

GENERIC ENGLISH

(L2)

III Semester B.Com/BBA
(Other Courses under the Faculty of Commerce
and Management)

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FOREWORD

The Generic English workbook for III semester UG (Arts, Science, Commerce & Management Programmes) has been designed with the dual-objective of inducing literary sensibility and developing linguistic skills in students.

I congratulate the Textbook Committee on its efforts in the selection of the literary pieces and preparation of the material for grammar and usage. I thank the Director of Prasaranga and Printing Press, and their personnel for bringing out the text neatly and on time.

I hope the text will motivate all the teachers and students to make the best use of it and develop literary sensibility as well as language competency.

Prof. Dr. Jayakara S. M.
Vice-Chancellor
Bangalore University

PREFACE

The Generic English workbook designed for the III Semester Under-graduate students offers a series of interactive, student- friendly and skill-oriented exercises meant for a classroom learning environment. The unique feature of this workbook is that it facilitates proficiency in receptive skills, reading skills and listening skills. The workbook includes exercises which would strengthen the linguistic skills of students.

The Textbook committee has identified exercises, brainstorming sessions, and reading and listening activities that can motivate students. The committee has spared no effort to introduce useful topics for enhancement of language and communicative skills. I hope students will make use of this Workbook and equip themselves better face career challenges.

Dr. Geetha R
Chairperson
Board of Studies in English-UG
Bangalore University
Bengaluru

PUBLISHER'S NOTE

Generic English (L2) work book for II Semester UG programme has a new vision under NEP, which benefits the students to understand the world around them. This text goes beyond to test the language skill in English and literary asthetics and makes the minds analyse the values around us.

I thank the Members of the Textbook Committee, Chief Editor, the Editor and the Members of the Board of Studies, who have put their efforts to create this work book.

I thank the Hon'ble Vice-Chancellor, for his support in bringing out this book. I also thank the staff of Prasaranga and Printing Press for the support in bringing out this book neatly.

Dr. C. B. Honnusiddartha

Director
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III Semester B.Com & B.B.A Syllabus under NEP
(For all courses under the faculty of Commerce & Management) **Generic English (L2)**

50/56hrs

60 marks

UNIT – 1			
Receptive Skills: Reading Skills and Listening Skills		23 Hrs.	40 marks
<i>Reading Skills</i>			
Listening Skills Audio version of the speeches to be emphasized	Persuasive Speeches	10 Hrs.	10 marks
PLAY		15 Hrs	30 marks
<i>'The Fire and the Rain'</i> by Girish Karnad			
Winston Churchill's Speech 'Never Give In'			
1. J. K. Rowling's Harvard acceptance Speech			
2. Narayan Murthy's speech at Lal Bahadur Shastri Institute of Management			
3. Dr. B R Ambedkar's 'Message to Women'			
4. Bob Dylan's Noble Prize Acceptance speech			
UNIT 2			
Productive Skills: Speaking and Writing Skills		23 Hrs.	20 marks
Speaking Skills	Presentation Skills	5 Hrs	
	Types - • Informative • Persuasive • Demonstrative		5 marks
Writing Skills	Introduction To Writing and Types		
	Introduction to Writing Types of Writing • Descriptive Writing • Narrative Writing • Reflective Writing • Argumentative Writing	6 hrs	5 marks

Business Correspondence			
	1. Letters of Enquiry 2. Order Letters 3. Letters of Complaint, 4. Reply to Complaint	6 Hrs.	5 marks
	Commercial Writing	6 Hrs.	5 marks
	<ul style="list-style-type: none"> • Product Manual • Brochure Writing 		
Formative Assessment Activities	Discussion / Guidance for Experiential Learning under Formative Assessment	4Hrs.	

UNIT – 1

Receptive Skills: Reading Skills And Listening Skills

PLAY - The Fire and the Rain

-Girish Karnad

Summary:

The Fire and the Rain is a play by the reputed Indian playwright Girish Karnad. The play is based on the myth of Raibhya, Parvasu, Arvasu and Yavakri, described in the Vanaparva of the Mahabharata, narrated by the sage Lomash. Karnad however has subverted the original myth and created a thoroughly stage-worthy version. The play was initially written in Kannada as "Agni Mattu Male" deciphered as the Fire and the Rain in English. Girish Karnad is the ace of utilizing antiquated legend into his plays. He skillfully determines old fantasy and with essential changes uses into his plays to give the contemporary soul. In a similar custom, this play by Karnad depends on the legend of 'Yavakri', 'Yajna' and 'Indra' which happens in the Mahabharata. The play 'The Fire and the Rain' occurs in a small region of India long ago that has experienced a lack of rain for ten years. The king proposed to propitiate the Gods through fire sacrifice. So that God would be pleased and send rain to the parched land. In this fire sacrifice Parvasu the son of a learned Brahmin Raibhya, was appointed as the Chief Priest.

The play begins with the dominant myth Yavakri. The myth of Vritra and Indra acts as catalyst to free Parvasu and Arvasu from the human bondage of fear and vengeance. The Prologue and the Epilogue are inevitably conjoined to project a holistic view of life. The play portrays the account of Arvasu, a Brahman by position, who turns into a

performing on-screen character and misconstrued by the individuals. The play is about homicide, envy, power and political and Karnad attempts to look at human instinct by making certain characters in the play. The “dharma-conscious” king in the play performs a massive, spectacular fire sacrifice in order to relieve his province from drought and famine and offers huge oblations of grains and food to the holy fire when the general public is literally dying of hunger. Karnad subtly underlines the irony of this situation where the king, blinded by his vainglory, completely fails to recognise the core problem.

The Brahmins, especially Parvasu, are also not devoted towards the betterment of the public but instead just aim at enhancing their social standing and reputation as learned men. Yavakri claims to have gained the “divine knowledge” of the Vedas by Indra himself but he still hasn’t gotten rid of his malice and lust and despite abandoning Vishakha for ten long years, uses her to spite his rival and also to satisfy his base desires. Through Nittilai’s character, Karnad attacks this “knowledge” that Yavakri and other Brahmins boast of having “acquired” by their strict penance but it never seems to benefit anyone apart from them. “...but why are Brahmins so secretive about everything?... You know, their fire sacrifices are conducted in covered enclosures. They mortify themselves in the dark of the jungle. Even their Gods appear so secretly. Why? What are they afraid?”, Nittilai boldly interrogates. She further questions that if Indra did appear in front of Yavakri, why did he not ask for a few showers for his drought-ridden land? By posing such questions, Nittilai’s character deconstructs the self-proclaimed “godly” status of the priestly class.

At course of time Aravasu begins to look all starry eyed at Nittilai, an innate young lady. She likewise adores Aravasu, however needed to take consent from his folks and town seniors before the marriage. In the play a character called Paravasu shows up who is a sibling of Aravasu. He performs customs and function of petition to satisfy the God Indra so the town may get rain. Raibhya is the dad of Aravasu and Paravasu hates his children. He has question that Paeavasu's better half having illicit relationship with Yavakri. Indeed, Yavakri has needed to love Devraj Indra for a long time and hence he needed to leave his association with Vishaka. At the point when he returns he finds that Vishakha wedded to Paravasu who lives with her joyfully. On finding that, Vishaka meets with Yavakri as an angered Raibhya brings BrahmaRakshas, an evil presence to murder Yavakri. In a manner, the story moves around every one of these characters and the sensational condition is wonderfully made by Karnad.

The play likewise moves around the man and lady relationship. It brings two significant lady characters Vishakha and Nittilai, an inborn young lady. It shows that how ladies have been abused in the general public and remain the instrument in the hands of universal condition. Vishakha never wish to wed Paravashu yet couldn't hold from the social custom. Then again, the character of Nittilai likewise pulls in the reader's consideration. She has numerous great quality and alluring character. She is away from the universal attitude and has no dread about coming clean. In this way, Karnad wisely brings the issues identified with conventional Indian ladies and their sacrificing quality. Girish Karnad attempts to highlight and romanticize the suppressed categories such as the lower castes, the demons, the artists. The two women characters-

Vishakha and Nittilai-become victims of the male dominated struggles. Both get caught between the real and the romantic, and they are reduced to nothingness, one to insanity and the other to death. Vishakha is exploited by her husband, father-in-law and by her lover.

Story of the play: Raivya and Varadwaj are the two great Brahmins who compete to become the chief priest in the fire-sacrifice which is arranged by the king to invoke rain as the country is going through long years of famine and drought. The king selects Parvasu as the chief priest as he is young. Varadwaj dies of grief. Raivya is jealous of his son's status. Varadwaja's son Yavakri goes to the forest to attain enlightenment from Indra and is blessed with Brahmagyan after ten years. Yavakri returns to avenge the death of his father and uses his former lady-love Vishakha, now the wife of Parvasu as a bait. In the absence of Parvasu, Vishakha is sexually exploited by her father-in-law and easily succumbs to the seduction of Yavakri. As Raivya is aware of this, he creates the Brahme-Rakhshasha, Kritya to kill Yavakri. Vishakha comes to know that Yavakri has deceived her and pours out the charmed water that could have saved Yavakri. Yavakri is murdered by Kritya. Parvasu comes home secretly from the fire-sacrifice and kills Raivya. He plans to put the entire blame on his younger brother Arvasu, innocent, bold and unorthodox, fiercely in love with a tribal girl Nittilai, as vibrant and lively as Arvasu.

The blame of killing Raibhya is cunningly put on Arvasu and the mob beats him severely. Nittilai, who is married away to a boy of her own caste, leaves her husband to nurse Arvasu. A local theatre manager offers Arvasu to take part in his play. Arvasu has always wanted to act but had been barred from doing so by Parvasu and the society as a

Brahmin is not supposed to act in a play. But now Aravasu is already convicted and denies all social rules. He plays the part of Vritra in the myth of Indra, Vishwarup and Vritra. Indra, the king of Heavens, is jealous of his brother Vishwarup and plans to murder him. Vritra tries to protect Vishwarup but Indra drives him away and kills Vishwarup. Paravasu reacts to watch the play within the play. The fire-sacrifice is looted by the hungry mob. Nittilai is murdered by her husband. Paravasu enters the fire and Aravasu decides to follow him when the voice of Indra is heard. Indra offers a boon to Aravasu. Aravasu decides to ask for the life of Nittilai..... Kritya comes and begs for his liberation from the state of limbo. Aravasu learns to be selfless and asks Indra to liberate the soul of Kritya. Rain comes at the end, at the exchange and realization of sacrifice and the land becomes fertile. Phoenix, the experimental theatre group ends it with a rendition and chanting of Datta, Damyata, Dayadhvam... Shantih, Shantih, Shantih.

Girish Karnad's "The Fire and the Rain" retells the ancient myths of Yavakri and Indra-Vritra, and appropriates them to weave a tale that highlights the flaws of human nature and the society as a whole. He makes the cultural messages conveyed in ancient myths relevant to the present. The play deals with themes like caste and casteism, oppression of women, vaingloriousness of the priestly class, along with other human flaws like jealousy, malice, possessiveness, mistrust, blind competition, revenge, treachery, power conflict, adultery etc. Karnad on one hand portrays the complex cause and effect relationship between these themes, and on the other reveals how the Brahmin class, that pretends to be "holier than thou" and devoid of any such malice is actually immersed in all sorts of immoral

deeds. From the first scene itself, we witness the harshest forms of casteism, where a Brahmin boy Aravasu is disowned by his elder brother and his community due to his love for performing arts, which were considered to be meant for the so-called lower castes. We come to know that Paravasu's wife Vishakha has been mistreated and exploited by her father-in-law, and how Paravasu, while venturing to become the most respected and powerful priest in the village, has ignored his wife's basic needs and desires while she withered away with longing and loneliness. Her lover Yavakri too abandons her in his pursuit of "greatness", and later comes back and abuses her only to spite his father's rival Raibhya (who is also Vishakha's father-in-law) and his son Paravasu. Arvasu's lover Nittilai is first married against her will and is then killed by her husband for escaping with her lover, indicating the lack of agency and autonomy of a woman over her life and how men control and dominate every aspect of her life, even its duration. Karnad reveals the ugly, humane side of the self-proclaimed "godly" Brahmin caste by portraying the jealousy and power conflict between Raibhya and Paravasu and how these vices ultimately lead Paravasu to commit the heinous crime of patricide. Raibhya too is jealous of the opportunity given to his son instead of himself, revealing how sheer jealousy subjugates even the emotional attachment and obligations of blood-relations. The "dharma-conscious" king in the play performs a massive, spectacular fire sacrifice in order to relieve his province from drought and famine and offers huge oblations of grains and food to the holyfire when the general public is literally dying of hunger. Karnad subtly underlines the irony of this situation where the king, blinded by his vainglory, completely fails to recognise the core problem. The Brahmins, especially Paravasu, are also

not devoted towards the betterment of the public but instead just aim at enhancing their social standing and reputation as learned men. Yavakri claims to have gained the “divine knowledge” of the Vedas by Indra himself but he still hasn’t gotten rid of his malice and lust and despite abandoning Vishakha for ten long years, uses her to spite his rival and also to satisfy his base desires. Through Nittilai’s character, Karnad attacks this “knowledge” that Yavakri and other Brahmins boast of having “acquired” by their strict penance but it never seems to benefit anyone apart from them. “...but why are Brahmins so secretive about everything?... You know, their fire sacrifices are conducted in covered enclosures. They mortify themselves in the dark of the jungle. Even their Gods appear so secretly. Why? What are they afraid of?”, Nittilai boldly interrogates. She further questions that if Indra did appear in front of Yavakri, why did he not ask for a few showers for his drought-ridden land? By posing such questions, Nittilai’s character deconstructs the self-proclaimed “godly” status of the priestly class. Thus, we can say that Karnad’s play is an excellent commentary, or rather a jibe at the way our society functions and its entire social construct.

Comprehension:

I. Answer the following questions in 2-3 sentences:

1. What was the Actor-Manager plea to the chief priest in the play?
2. Why was Aravasu apprehensive of his impending meeting with Nittilai’s tribesman?
3. Why did Yavakri spend 10 years in the forest?
4. What were the two questions that Nittilai wanted to ask Yavakri?
5. Who is Vishaka?

6. How is Vishaka related to Yavakri?
7. Who is the blind character in the play?
8. What is the major theme of the play?
9. What does Nittilai symbolize in the play?
10. Who sacrifices their life at the end of the play?
11. How did Raibhya intend to punish Yavakri?
12. Yavakri hated Raibhya's family why?
13. How did Yavakri die in the play?
14. What does fire and the rain symbolize in the play?

II. Answer the following questions in about a page each:

1. Sketch the character of Nittilai in the play?
2. What role does Andhak play in Fire and the Rain?
3. What was Yavakris' plan to take revenge against the Raibhya's family?
4. Comment on the play within the play called the Triumph of Lord Indra.
5. Explain the symbolism used in the play Fire and the Rain.
6. Give a character analysis of Aravasu in the play the fire and the rain.
7. Who creates Brahma Rakshasa in the play? Explain the role played by Brahma Rakshasa.

III. Answer the following questions in 2 pages:

1. The play 'The Fire and the Rain' revolves around the clash of egos, revenge, misuse of knowledge and fragility of human nature. Discuss.
2. Girish Karnad invents the parallel story of Aravasu's relationship with Nittilai and develops Aravasu as the Anti-thesis of Raibhya, Paravasu and Yavakri. Elucidate.

3. What is the significance of fire sacrifice arranged in the play?
4. Bring out the significance of the title of the play 'The Fire and the Rain' by Girish Karnad.
5. How does Girish Karnad comment at the way our society functions. Explain with reference to the play 'The Fire and the Rain'.
6. Explain the character Nittai in the play 'The Fire and the Rain' how she attacks the divine knowledge that Yavakri and the other Brahmins claimed to have acquired.
7. Girish Karnad reveals the ugly humane side of the self-proclaimed godly brahmin caste as men of vices. Explain with reference to the play 'The Fire and the Rain'.

PERSUASIVE SPEECHES

Never Give In

-*Winston S Churchill*

Brainstorming Activities

1. Leadership and learning are indispensable to each other. Discuss.
2. You cannot tell from appearances how things will go. Do you agree?
3. How do you remain hopeful during hard times?



About the speaker: Sir Winston Leonard Spencer Churchill was a British statesman, orator and author who served as Prime Minister of the United Kingdom from 1940 to 1945 and again from 1951 to 1955. He was born on 30 November 1874 at Blenheim Palace, Oxfordshire in England to a wealthy aristocratic family.

His father, Lord Randolph Churchill, represented the Conservative and had been elected as Member of Parliament for Woodstock while his mother Jennie, was a daughter of a wealthy American businessman.

Churchill began boarding at St George's School in Ascot, Berkshire, at age seven but was academically poor. In 1884 he transferred to Brunswick School in Hove, where his academic performance improved. In April 1888, aged 13, he narrowly passed the entrance exam for Harrow School where he was trained to join the military academy.

In February 1895, Churchill was commissioned as a second lieutenant in the Queen's Own Cavalry regiment of the British Army. Along with the regiment, Winston Churchill came to Bangalore in October 1896 as a young army officer and left three years later. In his book, *My Early Life*, he writes, "The climate of Bangalore, at more than 3,000 ft

above sea level, is excellent. The sun even at midday is temperate and the mornings and evenings are fresh and cool.” He died in January 1965 at his London home.

On 29 October 1941, Sir Winston S Churchill delivered one of his most famous speeches at Harrow School (Churchill’s alma mater) in London. The speech was addressed during the time of the Second World War when Britain was going through a major crisis. Just ten months prior to this speech, the United Kingdom engaged in an air battle with Nazi Germany, which caused a devastating loss to the country. Churchill motivates the young students to leave the past behind and not heed to other’s words. In his speech, Churchill also stresses on the importance of never surrendering to defeat and hopelessness, no matter how bleak the situation is or how overwhelmingly mighty the enemy is.

The Speech

Almost a year has passed since I came down here at your Head Master's kind invitation in order to cheer myself and cheer the hearts of a few of my friends by singing some of our own songs.

The ten months that have passed have seen very terrible catastrophic events in the world--ups and downs, misfortunes-- but can anyone sitting here this afternoon, this October afternoon, not feel deeply thankful for what has happened in the time that has passed and for the very great improvement in the position of our country and of our home?

Why, when I was here last time we were quite alone, desperately alone, and we had been so for five or six months. We were poorly armed. We are not so poorly armed today; but then we were very poorly armed. We had

the unmeasured menace of the enemy and their air attack still beating upon us, and you yourselves had had experience of this attack; and I expect you are beginning to feel impatient that there has been this long lull with nothing particular turning up!

But we must learn to be equally good at what is short and sharp and what is long and tough. It is generally said that the British are often better at the last. They do not expect to move from crisis to crisis; they do not always expect that each day will bring up some noble chance of war; but when they very slowly make up their minds that the thing has to be done and the job put through and finished, then, even if it takes months - if it takes years - they do it.

Another lesson I think we may take, just throwing our minds back to our meeting here ten months ago and now, is that appearances are often very deceptive, and as Kipling well says, we must "...meet with Triumph and Disaster. And treat those two impostors just the same."

You cannot tell from appearances how things will go. Sometimes imagination makes things out far worse than they are; yet without imagination not much can be done. Those people who are imaginative see many more dangers than perhaps exist; certainly many more than will happen; but then they must also pray to be given that extra courage to carry this far-reaching imagination.

But for everyone, surely, what we have gone through in this period--I am addressing myself to the School--surely from this period of ten months, this is the lesson:

Never give in. Never give in. Never, never, never, never--in nothing, great or small, large or petty--never give in, except to convictions of honour and good sense. Never yield to force.

Never yield to the apparently overwhelming
might of the enemy.

We stood all alone a year ago, and to many countries it seemed that our account was closed, we were finished. All this tradition of ours, our songs, our School history, this part of the history of this country, were gone and finished and liquidated.

Very different is the mood today. Britain, other nations thought, had drawn a sponge across her slate. But instead our country stood in the gap. There was no flinching and no thought of giving in; and by what seemed almost a miracle to those outside these Islands, though we ourselves never doubted it, we now find ourselves in a position where I say that we can be sure that we have only to persevere to conquer.

You sang here a verse of a School Song: you sang that extra verse written in my honour, which I was very greatly complimented by and which you have repeated today. But there is one word in it I want to alter - I wanted to do so last year, but I did not venture to. It is the line: "Not less we praise in darker days."

I have obtained the Head Master's permission to alter darker to sterner. "Not less we praise in sterner days."

Do not let us speak of darker days: let us speak rather of sterner days. These are not dark days; these are great days--the greatest days our country has ever lived; and we must all thank God that we have been allowed, each of us according to our stations, to play a part in making these days memorable in the history of our race.

Glossary

Catastrophic	: Disastrous
Menace	: Threat, danger
Give in	: Surrender
Conviction	: Belief, view
Overwhelming	: Massive, very strong
Liquidated	: Dissolved, Wiped out
Draw a sponge across a slate:	Erase previous records
Stood in the gap	: Remain strong and defend oneself
Flinching	: Shrink, turn away
Stern	: Harder, harsher, tougher

Comprehension:

I. Answer the following questions in a sentence or two sentences each:

1. How does Churchill describe the situation of Britain in the last ten months?
 - a. Ideal
 - b. Catastrophic
 - c. Happy
 - d. Optimistic
2. "...the British are often better at the last." The word 'last' here refers to being _____.
3. According to Churchill, name the two impostors that should be treated just the same.
4. What are the only two convictions that we should give in to, as told by Churchill?
5. In the speech, what does Churchill believe that the British should learn from the war?
 - a. Imagination makes things easy
 - b. Surrender to the enemy when necessary
 - c. Remain hopeful in tough situations
 - d. None of the above.

II. Answer the following questions in a paragraph:

1. What does Churchill mean that Britishers are better at being long and tough?
2. What are Churchill's views on imagination?
3. Discuss the lesson learnt in the past ten months, according to Churchill.
4. Why does Churchill insist on replacing the word 'darker' with 'sterner' in the song?
5. As mentioned in the speech, how did Britain defend itself when the world assumed it was completely defeated?

Extended Reading:

The song that was sung by students of Harrow school in honour of Sir Winston Churchill.

Nor less we praise in sterner (darker) days

The Leader of our Nation,

And CHURCHILL's name shall win acclaim

From each new generation.

While in this fight to guard the Right

Our country you defend, Sir.

Here grim and gay we mean to stay,

And stick it to the end, Sir.

Suggested Links:

1. *Winston S Churchill address to Harrow school - Never Give In Speech.* YOUTUBE Channel - Historical Speeches TV.
<https://www.youtube.com/watch?v=aKGXo4g26Ds>.
2. *Never Give In.* Sir Winston S Churchill. Speech Transcript.
http://www.eng.uwaterloo.ca/~jcslee/poetry/churchill_nevergivein.html#:~:text=Never%20give%20in.,Never%20give%20in.,overwhelming%20might%20of%20the%20enemy.
3. *When Churchill Lived in the City.* Deccan Herald. 11 Nov. 2014.
<https://www.deccanherald.com/content/440742/when-churchill-lived-city.html>

2. Harvard Nobel Prize Acceptance Speech

-J K Rowling

Brain storming activities

- How does it feel when one receives a prize/award? Discuss.
- Do you know in what fields are Noble Prizes awarded?
- Name a few Noble Prize awardees.



About the speaker: Joanne Rowling CH OBE FRSL (born 31 July 1965), also known by her pen name **J. K. Rowling**, is a British author and philanthropist. She wrote *Harry Potter*, a seven-volume children's fantasy series published from 1997 to 2007. The series has sold over 500 million copies, been translated into at least 70 languages, and spawned a global media franchise including films and video games. *The Casual Vacancy* (2012) was her first novel for adults. She writes *Cormoran Strike*, an ongoing crime fiction series, as **Robert Galbraith**.

Speech

President Faust, members of the Harvard Corporation and the Board of Overseers, members of the faculty, proud parents, and, above all, graduates.

The first thing I would like to say is ‘thank you.’ Not only has Harvard given me an extraordinary honor, but the weeks of fear and nausea I have endured at the thought of giving this commencement address have made me lose weight. A win-win situation! Now all I have to do is take deep breaths, squint at the red banners and convince myself that I am at the world’s largest Gryffindor reunion.

Delivering a commencement address is a great responsibility; or so I thought until I cast my mind back to my own graduation. The commencement speaker that day was the distinguished British philosopher Baroness Mary Warnock. Reflecting on her speech has helped me enormously in writing this one, because it turns out that I can't remember a single word she said. This liberating discovery enables me to proceed without any fear that I might inadvertently influence you to abandon promising careers in business, the law or politics for the giddy delights of becoming a gay wizard.

You see? If all you remember in years to come is the 'gay wizard' joke, I've come out ahead of Baroness Mary Warnock. Achievable goals: the first step to self-improvement.

Actually, I have wracked my mind and heart for what I ought to say to you today. I have asked myself what I wish I had known at my own graduation, and what important lessons I have learned in the 21 years that have expired between that day and this.

I have come up with two answers. On this wonderful day when we are gathered together to celebrate your academic success, I have decided to talk to you about the benefits of failure. And as you stand on the threshold of what is sometimes called 'real life', I want to extol the crucial importance of imagination. These may seem quixotic or paradoxical choices, but please bear with me. Looking back at the 21-year-old that I was at graduation, is a slightly uncomfortable experience for the 42-year-old that she has become. Half my lifetime ago, I was striking an uneasy balance between the ambition I had for myself, and what those closest to me expected of me.

I was convinced that the only thing I wanted to do, ever, was to write novels. However, my parents, both of whom came from impoverished backgrounds and neither of whom had been to college, took the view that my overactive imagination was an amusing personal quirk that would never pay a mortgage, or secure a pension. I know that the irony strikes with the force of a cartoon anvil, now.

So they hoped that I would take a vocational degree; I wanted to study English Literature. A compromise was reached that in retrospect satisfied nobody, and I went up to study Modern Languages. Hardly had my parents' car rounded the corner at the end of the road than I ditched German and scuttled off down the Classics corridor.

I cannot remember telling my parents that I was studying Classics; they might well have found out for the first time on graduation day. Of all the subjects on this planet, I think they would have been hard put to name one less useful than Greek mythology when it came to securing the keys to an executive bathroom. I would like to make it clear, in parenthesis, that I do not blame my parents for their point of view. There is an expiry date on blaming your parents for steering you in the wrong direction; the moment you are old enough to take the wheel, responsibility lies with you. What is more, I cannot criticize my parents for hoping that I would never experience poverty. They had been poor themselves, and I have since been poor, and I quite agree with them that it is not an ennobling experience. Poverty entails fear, and stress, and sometimes depression; it means a thousand petty humiliations and hardships. Climbing out of poverty by your own efforts, that is indeed something on which to pride yourself, but poverty itself is romanticized only by fools.

What I feared most for myself at your age was not poverty, but failure.

At your age, in spite of a distinct lack of motivation at university, where I had spent far too long in the coffee bar writing stories, and far too little time at lectures, I had a knack for passing examinations, and that, for years, had been the measure of success in my life and that of my peers.

I am not dull enough to suppose that because you are young, gifted and well-educated, you have never known hardship or heartbreak. Talent and intelligence never yet inoculated anyone against the caprice of the Fates, and I do not for a moment suppose that everyone here has enjoyed an existence of unruffled privilege and contentment.

However, the fact that you are graduating from Harvard suggests that you are not very well-acquainted with failure. You might be driven by a fear of failure quite as much as a desire for success. Indeed, your conception of failure might not be too far from the average person's idea of success, so high have you already flown.

Ultimately, we all have to decide for ourselves what constitutes failure, but the world is quite eager to give you a set of criteria if you let it. So I think it fair to say that by any conventional measure, a mere seven years after my graduation day, I had failed on an epic scale. An exceptionally short-lived marriage had imploded, and I was jobless, a lone parent, and as poor as it is possible to be in modern Britain, without being homeless. The fears that my parents had had for me, and that I had had for myself, had both come to pass, and by every usual standard, I was the biggest failure I knew.

Now, I am not going to stand here and tell you that failure is fun. That period of my life was a dark one, and I had no idea that there was going to be what the press has since represented as a kind of fairy tale resolution. I had no idea then how far the tunnel extended, and for a long time, any light at the end of it was a hope rather than a reality.

So why do I talk about the benefits of failure? Simply because failure meant a stripping away of the inessential. I stopped pretending to myself that I was anything other than what I was, and began to direct all my energy into finishing the only work that mattered to me. Had I really succeeded at anything else, I might never have found the determination to succeed in the one arena I believed I truly belonged. I was set free, because my greatest fear had been realized, and I was still alive, and I still had a daughter whom I adored, and I had an old typewriter and a big idea. And so rock bottom became the solid foundation on which I rebuilt my life.

You might never fail on the scale I did, but some failure in life is inevitable. It is impossible to live without failing at something, unless you live so cautiously that you might as well not have lived at all – in which case, you fail by default.

Failure gave me an inner security that I had never attained by passing examinations. Failure taught me things about myself that I could have learned no other way. I discovered that I had a strong will, and more discipline than I had suspected; I also found out that I had friends whose value was truly above the price of rubies.

The knowledge that you have emerged wiser and stronger from setbacks means that you are, ever after, secure in your ability to survive. You will never truly know yourself, or

the strength of your relationships, until both have been tested by adversity. Such knowledge is a true gift, for all that it is painfully won, and it has been worth more than any qualification I ever earned.

So given a Time Turner, I would tell my 21-year-old self that personal happiness lies in knowing that life is not a check-list of acquisition or achievement. Your qualifications, your CV, are not your life, though you will meet many people of my age and older who confuse the two. Life is difficult, and complicated, and beyond anyone's total control, and the humility to know that will enable you to survive its vicissitudes.

Now you might think that I chose my second theme, the importance of imagination, because of the part it played in rebuilding my life, but that is not wholly so. Though I personally will defend the value of bedtime stories to my last gasp, I have learned to value imagination in a much broader sense. Imagination is not only the uniquely human capacity to envision that which is not, and therefore the fount of all invention and innovation. In its arguably most transformative and revelatory capacity, it is the power that enables us to empathize with humans whose experiences we have never shared.

One of the greatest formative experiences of my life preceded Harry Potter, though it informed much of what I subsequently wrote in those books. This revelation came in the form of one of my earliest day jobs. Though I was sloping off to write stories during my lunch hours, I paid the rent in my early 20s by working at the African research department at Amnesty International's headquarters in London.

There in my little office I read hastily scribbled letters smuggled out of totalitarian regimes by men and women who were risking imprisonment to inform the outside world of what was happening to them. I saw photographs of those who had disappeared without trace, sent to Amnesty by their desperate families and friends. I read the testimony of torture victims and saw pictures of their injuries. I opened handwritten, eye-witness accounts of summary trials and executions, of kidnappings and rapes.

Many of my co-workers were ex-political prisoners, people who had been displaced from their homes, or fled into exile, because they had the temerity to speak against their governments. Visitors to our offices included those who had come to give information, or to try and find out what had happened to those they had left behind.

I shall never forget the African torture victim, a young man no older than I was at the time, who had become mentally ill after all he had endured in his homeland. He trembled uncontrollably as he spoke into a video camera about the brutality inflicted upon him. He was a foot taller than I was, and seemed as fragile as a child. I was given the job of escorting him back to the Underground Station afterwards, and this man whose life had been shattered by cruelty took my hand with exquisite courtesy, and wished me future happiness.

And as long as I live, I shall remember walking along an empty corridor and suddenly hearing, from behind a closed door, a scream of pain and horror such as I have never heard since. The door opened, and the researcher poked out her head and told me to run and make a hot drink for the young man sitting with her. She had just had to give him the news that in retaliation for his own outspokenness

against his country's regime, his mother had been seized and executed.

Every day of my working week in my early 20s I was reminded how incredibly fortunate I was, to live in a country with a democratically elected government, where legal representation and a public trial were the rights of everyone.

Every day, I saw more evidence about the evils humankind will inflict on their fellow humans, to gain or maintain power. I began to have nightmares, literal nightmares, about some of the things I saw, heard, and read. And yet I also learned more about human goodness at Amnesty International than I had ever known before.

Amnesty mobilizes thousands of people who have never been tortured or imprisoned for their beliefs to act on behalf of those who have. The power of human empathy, leading to collective action, saves lives, and frees prisoners. Ordinary people, whose personal well-being and security are assured, join together in huge numbers to save people they do not know, and will never meet. My small participation in that process was one of the most humbling and inspiring experiences of my life.

Unlike any other creature on this planet, humans can learn and understand, without having experienced. They can think themselves into other people's places. Of course, this is a power, like my brand of fictional magic, that is morally neutral. One might use such an ability to manipulate, or control, just as much as to understand or sympathize.

And many prefer not to exercise their imaginations at all. They choose to remain comfortably within the bounds of their own experience, never troubling to wonder how it

would feel to have been born other than they are. They can refuse to hear screams or to peer inside cages; they can close their minds and hearts to any suffering that does not touch them personally; they can refuse to know.

I might be tempted to envy people who can live that way, except that I do not think they have any fewer nightmares than I do. Choosing to live in narrow spaces leads to a form of mental agoraphobia, and that brings its own terrors. I think the willfully unimaginative see more monsters. They are often more afraid.

What is more, those who choose not to empathize enable real monsters. For without ever committing an act of outright evil ourselves, we collude with it, through our own apathy.

One of the many things I learned at the end of that Classics corridor down which I ventured at the age of 18, in search of something I could not then define, was this, written by the Greek author Plutarch: What we achieve inwardly will change outer reality. That is an astonishing statement and yet proven a thousand times every day of our lives. It expresses, in part, our inescapable connection with the outside world, the fact that we touch other people's lives simply by existing.

But how much more are you, Harvard graduates of 2008, likely to touch other people's lives? Your intelligence, your capacity for hard work, the education you have earned and received, give you unique status, and unique responsibilities. Even your nationality sets you apart. The great majority of you belong to the world's only remaining superpower. The way you vote, the way you live, the way you protest, the pressure you bring to bear on your

government, has an impact way beyond your borders. That is your privilege, and your burden.

If you choose to use your status and influence to raise your voice on behalf of those who have no voice; if you choose to identify not only with the powerful, but with the powerless; if you retain the ability to imagine yourself into the lives of those who do not have your advantages, then it will not only be your proud families who celebrate your existence, but thousands and millions of people whose reality you have helped change. We do not need magic to change the world, we carry all the power we need inside ourselves already: we have the power to imagine better.

I am nearly finished. I have one last hope for you, which is something that I already had at 21. The friends with whom I sat on graduation day have been my friends for life. They are my children's godparents, the people to whom I've been able to turn in times of trouble, people who have been kind enough not to sue me when I took their names for Death Eaters. At our graduation we were bound by enormous affection, by our shared experience of a time that could never come again, and, of course, by the knowledge that we held certain photographic evidence that would be exceptionally valuable if any of us ran for Prime Minister.

So today, I wish you nothing better than similar friendships. And tomorrow, I hope that even if you remember not a single word of mine, you remember those of Seneca, another of those old Romans I met when I fled down the Classics corridor, in retreat from career ladders, in search of ancient wisdom: As is a tale, so is life: not how long it is, but how good it is, is what matters.

I wish you all very good lives. Thank you very much.

Comprehension:

Answer the following questions:

1. **What is the message of JK Rowling's speech?**
2. What was JK Rowling's Harvard speech about?
3. When did JK Rowling deliver the speech?
4. Who was the speaker at Rowling's commencement ceremony?

Answer the following questions in a paragraph:

1. Why does Rowling think imagination is important?
2. What is the central idea of the Fringe Benefits and failure?
3. What is Rowling's final message to people who enjoy privileges?
4. What is the purpose of a commencement?
5. Write a note on J K Rowling's motivation.

3. Message to Women

-Dr. B.R. Ambedkar

Brainstorming activities

- What are the benefits of educating a girl?
- Do you know of any social reformers who have fought for the causes of girls' education?
- Do spouses share a bond of friendship in India? Discuss.



About the Speaker: *Dr. Bhimrao Ramji Ambedkar* (14 April 1891 – 6 December 1956) is one of the tallest intellectual-political leaders in the mainstream socio-political discourse of modern India. He was the pioneer intellectual in the study of caste and untouchability. He delved into such

details that with all their possible and conceivable dimensions, he fought caste discrimination at all given levels: social, political, economic, and educational. His seminal work *Annihilation of Caste* is both an illuminative as well as redemptive text. Ambedkar used his writings and lectures to confront a world of indifference and betrayal in order to pursue his reformatory agenda only paralleled by Gandhi. The prescribed text throws light on the emancipation of women.

The Speech:

I am very happy to have this occasion of addressing you. There cannot be an occasion of greater happiness to anyone interested in the advancement of the Depressed Classes than to witness this gathering of women. That you would assemble in such vast number —almost 20,000- to 25,000-strong —would have been unthinkable ten years ago. I am a greater believer in women's organization. I know what they can do to improve the condition of the society if they are convinced. In the eradication of social evils they have rendered great services. I will testify to that from my own experience. Ever since I began to work among the Depressed Classes, I made it a priority to carry women along with men. That is why you will see that our conferences are always mixed conferences. I measure the progress of a community by the degree of progress which women have achieved, and when I see this assembly, I feel both convinced and happy that we have progressed. I shall tell you a few things which I think you should bear in mind. Learn to be clean; keep free from all vices. Give education to your children. Instill ambition in them. Inculcate in their minds that they are destined to be great. Remove from them all inferiority complex. Don't be in a hurry to marry: marriage is a liability. You should not impose it upon your

children unless financially they are able to meet the liabilities arising from marriage. Those who will marry will bear in mind that to have too many children is a crime. The parental duty lies in giving each child a better start than its parents had. Above all, let each girl who marries stand up to her husband, claim to be her husband's friend and equal and refuse to be his slave. I am sure if you follow this advice you will bring honour and glory to yourselves and to the Depressed Classes.

(From BAWS, Vol. 17, Part 3, pp.282-83)

Glossary

Depressed Classes: The term *Dalits* was in use as a translation for the British Raj census classification of *Depressed Classes* prior to 1935. It was popularised by Ambedkar, himself a Dalit, who included all depressed people irrespective of their caste into the definition of Dalits.

Liability: Obligation, legal responsibility

Comprehension:

I. Answer the following questions in one or two sentences:

1. What according to Ambedkar was an occasion of greater happiness for the one who is interested in the advancement of Depressed Classes?
2. What would be unthinkable according to Ambedkar ten years ago?
3. How does Ambedkar measure the progress of a community?
4. What advice does Ambedkar give to women?
5. What will happen if women follow Ambedkar's advice?

Suggested Reading

- Read Dr. Ambedkar's The Hindu Code Bill.
- Watch the Kannada movie Savitribai Phule (2018).

Speech at Lal Bahadur Shastri Institute of Management

Narayan Murthy

Brainstorming activities

- We need to incorporate certain western maxims into our value system, argues one of India's most successful businessmen.
- 'Religion is my work' that's the trend we follow.
- Murthy is known to have an eye for talent and a talent for dividing labour.



About the Speaker: Nagavara Ramarao Narayan Murthy (born 20 August 1946) (age 76) was born and raised in Shidlaghatta, Karnataka. He graduated from the National Institute of Engineering, University of Mysore with a bachelor's degree in Electrical Engineering and a master's degree from the Indian Institute of Technology Kanpur.

Before starting Infosys, Murthy worked at the Indian Institute of Management Ahmedabad as chief systems programmer, and Patni Computer systems in Pune (Maharashtra). He started Infosys in 1981 and was the CEO from 1981 to 2001, as well as the chairman from 2002-2011. In 2011, he stepped down from the board and became the chairman emeritus. In June 2013, Murthy was appointed as the executive chairman for a period of 5 years. He is an Indian billionaire businessman. He is the founder of Infosys, and has been the chairman, chief executive officer (CEO), president and chief mentor of the company before retiring and taking the title chairman emeritus.

As of April 2022, his net worth was estimated at US \$4.4 billion. He has been listed among the 12 greatest entrepreneurs of our time by Fortune Magazine. He has

been described as the “Father of the Indian IT Sector” by Time Magazine and CNBC for his Contributions to outsourcing in India. Murthy has been honoured with the Padma Sri (2000), Legion of Honour (2008) and Padma Vibhushan (2008).

The Speech:

Ladies and Gentlemen, it is a pleasure to be here at the Lal Bahadur Shastri Institute of Management. Lal Bahadur Shastri was a man of strong values, and he epitomized simple living. He was a freedom fighter and innovative administrator who contributed to nation building in full measure. It is indeed a matter of pride for me to be chosen for the Lal Bahadur Shastri Award for Public Administration & Management Sciences. I thank the jury for this honour.

When I got the invitation to speak here, I decided to speak on an important topic on which I have pondered for years—the role of Western values in contemporary Indian society. Coming from a company that is built on strong values, the topic is close to my heart. Moreover, an organization is representative of society, and some of the lessons that I have learnt are applicable in the national context. In fact, values drive progress and define quality of life in society.

The word community joins two Latin words com (“together” or “with”) and unus (“one”). A community, then, is both one and many. It is a unified multitude and not a mere group of people. As it is said in the Vedas: Man can live individually but can survive only collectively. Hence, the challenge is to form a progressive community by balancing the interests of the individual and that of the society. To meet this, we need to develop a value system where people accept modest sacrifices for the common good.

What is a value system? It is the protocol for behaviour that enhances the trust, confidence, and commitment of members of the community. It goes beyond the domain of legality- it is about decent and desirable behaviour. Further, it includes putting the community interests ahead of your own. Thus, our collective survival and progress is predicted on sound values.

There are two pillars of the cultural value system- loyalty to family and loyalty to community. One should not be in isolation to the other, because successful societies are those which combine both harmoniously. It is in this context that I will discuss the role of western values in contemporary Indian society.

Some of you here might say that most of what I am going to discuss are Indian values in old ages, and not Western values. I live in the present, not in the bygone era. Therefore, I have seen these values practiced primarily in the West and not in India. Hence, the title of the topic. I am happy as long as we practice these values. As an Indian, I am proud to be part of a culture, which has deep-rooted family values. We have tremendous loyalty to the family. For instance, parents make enormous sacrifices for their children. They support them until they can stand on their own feet. On the other side, children consider it their duty to take care of aged parents.

We believe: Mathru devo bhava- mother is God, and Pithru devo bhava- father is God. Further, brothers and sisters sacrifice for each other. In fact, the eldest brother or sister is respected by all the other siblings. As for marriage, it is held to be a sacred union- husband and wife are bonded, most often, for life. In joint families, the entire family

works towards the welfare of the family. There is so much love and affection in our family life.

This is the essence of Indian values and one of our key strengths. Our families act as a critical support mechanism for us. In fact, the credit to the success of Infosys goes, as much to the founders as to their families, for supporting them through the tough times. Unfortunately, our attitude towards family life is not reflected in our attitude towards community behaviour. From littering the streets to corruption to breaking of contractual obligations, we are apathetic to the common good. In the West – the US, Canada, Europe, Australia, New Zealand – individuals understand that they have to be responsible towards their community.

The primary difference between the West and us is that there, people have a much better societal orientation. They care more for the society than we do. Further, they generally sacrifice more for the society than us. Quality of life is enhanced because of this. This is where we need to learn from the West.

I will talk about some of the lessons that we, Indians, can learn from the West, there is respect for the public good. For instance, parks free of litter, clean streets, public toilets free of graffiti- all these are instances of care for the public good. On the contrary, in India, we keep our houses clean and water our gardens everyday – but, when we go to a park, we do not think twice before littering the place.

Corruption, as we see in India, is another example of putting the interest of oneself, and at best that of one's family, above that of the society. Society is relatively corruption free in the west. For instance, it is very difficult to bribe a police officer into avoiding a speeding ticket.

This is because of the individual's responsible behaviour towards the community as a whole. On the contrary, in India, corruption, tax evasion, cheating and bribery have eaten into our vitals. For instance, contractors bribe officials, and construct low-quality roads and bridges. The result is that society loses in the form of substandard defence equipment and infrastructure, just to name a few impediments. Unfortunately, this behaviour is condoned by almost everyone.

Apathy in solving community matters has held us back from making progress, which is otherwise within our reach. We see serious problems around us but do not try to solve them. We behave as if the problems do not exist or is somebody else's. On the other hand, in the West, people solve societal problems proactively. there are several examples of our apathetic attitude. For instance, all of us are aware of the problem of drought in India.

More than 40 years ago, Dr.K.L. Rao-an irrigation expert, suggested creation of a water grid connecting all the rivers in North and South India, to solve this problem. Unfortunately, nothing has been done about this. The story of power shortage in Bangalore is another instance. In 1983, it was decided to build a thermal power plant to meet Bangalore's power requirements. Unfortunately, we have still not started it. Further, the Metro subway in Bombay is in a deplorable state for the last 40 years, and no action has been taken.

To quote another example, considering the constant travel required in the software industry; five years ago, I had suggested a 240 -page passport. This would eliminate frequent visits to the passport office .in fact, we are ready to

pay for it. However, I am yet to hear from the ministry of External Affairs on this.

We, Indians, would do well to remember Thomas Hunter's words: Idleness travels very slowly, and poverty soon overtakes it. What could be the reason for all this? We were ruled by foreigners for over thousand years. Thus, we have always believed that public issues belonged to some foreign ruler and that we have no role in solving them.

Moreover, we have lost the will to proactively solve our own problems. Thus, we have got used to just executing someone else's orders. Borrowing Aristotle's words: We are what we repeatedly do. Thus, having done this over the years, the decision -makers in our society are not trained for solving problems. Our decision -makers look to somebody else to take decisions. Unfortunately, there is nobody to look up to, and this is the tragedy.

Our intellectual arrogance has also not helped our society. I have travelled extensively, and in my experience, have not come across another society where people are as contemptuous of better societies as we are, with as little progress as we have achieved. Remember that arrogance breeds hypocrisy. No other society gloats so much about the past as we do, with as little current accomplishment.

Friends, this is not a new phenomenon, but at least a thousand years old. For instance. Al Barouni, the famous Arabic logician, and traveller of the 10th century, who spent about 30 years in India from 997AD to around 1027AD, referred to this trait of Indians. According to him, during his visit, most Indian pundits considered it below their dignity even to hold arguments with him. In fact, on a few occasions when a pundit was willing to listen to him, and

found his arguments to be very sound, he invariably asked Barouni: which Indian pundit taught these smart things!

The most important attribute of a progressive society is respect for others who have accomplished more than they themselves have and learn from them. Contrary to this our leaders make us believe that other societies do not know anything! At the same time, every day, in the newspapers, you will find numerous claims from our leaders that ours is the greatest nation. These people would do well to remember Thomas Carlyle's words: The greatest of faults is to be conscious of none.

If we have to progress, we have to change this attitude, listen to people who have performed better than us, learn from them. Infosys is a good example of such an attitude. We continue to rationalize our failures. No other society has mastered this past as well as we have. Obviously, this is an excuse to justify our incompetence, corruption, and apathy. This attitude has to change. As Sir Josiah Stamp has said: It is easy to dodge our responsibilities, but we cannot dodge the consequences of dodging our responsibilities.

Another interesting attribute, which we Indians can learn from the West, is their accountability. Irrespective of your position, in the West, you are held accountable for what you do. However, in India, the more 'important' you are, the less answerable you are. For instance, a senior politician once declared that he 'forgot' to file his tax returns for 10 consecutive years- and he got away with it. To quote another instance, there are over 100 loss-making public-sector units (central) in India. Nevertheless, I have not seen action taken for bad performance against top managers in these organizations.

Dignity of labour is an integral part of the Western value system. In the West, each person is proud about his or her labour that raises honest sweat. On the other hand, in India, we tend to overlook the significance of those who are not in professional jobs. We have a mindset that reveres only supposedly intellectual work.

For instance, I have seen many engineers, fresh from college, who only want to do cutting -edge work and not work i.e., of relevance to business and the country. However, be it an organization or society, there are different people performing different roles. For success, all these people are required to discharge their duties. This includes everyone from the CEO to the person who serves tea-every role is important. Hence, we need a mindset that reveres everyone who puts in honest work.

Indians become intimate even without being friendly. They ask favours of strangers without any hesitation. For instance, the other day, while I was travelling from Bangalore to Mantralaya, I met a fellow traveller on the train. Hardly 5 minutes into the conversation, he requested me to speak to his MD about removing him from the bottom 10%list in his company, earmarked for disciplinary action. I was reminded of what Rudyard Kipling once said: A westerner can be friendly without being intimate while an easterner tends to be intimate without being friendly. Yet another lesson to be learnt from the West, is about their professionalism in dealings. The common good being more important than personal equations, people do not let personal relations interfere with their professional dealings. For instance, they don't hesitate to chastise a colleague, even if he is a personal friend, for incompetent work.

In India. I have seen that we tend to view even work interactions from a personal perspective. Further, we are the most ‘thin-skinned’ society in the world – we see insults where none is meant. This may be because we were not free for most of the last thousand years. Further, we seem to extend this lack of professionalism to our sense of punctuality. We do not seem to respect the other person’s time.

The Indian Standard Time somehow seems to be always running late. Moreover, deadlines are typically not met. How many public projects are completed on time? The disheartening aspect is that we have accepted this as the norm rather than the exception. In the West, they show professionalism by embracing meritocracy. Meritocracy by definition means that we cannot let personal prejudices affect our evaluation of an individual’s performance. As we increasingly start to benchmark ourselves with global standards, we have to embrace meritocracy. In the West, right from a very young age, parents teach their children to be independent in thinking. Thus, they grow up to be strong, confident individuals. In India, we still suffer from feudal thinking. I have seen people, who are otherwise bright, refusing to show independence and preferring to be told what to do by their boss. We need to overcome this attitude if we have to succeed globally.

The Western value system teaches respect to contractual obligation. In the West, contractual obligations are seldom dishonoured. This is important enforceability of legal rights and contracts is the most important factor in the enhancement of credibility of our people and nation.

In India, we consider our marriage vows as sacred. We are willing to sacrifice in order to respect our marriage vows.

However, we do not extend this to the public domain. For instance, India had an unfavourable contract with Enron. Instead of punishing the people responsible for negotiating this, we reneged on the contract- this was much before we came to know about the illegal activities at Enron.

To quote another instance, I had given recommendations to several students for the national scholarship for higher studies in US universities. Most of them did not return to India even though contractually they were obliged to spend five years after their degree in India.

In fact, according to a professor at a reputed University, the maximum default rate for student loans is among Indians- all these students pass out in flying colors and land lucrative jobs, yet they refuse to pay back their loans. Thus, their action has made it difficult for the students after them, from India, to obtain loans. We have to change this attitude. Further, we Indians do not display intellectual honesty. For example, our political leaders use mobile phones to tell journalists on the other side that they do not believe in technology! If we want our youngsters to progress, such hypocrisy must be stopped. We are all aware of our rights as citizens. Nevertheless, we often fail to acknowledge the duty that accompanies every right. To borrow Dwight Eisenhower's words: People that values its privileges above its principles soon loses both. Our duty is towards the community as a whole, as much as it is towards our families.

We have to remember that fundamental social problems grow out of a lack of commitment to the common good. To quote Henry Beecher: Culture is that which helps us to work for the betterment of all. Hence, friends, I do believe that we can make our society even better by assimilating

these Western values into our own culture -we will be stronger for it. Most of our behaviour comes from greed, lack of self-confidence in the nation, and lack of respect for the society. To borrow Gandhi's words: There is enough in this world for everyone's need, but not enough for everyone's greed. Let us work towards a society where we would do unto others what we would have others do unto us. Let us all be responsible citizens who make our country a great place to live. In the words of Churchill: Responsibility is the price of greatness. We have to extend our family values beyond the boundaries of our home.

Finally, let us work towards maximum welfare of the maximum people-Samasta janaanaam sukhino bhavantu . Thus, let us – people of this generation, conduct ourselves as great citizens rather than just good people so that we can serve as good examples for our younger generation.

Glossary:

- Epitomized** : Embody the essential characteristics of or be a typical example of.
- Pondered** : Think deeply about a subject or question over a period of time.
- Harmoniously** : Suitable and fitting.
- Littering** : Make a place messy by strewing garbage around.
- Apathy** : An absence of emotion or enthusiasm.
- Eliminate** : Terminate, end, or take out.
- Contemptuous** : Expressing extreme contempt.
- Dodging** : Make a sudden movement in a new direction so as to avoid.
- Earmarked** : Give or assign a resource to a particular person or cause.
- Chastise** : Censure severely.
- Meritocracy** : A form of social system in which power goes to those with superior intellects.

- Hypocrisy** : An expression of agreement that is not supported by real conviction.
- Assimilating** : Take up mentally.
- Bygone** : Well in the past; former.

Comprehension:

I. Answer the following questions in one or two sentences each:

1. What was Narayan Murthy's speech about?
2. What is the primary difference between the West as us?
3. How is the word community derived from?
4. What is a Value system?
5. List out the pillars of the cultural value system?
6. What does Western Value system teach us?
7. The Indian standard time somehow seems to be always _____.
8. What do you mean by Meritocracy?
9. In India, we consider our marriage vows as sacred _____.
10. What should we learn from the West according to Murthy?
11. Which of the following are the good values which have to be learnt from Western people?
12. What is the motto of Narayan Murthy?

II. Answer the following questions in a short paragraph each:

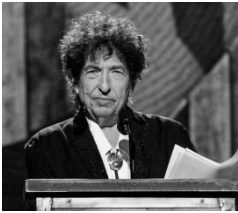
1. Explain in detail how the pillars of the cultural value system are useful according to the speaker?
2. What will Western value system teach us?
3. List out the differences between Indian Values and Western values?
4. What is the essence of Indian values and one of our key strengths?

Noble Prize Acceptance Speech

- *Bob Dylan*

Brainstorming activities

- How does it feel when one receives a prize/award? Discuss.
- Do you know of the Noble Prize? In what fields are Noble Prizes awarded?
- Name a few Noble Prize awardees.



About the speaker: Robert Dylan (born **Robert Allen Zimmerman**; May 24, 1941) is an American singer-songwriter. Often regarded as one of the greatest songwriters of all time, Dylan has been a major figure in popular culture during a career spanning more than 60 years. Much of his most celebrated work dates from the 1960s when songs such as "Blowin' in the Wind" (1963) and "The Times They Are a-Changin'" (1964) became anthems for the civil rights and antiwar movements. His lyrics during this period incorporated a range of political, social, philosophical, and literary influences, defying pop music conventions and appealing to the burgeoning counter culture. Since 1994, Dylan has published eight books of drawings and paintings, and his work has been exhibited in major art galleries. He has sold more than 125 million records, making him one of the best-selling musicians of all time. He has received numerous awards, including the Presidential Medal of Freedom, ten Grammy Awards, a Golden Globe Award, and an Academy Award. Dylan has been inducted into the Rock and Roll Hall of Fame, Nashville Songwriters Hall of Fame, and the Songwriters Hall of Fame. The Pulitzer Prize Board in 2008 awarded him a special citation for "his profound impact on popular

music and American culture, marked by lyrical compositions of extraordinary poetic power". In 2016, Dylan was awarded the Nobel Prize in Literature "for having created new poetic expressions within the great American song tradition".

The Speech:

Good evening, everyone. I extend my warmest greetings to the members of the Swedish Academy and to all of the other distinguished guests in attendance tonight.

I'm sorry I can't be with you in person, but please know that I am most definitely with you in spirit and honored to be receiving such a prestigious prize. Being awarded the Nobel Prize for Literature is something I never could have imagined or seen coming. From an early age, I've been familiar with and reading and absorbing the works of those who were deemed worthy of such a distinction: Kipling, Shaw, Thomas Mann, Pearl Buck, Albert Camus, Hemingway. These giants of literature whose works are taught in the school room, housed in libraries around the world, and spoken of in reverent tones have always made a deep impression. That I now join the names on such a list is truly beyond words.

I don't know if these men and women ever thought of the Nobel honor for themselves, but I suppose that anyone writing a book, or a poem, or a play anywhere in the world might harbor that secret dream deep down inside. It's probably buried so deep that they don't even know it's there.

If someone had ever told me that I had the slightest chance of winning the Nobel Prize, I would have to think that I'd have about the same odds as standing on the moon. In fact,

during the year I was born and for a few years after, there wasn't anyone in the *world* who was considered good enough to win this Nobel Prize. So, I recognize that I am in very rare company, to say the least.

I was out on the road when I received this surprising news, and it took me more than a few minutes to properly process it. I began to think about William Shakespeare, a great literary figure. I would reckon he thought of himself as a dramatist. The thought that he was writing literature couldn't have entered his head. His words were written for the stage. Meant to be spoken not read. When he was writing Hamlet, I'm sure he was thinking about a lot of different things: "Who're the right actors for these roles?" "How should this be staged?" "Do I really want to set this in Denmark?" His creative vision and ambitions were no doubt at the forefront of his mind, but there were also more mundane matters to consider and deal with. "Is the financing in place?" "Are there enough good seats for my patrons?" "Where am I going to get a human skull?" I would bet that the farthest thing from Shakespeare's mind was the question "Is this *literature*?"

When I started writing songs as a teenager, and even as I started to achieve some renown for my abilities, my aspirations for these songs only went so far. I thought they could be heard in coffee houses or bars, maybe later in places like Carnegie Hall and the London Palladium. If I was really dreaming big, maybe I could imagine getting to make a record and then hearing my songs on the radio. That was really the big prize in my mind. Making records and hearing your songs on the radio meant that you were reaching a big audience and that you might get to keep doing what you had set out to do.

Well, I've been doing what I set out to do for a long time, now. I've made dozens of records and played thousands of concerts all around the world. But it's my songs that are at the vital centre of almost everything I do. They seemed to have found a place in the lives of many people throughout many different cultures and I'm grateful for that.

But there's one thing I must say. As a performer, I've played for 50,000 people and I've played for 50 people and I can tell you that it is harder to play for 50 people. 50,000 people have a singular persona, not so with 50. Each person has an individual, separate identity, a world unto themselves. They can perceive things more clearly. Your honesty and how it relates to the depth of your talent is tried. The fact that the Nobel committee is so small is not lost on me.

But, like Shakespeare, I too am often occupied with the pursuit of my creative endeavors and dealing with all aspects of life's mundane matters. "Who are the best musicians for these songs?" "Am I recording in the right studio?" "Is this song in the right key?" Some things never change, even in 400 years.

Not once have I ever had the time to ask myself, "Are my songs *literature*?"

So, I do thank the Swedish Academy, both for taking the time to consider that very question, and, ultimately, for providing such a wonderful answer.

My best wishes to you all,

Glossary:

Joseph Rudyard Kipling was an English novelist, short-story writer, poet, and journalist. He was born in British India, which inspired much of his work. Kipling's works of fiction include the *Jungle Book* dilogy (*The Jungle Book*, 1894; *The Second Jungle Book*, 1895), *Kim* (1901), the *Just So Stories* (1902), and other short stories. In 1907, he was awarded the Nobel Prize in Literature, as the first English-language writer to receive the prize, and at 41, its youngest recipient to date.

Bernard Shaw, was an Irish playwright, critic, polemicist, and political activist. His influence on Western theatre, culture, and politics extended from the 1880s to his death and beyond. He wrote more than sixty plays, including major works such as *Man and Superman* (1902), *Pygmalion* (1913), and *Saint Joan* (1923). With a range incorporating both contemporary satire and historical allegory, Shaw became the leading dramatist of his generation, and in 1925 was awarded the Nobel Prize in Literature.

Paul Thomas Mann was a German novelist, short story writer, social critic, philanthropist, essayist, and the 1929 Nobel Prize in Literature laureate. His highly symbolic and ironic epic novels and novellas are noted for their insight into the psychology of the artist and the intellectual. His analysis and critique of the European and German soul used modernized versions of German and Biblical stories, as well as the ideas of Johann Wolfgang von Goethe, Friedrich Nietzsche, and Arthur Schopenhauer.

Pearl Sydenstricker Buck also known by her Chinese name **Sai Zhenzhu** was an American writer and novelist. She is best known for *The Good Earth* which was the best-selling novel in the United States in 1931 and 1932 and won the Pulitzer Prize in 1932. In 1938, Buck won the Nobel Prize in Literature for her rich and truly epic descriptions of peasant life in China and for her "masterpieces", two memoir-biographies of her missionary parents. She was the first American woman to win that prize.

Albert Camus was a French philosopher, author, dramatist and journalist. He was awarded the 1957 Nobel Prize in Literature at the age of 44, the second-youngest recipient in history. His works include *The Stranger*, *The Plague*, *The Myth of Sisyphus*, *The Fall*, and *The Rebel*.

Ernest Miller Hemingway was an American novelist, short-story writer, and journalist. His economical and understated style—which he termed the iceberg theory—had a strong influence on 20th-century fiction, while his adventurous lifestyle and the public image brought him admiration from later generations. Hemingway produced most of his work between the mid-1920s and the mid-1950s, and he was awarded the 1954 Nobel Prize in Literature. He published seven novels, six short-story collections, and two nonfiction works. Three of his novels, four short-story collections, and three nonfiction works were published posthumously. Many of his works are considered classics of American literature.

Carnegie Hall is a concert venue in Midtown Manhattan in New York City.

The **London Palladium** is a Grade II West End theatre located on Argyll Street, London, in the famous area of Soho. The theatre holds 2,286 seats.

Comprehension:

I. Answer the following questions:

- 1) Whom does Bob Dylan refer to as the literary giants?
- 2) What is the secret dream that Dylan refers to?
- 3) Where was Dylan when he received the news of winning the Noble Prize?
- 4) What was the really big prize in Bob Dyan's mind?
- 5) To which great literary figure does Bob Dylan compare himself?
- 6) According to Bob Dylan, it is difficult to play for fifty people. True or false?

UNIT 2

PRODUCTIVE SKILLS: SPEAKING AND WRITING SKILLS

PRESENTATION SKILLS

What is Presentation Skills?

Presentation skills can be defined as the abilities that people use to deliver information to different kinds of audiences in an effective and engaging manner. Presentation skills involve organizing your time, using body language, choosing the proper presentation material, answering event attendees' questions, and providing audience participation.

Why is it Important to Develop & Improve Presentation Skills?

It's an age-old question that's been answered a thousand times. The answers are usually focused on the ability to have great communication, share ideas with the audience, and get insights from them. The following are the reasons to develop and improve presentation skills :

- To improve your time management skills.
- To learn to connect with an audience.
- To communicate better with people in general.
- To gain self-confidence.
- To avoid miscommunication and reduce stress.

Phases of Presentation Skills

People often think that good presenters are born with presentation skills. However, presentation skills are learned abilities and have the potential to develop over time. The following steps would be useful to bring up an effective presentation:

Before the presentation

The success of a good presentation lies in the preparation. Take time to think about:

- **The audience** – who are they, how many and what do they already know?
- **The occasion** – is it formal or informal? A lecture, a debate, a speech?
- **The point** – what is the purpose of the talk?
- **The environment** – what is the size and layout of the room, and what facilities will be available (projector, flip chart)?

Once this has been considered, it's time to gather, select and structure your material.

Gathering

There are many sources of information available to you. Make sure you assess the authority (who wrote it?), currency (how up-to-date is it?) and accuracy of a source before you rely on it to support a point in your presentation.

Selecting

Often when you are asked to give a talk you will need to distil a large amount of information into a short time period. You need to be ruthless in the way that you prioritise information. Too much information can confuse an audience.

- What is centrally relevant?
- What can be left out?
- What is supporting information?
- Will handouts help?

Structuring

A clear structure to your presentation will not only provide you with a clear path to follow, but also help your audience. Think about:

- What are your main points?
- In what order do they need to be discussed?
- What secondary information should come under each of your headings?

Either side of your main argument, remember to write:

- **An introduction:** This should welcome your audience, introduce the key themes of your presentation, and the order in which you will present them. This will create a map in the minds of the audience.
- **A conclusion:** This should summarize the main points of your presentation and perhaps introduce a final point or question to linger in the minds of your audience.

**Managing your props: notes,
visual aids, and handouts**

Notes
You'll need to think about how you are going to deliver your presentation. Some people memorize the whole talk, others read the entire thing from their notes. A middle ground is probably the best way. Familiarize yourself with your material to the point that you will only need structured notes to guide you. This saves you from forgetting what you have memorized, or losing your place in reams of text.

Visual aids

Visual aids such as slides or posters are helpful both to you as the speaker, and to your audience. They can help illustrate your points and avert the audience's gaze, which helps if you're nervous. They also help to retain the audience's interest, giving them another means by which they can understand the point you are making. Whatever you use, ensure it is visible to all, legible, and remember to remove it when you've finished with it to avoid distraction.

Handouts

Providing handouts is another good way of reinforcing your message and providing supplementary material that there may not be time to present.

Managing nerves

Nervousness is probably the biggest problem that most inexperienced speakers face. Actually, it's good to feel a bit nervous, as this provides the adrenalin rush we need to give a good performance. However, excessive nerves can have the opposite effect and no-one enjoys the physical or emotional symptoms of fear. So how can nerves be managed?

- **Practice, practice, practice** - Rehearse in front of the mirror, or with friends. Feeling prepared goes a long way to alleviating your nerves.
- **Name your fears** - Write down exactly what it is you're afraid of, then you can devise strategies to cope.
- **What is the worst case scenario?** - Thinking of the worst case scenario often puts things back in perspective.
- **Relaxation techniques**- Regular deep breathing gives your body the oxygen it needs to burn off excess adrenalin, thus calming you down. A walk should have the same effect.

“If you are over-nervous, it does not mean you cannot be a successful speaker, it merely means you have more work to do”.

During the presentation

When the day finally arrives and your turn has come, don't be in a rush to start and 'get it over and done with'. Take your time to prepare, ensure that your notes are in order, your visual aids are in place and that the environment is as you want it, to give you confidence during the presentation.

Give some thought to **your audience, your voice, your body language and the time.**

Your audience

Remembering that the audience are a group of real people, who are on your side (not the enemy), and with a genuine interest in what you have to say, goes a long way to helping you communicate with them effectively. It also helps alleviate nerves.

Your voice

There are estimates that the words we use count for only 7% of the message we communicate. Our tone of voice makes up 38%. When thinking about our voices we need to ensure they are:

- **Audible** - some rooms have better acoustics than others, but nerves can cause our volume to decrease. Keep your head up and speak slowly and clearly, aiming at the person at the back of the room.
- **Interesting** – concentration spans are short so retain interest by varying the tone of your voice. Asking a question naturally causes this to happen.
- **Appropriately paced** – Research has shown that we don't speak more quickly during presentations, but the number of natural pauses in our speech decreases. It may feel artificial, but insert enough pauses in your talk to allow the audience to take in all the information. One trick is to add a couple of extra seconds of silence as you change slides.

Your body language

Non-verbal communication speaks more than our words and voices combined. When presenting remember:

- **Eye contact.** - Keep in contact with your audience: look at them and try to make eye contact. If the group is

spread out make sure you look around the room to involve everyone. If you are too nervous to make eye contact, try focusing on people's foreheads or just past them – this gives the impression you're making eye contact!

- **Don't fidget** - It is hard to listen to the content of a talk if the speaker is pacing up and down or fiddling with their glasses.
- **Pay attention to fellow presenters**- if you are presenting with someone else don't fidget or stare out of the window during their part of the presentation!

The time

It is important that you keep to time – especially in an academic setting where marks may be deducted if you talk for longer than allocated. Before you start, make yourself a note of the time you need to finish by, keep an eye on the clock and if you run out of time, stop. Audiences welcome talks that finish on time – or a bit before.

Signposting

At the start and throughout the course of your presentation, it is important to signal to your audience where you are currently in terms of structure and where you are going next. In other words, guide them through your presentation 'journey'. For example, at the beginning, you might tell them that you will start with x, then you'll move on to y and finally you will sum it all up. When moving from one point to the next, you might add, "That's all I want to say about.... now I'll say a few words about...."

After the presentation

Once the talk is over, the audience may have some questions. When handling questions remember to:

- **Appear interested** - Give your questioner your full attention and put them at ease if they appear nervous.
- **Summarize the question** - Rephrasing the question not only gives you time to think, and confirms with the questioner that you have understood, but also ensures that the rest of the audience have heard it.
- **Answer the question set** - The temptation, if you don't know the answer, is to talk about something else. Try and stick to the topic and if you don't know, offer to take their details and find out for them.
- **Don't talk too long** - The time for questions is always limited and there may be other questioners waiting for their turn. Try and keep your answers succinct and to the point.

Types of Presentation

1. Informative Presentation

At some point in your business career, you will be called upon to teach someone something. It may be a customer, coworker, or supervisor, and in each case, you are performing an informative speech. It is distinct from a sales speech, or persuasive speech, in that your goal is to communicate the information so that your listener understands. The informative speech is one performance you'll give many times across your career, whether your audience is one person, a small group, or a large auditorium full of listeners. Once you master the art of the informative speech, you may mix and match it with other styles and techniques.

Delivering a Neutral Presentation



Keep your language neutral.



Keep your sources credible and not from biased organizations.



Keep your presentation balanced. If you use a source that supports one clear side of an issue, include an alternative source and view. Give each equal time and respectful consideration.



Keep your audience in mind. Not everyone will agree with every point or source of evidence, but diversity in your speech will have more to offer everyone.



Keep who you represent in mind: Your business and yourself.

Types of Informative Presentations

Speaking to inform may fall into one of several categories. The presentation to inform may be **an explanation, a report, a description, or a demonstration**. Each type of informative speech is described below.

Explanation: Have you ever listened to a lecture or speech where you just didn't get it? It wasn't that you weren't interested, at least not at first. Perhaps the presenter used language you didn't understand or gave a confusing example. Soon you probably lost interest and sat there, attending the speech in body but certainly not in mind. An effective speech to inform will take a complex topic or issue and explain it to the audience in ways that increase audience understanding.

No one likes to feel left out. As the speaker, it's your responsibility to ensure that this doesn't happen. Also, know that to teach someone something new—perhaps a skill that they did not possess or a perspective that allows them to see new connections—is a real gift, both to you and the audience members. You will feel rewarded because you made a difference and they will perceive the gain in their own understanding.

Report: As a business communicator, you may be called upon to give an informative report where you communicate status, trends, or relationships that pertain to a specific topic. The informative report is a speech where you organize your information around key events, discoveries, or technical data and provide context and illustration for your audience. They may naturally wonder, “Why are sales up (or down)?” or “What is the product leader in your lineup?” and you need to anticipate their perspective and present the key information that relates to your topic.

Description: Have you ever listened to a friend tell you about their recent trip somewhere and found the details fascinating, making you want to travel there or visit a similar place? Describing information requires an emphasis on language that is vivid, captures attention, and excites the imagination. Your audience will be drawn to your effective use of color, descriptive language, and visual aids. An informative speech that focuses on the description will be visual in many ways. Use your imagination to place yourself in their perspective: how would you like to have someone describe the topic to you?

Demonstration: You want to teach the audience how to program the applications on a new smartphone. A demonstrative speech focuses on clearly showing a process

and telling the audience important details about each step so that they can imitate, repeat, or do the action themselves. Consider the visual aids or supplies you will need.

By considering each step and focusing on how to simplify it, you can understand how the audience might grasp the new information and how you can best help them. Also, consider the desired outcome; for example, will your listeners be able to actually do the task themselves? Regardless of the sequence or pattern you will illustrate or demonstrate, consider how people from your anticipated audience will respond, and budget additional time for repetition and clarification.

Creating an Informative Presentation

An informational presentation is a common request in business and industry. It's the verbal and visual equivalent of a written report. Informative presentations serve to present specific information for specific audiences for specific goals or functions. Table 33.1 below describes five main parts of a presentation to inform.

Five main parts or components of any presentation (McLean, S., 2003).

Component	Function
Attention Statement	Raise interest and motivate the listener
Introduction	Communicate a point and common ground
Body	Address key points
Conclusion	Summarize key points
Residual Message	Communicate central theme, moral of story, or main point

Sample Speech Guidelines: Imagine that you have been assigned to give an informative presentation lasting five to seven minutes.

Topic	Choose a product or service that interests you (if you have the option of choice) and report findings in your speech. Even if you are assigned a topic, find an aspect or angle that is of interest to research.
Purpose	Your general purpose, of course, is to inform. But you need to formulate a more specific purpose statement that expresses a point you have to make about your topic—what you hope to accomplish in your speech.
Audience	Think about what your audience might already know about your topic and what they may not know, and perhaps any attitudes toward or concerns about it. Consider how this may affect the way that you will present your information.
Supporting Materials	Using the information gathered in your search for information, determine what is most worthwhile, interesting, and important to include in your speech. Time limits will require that you be selective about what you use. Use visual aids!
Organization	<ul style="list-style-type: none"> • Write a central idea statement that expresses the message, or point, that you hope to get across to your listeners in the speech. • Determine the two to three main points that will be needed to support your central idea.

	<ul style="list-style-type: none"> • Finally, prepare a complete sentence outline of the body of the speech.
Introduction	Develop an opening that will <ol style="list-style-type: none"> 1. get the attention and interest of your listeners, 2. express your central idea or message, 3. lead into the body of your speech.
Conclusion	The conclusion should review and/or summarize the important ideas in your speech and bring it to a smooth close.
Delivery	The speech should be delivered extemporaneously (not reading but speaking), using speaking notes and not reading from the manuscript. Work on maximum eye contact with your listeners. Use any visual aids or handouts that may be helpful.

Informative presentations illustrate, explain, describe, and instruct the audience on topics and processes. Click the following link to watch Informative Speech:

<https://youtu.be/StPSgqwCnVk>

Here are some examples of Informative Presentation Topics:

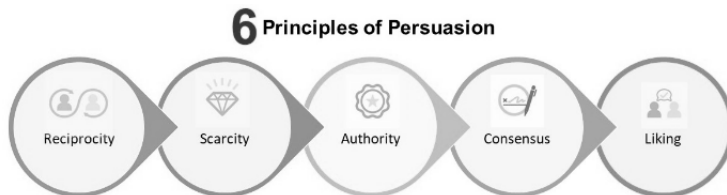
- Engaged employees result in high retention.
- How to nail the negotiation in your first meeting
- The importance of education for the economy
- The importance of formal education for building a successful career
- Recycling helps mitigate the greenhouse effect.
- Journalism is our weapon against corruption.

Persuasive Presentation

Persuasion is an act or process of presenting arguments to move, motivate, or change the mind of your audience. Persuasion can be implicit or explicit and can have both positive and negative effects. Motivation is different from persuasion in that it involves the force, stimulus, or influence to bring about change. Persuasion is the process, and motivation is the compelling stimulus that encourages your audience to change their beliefs or behaviour, to adopt your position, or to consider your arguments.

Principles of Persuasion

What is the best way to succeed in persuading your listeners? There is no one “correct” answer, but many experts have studied persuasion and observed what works and what doesn’t. Social psychologist Robert Cialdini (2006) offers us six principles of persuasion that are powerful and effective: **Reciprocity, Scarcity, Authority, Commitment and consistency, Consensus, and Liking.**



Developing a Persuasive Presentation

Persuasive presentations have the following features, they:

Stimulate

When you focus on stimulation as the goal of your speech, you want to reinforce existing beliefs, intensify them, and bring them to the forefront. By presenting facts, you will reinforce existing beliefs, intensify them, and bring the issue to the surface. You might consider the foundation of

common ground and commonly held beliefs, and then introduce information that a mainstream audience may not be aware of that supports that common ground as a strategy to stimulate.

Convince

In a persuasive speech, the goal is to change the attitudes, beliefs, values, or judgments of your audience. Audience members are likely to hold their own beliefs and are likely to have their own personal bias. Your goal is to get them to agree with your position, so you will need to plan a range of points and examples to get audience members to consider your topic. Here is a five-step checklist to motivate your audience into some form of action:

1. Get their attention
2. Identify the need
3. Satisfy the need
4. Present a Vision or Solution
5. Take Action

This simple organizational pattern can help you focus on the basic elements of a persuasive message that will motivate your audience to take action...

Include a Call to Action

When you call an audience to action with a speech, you are indicating that your purpose is not to stimulate interest, reinforce and accentuate beliefs, or convince them of a viewpoint. Instead, you want your listeners to do something, to change their behaviour in some way. The persuasive speech that focuses on action often generates curiosity, clarifies a problem, and as we have seen, proposes a range of solutions. The key difference here is there is a clear link to action associated with the solutions.

Solutions lead us to consider the goals of action. These goals address the question, “What do I want the audience to do as a result of being engaged by my speech?” The goals of action include adoption, discontinuance, deterrence, and continuance.

Adoption means the speaker wants to persuade the audience to take on a new way of thinking, or adopt a new idea. Examples could include buying a new product, or deciding to donate blood. The key is that the audience member adopts, or takes on, a new view, action, or habit.

Discontinuance involves the speaker persuading the audience to stop doing something that they have been doing. Rather than take on a new habit or action, the speaker is asking the audience member to stop an existing behaviour or idea.

Deterrence is a call to action that focuses on persuading the audience not to start something if they haven’t already started. The goal of action would be to deter, or encourage the audience members to refrain from starting or initiating the behavior.

Finally, with Continuance, the speaker aims to persuade the audience to continue doing what they have been doing, such as keep buying a product, or staying in school to get an education.

A speaker may choose to address more than one of these goals of action, depending on the audience analysis. If the audience is largely agreeable and supportive, you may find continuance to be one goal, while adoption is secondary.

Goals in call to action speeches serve to guide you in the development of solution steps. Solution steps involve

suggestions or ways the audience can take action after your speech. Audience members appreciate a clear discussion of the problem in a persuasive speech, but they also appreciate solutions.

Increase Consideration

In a speech designed to increase consideration, you want to entice your audience to consider alternate viewpoints on the topic you have chosen. Audience members may hold views that are hostile in relation to yours, or perhaps they are neutral and simply curious about your topic. You won't be asking for action in this presentation, simply to consider an alternative perspective.

Develop Tolerance of Alternate Perspectives

Finally, you may want to help your audience develop tolerance for alternate perspectives and viewpoints. Your goal is to help your audience develop tolerance, but not necessarily acceptance, of alternate perspectives. By starting from common ground, and introducing a related idea, you are persuading your audience to consider an alternate perspective.

A persuasive speech may stimulate thought, convince, call to action, increase consideration, or develop tolerance of alternate perspectives.

Watch the following video of a persuasive presentation:

<https://youtu.be/d38SPYhY4m4>

Martin Luther King, Jr.'s *I Have a Dream* speech is one of the most famous persuasive speeches of all time. Excerpt:

Now is the time to make real the promises of democracy. Now is the time to rise from the dark and desolate valley of segregation to the sunlit path of racial justice. Now is the

time to lift our nation from the quicksands of racial injustice to the solid rock of brotherhood. Now is the time to make justice a reality for all of God's children.

Winston Churchill also gave a famous persuasive speech during World War II as Britain faced invasion from Nazi Germany:

Even though large tracts of Europe and many old and famous States have fallen or may fall into the grip of the Gestapo and all the odious apparatus of Nazi rule, we shall not flag or fail. We shall go on to the end, we shall fight in France, we shall fight on the seas and oceans, we shall fight with growing confidence and growing strength in the air, we shall defend our Island, whatever the cost may be, we shall fight on the beaches, we shall fight on the landing grounds, we shall fight in the fields and in the streets, we shall fight in the hills; we shall never surrender, and even if, which I do not for a moment believe, this Island or a large part of it were subjugated and starving, then our Empire beyond the seas, armed and guarded by the British Fleet, would carry on the struggle, until, in God's good time, the New World, with all its power and might, steps forth to the rescue and the liberation of the old.

Here are some examples of Persuasive Presentation Topics:

- Should tattoos still be considered “unprofessional”?
- Do romantic movies and books glorify an unrealistic idea of love and lead to heartbreak?
- Should the cost of college be reduced?
- Is the boom of e-commerce harmful or beneficial to small communities?
- Should everyone receive paid maternity and paternity leave?

- Should there be a mandatory retirement age?
- Should classes about mental health and wellness be added to school curriculum?
- Should fuel-run vehicles be banned?
- Nature vs. nurture—which is the most powerful influence on a person’s character?
- Should soda and candy be banned from school campuses?
- Should homeopathic and alternative medical treatments be covered by health insurance?
- Should organ donation be optional or mandated for all?
- Should it be illegal for companies to sell their consumers’ information?
- Are social media influencers beneficial or harmful to society?
- Has the popularity of “selfies” increased self-confidence or self-centeredness?

3. Demonstrative Presentation

Public speaking is an important skill, and demonstration speeches are one type of common public speaking assignment. Demonstration speeches inform audiences about a topic or instruct them in performing a particular task, like preparing a recipe or using a product.

A demonstration speech is a type of presentation in which the speaker's goal is to teach the audience how to complete a task. Students often give demonstration speeches when doing class projects, while professionals may give demonstration speeches to teach colleagues how to perform a task, highlight a new product, showcase service to potential customers or pitch new products to investors, stakeholders or business leaders. These speeches are

effective for showing the process of how something works and portraying the results. Here are some other examples of times when you might give a demonstration speech:

- Showing the members of your team how to navigate new software
- Teaching students how to perform a procedure, solve a problem or use a piece of equipment
- Highlighting the benefits of using a product for your target audience
- Proving the effectiveness of a procedure or product in comparison to another
- Pitching a sellable good or service for production or investment to company leaders and other decision-makers

How to give a demonstration speech

Effective formatting is important for a demonstration speech because it helps your audience understand how your instructions or product works. Here are the steps for how to give a demonstration speech:

- 1. Know your audience and purpose :** Before you start formatting your presentation, it's important to first understand your audience and purpose. Knowing who you're presenting to and what they expect allows you to construct a presentation that meets their needs. For example, teaching a classroom of middle schoolers how to program a simple robot may require a different presentation style than showing potential customers how to use a product at a sales demonstration.
- 2. Explain the value of the demonstration :** When you introduce your demonstration, start by explaining its purpose and value. By articulating how the presentation benefits the audience, they may be more likely to

engage. The value of your presentation is likely to depend on what you're demonstrating. If you're demonstrating a product, explaining to the audience how it solves a problem that they may face in their own lives can help them understand its importance. For example, you can explain how a cleaning product can efficiently remove stains in clothing, saving them time and money. Students may benefit from understanding the value of the knowledge you present.

- 3. Outline the process :** After explaining the value of the demonstration, outline what you plan to do and talk about during your presentation. Telling the audience what to expect from the presentation helps them prepare and engage more effectively. You can give a general overview of each step of the demonstration process, or you can be more general by explaining that the presentation includes a short introduction, a demonstration, a question-and-answer session and a conclusion.
- 4. Progress through each step :** Next, perform the demonstration by going through each step of instruction. Depending on the type of presentation, this demonstration may require you to organize your steps into sub-steps for additional clarity. If you're demonstrating a complicated process, you may invite the audience to ask questions between steps. Organizing your demonstration into discrete stages makes it easier for the audience to follow along and remember each step of the process you describe.
- 5. Invite the audience to ask questions :** After completing the demonstration, ask the audience if they have any questions. This allows you to elaborate on any steps that may cause confusion, or you may explain more details about the product or procedure for the audience. For

example, when showcasing a new product, potential customers may ask questions about how to purchase it.

- 6. Summarize and conclude the presentation :** End the demonstration with a short summary. Remind the audience of the demonstration's value and outline the steps again if needed. This helps the audience remember the significance of the information they learned, and it can help them retain the most important stages of completing a task. After giving a summary, finish with a short conclusion.

Watch the following video of a demonstrative presentation :
<https://www.youtube.com/watch?v=PosY4h3KfCU>

Here are some examples of Demonstrative Presentation Topics:

- How to perform yoga to help you in your life & career?
- How to edit your photographs online?
- A 'how-to' guide on copy-writing?
- How to negotiate your salary?
- How to be less nervous at parties?
- How to speak on stage with more confidence?
- How online businesses are changing the world and how you can start one too?
- How to manage stress in a digitized world?
- How to unlock creative potential?

Comprehension:

1. Briefly describe the importance of presentation skills.
2. Mention the guidelines to give effective presentation.
3. Explain the role of body language during presentation.
4. Write brief notes on
 - a. Informative Presentation
 - b. Persuasive Presentation
 - c. Demonstrative Presentation

5. Draft Presentation content on following topics:
- A. Are social media influencers beneficial or harmful to society?
 - B. Has the popularity of “selfies” increased self-confidence or self-centeredness?
 - C. How to perform yoga to help you in your life & career?
 - D. How to edit your photographs online?
 - E. The importance of formal education for building a successful career.
 - F. Recycling helps mitigate the greenhouse effect.

WRITING SKILLS

Introduction to Writing and Types

Introduction to Writing

"Writing" is the process of using symbols (letters of the alphabet, punctuation and spaces) to communicate thoughts and ideas in a readable form.

A writer may write for personal enjoyment or use, or for an audience of one person or more. The audience may be known (targeted) or unknown. Taking notes for study purposes is an example of writing for one's self. Blogging publicly is an example of writing for an unknown audience. A letter to a friend is an example of writing for a targeted audience. As with speaking, it is important to consider your audience when writing. There are many different styles of writing, from informal to formal.

Writing skills include all the knowledge and abilities related to expressing yourself through the written word. It is a sound understanding of language through grammar, spelling and punctuation. People with excellent writing

skills can tailor their tone and word choice to different situations and people. They use advanced writing techniques, such as literary devices, to clearly communicate their ideas and keep their readers engaged.

Writing skills are essential in the corporate world to execute decisive action and provide clear instruction. In order to function smoothly, businesses need to send and receive information at an internal, regional and international level. Writing skills allow people to connect without physically being present in a room. The ability to articulate your points effectively saves time and company resources.

Writing skills are important because they allow people to get a point across without being physically present. Many employers get their first impression of future employees through the writing skills they display in their resumes, cover letters and email communications. Writing skills are transferrable, so developing a strong understanding of writing processes allows you to maintain clear communication and accurate documentation in any workplace.

Business writing skills are important because they are used in various communication channels. To give you an idea of how many there are, here is a list of the most common writing forms in the workplace:

- Email
- Social media posts
- Text message
- Website copy
- Press release
- Presentation

- Business proposal
- Work report
- Internal memo
- Newsletter
- Official document
- Instruction manual
- CV
- Cover letter
- Job description

Professional writing is a complex process that involves different skills for planning, drafting and editing. Great writers must be able to quickly learn new concepts and translate ideas into original content.

Some areas of writing are highly specialized and require extensive knowledge in a single area, like scientific or legal writing. Others use broad soft skills to relate to an audience through creative writing or blogging. Some of the best writing skills include:

Research: Research allows writers to find accurate information and best practices related to writing in a particular style or about a particular piece of content. Writers often have to write about subjects that they are not familiar with, so finding quality sources quickly is an important skill.

Outlining : Outlining is creating a plan for the structure and flow of a piece of writing. Good writing needs to have a logical structure to make sense to a reader. Your ability to organize sentences and paragraphs in the most compelling way influences how others perceive you and understand the point of your writing.

Editing : After writing the first draft of your piece, you need to be able to edit. From checking an email for spelling

errors to re-writing a grant proposal, all writing should undergo some level of editing. Editing involves reading your writing from another perspective and considering how well it suits your goals. When editing your work, think about your word choice and tone, removing any irrelevant phrases.

Reading comprehension : Reading comprehension skills help you respond to prompts, reply to messages and learn about new content. People use reading comprehension skills to assess the tone and main idea of a piece of writing. Having good reading comprehension also helps you edit your work by determining if your point comes across from the perspective of a reader.

Time management : Time management is key when writing anything beyond a simple message or email. You should be able to spend your time efficiently when writing and accurately plan for how long it will take to write and edit your piece. Many writers over-edit their work and end up wasting time without improving the quality of their writing, so a good writer must recognize when to step away from a piece of writing.

Tips to Improve Writing Skills: While some people are naturally talented at writing, anyone can develop their writing skills over time. Once you understand the different types of writing skills, you can focus on how you use them in the workplace and improve over time. Identify your strongest writing skills and develop strategies to improve those skills to a professional level:

Review Grammar Basics : Get back to the basics to help you improve your writing. Knowing how to write complete sentences, choose correct words, such as their, they're and there, and when to use a comma can help you feel more comfortable with your writing tasks. Search for free online resources to refresh your grammar skills.

1. **Take Grammar quizzes** : Even the most experienced writers have trouble with grammar. Taking grammar quizzes or playing games online is a great way to hone your knowledge of spelling and sentence structure.
2. **Know your audience** : Before you begin writing, consider what your audience values and how you can use your word choice and sentence structure to appeal to them. Practice writing a prompt for different audiences and notice how your tone shifts.
3. **Read your writing aloud** : Read your writing aloud during the editing process to catch any errors that you might not have noticed otherwise. Reading aloud also helps you hear any awkward phrasing and get an idea of your overall tone and effectiveness.
4. **Vary your sentence structure** : As you write, try to vary your sentence structure to give your writing rhythm. A mix of short and long sentences with different literary devices can keep the reader interested and create a natural flow that guides them through your writing.
5. **Practice everyday** : Even if you don't have to write every day at work, practice writing in some way every day. Focus your time on the types of writing where you most need to improve. Give yourself writing prompts and challenge yourself to try out different skills.
6. **Read regularly** : One of the best ways to improve your writing is to read a variety of writing styles daily. It can help you recognize how different elements of writing can fit together effectively. The more exposure you have to quality writing, the better you will be able to produce great writing yourself. Reading helps you understand how to apply the writing skills you have learned.

Types of Writing

1. **Descriptive Writing**
2. **Narrative Writing**
3. **Reflective writing**
4. **Argumentative Writing**

1. **Descriptive Writing:** **Descriptive writing** is writing in which the author's intent is to create a vivid image of what he/she is describing in the mind of the reader. It relies on the author using detailed descriptions that convey the **sensory details** of what he/she is describing, often with the use of specific techniques. Descriptive writing uses vivid language to create the overall effect that the reader is present in the story.

6.

Descriptive writing is often found in fiction, though it can make an appearance in nonfiction as well (for example, memoirs, first-hand accounts of events, or travel guides). When an author writes in a descriptive style, they are painting a picture in words of a person, place, or thing for their audience. The author might employ metaphor or other literary devices in order to describe the author's impressions via their five senses (what they hear, see, smell, taste, or touch). But the author is not trying to convince the audience of anything or explain the scene – merely describe things as they are.

The primary purpose of descriptive writing is to describe a person, place or thing in such a way that a picture is formed in the reader's mind. Capturing an event through descriptive writing involves paying close attention to the details by using all of your five senses. Teaching students to write more descriptively will improve their writing by making it more interesting and engaging to read.

Descriptive writing helps the reader visualize the person, place, thing, or situation being described. When a text conjures a vivid, sensory impression in the reader's mind, not only does it make the writing more interesting to read; it helps the reader understand the text better and recognize the author's intention more clearly.

Characteristics of Descriptive Writing

- **Vivid details.** Specific details paint a picture in the reader's mind and appeal to the reader's senses. Descriptive writing may also go beyond creating a strong sensory impression to give the reader a "picture" of the feelings the description evokes in the writer.
- **Figurative language.** Tools of the writer's craft such as analogy, simile, and metaphor add depth to authors' descriptions.
- **Precise language.** General adjectives, nouns, and passive verbs are used sparingly. Instead, specific adjectives and nouns and strong action verbs give life to the picture being painted in the reader's mind.
- **Thoughtful organization.** Some ways to organize descriptive writing include: chronological (time), spatial (location), and order of importance. Descriptive writing about a person might begin with a physical description, followed by how the person thinks, feels and acts.

Examples of descriptive writing:

The following sentences provide examples of the concreteness, evocativeness and plausibility of good descriptive writing.

- Her last smile to me wasn't a sunset. It was an eclipse, the last eclipse, noon dying away to darkness where there would be no dawn.
- My Uber driver looked like a deflating airbag and sounded like talk radio on repeat.

- The old man was bent into a capital C, his head leaning so far forward that his beard nearly touched his knobby knees.
- The painting was a field of flowers, blues and yellows atop deep green stems that seemed to call the viewer in to play.
- My dog's fur felt like silk against my skin and her black coloring shone, absorbing the sunlight and reflecting it back like a pure, dark mirror.
- The sunset filled the sky with a deep red flame, setting the clouds ablaze.
- The waves rolled along the shore in a graceful, gentle rhythm, as if dancing with the land.
- Winter hit like a welterweight that year, a jabbing cold you thought you could stand until the wind rose up and dropped you to the canvas.

Example of a Descriptive Paragraph about Person:

It is very important to have close friends because they will always be there and they will not let you go. My close friend's name is Deniz and he is a very important person to me. He is tall and has broad shoulders. He stands like a hero protecting the person next to him. He has a fit body, just like a statue. The features on his face look too pronounced and he has a small nose. His dark green eyes look harsh, like a dark forest. His lashes are like lined arrows. He has neatly lined pearly teeth. When he smiles, he looks like a little boy. Seeing him happy all the time is the biggest thing I want.

Example of a Descriptive Paragraph about Object:

Yesterday I saw a plant in the corner of the park where I was constantly walking. The plant was much taller than my height, enough to touch the sky. Its body stood like a

straight pole, it was thin. It had light green leaves. It was the most beautiful green I have ever seen, it was shining. Around, it was trees whose leaves looked like the leaves of the tree I had seen, but they were smaller. The tree I noticed stood in the middle, like the leader of all of them, and was self-evident. It was the most delicate and powerful plant I have ever seen in my life.

Example of a Descriptive Paragraph about Place:

I saw the most beautiful bay I have ever seen in my life. As I was descending from the mountain towards the sea, I suddenly looked in front of me and saw the yellow sand like gold. The sun was right overhead and it was very hot. The sands would almost catch fire. Then the deep blue sea was merging with the sky. The sea was so clear that I could see colorful fish swimming between my feet. This was the place that fascinated me the most.

Life in the Iron Mills:

Notice the vivid description of smoke in this excerpt from Rebecca Harding Davis's *Life in the Iron Mills*:

"The idiosyncrasy of this town is smoke. It rolls sullenly in slow folds from the great chimneys of the iron-foundries, and settles down in black, slimy pools on the muddy streets. Smoke on the wharves, smoke on the dingy boats, on the yellow river--clinging in a coating of greasy soot to the house-front, the two faded poplars, the faces of the passers-by."

'Jamaica Inn'

In this excerpt from *Jamaica Inn* by Daphne du Maurier, notice the writer's choice of adjectives, adverbs, and verbs. Granite Mizzling Du Maurier's choice of words allows the reader to almost feel the weather occurring on the page:

"It was a cold grey day in late November. The weather had changed overnight, when a backing wind brought a granite sky and a mizzling rain with it, and although it was now only a little after two o'clock in the afternoon the pallor of a winter evening seemed to have closed upon the hills, cloaking them in mist."

‘The Eagle’

In Alfred Tennyson’s "The Eagle" he conveys power and majesty in just a few lines:

"He clasps the crag with crooked hands;
Close to the sun in lonely lands,
Ring'd with the azure world, he stands.
The wrinkled sea beneath him crawls;
He watches from his mountain walls,
And like a thunderbolt he falls."

Narrative writing:

Narrative writing is a writing skill which is commonly used in writing a story, which includes a set of characters in a particular setting, who encounters different conflicts, and finds ways to resolve such conflict.

Basically, a narrative composition narrates ideas or events in chronological order, and may be based on a real experience or story, or mainly a product of the writer’s imagination.

The definition of *narrative* is a piece of writing that tells a story, and it is one of four classical rhetorical modes or ways that writers use to present information. The others include an *exposition*, which explains and analyzes an idea or set of ideas; an *argument*, which attempts to persuade

the reader to a particular point of view; and a *description*, a written form of a visual experience.

Narrative writing is, essentially, story writing. A narrative can be fiction or nonfiction, and it can also occupy the space between these as a semi-autobiographical story, historical fiction, or a dramatized retelling of actual events. As long as a piece tells a story through a narrative structure, it's narrative writing.

The writer incorporates feelings into the composition which lets the reader “feel” what they are reading. Aside from that, the writer also vividly describes the elements of the composition in detail, allowing the reader to paint a picture of it in mind. To sum it up, the business writing writers compose a narrative with the intention of entertaining the readers.

Linear narrative

With a linear narrative, a story's events are told in chronological order. Most books, movies, TV shows, and other pieces of media are linear narratives. With a linear narrative, each scene is followed by the next logical scene. There can be gaps between scenes, such as a book's third chapter taking place two years after its second chapter's events.

One specific type of linear narrative you may be familiar with is the **quest narrative**. This kind of narrative tells the story of a character's quest to reach a goal. Often, this quest involves traveling to a far-off location and overcoming obstacles to achieve the goal. *Shrek* is an example of a quest narrative. In addition to following the standard quest narrative structure, *Shrek* also satirizes many of the tropes

associated with this kind of story, like a princess locked in a tower guarded by a dragon.

Another specific type of linear narrative you may have encountered is the **historical narrative**. A historical narrative follows a linear timeline to tell the story of an actual event or series of events.

Nonlinear narrative

In contrast to a linear narrative, a nonlinear narrative presents its story's events in non-chronological order. A well-known example of a nonlinear narrative is *House of Leaves*, a novel told through first-person narration, recovered documents, and footnotes throughout the book.

By choosing a nonlinear narrative for your writing, you can emphasize your characters' emotions and perspectives on the events in the story. You can also highlight key events and include scenes that provide necessary details that wouldn't fit into your story's timeline otherwise.

Characteristics of narrative writing

Each type of writing has its own unique characteristics, and narrative writing is no different. Here are key characteristics you'll find in most narratives:

- **Descriptive language:** This type of language evokes feelings rather than directly stating facts. Descriptive language techniques include metaphors, similes, personification, and onomatopoeia.
- **Characters:** A story might have just one character, or it can have a huge cast of characters. In some stories, the narrator is the only character present. The narrator is the figure from whose point of view the story is being told, and they might (or might not) interact with the other characters.

- Among the characters, nearly every narrative needs to have a **protagonist**. The protagonist, also known as the **main character**, is the character whose story is being told as they work toward a goal or face a challenge.
- Another character found in nearly every narrative is the **antagonist**. The antagonist isn't necessarily the "bad guy"; they are simply the character or force imposing obstacles for the protagonist to overcome. In many narratives, the antagonist is a person, a force of nature, the protagonist's society, or even an aspect of the protagonist's personality.
- **Plot:** The plot is the series of events that happen in your narrative. A plot can be simple, with only one or two events, or it can be complex and multi-layered.
- **Narrative structure:** Every narrative, even nonlinear narratives, is organized in some way. This is how the main character pursues their goal or faces the challenge presented to them. No matter how you structure your narrative, it has three distinct parts:
- **The beginning:** This is where the reader meets your writing. Hooking their attention at the beginning is crucial.
- **The middle:** The middle of your story or essay is where the action happens. This is where your protagonist faces one or more conflicts and reaches the climax, the point where the narrative pivots to the falling action after the protagonist either meets or fails to meet their goal.
- **The end:** After the narrative's climax, the ending wraps up loose story threads, satisfies readers' remaining curiosities, and positions the protagonist for life after the story's events.

Examples:

E.B. White, writing columns in 1935's "New Yorker" magazine, often used the plural or "editorial we" to add a humorous universality and a slow pace to his writing.

"The barber was cutting our hair, and our eyes were closed—as they are so likely to be... Deep in a world of our own, we heard, from far away, a voice saying goodbye. It was a customer of the shop, leaving. 'Goodbye,' he said to the barbers. 'Goodbye,' echoed the barbers. And without ever returning to consciousness, or opening our eyes, or thinking, we joined in. 'Goodbye,' we said, before we could catch ourselves."

Sportswriter Roger Angell (White's stepson) epitomizes sports writing, with a quick, active voice, and straight chronological snap:

"In September 1986, during an unmomentous Giants-Braves game out at Candlestick Park, Bob Brenly, playing third base for San Francisco, made an error on a routine ground ball in the top of the fourth inning. Four batters later, he kicked away another chance and then, scrambling after the ball, threw wildly past home in an attempt to nail a runner there: two errors on the same play. A few moments after that, he managed another boot, thus becoming only the fourth player since the turn of the century to rack up four errors in one inning."

1. **Reflective writing** : Reflective writing as an assessment is a great way for your marker to see your thoughts progress. You can ask questions, add suggestions, argue with the material and question your own experiences or previous understanding. It demonstrates your understanding of your subject deeper.

Reflective writing tasks at university are a way of asking you to critically evaluate and make connections between the theories and practice you are engaging with in your unit and can guide you to become more aware of your personal thoughts about your life experiences in relation to those theories. In some disciplines, for example Education, reflection is often used to build upon existing knowledge, to help improve professional practice.

Reflective writing is **not** just a description or summary of something that you have observed. Instead, reflective writing requires you to **describe, analyse and evaluate**. Describing, analysing and evaluating

Example of Reflective Writing: Social Science fieldwork report *The field notes were written by hand on lined paper. They consisted of jotted notes and mental triggers (personal notes that would remind me of specific things when it came to writing the notes up). I took some direct observational notes recording what I saw where this was relevant to the research questions and, as I was aiming to get a sense of the culture and working environment, I also made researcher inference notes.*

I found the note-taking process itself helpful, as it ensured that I listened carefully and decoded information. Not all the information I recorded was relevant but noting what I found informative contributed to my ability to form an overview on re-reading. However, the reliability of jotted notes alone can be questionable. For example, the notes were not a direct transcription of what the subjects said but consisted of pertinent or interesting information.

Rarely did I have time to transcribe a direct quotation, so relied on my own fairly rapid paraphrasing, which risks

changing the meaning. Some technical information was difficult to note down accurately. A tape recorder would have been a better, more accurate method. However, one student brought a tape recorder and was asked to switch it off by a participant who was uneasy about her comments being directly recorded. It seems that subjects feel differently about being recorded or photographed (as opposed to observers taking notes), so specific consent should be sought before using these technologies.

2. **Argumentative writing:** An Argumentative essay is a genre of writing that takes a strong stance on any given issue. A good **argumentative essay** uses evidence and facts to support the claim it's making apart from the writer's thoughts and opinions to make strong reasoning. For example, you wanted to write an argumentative essay testifying that New York is a great destination to with your group of friends for a trip. You couldn't just simply state that it's a great destination because you and your friends enjoyed it. When presenting your case in an argumentative essay, you need facts and data to support your argument, such as the number of tourist attractions in and around New York City, great places to wine and dine for a group of youngsters, a survey of people who have stayed in New York and why they enjoy the city. Here you can see that the first argument is based on your personal feelings, whereas the second argument is based on facts and evidence that can be proven, which is our ultimate goal to convince everyone of the argument we are presenting before them.

7.

Therefore, the main goal of an argumentative essay is to persuade the reader to agree with the argument being made which is backed by providing evidence, facts, and statistics. Keeping this in mind, you should present your central idea or thesis statement. Because from this moment forward it

will be the point of focus of everything else that follows from there.

How to structure your Argumentative Essays:

There are mainly three ways to structure your argumentative essay. The standard five-paragraph format is common amongst writers but is not necessarily required, for argumentative essays. These essays typically follow one of the three formats: The Classical model, the Toulmin model, or the Rogerian model. You can choose to use any of the following to write a persuasive and compelling paper.

The Classical Model:

This is the most popular strategy for making your argument because it follows a very simple line of thought. Also called Aristotelian, here you present the main argument, state your opinion, and do your best to convince the reader why your stance is the right one. Because it outlines all the facts, concisely and thoroughly, this type of argument works best when your audience does not have a lot of statistics and information or has a strong conviction about the given topic.

The Toulmin Model:

This is the most commonly used approach because it is heavily backed by facts that are most difficult to refute. Here you begin with an introduction, follow it up with a thesis/claim, present grounds to back up that claim, and then give data and evidence to justify and support that claim. The writing style of this essay also includes refutations or rebuttals of arguments made. However, this type of argument generally presents mostly one side of the topic hinging predominantly on the facts presented in such a way that makes the claim difficult to argue with.

The Rogerian Model:

The third model scrutinizes both sides of an argument and concludes after evaluating the strengths and weaknesses of each side. Here the writer presents the problem, acknowledges the opposing side of the argument, states his/her point of view, and explains why his/her argument is the most beneficial to you as the reader. You can adopt this strategy when writing about a polarizing topic as it acknowledges the pros and cons of both sides and presents a middle ground.

Examples of Argumentative writing:

1. Essay on Effects of Smoking

More and more countries and cities around the world are banning smoking, in public places. According to numerous medical studies, smoking not only causes innumerable health problems for a person but also for every single non-smoker close by too. Even though people carry on debating the pros and cons of smoking, the reality is that a ban is the most fitting and logical decision in the case of smoking in public areas. Even though there are some arguments on both sides, here are the solid reasons why the smoking ban is essential. First of all, smoking, even outside, can cause many health problems, such as bronchial infections and asthmatic attacks even in non-smokers. This point is predominantly crucial for nearly one million people in the US who suffer from chronic sinusitis, asthma, bronchial infections, and additional conditions that have something to do with breathing. Smoking harms our environment. That's a fact. In addition to the point that smoking is harmful to you and your family members, it damages our ecosystem with all of its populaces.

All the plastic filters, cigarette butts, and other elements of smoked cigarettes are most likely to pollute waterways, soil, and beaches. The most recent lab studies demonstrate that such toxic compounds of cigarettes as pesticide residues and nicotine are harmful to fish and other microorganisms. In addition to some outward damage being done by smoking, it is imperative to mention the cost of this dubious pleasure. The fact is that smoking is like a fiscal trap for every individual addicted to nicotine.

As reported by the CDC, the financial burden that smoking places on individuals keep on rising, with approximately \$193 billion spent yearly in the US. One of the vital things that many young women are anxious about is aging. And this is the case where smoking and its side effects should be mentioned as well. The reality is that one of the most substantial causes of premature aging is nicotine & smoking. People who smoke regularly are more probable to face early skin vagaries. As stated by the scientists of the American Academy of Dermatology, regular smoking causes a variety of biochemical changes that push the course of aging. For example, if you're a regular smoker, you contribute to depriving the living skin tissue of valuable oxygen. As a consequence, blood can't reach your organs quickly and easily. In conclusion, it is clear from the whole shebang discussed above that smoking should be branded illegal in all public places all over the globe. As an effect, this would advance the state of the environment & the health of each person, and that is more than enough.

2. Is Human cloning ethical and should it be allowed?

Discovery and invention have been the nearest confidantes of man in the journey of civilization and making history. This journey took a divisive turn when it was discovered

that clones of an individual can be created in a lab. All of this started when Dolly the sheep was created as an experiment. On the one hand, it opened a doorway for cutting-edge discoveries and inventions, but at the same time, it also distressed many religious communities across the world. Even today, it is a burning topic of discussion whether it is ethical to allow making clones of different organisms or not.

In the United States of America, the movement to ban human cloning is intensely endorsed by the leader of the research team that cloned the sheep “Dolly.” However, he alleged that his technique of creating human embryos for research purposes that aren’t implanted could not be represented ethically. This method can be very helpful for infertile couples to have children of their own, by removing birth defects, extending life, organ transplant, and many medical conditions. Although cloning of organisms can help us in various ways that we know and do not of. If soon, human cloning is acceptable, it can open a new chapter of sweeping chaos which may threaten human civilization. Many curious minds and people with illegitimate intentions may take this wonderful invention of science to a level where unethical, inhumane, and morally unforgivable crimes can be committed incontestably.

It can be explicitly stated this way that a human clone, when fully grown, will be identified as the rest of us humans. The dilemma comes in here because it will feel and respond just like any other human, and will hold all the rights available to another human which do not permit a person to be a subject of experimentation deprived of their choice. Things may work out comparatively well if research organizations are allowed to use the technique of

cloning on a restricted and supervised level. However, permitting such experiments requires extensive care and monitoring, which is a complicated yet delicate task. Moreover, even if it is allowed, it has serious drawbacks as well. Even a little blunder in this field can lead to atrocious consequences of gigantic proportions.

For instance, on the occasion of an organ transplant, the body may reject the cloned tissues or worse it may not even respond to the new treatment. Human nature is the collection of immeasurable positive and negative energies, and there is always a continuous battle between both. Negative energies are always prepared to consume the positive ones to take charge of the personality and entice an individual to do dissolute acts. Because of this precise reason, humans created laws and rules to establish a controlled and organized environment. This is the reason why mankind became more and more civilized over time.

Now, virtually the entire population of Earth holds on to some moral, ethical, traditional, and religious values. So, the government, scientists, and the public are left with no choice but to veto the cloning of humans because there is a high chance that a group of people may take advantage and do inexcusable dissolute acts. Human cloning has boundless advantages as well as disadvantages. If we are to be certain whether human cloning should be allowed or not, both sides have solid and valid reasons. Observably, it cannot be endorsed to immorally use this technique, and on the other hand, it has immeasurable phenomenal advantages in the field of medicine which cannot be ignored. Together the scientists, the government, and the community need to come up with a solution, which can allow this technique of

cloning to be used in a way that is ethically appropriate and medically supportive.

Questions:

1. Explain the importance of writing.
2. Why writing skills are essential in the corporate world?
3. Explain the tips to develop writing skills.
4. Explain the process of writing.
5. What is descriptive writing? Explain with examples.
6. What is narrative writing?
7. What is reflective writing? Give examples.
8. What is argumentative writing? Elaborate with examples.

3. BUSINESS CORRESPONDENCE

A business letter is a brief written document that conveys a single or multiple messages. It is usually used to convey messages to people outside an organisation.

Advantages:

1. Saves money and time.
2. Being a written document, it can be used for future reference.

Essential qualities of a good business letter are:

1. **Brevity** – Must be brief and to the point. No one has time to read unnecessary information or long involved sentences.
2. **Clarity** – The language must be clear and lucid. Ambiguous words must be avoided as they create confusion.
3. **Completeness** – There must be no loose ends and must provide the recipient with the full picture of the matter/matters at hand.

4. **Courtesy** – The writer must be careful while writing the letter, so as not to create the I/you divide. To accuse the recipient with/without reason can only create antagonism, which may result in the loss of goodwill, which will affect the organisation. For example, even if your client has made a mistake, do not accuse, “You have made a mistake.” Instead, you may write something like, “There has been a mistake, which needs rectification.”
5. **Well-planned** – Letters planned in advance are more effective.

Features of a business letter:

1. **Letterhead** – First create the letterhead, with the name of the organisation aligned top centre, and the address line (i.e. the address in one line) below it, followed by the contact numbers and addresses. Eg:
Umeschandra College 13 Surya Sen Street, Kolkata 700012
Phone: 033-xxxxxxx, Fax:033-xxxxxxx,
email: xxxx@xxx.com
2. **Date** – Traditionally, the date is written on the right hand side just below the letterhead. However, now-a-days the date, apart from the letterhead and reference, everything else is left aligned, the reason being that the letter is typed out on a computer, and it is easier to centre or left align, rather than right align.
3. **Inside address** – The name of the addressee, his/her designation and address, are written just below the date.
4. **Salutation or greeting** – Below the inside address, begin the letter with a salutation or greeting like Dear Sir/ Sirs/ Madam etc.
5. **Reference** – Leave a line, add the reference number, the attention line or the subject matter.
6. **Content** – Leave a line, now write whatever you want to communicate, arranged logically and in order of priority.

There is no hard and fast rule according to which you can write the letter, but a few guidelines can be followed.

- The opening of the letter can refer to a previous letter or a previous notice, etc.
 - The middle contains the principal information.
 - The last part can contain suggestions to the recipient or assurances of actions to be taken.
7. **Complimentary close** – End the letter with a complimentary closing like:
- With regards/ With warm regards/ Regards
Yours truly/ Yours faithfully
8. **Signature of the writer** – The letter has to be duly signed by the authorised person. The designation of the signatory must be written or printed below the signature, accompanied with an official stamp.
9. **Enclosures** – Leave a line, and make a list of the enclosures.

Letters of Enquiry

An inquiry letter is usually written to gain some information from the recipient. While writing an inquiry letter it is important to provide some information about yourself so that the recipient can authenticate the source of the inquiry.

Suggestions to write an inquiry letter:

- Give a brief introduction about yourself. Your organisation.
- Provide the details about the thing or subject of inquiry.
- If you require a detailed information, write your questions accordingly.
- If you require the information by a particular date, then do mention in the letter.
- Thank them for their time and consideration at the end.

Sample letters

Letter to a supplier for quotation of goods

XYZ Institute 13 Surya Sen Street, Kolkata 700012 Phone:
033-xxxxxxx, Fax:033-xxxxxxx, email: xxxx@xxx.com

Date

Ref no: XYZ/QE/ 4/20/ 1

To

The Manager

ABC Computers

Chandni Chowk Kolkata – 700001.

Dear Sir,

Sub: Enquiry for quotation of computers.

I have the pleasure of informing you that our institute intends to purchase 20 computers for our institute. The computers must comply with the configurations specified below.

Please quote the price of the computers within 10 days of the date of issue of this letter, mentioning the time, mode of delivery and terms and conditions of payment.

Yours faithfully,

LM

Principal

Enclosure:

1. Required configuration of computers.

2.Enquiry for furniture

Rhett Butler,
Pearson Litt Firm,
Mystic Falls.

11 March 2022

Ashley Wilkes,
KASH Furniture,
Mystic Falls.

Dear Mr Wilkes

Subject: Enquiry for furniture

We have recently opened our new office in Mystic Falls, and we would like to buy a lot of wooden furniture which includes tables, chairs, and desks. We would like to see your company catalogue which has details of all the furniture that you manufacture. We will go through it and see if any products meet our requirement.

We have a huge requirement, and we hope that you will be able to meet our demands. We are in search of modern, compact and sturdy furniture for our office. We would also like to know that if you make furniture on demand or if you could design new furniture for our office as per the requirement within a stipulated time.

In case we like your designs and products we would like to place an order, and we would work out the pricing in person. We could send one of our representatives from our end to oversee the products and finalize the price.

We shall discuss the further matter after you send the catalogue. In the case of any queries, feel free to contact me.

Thanking you

Yours truly

Rhett Butler

Order Letters

Depending on the order you are going to place, the content needs to comply with them.

How to Write a Letter Placing Order

- Paragraph 1 – Start the letter with what you have learnt about the company and its products.

- Paragraph 2 – Draw a table and include “Order Number”, “Item name” “Item quantity” “Other Specifications.”
- Paragraph 3 – Refer to how, when, where you would like the delivery to be made.
- Close the letter with how you hope for the delivery, etc.

Opening Sentences can be:

- “This is with reference to the inquiry letter dated 12th March 2022, regarding the purchase of silk thread.”
- This is a follow up of our communication on 12th March and then on 21st March regarding a bulk purchase...”\
- With reference to...
- Your letter of November 12
- Our meeting on September 3, ...
- Our conversation last week, ...
- Further to our telephone conversation yesterday, ...
- Following our discussion last week....
- Following our meeting last Thursday....

The Closing Lines:

- We have already made 50% of the payment at the SBI today at 12.20 PM.
- Hope to receive the order delivered on or before 22nd of this month.
- Kindly refer to the agreement on post delivery services such as clearance and stocking.
- Please find enclosed/attached: Receipt of the bank-payment

Q. Write a letter to the Sales Manager, Priyam Books, Ashok Vihar, Delhi, placing order for five titles of books that you need for educational purpose.

XXX

YYY

Bangalore -560023

April 29, 2022

The Sales Manager

Priyam Books

Ashok Vihar

12/CA, Model Town

Delhi-09

Sir/Madam

Subject – Placing Bulk Order for Books

Thank you for your prompt reply to our previous letter of inquiry dated 20 April, 2020 with reference number 56B/2020. A panel of our firm has studied your brochure and price list and feels satisfied to place an order for the same. The following chart describes the products we intend to buy along with the author, quantity, etc.

Title	Author	Quantity	Year
Modern Eco	Dr. Singh	35	2019
Business 2016	Mathew MN	40	2016
Mental Disorders	Dr. Yashank B	55	2018
Ageing in 30s	Ruchir Dua	66	2018

Kindly be reminded that each of the title carries 20% student discount and 5% winter sale discount. As per our earlier communication, we have requested to send only books without binding. Also, make sure that every single book is devoid of any kind of printing-binding packing

defect. The total amount of 88000 INR will be paid at the time of delivery.

Yours truly

Sargam Ahuja

Letters of Complaints

What is a complaint letter?

The letter which contains a request for an adjustment is called a complaint letter. In this letter, you basically describe the errors or any kind of problems that you have faced in the past. Mistakes often happen in our day-to-day life. You must first identify them then start rectifying; and in this case, have others rectify it for you. But you must know the right way to do away with it. If you are incurring losses or getting bad services, then you have the right to complain. If it is your fault, then complaining to the company about their faulty product is not a good idea.

Anyway, you must use a polite tone while writing a complaint letter no matter the purpose.

Types of Complaint Letters:

There are different kinds of Complaint letters. They are:

1. Complaint Letter to Reform Deed of Trust
2. Late/Mishandled Delivery Complaint Letter
3. Builder's Complaint Letter
4. Police Complaint Letter
5. Item Defect Complaint Letter
6. Contractor's Complaint Letter
7. Pricing Complaint Letter
8. Violation of Terms and Conditions Complaint Letter
9. Medical Complaint Letter
10. Business Correspondence Complaint Letter
11. Bank Loan Complaint Letter

12. Food Quality Complaint Letter
13. Landlord Complaint Letter
14. Harassment Complaint Letter
15. Complaint Letter about Radio/TV Broadcast
16. Service Complaint Letter

Format of a Complaint Letter

The complaint letter should be written in the following manner:

1. Firstly, mention your name, address, city state, zip code, email address and phone number as part of your contact information so that they can write you back if they reply to your query and respond to your charges on them.
2. Then add the date of writing the letter. After that mention the company name, company address, the name of the division. Mentioning the name of the company alone is not sufficient because it hinders clarity. You must have received service from one branch only so your complaint should be directed towards them and not the company in general unless there are no division or branches.
3. Then add a proper subject line.
4. Give a proper salutation like, “Dear Manager”. You can mention the name of the manager if you know him/her personally, but without being stern.
5. In the first paragraph, define your problem and add the location of where it happened as well as the date of occurrence.
6. In the next paragraph, explain the details regarding the problem. What went wrong, how it happened, is it replaceable or you will be refunded, etc. should be discussed here.

7. If there are any enclosed documents, inform about those too in this section.
8. In the last paragraph ask or suggest what to do or what will be best for you.
9. Close the letter with a proper salutation and in a good tone.

Tips to Remember

1. State your expectation after describing the problem, not before that.
2. Dates related to purchase of goods and services should be mentioned.
3. Don't forget to mention the date when the problem occurred as well.
4. Include a time by which you want the problem to be solved by the authorities.
5. Write the letter with a good tone. But don't be over-friendly. A cooperative and complementary tone is well preferred.
6. Write the letter in a concise manner so it becomes easy to understand for the reader.
7. The letter should emit a vibe of confidence and convincing because it looks professional that way and professional letters are taken more seriously.
8. Give realistic information so that the reader can resolve your problem easily.
9. Proof read your letter to make it error free.
10. Don't make the letter too descriptive.

How to write a Complaint Letter

The format of a complaint letter follows the format of a formal letter. To write a complaint letter, you can start with the sender's address followed by the date, the receiver's address, the subject, salutation, body of the letter,

complimentary closing, signature, and name in block letters.

Sender's address

DD/MM/YY

Receiver's address

Subject: _____

Sir/Ma'am, (Salutation)

Body of the Letter explaining the reason for your letter and the complaint.

Thanking you

Yours faithfully, (Complimentary Closing)

Signature

NAME in block letters

What to include in a complaint letter:

1. Describe your problem and the outcome you want.
2. Include key dates, such as when you purchased the goods or services and when the problem occurred.
3. Identify what action you've already taken to fix the problem and what you will do if you and the seller cannot resolve the problem.

Here are a few complaints letter samples to help you understand the format of the complaint letter and help you write a complaint letter on your own.

Complaint Letter Sample 1 – Poor Maintenance of the Garden and Improper Waste Disposal

45 B, Rory Lane
Damsel Street
Mumbai – 400056

19th November 2022
The Secretary
Residential Association
Mumbai – 400056

Subject: Complaint letter regarding the poor maintenance of the garden and improper waste disposal

Sir,

I am Shawn Mendez, a resident of Rory Lane. I am writing to bring to your notice the poor maintenance of the garden around our residential area and the improper disposal of waste. The garden around the residential area was watered regularly, and grass shrubs were trimmed and maintained neatly in the beginning. It has been more than a month now since any kind of maintenance is done in the garden. We have tried contacting the person in charge, but every effort has just been in vain.

Another growing issue is the problem of waste disposal. There were people from the corporation collecting garbage for disposal every two days, but it has been more than a week now since they have collected any garbage from our area. This has led to the accumulation of waste, and people have started dumping it in the corner of the street as they have no other choice. Kindly look into this and the maintenance of the garden as it will become a huge mess if this continues. It would be highly appreciated if you could

also inform the residents that all garbage would be collected and not to throw them out around the street corners.

Thank you in advance.

Yours faithfully,

Signature

SHAWN MENDEZ

Complaint Letter Sample 2–Damaged Product Received

5/652, SNV Street

VKL Colony

Hyderabad – 500025

November 26, 2022

The Manager

Customer Service Department

Taurus Shop

New Delhi – 110023

Subject: Complaint about a damaged product received

Sir/Ma'am,

I had purchased a black top from your online store. I received the product today, and I tried filing a return request as the size is smaller than the one, I had ordered, and the cloth is torn on the left side. For some reason, the return request is not being filed. The page is either getting redirected or stuck. I have tried multiple times, and I could not go through with it. Can you please check and let me know if the return request has been filed for the order no. 3049. If not, kindly let me know what I should do to return the product.

I am attaching herewith photographs of the damaged portion of the top and the opening video for your reference.

Thank you

Yours sincerely,

Signature

SINDHU SHANKAR

Complaint Letter Sample 3 – Installation of New Street Lights

12B, Nelson Manickam Road

Nungambakkam

Chennai – 600045

13/12/2021

The Councillor

Ward No. 26

Chennai – 600052

Subject: Regarding installation of new streetlights in our area

Sir,

I am writing to bring to your kind attention that there are no streetlights in our area, and it has become a huge problem as it has started raining. It is very difficult for people who travel through this area because it is very dark at night, and with continuous rains, the place floods up. It becomes difficult to drive as the roads are damaged, and there have been constant accidents because of this. Therefore, I request you to kindly take some action at the earliest and install streetlights in our area as it is a danger if left like this.

Thank you for your time and cooperation in advance.

Yours faithfully,

Signature

DERRICK RAJ

Exercises:

1. Write a Complaint letter stating that you have not got your salary even working more than office hour.
2. Write a Complaint letter to Management stating that there is Water logging in the parking area.

4. Reply to Complaint**How to respond to customer complaint:**

When writing a customer complaint response, considered following these steps: -

1. **Read the entire complaint :** Before you compose your response, read the entire complaint carefully. Make sure you understand the circumstances of the incident in question and then restate those circumstances in your response as a way of validating the customer's frustration.
2. **Apologize for any inconvenience :** Begin your response with an apology. If there has been a misunderstanding and the company has not made an error, you can still apologize for any inconvenience or confusion that has arisen.
3. **Explain :** what may have caused the issue Customers may feel more satisfied if they understand why the situation resulted in an inconvenience for them. In as much detail as possible, consider explaining the process behind why the customer encountered this inconvenience.
4. **Propose an actionable, detailed solution :** One of the most important aspects of a customer complaint response letter is the action that the company offers to

take as compensation to the customer. This can include many things, such as:

1. An offer to replace a missing product
2. A rescheduling of the service
3. A refund of the product or service

5. **Explain how you can improve the customers experience in the future :** After ensuring that your company will resolve the situation, the next immediate step would be to detail how your company plans to improve the customer's experience in the future. The more details you can provide regarding the future of an improved customer experience, the more meaningful your responsible will feel.
6. **Offer and incentive :** If possible, offer an incentive to your customer in your response letter. This can be anything from a discount for a product subscription to an upgrade to a better version of a product.
7. **Encourage customer response :** To conclude your letter, encourage the customer to respond with any further questions or concerns they may have about your product or service. Being open to communication let's your customer know that you are genuinely invested in retaining them as a customer.
8. **Reply to any follow - up letters of questions :** Reply to any further letters your customers send. Replying quickly and genuinely shows your customers that your company appreciates them.

Tips for responding to customer complaints

When writing your customer complaint response letter, consider the following tips: -

- 1. Address the customer by name:** Make sure to include your customer's name and double-check that you have spelled it correctly by avoiding a generic greeting and directly addressing your customer, you will appear more sensitive and personable.
- 2. Consider the customer's point of view:** How would you feel if similar circumstances had happened to you? How would you like a company to respond to your complaint? Keeping the customer's point of view in mind can help you compose an empathetic response.
- 3. Respond as promptly as possible:** A quick response signals to the customer that you take their opinions and their loyalty seriously. Take enough time to thoroughly understand the complaint but answer as promptly as you can.

Example: Reply to the complaint

EXCELLENT PAPER MART
No.12, Industrial Layout
West of Chord Road
Bangalore

Ref: WS/163/10/2/2019
19 October 2022

The Proprietor
R.K. Stationers
No.65/2, 6th Main
Seshadripuram
Bangalore-60

Dear Sir

I regret that 30 reams of white paper were sent by us instead of 60 reams ordered by you. On verification it was discovered, as guessed correctly by you, the mistake had

taken place in the packing section where the order by another concern was mistaken for yours by oversight. The balance of 30 reams due to you has already been dispatched, at our cost.

The staff in the packing section have been warned about the serious consequences of such mistakes in future.

We once again regret the inconvenience and assure you that such mistakes will not recur in future. We assure you of our best service.

Thank you

Yours faithfully
For Excellent Paper Mart

(Sridhar Gupta)
Sales Manager

Customer complaint response example

Dear John Smith,

We received your complaint regarding the damaged item you received as a part of your recent online order. We are sorry this has happened, and we realise the inconvenience this has caused you.

We have already shipped a replacement item to you at no cost and you should receive that item within two business days.

We value your loyalty as a customer and would like to extend to you a 10% discount that can be applied to your next order.

Please let us know if there is anything we can do to make your shopping experience easier with us and we thank you for your feedback.

Sincerely
Acme craft supplies.

4. Commercial Writing

Objectives:

- To familiarize students with the commercial aspect of writing skills
- To introduce new concepts in commercial writing
- To assist students in improving their writing skills
- To identify and apply the varied forms of context based commercial writing

With the expansion of cyberspace, we not only have information available at our fingertips but also have ample choices of content to choose from. We interact with this content in several ways. We read it, watch it, like it, share it with others on various platforms, or discuss and comment about it. Some people also prefer to write about it. As a result, content writing has become a popular activity.

Many write content for commercial purposes, which in turn has become a booming profession, especially for the younger generation. This is called commercial writing.

What is commercial writing?

Commercial writing is writing content for businesses, non-profit organizations, government agencies and private organizations.

Unlike journalistic writing (news writing), commercial writing communicates with a specific category of audience

known as **target audience**. A commercial writer writes articles, stories, blog posts, also known as ‘copy’, for a company or an organization, to sell their ideas or products to the target audience.

Commercial writing is a huge field as it involves writing content for different purposes. Some of them are as follows:

1. Product manuals /Technical manuals
2. Brochures
3. Sales letters
4. Newsletters
5. Company /Organization’s website
6. Sales letter
7. News letter
8. Press releases
9. Direct mail campaign, etc.

Let us first look at writing for product manuals or technical manuals.

Product Manual

Product Manual is a set of information, compiled into a handbook or a guide, containing formulations, specifications, and procedure to use a product. The manual comes along with the product that is purchased helping the users to utilize the product efficiently.

The product manual also contains precautionary measures to ensure safety of the users. A product manual varies in sizes ranging from a simple cloth tag in your shirt (100% cotton/ Wash with warm water only/ Made in India) to heavy machinery products like bulldozer or excavator. All the vehicles, electrical and electronic equipment always come with a product manual as well.

Let us look at the purposes of a product manual.

Purpose of a Product Manual

1. Limits misuse or damage of the product

A product manual also contains a set of information which when followed prevents the misuse or damage of the product. This in turn saves money and time for the users.

2. Proper Usage Advice

It is necessary to look at the product manual when we are using a new product for the first time. Product manual provides instructions on how to use the product efficiently for better results.

3. Ensures Safety

Any hazardous or medicinal product should come with a product manual that contains precautionary measures, in order to ensure the safety of the users.

4. Assures the Quality of the Product

The product also contains the standard mark and certificates to assure that the quality used is of top quality. It also provides the date and place of manufacturing, in addition to the warranty of the product.

How to Write a Product Manual

Like mentioned before, a product manual varies in depth of information that is provided depending on the product. However, most common set of information that should be provided in a product manual are

- **Formulations:** what the product is made of
- **Features:** what are the parts that are built into it to better understand the functioning of the product
- **Instructions:** Directions on how to use the product
- **Precautionary measures:** To avoid any harm or damage

Not all users read product manuals but it is mandatory to skim through the manual at least once. If not, one may miss out on identifying hidden features of the product. Also, many readers don't read product manuals due to technical language used in the content. Here are simple steps to write better content for a product manual:

1. **Use simple language:** No matter how well educated the reader is, always consider every reader as a commoner and use layman terms. Even if you use technical jargon, explain the jargon in simple language so every reader understands it.
2. **Step-by-step directions:** Try to provide instructions step-by-step as it makes it easier for the reader to read quickly and implement the steps faster. Most of the users turn to the product manual when they need help, so a step-by-step direction makes it easy to understand the instructions. This can be done by writing short sentences in bullet points.
3. **Add visuals:** In case of hurry, users have no time to read through every line. Adding images helps users understand efficiently about the product.
4. **Focus on the problems:** This is often seen under the section 'FAQ' (Frequently Asked Questions). The purpose of this is to help users resolve any issue in handling the product on their own. It need not always be in the Q&A format. It can also be in the form of a note.
5. **Links to other resources:** If the user wants to know more information about the product or seek help with the issue in the product, it is important to provide contact details like customer care phone numbers or e-mail IDs or websites.

Now let us look at some of the product manuals



SONY
Wireless Noise Cancelling Stereo Headset
WH - 1000XM5
Model No: YY2954

About This Item

- Industry-leading noise cancellation optimised to you
- Magnificent Sound, engineered to perfection
- Crystal clear hands-free calling
- Up to 30-hour battery life with quick charging (3 min charge for 3 hours of playback)
- Ultra-comfortable, lightweight design with soft fit leather
- Multipoint connection allows you to quickly switch between devices
- Redesigned collapsible case made for easy storage in a bag
- WH-1000XM5 headphones feature intuitive touch control settings
- For everyday convenience, just Speak-to-Chat and Quick Attention mode stop your music and let in ambient sound
- Instant pause. Instant play.



1. Press and hold the (power) button for about 2 seconds until the indicator (blue) flashes. The headset enters pairing mode automatically when you turn on the headset for the first time after purchase.
2. You can use the touch sensor control panel to perform the following operations.
3. Tap twice quickly: Play/Pause
4. Swipe forward and release: Skip to the beginning of the next track
5. Swipe backward and release: Skip to the beginning of the previous track (or the current track during playback)
6. Swipe up and release: Increase the volume
7. Swipe down and release: Decrease the volume.



To prevent burning or malfunction due to getting wet.

The headset is not waterproof.

If the headset is charged while it is wet with rain or sweat, etc., this can result in burnout or malfunction.

Presto! Elite Spin Mop with Steel Wringer and Auto-fold Handle



Colour: **Elite Blue**
Handle Material: **Plastic, Steel**

Included Components:
1 piece spin mop with bucket and refill

Item Weight: **1.4 Kg**
Dimensions: **48.4 x 26.1 x 27.3 cm**

Capacity: **10 Liter**
Net Quantity: **1 set**

About this item

- Deep cleans the floors of your home and office quickly
- The user-friendly spin mop helps save time and energy
- Supports 360-degree hassle-free deep cleaning and is suitable for wet and dry use.
- The mop head is made from non-abrasive and lint-free microfiber and it comes with an auto-fold plastic extendable handle for ease of use.
- Twin-bucket system, soap dispenser and side bucket handle help dip and dry the mop separately with an outlet.
- Big bucket with a drain plug helps drain the dirty water easily.
- Bigger wheels help cover uneven surfaces and larger areas.
- Package Contents: 2 microfiber refills, bucket with drainage, extendable mop handle, side bucket handle to slide the bucket on wheels

Note: This does not contain two separate compartments for dirty water and clean water
Keep away from children and pets.

Write a product manual for the following using the details given below:

1. Samsung Galaxy S22

- Setting the standard at being our most epic smartphone.
- 6.1" Bright Vision display 50MP camera "with new Adaptive Pixel Technology.
- Display Resolution: 2340x1080
- Battery Capacity:3,700 mAh
- Resistance: Dustproof, Scratch-resistant Glass, Splash-proof
- Front-facing Camera: 30 zooms, Resolution - 10 MP
- Rear-facing Camera: Flash, Automatic Focus Adjustment, Resolution -10 MP
- Cellular Network: CDMA Network, GSM Network, Prepaid, WCDMA, WLAN
- Mobile Broadband Generation: 5G
- SIM Card Slot Quantity: Dual SIM
- SIM Card Type: Nano SIM

How to switch on the phone, how to charge, and precautionary messages

Kapiva Tulsi Anti-Hair Fall Oil (200 ml)

Visible Results in 2 Months

100% Ayurvedic With Tulsi-Based Actives

- Recommended for hair growth
- Contains tulsi-based natural active that inhibits the activity of 5 α reductase II to reduce hair loss
- The tulsi-based natural active stimulates the dermal papilla cells to regain their proliferation capacity and induces hair growth
- The micro-fine mist delivers a scalp-fortifying, hair-texturizing blend of Apple Stem Cells and protein-rich

plant actives to awaken lifeless hair and give just the right amount of volume.

- Follows a herbal Infusion process (4000 year old Taila pak Vidhi) to maintain base oil properties while capturing benefits from herbs when gently heated over >24 hours.
- Basil oil, bhringraj and mulethi
- 100% natural, paraben free, free from mineral oils, light and non-greasy

HOW TO USE: Depending on hair length, pour a sufficient amount of the oil on your palm. With your fingertips, gently massage it on the roots of your hair. Use thrice a week for best results

2. Maggi 2-minute masala noodles 4 pack

- Ingredients: Wheat Flour, Palm oil, Salt and less than 2% of sugar, hydrolyzed peanut protein, onion powder, corn starch, wheat gluten, spices, potassium chloride, coriander, chilli powder, turmeric, garlic powder, cumin, citric acid, sodium tripolyphosphate, potassium carbonate, sodium carbonate, caramel colour, disodium guanylate, disodium inosinate, baking soda, guar gum, potassium iodate
- Contains a Bioengineered Food Ingredient
- Allergens - CONTAINS: WHEAT AND PEANUT. MAY CONTAIN MILK AND SOY.

Add instructions on how to prepare Maggi noodles, along with tips to make it tasty. Also draw images if possible.

3. Nizoral Anti-dandruff Shampoo

- This product is used to treat and prevent dandruff, treats the inflammation associated with dandruff, relieving scalp redness and itching.

- **Ingredients:** synthetic antifungal agent ketoconazole in a concentration of 2% in an aqueous suspension, coconut fatty acid diethanolamide, disodium monolauryl ether sulfosuccinate, F.D.&C. Red No. 40, hydrochloric acid, imidurea, laurdimonium hydrolyzed animal collagen, macrogol 120 methyl glucose dioleate, perfume bouquet, sodium chloride, sodium hydroxide, sodium lauryl ether sulfate, and purified water.
- **Note:** The shampoo contains ketoconazole, which is an antifungal that targets an increased number of yeasts on the skin called Malassezia.
- **Warning:**
 - ❖ This product is for use in adults and adolescents over 12 years.
 - ❖ You **CAN USE** Nizoral Anti-Dandruff Shampoo if you are pregnant or are breast-feeding
 - ❖ Consult a doctor for any allergic reactions.
 - ❖ Use every 3 or 4 days for 2 – 4 weeks.
- **Possible side-effects** ■ Itching, irritation, blistering, red, dry or tender skin or a skin burning sensation ■ Inflamed hair follicles, hair loss or changes in hair texture ■ Increased tear production ■ Skin rash and dry skin ■ change in the way some things taste ■ Eye irritation ■ Acne ■ Skin inflammation (dermatitis) ■ Flaking skin

Add directions on how to use the shampoo. Draw an image of the shampoo bottle, if possible.

4. Noise ColorFit Pro 4 Advanced Bluetooth Calling Smart Watch

- Advanced Bluetooth calling: Upgrade to an effortless calling experience - attend/reject calls and dial numbers, from your wrist.

- Digital crown: Navigate through the watch, adjust volume and change the watch face via the fully-functional crown.
- 1.72’’display: ColorFit Pro 4 features 1.72’’ TFT LCD with 25%more screen area than ColorFit Pro 3
- Vivid clarity: View information under the brightest sun, thanks to 311 PPI and 500 nits of brightness.
- 60Hz refresh rate: Get smoother scrolling & navigation experience.
- Noise Health Suite: Know how your body is doing with the battery of fitness features
- Productivity suite: Get more work done with quick reply options, stock market updates, alarm and disconnect with smart DND when you want to.;
- Water Resistance Level: Water Resistant
- Item Type Name: Smartwatch; Connectivity Technology: Usb; Included Components: Smartwatch, Magnetic Charger, User Manual, Warranty Card

Add instructions on how to switch on the smart watch, connect with the phone and how to charge. Draw an image if possible.

5. Vandelay Pulse Oximeter Fingertip C101H1

- **Blood Oxygen Meter SpO2 & Pulse Monitor**
- **Features** : Accurate and reliable , lightweight and portable, accommodates wide range of finger sizes, user-friendly and convenient, 1 year warranty
- Water resistant, low battery indicator, auto power off, checks SPO and pulse
- **About this item:**
 - ❖ Brand - Vandelay
 - ❖ Model no: C101H1

- ❖ Colour: Grey
- ❖ Display: OLED Display
- ❖ Dimension: 1.4 x 2.4 inches,
- ❖ Number of batteries required: 2
- ❖ Battery Type: AAA Batteries
- ❖ Batteries inCLuded: Yes
- **Instructions:**
- ❖ Select a finger to place the probe, making sure existing nail polish or fake fingernails are removed from the test site
- ❖ Attach the probe on the finger ensuring that the light beam and sensor are positioned opposite to each other.
- ❖ Make sure the patient's hand is positioned at heart level
- ❖ Turn on the device and watch out for a beep sound followed by the device's display
- ❖ Wait for the reading, which usually displays after four to six heartbeats
- ❖ Remove the probe from the patient's finger
- ❖ Record the reading

Brochure Writing

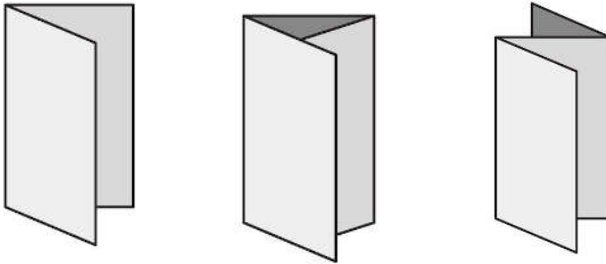
While the product manual serves the purpose of informing the users, a brochure not only informs but also can be used as a marketing tool for the company.

A brochure is a folded paper used to circulate information about a particular product or service offered by the respective companies. For instance, a famous clothing brand gives brochures to people to get to know the various choices of clothing to choose from. Another example could be a newly opened mall often gives free brochures to the public to promote themselves and encourage more people

to visit the mall. The brochure may also be used by educational institutions for greater outreach, especially in case of admissions, fests, or conferences.

Types of Brochure

Brochures are one of the most versatile tools in marketing. It is not just the content that matters but also the structure and the design of a brochure is impactful. There is no single template for a brochure. However, the following are the three commonly used brochures:



Half-fold / Bi-fold

Tri-fold

Z-fold

1. **Half-load / Bi-fold brochure:** This is one of the simplest forms of a brochure that resembles a booklet. It consists of two internal panels, a front cover and a back cover.
2. **Tri-fold brochure:** The name itself is self-explanatory as the page is divided into three parts and folded like a booklet. Tri-fold brochure provides more space for information as it includes six panels. This is the most commonly used brochure.
3. **Z-fold brochure:** The brochure looks like a zigzag pattern and hence the name but the structure is similar to tri-fold.

Purpose of a Brochure

1. Extends the reader's knowledge about an organization

A brochure provides information about the company and its products or services which could make the reader a potential customer.

2. To introduce or promote a business

Brochures are cost effective for the organizations compared to advertisements or commercials. Small enterprises and start-ups find it easy to promote their business at low cost. Since they are pocket friendly, it is easy for readers to read on the go.

How to Write a Brochure

A typical would carry the name of the organization, address, contact details, about the organization, products or services of the company, different branches (if any), testimonials, etc.



Testimonials are written or spoken statements of the customer who has used products/services of the company, which boosts the growth of the company.

- 1. Identify your audience:** It is very important to understand who your audience is going to be. If a college is organizing an inter-collegiate fest, the target audience would mainly be students between the age of 16 to 22. Based on this, the style, format, and content of the brochure need to be decided.
- 2. Determine the type of information to be included:** This is important as the audience may be sensitive to certain information which might affect the reputation of the organization.
- 3. Design a template:** Depending on the amount of content you wish to add in the brochure, choose the type of brochure you need, along with the style and design. The

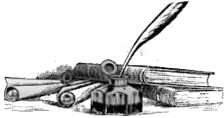
brochure must always carry the name of the organization and any form of contact details.

4. **Visualize where the images and content needs to be placed:** This brings out the management skills in designers especially when trying to give enough information with few words and images.
5. **Prepare a final draft:** This is the end stage of the brochure where minor details need to be focussed like grammatical errors, incorrect images or unclear images, etc.

Let us look at different kinds of brochures.

<p>Srilekha Electronics ; Sale & Repair Services</p>  <p>Latest electronics with attractive discounts of Mobile phones, laptops, etc. We offer pick up and drop of your gadgets at your doorstep.</p>	 <p>Call or Whatsapp us: +91 90000 90000 Or Order online at: www.srilekhaelectronics.com Visit our store at: No. 10, 20th Cross, 1st Main Road, Jayanagar, Bengaluru - 560041 HURRY !! SALE ENDS ON 31 DECEMBER</p>
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<p>What We Sell:</p> <ul style="list-style-type: none"> ● Mobile Phones ● Laptops ● Hard Disk Drive ● Pen Drive ● Headphones ● Earphones ● Earpods ● Power Bank 	<p>What We Repair: EVERYTHING THAT YOU BUY FROM US!!! Free service within 6 months of purchase Even if you don't, we are happy to fix your loved gizmos. Reduce- Reuse - Recycle</p>
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 <p>Slilekha Institute of Commerce & Management #26, Near Kengeri Metro Station, Bengaluru - 560060</p> <p>Presents Sambrama 2022 Our First Inter-Collegiate TWO-DAY FEST Filled with fun, food & DJ Date: 7 & 8 February 2022 Venue: College Campus</p>	<p>Instructions:</p> <ul style="list-style-type: none"> ● On-spot registrations allowed ● College with the highest winners wins the overall trophy. ● Students from show their ID cards at the registration desk ● Inappropriate behaviour will lead to disqualification of all participants from the respective college. ● Judge's decision is final. 	<p>Click on the link to register: https://docs.google.com/forms/u/sambrama/0 OR Fill in the form: Name:..... Course & Sem:..... College:..... Events participating in: ...</p> <p>For further details, contact: Harsha: 91000 91000 Varsha: 99000 99000</p>
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<p style="text-align: center;">Day 1:</p> <p style="text-align: center;">Off-Stage Events</p> <ul style="list-style-type: none"> ● Cultural Events ❖ Painting ❖ Rangoli ❖ Mono Acting ● Literary Events ❖ SpellBee (Eng.) ❖ Ramayana Rasaprashne (kan.) ❖ Shloka Chanting (Sans.) ❖ Antakshari (Hin.) 	<p style="text-align: center;">Day 1:</p> <p style="text-align: center;">Off-Stage Events</p> <ul style="list-style-type: none"> ● Commerce Events ❖ Business Quiz ❖ Stress Interview ❖ Potpourri ❖ Debate ❖ Crossword Puzzle ❖ Essay Writing ❖ Young Entrepreneur 	<p style="text-align: center;">Day 2:</p> <p style="text-align: center;">On-Stage Events</p> <ul style="list-style-type: none"> ● Business Quiz (Final Round) ● Best Manager ● Bollywood Songs ● Folk Songs ● Indian Dance ● Western Dance ● Battle of the bands ● Drama ● Ramp Walk
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1. You have been assigned to create a brochure of your college for the purpose of admission and promotion. Design a brochure for the same. It should include the following:
 - About your college
 - Courses offered
 - Infrastructure and Facilities
 - Contact details and any other

2. Your College is conducting a one-day national level conference on “Social Media and English in the 21st Century” and you have been assigned to design a brochure. The brochure is also an invitation for scholars and teachers to present their research papers. It should include the following:
 - Date and venue of the conference
 - About college and the conference
 - Last date for submission of abstract and full papers
 - Contact details
 - Registration link

3. You run a start-up enterprise called ‘Vivaah Wedding Services’, which plans and organizes weddings from various communities. Create a brochure for the same. It should include the following:
 - About your company
 - Services you provide (food, decoration, photography)
 - Testimonials (previous customers’ feedback)
 - Contact details and any other.

4. A recently launched organic store called ‘Pyate Angadi, Halli Lifestyle’ approached you to design a brochure to promote their business and attract more customers. Design a brochure for the same by including the following points:
 - About the store and their rootedness in rural lifestyle
 - Organic products sold by them - provision, daily groceries, health and wellness products, skin and hair care products, etc.
 - Stress on the ethically sourced products that are sold in the store
 - Highlight that the provisions and groceries are direct from farm to store with no middlemen
 - Availability of free-home delivery and discounts

5. Your college is celebrating Kannada Rajyotsava and it is going to be a week-long celebration filled with competitions, exhibitions, food stalls, cultural shows, concerts, etc. Prepare a brochure to invite all the colleges to attend this event. It should include the following points:
 - About the college
 - Details of each event
 - Time and venue
 - Instructions

- Registration details
 - Contact details
6. 'Savaari', a Bangalore-based Travel and Tourism Agency suffered a loss during the pandemic and is now trying to revive their business. You have been approached to prepare a brochure for the same. Include the following details:
- About the company
 - Different holiday packages
 - Include pilgrim trips
 - Food and accommodation details
 - Ticket and visa booking
 - Passport Application facilities
 - Contact details

Note: The bullet points given for the above questions are merely pointers for writing the content. Students are encouraged to be creative.

Suggested activities:

1. Students participating in 'Product Launch' competitions can be encouraged to write a product manual for the same.
2. Students can be asked to prepare brochures for inter-class and inter-collegiate competitions held in the college to get hands-on experience of brochure writing.

Question Paper Pattern

III Sem. B.Com/ BBA Generic English- L2

Time:2.30

Max. Marks: 60

Instruction: Answer all the questions.

UNIT-1

Receptive Skills: Reading Skills and Listening Skills

- I. Answer in one or two sentences (5questions out of 7)
5x2=10
- II. Answer in about a page(2questions out of 3) 2x5=10
- III. Answer in about 2 to 3 pages (1 question out of 2)
1x10=10
- IV. Answer in about a page (2questions out of 3) 2x5=10

UNIT 2

Productive Skills: Speaking Skills and Writing Skills

- V. Answer in about a page (1 question out of 2) 1x5=5
- VI. Answer in about a page (1 questions out of 3) 1x5=5
- VII. Answer in about a page (1 questions out of 3) 1x5=5
- VIII. Answer in about a page (1 questions out of 3) 1x5=5