrongs do not make a right.
- vii) Blame: People believe that because they did not create a situation, they do not have to correct it. A wise person understands that it is best to deal with the situation at hand - regardless of who caused it.



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