**UNIVERSITI TUNKU ABDUL RAHMAN**

**UALE 1083 Basic Professional Writing**

**Semester 201705**

**Introductory Tutorial**

**Grammar Exercise – Cloze/Text Completion**

**Exercise 1**

Fill in each blank with **one** word.

Perhaps the most creative use of language in newspapers is in the advertisement. The writers have to catch and ……(1)…… the reader’s attention. They often do this with a play on words. You read the words and understand them one way and suddenly you ……(2)…… that another interpretation is possible. Through that ambiguity the advertisement ..…(3)……caught your attention - and the advertiser hopes you’ll buy the product.

Under the picture of a new car are the words: ‘Not another family saloon’. The dual interpretation of that phrase ……(4)…… dependent on how it is pronounced. Misread i.e. by putting the stress ……(5)…… the second word thereby projecting a message the advertiser would clearly not want, and this forces you to look again and pay conscious attention to ……(6)…… alternative message.

Advertising copywriters frequently ……(7)…… use of idioms. One advertisement showed girls wearing different coloured jeans ……(8)…… none of the traditional blue ones. Underneath were the words: ‘Jeanius is having ideas out of the blue’. On one level, that means the jeans are not ordinary blue jeans but ones in ……(9)…… range of colours. However, there is also the suggestion that these new jeans are a sudden piece of inspiration, a stroke of genius. ‘Out of the blue’ is an idiom which means ‘quite unexpectedly’ and genius often is getting a brilliant idea suddenly. That’s very clever, but it’s not genius they are ……(10)…… about, but jeanius. That is another play on words; the product they are selling, after all, is a pair of jeans.

**Exercise 2**

Fill in each blank with **one** word.

What drives you to lose your temper on the telephone? Being kept waiting, being connected …..(1)…… voice-mail or being passed on to someone else are all common flashpoints. But what infuriates people most of all is talking to … (2)…… who sounds inattentive, unconcerned or insincere, according to a survey published today.

The study by Reed Employment Services, a recruitment ..…(3)……, found that nearly two-thirds of people feel that ‘phone rage’ – people losing their temper on the telephone – has become more common over the past five years.

The reasons for this are threefold. People are much more likely to express anger over the phone, rather than in writing or face-to-face. ..…(4)……, telephone usage has been rising steeply over recent years. More and more transactions take place entirely by phone, from arranging insurance to paying bills. In addition, people’s expectations ……(5)…… risen. Nearly three-quarters of respondents said they are more confident that ……(6)…… problems can be solved over the telephone than they could be five years ago.

Companies are taking steps to ……(7)…… their staff’s telephone answering techniques. The survey found that 70 per cent of organisations require their staff to answer the telephone with a formal company ……(8)…….

But a third of organizations do not give any training, or they train ……(9)…… their receptionists. That may not be ……(10)……, the report says. As companies move towards ‘remote working’, the need for the right tone of voice extends to every level of the organization.

**Exercise 3**

Fill in each blank with **one** word.

Eight hours sleep is traditionally regarded as healthy – though many of us need less, and some more. What matters is how you feel, and what you do with the other sixteen hours of the ……(1)…… . We are all built slightly differently, so there is no reason why our sleep requirements should be the ……(2)…… . . If, for example, you are the sort of person who goes running around getting exhausted, then you are going to ……(3)…… . more rest, but not necessarily more sleep.

Similarly, if you sleep ‘badly’, and worry ……(4)…… . the day – and there’s nothing more tiring than tension – then further long hours lying awake won’t help.

Drugged sleep is not the long-term ……(5)…… . either. Sleeping pills merely slow your body down. Usually they let you drop off, though if you take them for ……(6)…… . than six weeks, then the actual chemical effect disappears. The only real solution is ‘ turning off’ the internal machinery. Work at creating your own relaxing routine, get hold of the things that annoy you most and try to ……(7)…… . them.

What is sleep all about? The simplest way to find out what sleep is for is to do without it for a while and see what ……(8)…… .. The brain starts going gently crazy if deprived of sleep for two or three days. It simply ……(9)…… . working in a sensible fashion.

Anger and other signs of stress clearly interfere with calm sleep, just as they do with calm waking. Before ……(10)…… . to sleep, it is always better to get your angry feelings out into the open, rather than push them to the ……(11)…… . of your mind.

I recommend trying to get more control of reality. Then your dreams will become sweeter and your sleep more refreshing.

**UNIVERSITI TUNKU ABDUL RAHMAN**

**UALE 1083 Basic Professional Writing**

**Semester 201705**

**Tutorial 2: Grammar & Vocabulary**

Please put in **ONE** appropriate word for each blank in the following exercises.

Also, put in the **dates** and write a **company name and** draw a **logo** at the top of the word Memo. Please fill in all the blank spaces (names, etc)

MEMO

Date : 30 May 2017

To : All Employees

From : ……………………….,

**SUBJECT : New Recycling Program**

Did you know that up to 70% of the trash from an office like ours is paper that (1)…………. be recycled? Our recycling efforts are important because ……………… must meet a State-mandated goal of recycling 50% of (2) ……………… trash by the end of 2017, or face fines of up to RM1,000 per day. Since businesses produce over 50% of the city’s waste, it is critical that we do our share to help meet the recycling goal. Recycling has an additional benefit of reducing our waste disposal expenses, which helps lower the building’s operating costs. And of course, recycling helps preserve natural resources – every ton of paper recycled (3) ………… 17 trees!

With this in mind, we are (4) ………………………. a new recycling program in our offices. I encourage you to actively (5) ……………………. in our company’s recycling effort. The enclosed flyer (6) …………….. what can be recycled in our paper recycling program. The custodial staff can collect the office paper from centralized containers (7) ………….. throughout the office. In addition, you can call AlamFlora at 03 828998 to (8) …………… desk-side containers if you need one. These containers make it very (9) ………….. for employees to recycle paper at their desks.

With everyone’s participation, I am confident that we can do our part to help the city’s recycling (10) ………………….. If you have any questions, please call me at ………………..

Thank you for your assistance and participation.

Adapted from http://www.recycleworks.org/business/samples.html

MEMORANDUM

TO : …………………………….., Marketing Executive

FROM : …………………………….., Market Research Assistant

DATE :

SUBJECT: **Fall Clothes Line Promotion**

Market research and analysis (1) ………….. that the proposed advertising media for the new fall lines need to be reprioritized and changed. Findings from focus groups and surveys have made it apparent that we need to update our advertising efforts to align them (2)…………….. the styles and trends of young adults today. No longer (3)…………….. young adults interested in sitcoms as they watch reality television shows. Also, it (4) ………………. become increasingly important to use the internet as a tool to communicate with our target audience to show our dominance in the clothing industry.

**Internet Advertising**

XYZ Company needs to focus advertising on internet sites that appeal to young people. According to surveys, 72% of our target market (5) ……………… the internet for five hours or more per week. The following list shows in order of popularity the most frequented sites:

* Google
* Facebook
* Myspace
* EBay
* iTunes

Shifting our efforts from our other media sources such as radio and magazine to these popular internet sites will more effectively promote our product sales. Young adults are spending more and more time on the internet downloading music, communicating and researching for homework and less and less time reading paper magazines and (6) ………………… to the radio. As is the trend for cultural icons to go digital, so must our marketing plans.

**Television Advertising**

It (7) ……………… to be common to advertise for our products on shows like *Friends* and *Seinfeld* for our target audience, but even the face of television is changing. Young adults are tuning to reality television shows for their entertainment. Results from the focus group show that our target audience is most (8) …………………. in shows like *American Idol*,*The Apprentice*, and *America's Next Top Model*. The only non-reality television show to be ranked in the top ten most commonly (9) ……………........... shows by males and females 18-25 is *Desperate Housewives*. At Blue Incorporated, we need to focus our advertising budget on reality television shows and reduce the amount of advertising spent on other programs.

By refocusing our advertising efforts of our new line of clothing we will be (10) ……………………. to maximize the exposure of our product to our target market and therefore increase our sales. Tapping into the trends of young adults will help us gain market share and sales through effective advertising.

Adapted from <https://owl.english.purdue.edu/owl/resource/590/04/>

**UNIVERSITI TUNKU ABDUL RAHMAN**

**UALE 1083 Basic Professional Writing**

**Semester 201705**

**Tutorial 3**

**Memo Writing**

You are the head of processing in the factory division at Pantai Products. You have noticed that lately some of the employees in your division have been extending their lunch break by about ten-fifteen minutes. This has resulted in delays in the processing section.

Write a memorandum to the employees regarding this matter.

The memorandum should have an introduction, a discussion section and a conclusion. Write the memo on the company letterhead in the fully blocked format.

**Answer Key**

Points to be included in the discussion section:

* Working hours to be observed strictly
* Suggestions for employees to have their meals within the factory grounds or at the food court across the road at the east side of the factory.
* The urgency of keeping to the factory shift schedule.
* Consequence/s of repeatedly committing the offence.

**UNIVERSITI TUNKU ABDUL RAHMAN**

**UALE 1083 Basic Professional Writing**

**Semester 201705**

**Tutorial Week 4**

**Exercise 4(a): Correct the 10 errors that are found in the letter content for below.**

Dear Ms Tan

**Horticulture Traineeship**

I am applying for the above position advertise in The Mercury of 10 February 2017. I

work hard and is willing to learn all the aspects of Horticulture if given the

chance. I have extensive previous experience in farming but would like to gained a

qualification.

Since arrived in Sibu I have worked as a general worker on fruit farms and

restaurants around the area. Overall my experience cover OH&S, planting, pruning,

handle chemicals, irrigating, thinning & picking, and customer service.

I am quick to learn new skill and I am a good team player.

Attach is my resume giving further details of my work history and skills. I would be

happy to answer any questions you may have at a interview.

I look forward to hearing from you soon.

Your sincerely

Alice Smith

**Exercise 4(b): Correct the 10 errors that are found in the letter content for below.**

Dear Sir / Madam

**Re: Administrative Assistant Position**

I am applying for the Administrative Assistant position that advertised in the Star

on 10 June 2017.

My name is Lucy Liew and I arriving in Australia in 2014. In Kuala Lumpur, Malaysia

I worked as a personal assistant and administrative secretary performed many roles from accounts to marketing.

My employment includes working at Lembah Mining as a Secretary/Personal Assistant

and at Wau Air as Secretary and in Marketing. I enjoy this type of work and believe that my achievements were well regarded.

I had good skills in Word, Excel, Database and email & internet applications. I am

very friendly and possessed excellent oral communication skills and time

management skills.

Since arriving in Tasmania I have been heavy involved in community activities, with

both the Tasmanian Malaysian community and also the wider community. I have

been updating my skills to matching the needs of the Australian workplace and am now

very keen for find employment.

I am available to be interviewed at any time. My resume, giving most details about

my experience is attached.

Yours faithfully

Lucy Liew

**LETTER(S) OF RESIGNATION**

**Termination of Employment**

**A contract of employment** made for **a stated period** comes to an end when the period is completed unless both parties agree to an extension. **If** the contract is for an **unstated period**, it may be ended at any time by either of the parties giving **the agreed period of notice**.

***Dear Ms Chan***

***I regret to inform you that I wish to give 2 weeks’ notice of my resignation from the company. My last day of work will be 28 February 2017.***

***I have been very happy working here for the past 2 years and found my work challenging and enjoyable. However, I have obtained a post in which I will have more responsibilities and greater career prospects.***

***Thank you for your help and guidance during my employment.***

***Yours sincerely***

**USEFUL OPENINGS**

1. I regret that I wish to terminate my services with this company with effect from…
2. I am writing to confirm that I wish to tender my resignation. My last date of employment will be….
3. As my family have decided to emigrate, I am sorry to have to tender my resignation.

**USEFUL CLOSES**

1. I have been very happy working here and I am grateful for your guidance during my employment.
2. I am sorry that these circumstances make it necessary for me to leave the company.

**Exercise 4(c): Rewrite the letter text below by filling in the suitable words and phrases**

(Your address)

(Date)

Name  
Title  
Organization  
Address  
City, State, Zip Code

Dear Mr./Ms. Last Name:

Please ………………. this letter as notification that I am leaving my position with ……………….,. on July 10, 2017.

If I can be of assistance during this transition ……………. let me know.

Sincerely

Your Signature *(hard copy letter)*

Your Name

**Exercise 4(d): Complete the letter text below by filling in the suitable words and phrases**

Dear En Hassan

I am writing to …………………… you that I am giving two weeks’ notice and will be resigning from my ………………. as Customer Service Representative with ABCD Company. My last day of employment will …………… 7th July 2017.

I appreciate the ……………………… I have been given at ABCD as well as your professional guidance and support.

I would be glad to provide whatever support I …………….. during my remaining time with the ……………………

I wish you and the company ………………….. in the future. Thank you for all the support you have provided me ……………… my tenure with the company.

……………….. ……………

**UNIVERSITI TUNKU ABDUL RAHMAN**

**UALE 1083 Basic Professional Writing**

**Semester 201705**

**Tutorial 5(Week 5-12 - on-going)**

**Proposal Writing**

* 1. Formation of Work Groups for Proposal Writing
  2. Planning and discussion of group proposal

1. Why are you doing this project?
2. Where will it be done? What kind of organization will you be working for/with?
3. What will be the problem that you could have in such an organization?
4. What suggestions do you have that may help to solve this problem?
5. How much will it cost to solve this problem?
6. Who will be doing which part of this project work? - division of work.
7. How long will it take you to complete this proposal? How much time do you have?

For the following weeks, work on the components of the Proposal in groups, supervised by your tutor.

* 1. The proper format
  2. The background
  3. The proposed plan
  4. The timeline
  5. The budget
  6. The staffing

**Minutes of Meeting**

One of the members will act as the Secretary who will prepare the minutes of the proposal discussion. All must work towards ensuring that the minutes of the meeting are correctly formatted and worded.

The first discussion (choosing a group leader, brainstorming topics, getting the tutor’s approval for the topic) MUST BE MINUTED.

Please check out evaluation details in your assignment brie

***This will be submitted with the informal proposal in Week 12.***

**UNIVERSITI TUNKU ABDUL RAHMAN**

**UALE 1083 Basic Professional Writing**

**Semester 201705**

**Tutorial 6**

**Summary Writing**

Read the following text and summarize it.

People at all stages of their careers need to understand culture and how it works because it will likely have a powerful effect on their lives. People just starting their careers may think a job is just a job. But when they choose a company, they often choose a way of life. The culture shapes their responses in a strong and subtle way. Culture can make them fast or slow workers, tough or friendly managers, team players or individuals. By the time they’ve worked for several years they may be so well conditioned by the culture they may not even recognize it. But when they change jobs, they may be in for a big surprise.

Take an up-and-coming executive at General Electric who is being wooed by Xerox – more money, a bigger office, greater responsibility. If his first reaction is to grab it, he’s probably going to be disappointed. Xerox has a totally different culture than GE. Success (even survival) at Xerox is closely tied to an ability to maintain a near frenetic pace, the ability to work and play hard, Xerox-style.

By contrast, GE has a more thoughtful and slow-moving culture. Success at GE is a function of being able to take work seriously, a strong sense of peer group respect, considerable deference for authority and a sense of deliberateness. A person of proven success at GE will bring these values to Xerox because past experience of GE’s culture has reinforced them. But these same values may not be held in high esteem elsewhere.

Bright young comers at GE could, for example, quickly fizzle out at Xerox – and not even understand why. They’ll be doing exactly what they did to succeed at GE – maybe even working harder at it – but their deliberate approach to issues large and small will be seen by insiders at Xerox as a sign that they lack ‘smarts’. Their loss of confidence, self-esteem, and ability will be confusing to them and could significantly derail their careers. For Xerox, the loss of productivity could be appreciable.

This is no imaginary scenario. It happens again and again at Xerox, General Electric, and many other companies when managers ignore the influence of culture on individual approaches to work. Culture shock may be one of the main reasons why people supposedly fail when they leave one organization for another. Where they fail, however, is not necessarily in doing the job but in not reading the culture correctly.

**UNIVERSITI TUNKU ABDUL RAHMAN**

**UALE 1083 Basic Professional Writing**

**Semester 201705**

**Tutorial 7(a) Fill in the missing words for the text below.**

FOR IMMEDIATE RELEASE:

SECOND MIKE KING SHOW ANNOUNCED!

9th MARCH AT PIERCE PAVILION

BOTH PIERCE PAVILION SHOWS – TICKETS ……………… SALE TODAY AT 10AM!

Center Corp. ……………….. It’s Good to Be the King starring

MIKE KING

Thursday, July 13th at 8pm

Friday, July 14th at 8pm

Pierce Pavilion at San Onofrio

San Onofrio, CA - Due ………………. exuberant fan demand and to ensure that Mike King fans have ……………….. best possible access to tickets, promoters Concert World have just confirmed a second Mike King performance at the Pierce Pavilion in San Onofrio on Thursday, March 9th. Tickets for both performances –July 13th and now July 14th …………… Pierce Pavilion – will go on sale today at 10 am at www.ticketworld.com and charge by phone at 800-555-0198.

- end of release -

**Tutorial 7(b) Fill in the missing words for the text below. Please note that most of the words are adjectives.**

(1)………….. RELEASE July 10, 2017

Media Contact: Mike Smith, mike@email.com

We are (2)……………….. to announce that Fit Fashion Show is (3)……………… a giant leap forward and moving our annual event to San Francisco's Pier 16 on July 2, 2017.

After two (4)………………… seasons of unparalleled success at Pitchford University, we have decided to take advantage of new opportunities. This year, you will still see your favorite elements of Fit Fashion Show: a world (5)………………… production, the hottest up-and-coming designers, and (6)…..………….. exclusive slice of the Bay’s fashionable elite. Our mission of multicultural arts promotion, ethnic diversity, and positive image remain (7) ………………, and we are proud to continue our popular high school internship program.

With a new year and a (8)………………. location, Fit Fashion Show will also be making some changes. The production has been revamped to make every seat feel like a front row seat. With the shift away from Pitchford, Fit Fashion Show is (9)…………………. to open modeling opportunities and volunteer positions to the entire Bay. The 2017 beneficiary will be (10)……………… in the coming weeks.

We look forward to continuing our great relationships with sponsors, designers, press, and all of our fans—and with only 64 days until show time, our staff has kicked into full gear. Directors Mike Smith, Cate Parker, Rahul Singh, and Tina Campos, along with the staff of Fit Fashion Show, are (11)…………………….. to making this year's production one that goes down in history.

Open casting calls will take place in early April for models. Anyone (12)………………… in getting involved as a sponsor, designer, member of the press, or volunteer should contact info@fitfashionshow.org

For more information, please (13) …………………… www.fitfashionshow.org

We look forward to (14)……………….. you at Pier 16 in San Francisco (15) ………………. July 22nd.

**UNIVERSITI TUNKU ABDUL RAHMAN**

**UALE 1083 Basic Professional Writing**

**Semester 201705**

**Tutorial 8 & 9**

**Letter of Complaint and Letter of Adjustment**

**Exercise 1: Letter of Complaint**

You will be given a letter of complaint to rewrite. This is group work.

**Exercise 2: Letter of Adjustment**

Write a reply to the revised letter using the FIVE As

**Answer Key (Guidelines)**

**Exercise 1: Letter of Complaint**

Para 1 Intro: Refer to product reference

Para 2 Details about complaint

Para 3 Suggestions on future course(s) of action

Para 4 Request for a refund/replacement. If not ……

**Exercise 2: Letter of Adjustment**

Para 1 Express regret at customer’s dissatisfaction.

Para 2 Explain circumstances surrounding complaint,

Para 3 Give assurance for future purchases/delivery/customer service

Para 4 Confirm course of action taken

**Exercise 3: Letter of Complaint**

Your company, ABC SdnBhd, placed an order for a carpet two weeks ago and the carpet supplier delivered it this afternoon. You found that the outer edges of the wrapping were damaged and this had caused the carpet to become soiled. You feel that your customers may not want to buy it. Write a Letter of Complaint to the supplier. Include a request for a special concession.

**Exercise 4: Letter of Adjustment**

Your company, a carpet supplier, has received a Letter of Complaint from the company ABC SdnBhd (in Exercise 1). You feel that you have to write a Letter of Adjustment to explain the circumstances surrounding the complaint. In your letter indicate your agreement in allowing the special discount/concession.

**Answer Key (Guidelines)**

**Exercise 3: Letter of Complaint**

Para 1 Intro: Refer to reference number – delivered this afternoon.

Para 2 Details about complaint – outer edges of wrapping damaged during

transit – when took off wrapping, carpet was soiled, frayed, etc.

Para 3 Suggestions on future handling of orders – need for special precautions

against friction – delivery vehicles.

Para 4 Request for a special concession – cannot offer at normal price – have

to reduce selling price by 10%, so request for concession of 10% on

invoice cost. If not,…..

**Exercise 4: Letter of Adjustment**

Para 1 Express regret at customer’s dissatisfaction.

Para 2 Explain circumstances surrounding complaint, ie carpet wrapped in

heavy oiled waterproofed paper and double thickness of jute canvas.

But on that day, delivery truck - full load for other customers.

Para 3 Give assurance for future consignments - specially reinforced end-packings.

Para 4 Confirm special discount to customer – agree to special concession of 10%.

**UNIVERSITI TUNKU ABDUL RAHMAN**

**UALE 1083 Basic Professional Writing**

**Semester 201705**

**Tutorial 10**

Discuss following questions, and then write the reports

**Q1.**

You are a member of the Harmony Music Society, a large amateur group that gives several public concerts each year usually in a local church hall or school. The Music Society used to enjoy strong support from local people but during the last two years the attendance figures for its five concerts have been:

400 (full house) 340 280 180 150

It has been suggested that there could be several reasons why attendance figures are declining: the type of music performed may not appeal to popular taste; the quality of music may have fallen; there may be insufficient rehearsal time; the arrangement whereby each member of the Music Society tries to sell tickets may not be working well; publicity could be at fault; seat prices may be too high.

The Chairman of the Society, Mr. Pharell Williams, has asked you to look into the problem carefully. Prepare a report with your recommendations for action. You may invent any other relevant details as required.

**Q2**

You, as the Employees’ Skills Development Officer, have been asked to organize a series of talks for the trainees programme at NetCom International, a communicationscum networking organization. You have been working on the arrangements for close to a month now. The talks will be spread out over the Saturdays in a month from 10 a.m to 12 noon. All the trainees are expected to register for the talks as that will add to the CPD (Continuing Professional Development) hours.

Write a report to your CEO, Dato’ Franklin Cheah updating him on the details above,

mentioning any hindrances you may have faced in the tasks carried out.

You have to focus on the speakers, logistics, invited guests, budget, venue and

refreshments. Please send a copy of your report Dr Arvind Sharma, the Human

Resource Manager. You may include other relevant information.

**NOTE: The body of your reports should be about 350-380 words in length**

**UNIVERSITI TUNKU ABDUL RAHMAN**

**UALE 1083 Basic Professional Writing**

**Semester 201705**

**Tutorial 11 - 13**

**Tutorial 11:REQUEST/ENQUIRY LETTER**

My name is …………………………. and I ‘m contacting you on behalf of ……………………….[company name]. I would like to inquire about one of your products, ……………………………..[product name]. I would like to have an idea about the following:

* different models, features, and options. Also please tell me about the
* available colors,
* prices,
* bulk order discounts,
* warranty,
* delivery, and
* credit payment option.

Also, I would like to inquire about the possibility of a trial period before making any commitments. Please get back to me with all required information..

I would appreciate it if you could also let me know about the other alternatives that might also suit our needs.

I look forward to your prompt response.

Thank you very much

**Tutorial 12: MEMO REPORT**

You are the Human Resource manager at Simone Enterprises, which is a wholesaler for beauty products. An incident had taken place in Lab 2 where there was an explosion and three employees were injured, one still in serious condition at Glenfalcon Hospital. Damages to certain lab equipment occurred as well.

**Your Task:**

Write a report to your Managing Director to report the incident after an initial investigation. You could provide relevant details such as the number of staff involved,, the reason(s) for the explosion, damages to the lab, and anything else of relevance. Include your recommendations for the avoidance of such an incident in the future.

**Your report should be written in 320-350 words**

**Tutorial 13:SUMMARY WRITING**

Read the text below.

**Facebook is Making us Miserable**

1. When Facebook was founded in 2004, it began with a seemingly innocuous mission: to connect friends. Some seven years and [800 million users](http://mashable.com/2011/09/22/facebook-800-million-users/) later, the social network has taken over most aspects of our personal and professional lives, and is fast becoming the dominant communication platform of the future.
2. But this new world of ***ubiquitous*** connections has a dark side. [In my last post](http://blogs.hbr.org/cs/2011/11/three_ways_to_overcome_career.html), I noted that Facebook and social media are major contributors to career anxiety. After seeing some of the comments and reactions to the post, it is clear that Facebook in particular takes it a step further: It is actually [making us miserable](http://www.slate.com/articles/double_x/doublex/2011/01/the_antisocial_network.html)
3. Facebook's [explosive rate of growth](http://www.huffingtonpost.com/2011/11/22/facebook-six-degrees-separation_n_1107577.html) and [recent product releases](http://mashable.com/2011/09/21/facebook-changes/), such as the prominent Newsticker, Top Stories on the newsfeed, and larger photos have all been focused on one goal: encouraging more sharing. As it turns out, it is precisely this hyper-sharing that is threatening our sense of happiness.
4. In writing [*Passion & Purpose*](http://hbr.org/product/passion-and-purpose-stories-from-the-best-and-brig/an/10343-HBK-ENG), I monitored and observed how Facebook was ***impacting*** the lives of hundreds of young businesspeople. As I went about my research, it became clear that behind all the liking, commenting, sharing, and posting, there were strong hints of jealousy, anxiety, and, in one case, depression. Said one interviewee about a Facebook friend, "Although he's my best friend, I kind-of despise his updates." Said another "Now, Facebook IS my work day." As I dug deeper, I discovered disturbing by-products of Facebook's rapid ascension — three new, distressing ways in which the social media giant is fundamentally ***altering*** our daily sense of well-being in both our personal and work lives.
5. First, it's creating a den of comparison. Since our Facebook profiles are ***self-curated***, users have a strong bias toward sharing positive milestones and avoid mentioning the more humdrum, negative parts of their lives. Accomplishments like, "Hey, I just got promoted!" or "Take a look at my new sports car," trump sharing the ***intricacies*** of our daily commute or a life-shattering divorce. This creates an online culture of competition and comparison. One interviewee even remarked, "I'm pretty competitive by nature, so when my close friends post good news, I always try and one-up them."
6. [Comparing ourselves to others is a ***key driver*** of unhappiness.](http://www.bbc.co.uk/news/10182993) Tom DeLong, author of [*Flying Without a Net*](http://www.amazon.com/Flying-Without-Net-Change-Success/dp/142216229X/ref=sr_1_1?ie=UTF8&qid=1308772826&sr=8-1), even describes a "Comparing Trap." [He writes](http://blogs.hbr.org/hbsfaculty/2011/06/the-comparing-trap.html), "No matter how successful we are and how many goals we achieve, this trap causes us to recalibrate our accomplishments and reset the bar for how we define success."And as we judge the entirety of our own lives against the top 1% of our friends' lives, we're setting impossible standards for ourselves, making us more miserable than ever.
7. Second, it's fragmenting our time. Not surprisingly, Facebook's ["horizontal" strategy](http://techcrunch.com/2010/09/22/zuckerberg-interview-facebook-phone/) encourages users to log in more frequently from different devices. My interviewees regularly accessed Facebook from the office, at home through their iPads, and while out shopping on their smartphones. This means that hundreds of millions of people are less "present" where they are. Sketching out a mind-numbing presentation for the board meeting? Perhaps it's time to reply to your messages. Stuck in traffic? It's time to browse your newsfeed. Recounted one interviewee, "I almost got hit by a car while using Facebook crossing the street."
8. Last, there's a decline of close relationships**.** Gone are the days where Facebook ***merely*** complemented our real-life relationships. Now, Facebook is actually winning share of our core, off-line interactions. One participant summed it up simply: "We Facebook chat instead of meeting up. It's easier."
9. As Facebook adds new features such as video chat, it is fast becoming a viable substitute for meetings, relationship building, and even family get-togethers. But each time a Facebook interaction replaces a richer form of communication — such as an in-person meeting, a long phone call, or even a date at a restaurant — people miss opportunities to interact more deeply than Facebook could ever accommodate. As Facebook continues to add new features to help us connect more efficiently online, the battle to maintain off-line relationships will become even more difficult, which will impact their overall quality, especially in the long-run. Facebook is negatively affecting what psychology Professor Jeffrey Parker refers to as ["the closeness properties of friendship."](http://www.nytimes.com/2010/05/02/fashion/02BEST.html?pagewanted=all)
10. So, what should we do to avoid these three traps? Recognizing that "quitting" Facebook altogether is unrealistic, we can still take measures to alter our usage patterns and strengthen our real-world relationships. Some useful tactics I have seen include blocking out designated time for Facebook, rather than visiting intermittently throughout the day; selectively trimming Facebook friends lists to avoid undesirable ex-partners and gossipy coworkers; and investing more time in building off-line relationships. The particularly courageous choose to delete Facebook from their smartphones and iPads, and log off the platform entirely for long stretches of time.

**Adapted from DanileGulati’s blog extracted from *http://blogs.hbr.org/cs/2011/12/facebook\_is\_making\_us\_miserabl.html***

**SUMMARY**

In your own words explain in about 100 words how Facebook is altering the users’ personal and professional lives as mentioned in the passage.