

BENGALURU CITY UNIVERSITY



LINGUA FRANCA-IV

Generic English Text Book

(Under the National Education Policy-NEP-2020)

**IV Semester B.Sc/B.C.A/B.Sc. (FAD)/B.V.A and other courses coming under
the faculty of Science**

Chief Editor

Dr. Thandava Gowda T N

Editor

Dr. G. M. Murtheppa

PRASARANGA

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FOREWORD

LINGUA FRANCA-IV Generic English Text Book for IV Semester **B.Sc/B.C.A/ B.Sc., (FAD)/B.V.A.**, and other courses coming under the faculty of Science has been prepared by the members of the textbook committee of Bengaluru City University (BCU). This Text Book has been designed as per the model and guidelines of NEP 2020. It enriches students' '*Ability Enhancement*' to take on the communicative and creative challenges posed to the students in this competitive world.

I congratulate the textbook committee members for their yeomen service in preparing the teaching materials **PROGRESSIVELY** keeping in mind what has been taught and what has to be taught to the students at the UG level at such a short notice with dedication, commitment and innovative vision. They have also ensured quality and its teachability in every chapter of the textbook. I thank the Director of Bengaluru City University Press and their Staff for bringing out the textbook neatly and quickly.

I hope the teachers and the students will utilise the text skillfully and meaningfully to achieve the command over the language targeted.

Prof. Lingaraja Gandhi
Vice-Chancellor
Bengaluru City University
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PREFACE

LINGUA FRANCA-IV Generic English Text Book for IV Semester **B.Sc/B.C.A/B.Sc., (FAD)/B.V.A.**, and other courses coming under the faculty of Science, Bengaluru City University (BCU), has been designed to enable the linguistic skills and competence of undergraduate students. After implementing the New National Education Policy in Higher Education, it is also the first Textbook on the NEP 2020 model under the faculty of Science.

The chapters have been selected keeping in mind the classroom requirements to hone the students' language skills and make them job and industry-ready.

I hope the students will make the best use of the materials given, with the assistance of the teachers, to equip themselves with linguistic skills. The teachers can use the novella, poems, TEDx, Pechakucha and exercises in the textbook to test the learners' competence. I am sure the LSRW skills will be tuned and shaped with the help of the chapters provided. In the true sense, Generic English (L2) and Ability Enhancement Compulsory Course (AECC) have all the tools to enhance students' ability to use language with confidence and command.

I congratulate the members of the Text book Committee for bringing out this Textbook- **Lingua Franca IV** woven with useful information on relevant topics of language learning. I thank the Director of Bengaluru City University Press and their Staff for bringing out the book neatly and on time.

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A Note to the Teacher

LINGUA FRANCA-IV, Generic English Textbook for IV Semester **B.Sc./BCA/B.Sc., (FAD)/B.V.A.**, and other courses coming under the faculty of Science, Bengaluru City University (BCU), has been designed under the model and guidelines of NEP 2020. It enhances students' '**Ability**' through English language skills and creative writing skills to tackle the challenges posed to them in the ecosystem of '**Pluralistic Culture and Multilingualism**'. It is the first Generic English Textbook on the NEP 2020 model. Generic English will be taught as L2 under Ability Enhancement Compulsory Course (AECC).

The teaching materials in the Textbook reflect the infinite sunspecks of language skills (LSRW). Keeping the language needs of the students and their level of learning in mind, the materials are designed progressively to hone the language skills teaching **Receptive Skills** in **Unit I** through **Reading Skills**, a Novella; '*Siddhartha*' by Hermann Hesse is included whereby Reading Skills as well as critical thinking may be enhanced; here, the focus would be more on Reading skills and creative writing; further, to enhance the **Receptive Skills** through **Listening Skills and Decoding**, two poems and two TEDx are included whereby the students have to listen to the poems and TEDx before coming to the classes where they will be having discussion discourse enriching their listening skills as well as their debating skills too; teaching **Productive Skills** in **Unit II**, **Speaking Skills** and **Writing Skills** are taught through **Pechakucha Presentation, Group Discussion** and **Public Speaking** whereby presentation skills are taught; to teach **Writing Skills** through **Technical writing, Copy writing, Business writing, Travel writing, Article writing, E-Correspondence, Content writing skills** and **Social media content writing skills** are included paving way to enhance the students' **Productive Skills**.

Further, each topic under **Receptive** and **Productive Skills** is defined with examples. Some sample exercises are solved in the Textbook to make learning the language easy and joyful. Need-based exercises/tasks are designed so that the students with the **minimum intervention** of the teacher can practise and learn the required language skills.

Each chapter begins with **Objectives** and **Pre-reading activities** whereby the teacher can draw the attention of the students towards the topic and the objective of

the chapter by reinstating the language skills that the students are already exposed to. A model question paper has been given at the end of the Textbook for the guidance of teachers and students. **Formative Assessment Activities** like discussion/guidance for experiential learning are also included in the Textbook.

The Textbook Committee also acknowledges and places on record all the Writers whose creative sensibility that has been incorporated in this Textbook.

The Committee places on record the support extended by **Prof. Lingaraja Gandhi**, the Honourable Vice-Chancellor of BCU for his insightful advice and suggestions.

The Committee expresses gratitude to **Dr. Thandava Gowda T. N.** Chairperson, BOS (UG/PG) Bengaluru City University and all the **BOS** members particularly **Dr. Narasimharaju K** and **Dr. Anitha Rao** for their steadfast support and timely inputs.

We are grateful to the Staff of Prasaraanga, Bengaluru City University Press, BCU, for their efforts in bringing out this Textbook so neatly on time.

Last, but not the least, I thank and appreciate the academic, creative, critical and teaching spirit of all the **Members of the Textbook Committee** for sharing their in-depth knowledge and teaching expertise with which **Lingua Franca-IV** has been possible on time.

Dr. G. M. Murtheppa
Chairperson
Textbook Committee

COURSE OBJECTIVES

- To enhance the students' creative, interpretative and critical thinking.
- To equip the students to communicate confidently and effectively.
- To prepare for various interviews and professional contexts.
- To build persuasive and creative social media writing skills.
- To develop analytical and evaluative skills.
- To train students to identify and understand regional and global contexts and ethical frameworks in texts and narratives.
- To enable students for self-expression.

COURSE OUTCOMES

By the end of the course, the students will have

- Acquired creative, interpretative and critical thinking.
- Skills to communicate confidently and effectively.
- Obtained persuasive and creative social media writing skills.
- Developed analytical and evaluative skills.
- Learnt to identify and understand social contexts and ethical frameworks in the texts.
- Ability to articulate their views with clarity and confidence.
- Eligibility to take up jobs such as content writing, journalism and other jobs with proficiency in English.

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UNIT – 1

RECEPTIVE SKILLS: READING SKILLS AND LISTENING SKILLS

CHAPTER - 1

READING SKILLS

SIDDHARTHA

Hermann Hesse

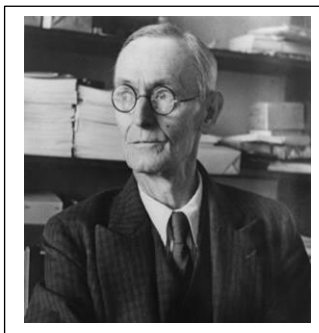
Objectives:

- To enhance the ability of reading and comprehension of written discourse.
- To interpret the text and contextualise it.
- To make the students be competent enough to internalise the written discourse through reading the great works of art.

Pre-reading activities:

- Why and what do you read?
- How do you quest for the meaning of life, enlightenment, Nirvana, inner peace, happiness, fulfilment and bliss?
- The journey of life begins with his or her destiny when one leaves his or her comfort zone. Discuss.

About the Novelist: Herman Hesse



Born: July 2, 1877 in Germany.

Died: August 9, 1962 (aged 85) Switzerland.

Awards and Honours: Nobel Prize (1946).

Notable Works: “Beneath the Wheel” “Demian” “Gertrud” “Narcissus and Goldmund” “Peter Camenzind” “Rosshalde” “Siddhartha” “Steppenwolf” “The Glass Bead Game”.

Hesse spent his childhood in Calw and Basel. He attended school briefly in Göppingen. At the request of his father, he entered the Maulbronn seminary in

1891. Hesse published his first book, a collection of poems, in 1899. He remained in the bookselling business until 1904, when he became a freelance writer and brought out his first novel, *Peter Camenzind*, about a failed and dissipated writer. The novel was a success and Hesse returned to the theme of an artist's inward and outward search in *Gertrud* (1910) and *Rosshalde* (1914). A visit to India in these years was later reflected in *Siddhartha* (1922), a poetic novel, set in India at the time of Buddha, about the search for enlightenment.

Summary of Siddhartha:

Siddhartha, a novel by Hermann Hesse is based on the early life of Buddha, published in German in 1922. It was inspired by the author's visit to India before World War 1. Siddhartha, son of a Hindu Priest and his best friend, Govinda, have grown up learning the ways of the Brahmins. Everyone in their village loves Siddhartha. But although he brings joy to everyone's life, Siddhartha feels little joy himself. He is troubled by restless dreams and begins to suspect that he has learned all that his father and the other Brahmins can teach him. Siddhartha's search for a new path leads him to seek out and join the ascetic Samanas. As a faithful friend and kindred spirit, Govinda accompanies him.

As Samanas, the pair of friends renounces all of their possessions and practice mortification of the flesh, especially through fasting. Siddhartha sought out pain because when pain loses its power over one's body, the Self fades into oblivion and peace is attained. But while pain soon becomes a memory, peace does not come. Ultimately, Siddhartha reasons that one cannot really learn anything from teachers or the doctrines they espouse. The knowledge he seeks within in Atman is the element of the divine within him.

Three years after joining the Samanas, Siddhartha and Govinda hear rumours of a great man, Goetama, the Illustrious, the Buddha, who wanders the country preaching the way to enlightenment. Siddhartha and Govinda travel to Savathi,

where they discover that Buddha is staying in Jetavana, in the garden of Anathapindika. The two men hear Goatama's sermon, after which Govinda announces his intention to join in Goatama's discipleship. Siddhartha commends Govinda for his decision but refuses to join himself.

The next day, Govinda takes his monk's robe and bids Siddhartha a sad farewell. As Siddhartha is leaving, he runs into Goatama in the woods. Despite his awe, Siddhartha gathers the courage to speak with Buddha. Siddhartha compliments the theoretical coherence of Goatama's worldview, the ultimate unity of creation and the incessant chain of causes and effects, but argues that Goatama's doctrine of salvation, the transcendence of causation, calls into question the consistency of his position. Goatama responds that he does not seek to explain the world but to achieve salvation from suffering. Judging it by the former standard is inappropriate. Siddhartha says he must find salvation on his own and Buddha wishes him well in his quest.

As Siddhartha leaves the Buddha, he realizes that a change has overcome him. Whereas he formerly reviled the world as a painful illusion, a distraction from a submerged, unitary reality, he now sees that reality resides in the world as it is, in the wondrous diversity of shapes and colours which surround him. This realization sets him apart from all of his previous associations. He is no longer a Brahmin and he has resisted following his friend Govinda into the Buddha's discipleship. Having left Govinda and Buddha, Siddhartha spends the night in a Ferryman's hut. The next morning, he meets the Ferryman and crosses the river. Siddhartha admits to having no money to pay for the voyage, but the Ferryman says that friendship is payment enough. Siddhartha continues on to a large town where he sees a beautiful woman being carried on a sedan chair by her servants. Smitten by her, Siddhartha determines to make her acquaintance and enters town to make himself presentable. A couple of days later, Siddhartha returns to the grove he saw the beautiful woman

he learns in town that she is a courtesan named Kamala and begs to meet her. Making her acquaintance, he asks Kamala to teach him the art of love. Kamala responds that she will only do so when Siddhartha obtains nice clothes, shoes and money with which to buy her gifts.

At Kamala's request, Siddhartha goes to see Kamaswami, the merchant. Siddhartha moves into the merchant's house and learns about business. Soon he is living on his own and visiting Kamala for his love lessons. After interacting with the ordinary people of the town for some time, Siddhartha realizes that his past as a Samana has driven a wedge between them and him. He possesses a distance from his emotions and behaviours that ordinary people do not possess. The only aspect of his life that he does feel truly involved in is the time he spends with Kamala, whom he admits knows him better than anyone ever.

Eventually, Siddhartha begins to feel a great attachment to his ordinary life. This transition was not easy, though. While he excites his senses and lessens the distance between himself and his daily activities, Siddhartha does not possess the sense of importance with which ordinary people live their lives and for this he envied them. He gives himself completely to his acquisitiveness and his insatiable desire to consume. He begins gambling as a way to show his contempt for riches, but soon the thrill of the game becomes its own rewards; the higher the stakes, the more potent the intoxication. This downward spiral is finally arrested by a dream Siddhartha has of Kamala's songbird. Upon waking, Siddhartha realizes that he is tired of his present life, his hedonistic routine and his possessions. Siddhartha then leaves the town, never to return.

After leaving town, Siddhartha returns to the river where had met the Ferryman earlier. Disillusioned with himself and the world, he contemplates suicide. Overwhelmed, Siddhartha falls into a deep sleep. When he awakes, he feels refreshed and happy and sees that his old friend Govinda is near him. The two friends speak

briefly and then Govinda returns to Buddha. Siddhartha sits by the river for a while and considers his life. He concludes that although his recent existence has almost pressed him to suicide, it was good for him to have lived it. He is now ready to complete his life's journey.

Intrigued by the river's beauty and silent wisdom, Siddhartha decides to stay by the river. Siddhartha soon meets the Ferryman Vasudeva the same man who took him across the river earlier. Siddhartha offers to be Vasudeva's apprentice, an offer which the Ferryman graciously accepts. The two grow together as Siddhartha begins to learn the river's wisdom and soon Siddhartha begins to emulate Vasudeva's demeanour, expressing a contented peace in the routine of daily life. Years pass. One day, the two Ferrymen hear that Buddha is dying. Kamala, on hearing the news as well, travels with her son to be near Goetama. As she passes near the river, she is bitten by a snake and dies, but not before she is taken by Vasudeva to Siddhartha.

After Kamala dies, Siddhartha keeps his son with him by the river. The boy, though, refuses to accept Siddhartha as his father and consequently does nothing he is told. Many months pass, but the boy remains intransigent. Eventually, the boy runs away. Vasudeva tells Siddhartha to let him go, but Siddhartha follows him. Upon reaching the town, Siddhartha recalls his own experiences there and admits to himself what he knew all along that he could not help the boy. Siddhartha feels a great sorrow at this loss and the happiness he had known as a Ferryman leaves him. Vasudeva soon arrives and leads the despondent Siddhartha back to the river. The pain of losing his son was long-lasting for Siddhartha. It enabled him, however, to identify with ordinary people more than ever before. Though Siddhartha was beginning to understand what wisdom really is, the thought of his son did not leave him. One day he sets off in search of his son, but stops as he heard the river laughing at him. He looks into the river, sees his own father whom

he had left, and turns back. Siddhartha tells Vasudeva all of what he had thought, but as he does, Siddhartha notices a change in the old man. Vasudeva leads Siddhartha back to the river, imploring him to listen deeply. At first, Siddhartha hears only the voices of sorrow, but these voices are soon joined by voices of joy and at last all the voices are subsumed under the great sound of "Om". Realizing the unity of these voices, Siddhartha's pain fades away. He finds salvation. Recognizing his friend's achievement, Vasudeva departs into the woods to die, thereby joining the unity he has helped Siddhartha find at last.

Not long after Vasudeva's departure, Govinda hears rumours of a Ferryman who is a sage. Still restless and unsatisfied after all his years of searching, Govinda goes to speak to the Ferryman. The Ferryman, Siddhartha, recognizes Govinda immediately, though Govinda does not recognize him. When Siddhartha finally addresses Govinda by name, Govinda recognizes him. Happy to have reunited after so long, Govinda spends the night at Siddhartha's hut. Govinda asks Siddhartha what are the doctrines by which he lives. Siddhartha repeats his oft-mentioned refrain that he eschews teachers and a doctrine arguing that while knowledge is communicable, wisdom is not. He says, **"Expressing love and admiration toward all things is the most important thing in the world"**. Govinda is confused by most of what Siddhartha says, but he feels certain that his old friend is a holy man. Preparing to leave, Govinda asks Siddhartha for something to help him along his path. Siddhartha tells Govinda to kiss his forehead. Doing so causes Govinda to see a continuous stream of different faces in place of Siddhartha's. Overwhelmed by this display of unity and timelessness, Govinda falls to the ground, tears flowing uncontrollably.

Climax: Siddhartha finally achieves total spiritual understanding as he sits beside Vasudeva and listens to the river fall action Siddhartha meets Govinda and shares the Nirvana he has attained.

The Theme of the novella

The theme of the novel is the search for self-realization by a young Brahman, Siddhartha. Realizing the contradictions between reality and what he has been taught, he abandons his comfortable life to wander. His goal is to find the serenity that will enable him to defeat fear and to experience with equanimity the contrasts of life, including joy and sorrow, life and death. Asceticism, including fasting, does not prove satisfying, nor do wealth, sensuality and the attentions of a lovely courtesan. Despairing of finding fulfilment, he goes to the river and there learns simply to listen. He discovers within himself a spirit of love and learns to accept human separateness. In the end, Siddhartha grasps the wholeness of life and achieves a state of bliss and the highest wisdom. As the son of a Brahmin, Siddhartha enjoys comfort and privilege while sequestered in his home village. However, as he grows older, his heart is moved by a burning desire to acquire wisdom and new experiences. Telling his father his intentions, Siddhartha and his childhood friend, Govinda, leave the safety of home to join the Samanas, a group of wandering ascetics.

Important lesson learnt by Siddhartha

The story, Siddhartha by Hermann Hesse, deals with the human ego, desires, needs, vices and the attempt to overcome all of them. In this journey of self-discovery, Siddhartha learns the important lesson that to find himself, he has to go his own way to make his own path through personal experiences.

Theme:

Siddhartha is a young man who leaves home to find meaning in life. He meets many people on his journey who help him find inner peace and enlightenment. The book teaches us that **if we want to be free from desire and find peace within ourselves, we must reach nirvana (a state of blissful emptiness).**

Siddhartha, by Hermann Hesse, follows a man as he seeks the meaning of life and reaches enlightenment. As his journey progresses, we find certain themes such as **unity with nature, avoidance of routine and truth.**

Character sketches:

Siddhartha

Siddhartha is the novel's protagonist. He is the Everyman whose quest for enlightenment is meant to identify. Siddhartha begins the novel convinced that a life of spiritual exercise and contemplation will lead him to Nirvana. Realizing the inadequacy of such a life, he turns to a worldly, hedonistic life, which he also finds lacking. Eventually, Siddhartha successfully synthesizes the lessons of thought and the lessons of the senses and attains enlightenment.

Govinda

Govinda is Siddhartha's childhood friend. He is a foil to Siddhartha, serving as a benchmark for the latter's progress toward enlightenment. Govinda spends time with Siddhartha and then leaves to follow Buddha. He reappears at points of transition in Siddhartha's life and is with Siddhartha at the end to learn his wisdom.

Goatama or Buddha

Goatama, whose first name is Siddhartha, is the historical founder of Buddhism. Although Siddhartha does not follow Goatama as Govinda does, Goatama is the ideal toward which Siddhartha strives. Goatama's presence also highlights the importance of Buddhism and Indian religion/philosophy generally to the novel.

Kamala

Kamala is the courtesan whom Siddhartha meets as he embarks on his worldly life. She teaches Siddhartha the art of love and represents the edifying aspect of a life of sensuous satisfaction. Kamala bears Siddhartha a son who appears late in the novel.

Vasudeva

Vasudeva is the ferryman with whom Siddhartha lives at the end of the novel. He is a reticent and uneducated man, but he is an excellent listener and teaches Siddhartha through example. Most notably, Vasudeva teaches Siddhartha to listen to the wisdom of the river, a wisdom which leads both Vasudeva and Siddhartha to enlightenment.

Kamaswami

Kamaswami is the merchant for whom Siddhartha works while living in town. From Kamaswami Siddhartha learns how to conduct business and concern himself with money and material goods.

Young Siddhartha

Young Siddhartha is Siddhartha's son. He lives with his father by the river when his mother Kamala dies. The boy is stubborn and proud, like his father and refuses to accept the simple existence of a ferryman. Siddhartha loves the boy greatly and is despondent when he runs away. This love represents Siddhartha's last hurdle on his path to enlightenment.

Glossary:

Alms bowls: bowls held up by the shamans for gifts of food. Alms giving is a part of the general ethical practice built into Buddhist life.

Anathapindika: ("who gives to the needy"), Buddha's most renowned lay follower, was a wealthy merchant in Sravasti who built the monastery for him in the Jetavana Grove at great expense. His actual name was Sudatta.

Ardent: extreme interest in the pursuit of something; showing great warmth or intensity of feeling; eagerness.

Ascetic: is a person who renounces material comforts and leads a life of austere self-discipline, especially as an act of religious devotion and penance.

Assiduous: marked by careful and unremitting attention, something tended to with the persistent application.

Atharva-Veda: means "the Veda of the Atharvan" or knowledge of magic formulas.

Atman: in the Rig-Veda, it means "breath" (German: "Atem"), the Hindu word for "self".

Atonement: traditionally means to cleanse the body or mind or to reconcile one's past actions in religious functions such as those of churches, temples, etc.

Countenance: (from Latin, "holding together") bearing, demeanour.

Inertia: inactivity, sluggishness; tendency to maintain a straight line.

Jackals: any of several nocturnal wild dogs of the genus Canis.

Sojourn: to stay or reside temporarily, for instance during a pilgrimage.

Tarry: to remain or stay, as in a place; to delay or be tardy in acting, starting or coming.

Tepid: barely or moderately warm; lukewarm; lacking warmth of feeling or enthusiasm.

Thwarted: blocked, checked, held back, and prevented from transitory: short-lived, fleeting, ephemeral (=> lasting only a day); the river in "Siddhartha" is the symbol of both the transitory and the timeless.

Upanishads: is the general term ("esoteric doctrine") for the group of codified Sanskrit philosophical speculations of varying lengths.

Wheel of life: the pictorial representation of the cycle of samsara. In it, all walks of life are represented in a continuous path.

Comprehension I

1. What is Siddhartha's conclusion about finding peace?
2. In Hermann Hesse's story, why does Siddhartha dream of a woman?
3. In Siddhartha, what lessons do the Samanas teach Siddhartha?
4. What does the main character, Siddhartha learn from his journey?
5. After learning the main tenets of Goatsama's Eightfold Path, what does Siddhartha do?
6. How does Siddhartha finally acquire the knowledge he has sought?
7. How is the potential Buddha present in every sinner?
8. What are the three principles followed by Siddhartha?
9. What is the wisdom that Siddhartha imparts about how to live life?
10. Debate the arguments of Govinda and Siddhartha.

Comprehension II

1. Explore the symbolic importance of the songbird in the golden cage to both Siddhartha and Kamala from Siddhartha.
2. In chapter 3, is Siddhartha arrogant? Elucidate.
3. How does Siddhartha learn to experience the troubles caused by the life cycle?
4. In Siddhartha, why does Siddhartha feel that the yearning he has for his son is part of a cycle?
5. How does Siddhartha explain the illusion of life?
6. Why does Siddhartha remain respectful to his father?
7. What is the relationship between knowledge and spirituality?
8. Why does Siddhartha need to be "alone"?

CHAPTER - 2

LISTENING SKILLS- LISTENING AND DECODING

Objectives:

- To enhance the students' Listening skills by reciting and listening the poem.
- To help students to garner the ability of listen and to decode the information.
- To relate the experiences of the students with that of the content.
- To develop confidence and to build identity roles in the students through decoding.
- To empower young minds with thoughtful ideas to deal with the status quo.

Introduction to Listening and Decoding

Coding is a process to understand a *word* or a *series of numbers* encrypted in a specific code or pattern that is designed based on a specific set of rules. **Decoding** is the opposite process that aims to decrypt a particular code into its original form based on finding a common pattern or structure.

In **listening/hearing** skills, this pattern is associated with sound producing the same effect on particular words. These are caused by the variations in speech that are generally complex and confusing. With this one can guess how sound variations are connected to the speech or linked to the words. It involves the process of Coding/Decoding the text and link them to the given speech.

Listen/read the given text to learn more about the concept of understanding speech sound in literary text and see how one can decode the meaning with different words.

1. CAGED BIRD

Maya Angelou

Objectives:

- To enhance the students' Listening skills by reciting and listening to the poem.
- To help students to garner the ability to listen and decode the information.
- To relate the experiences of the students with that of the content.
- To develop confidence and to build identity roles in the students through decoding.
- To empower young minds with thoughtful ideas to deal with the status quo.

Pre-Reading:

- Racism has been manifested in a variety of ways, including genocide, slavery, lynching, segregation etc. Discuss.
- Name the first book by Maya Angelou that was banned by the American Library Association.
- Listen to the following poem and decode the content.

About the Poet:

Marguerite Annie Johnson was the second child of Bailey Johnson, a doorman and navy dietician; her mother Vivian (Baxter) Johnson was a nurse. Born in St. Louis, Missouri on April 4, 1928, she lived till May 28, 2014. She became a popular poet and a civil rights activist in



America. During her life, she published seven autobiographies which focused on her childhood and early adult experiences. Her first book, *I Know Why the Caged Bird Sings* (1969), tells of her life up to the age of 17 and brought her international recognition and acclaim. She also wrote three books of essays and poetry and was credited with a list of plays, movies and television shows spanning her life of 50 years and received dozens of awards, of which more than 50 were honorary degrees. She became a poet and writer after a string of odd jobs during her young

adulthood. She was also an actress, writer, director, and producer of plays, movies and public television programmes. In 1982, she was named the first Reynolds Professor of American Studies at the University of Wake Forest in Winston-Salem of North Carolina. She was active in the Civil Rights Movement and worked with Martin Luther King Jr. and Malcolm X. In the 1990s, she made approximately 80 appearances a year on the lecture circuit which she continued into her eighties. With the publication of *I Know Why the Caged Bird Sings*, she was respected as a spokesperson for Black people and women, popularly named ‘the Black woman’s poet laureate’ and her works have been considered a defense of Black culture. Her first book made a deliberate attempt to challenge the common structure of society by critiquing, changing and expanding the genre. Her books centre on themes including identity, racism, family and travel.

Maya Angelou’s poem ‘Caged Bird’ is filled with symbols and metaphors. In this poem, the poet relates to the overwhelming experience and agony of the United State’s marginalised community suffering from racism and oppression. Through the symbols of the cage, it captures the readers’ attention of the bird to relive the moment, its subtle notion to revolt and the bird’s anguish is delineated in the form of poetry. **‘Caged Bird’** is an incredible poem in which the poet speaks about the experiences of two different birds, the free one and the caged one. The free bird represents freedom or a desire to be free whereas the caged bird symbolizes confinement and oppression. The free bird believes that the sky belongs to him while the bird in a cage is clipped and tied with no possible way to move out. Hence, this bird moans with anger and frustration. The silent tune of the bird is heard at a distance. Here the poet uses metaphor making a contrary notion of both the birds, one grieving a silent shrill, a tune of a nightmare scream and the other free bird, happily enjoying making sound with the tree breeze.

CAGED BIRD

Maya Angelou

A free bird leaps
on the back of the wind
and floats downstream
till the current ends
and dips his wing
in the orange sun rays
and dares to claim the sky.

But a bird that stalks
down his narrow cage
can seldom see through
his bars of rage
his wings are clipped and
his feet are tied
so he opens his throat to sing.

The caged bird sings
with a fearful trill
of things unknown
but longed for still
and his tune is heard
on the distant hill
for the caged bird
sings of freedom.

The free bird thinks of another breeze
and the trade winds soft through the sighing trees
and the fat worms waiting on a dawn bright lawn
and he names the sky his own.

But a caged bird stands on the grave of dreams
his shadow shouts on a nightmare scream
his wings are clipped and his feet are tied
so he opens his throat to sing.

The caged bird sings
with a fearful trill
of things unknown
but longed for still
and his tune is heard
on the distant hill
for the caged bird
sings of freedom.

Glossary:

Status Quo - The existing state of affairs, especially regarding social or political issues.

Dietician - An expert on diet or nutrition.

Winston-Salem - Winston-Salem is a city and the county seat of Forsyth County in North Carolina of the United States. A county is referred to as a territorial region.

Stalks down - to move angrily and silently in a small cage.

Sighing trees - global winds that blow from east to west and make the trees sound as if they are sighing.

Bird stands on the grave of dreams - stands on the grave of his dead dreams.

Fearful trill - sings fearfully of things he does not know.

Wings are clipped - wings are cut so he cannot fly.

I. Answer the following:

1. How does the line "can seldom see through his bars," portray the experience of the marginalized community of the United States?
2. Why does the caged bird shout a fearful trill?
3. Comment on the subtle notion of freedom presented through 'The Caged Bird'.

Sources:

[Caged Bird by Maya Angelou | Poetry Foundation](https://www.bing.com/images/search?view=detailV2&ccid)
<https://www.bing.com/images/search?view=detailV2&ccid>
[Caged Bird Poem Summary and Analysis | LitCharts](https://poemanalysis.com/maya-angelou/caged-bird/)
<https://poemanalysis.com/maya-angelou/caged-bird/>

2. THE FORCE THAT THROUGH THE GREEN FUSE DRIVES THE FLOWER

- Dylan Thomas

Objectives:

- To enable students to learn the concepts of Decoding, Encoding, Decryption and Encryption.
- To read the poem using the powerful scheme of rhyme and lyrics.
- To introduce the reader to a distinctive style of reading poetry.
- To observe the employment of symbols and imageries in the right form while reading/ writing a poem.

Pre-Reading:

- What is encoding? How do we understand the terms coding/ decoding, and encryption/decryption? And how are decryption and encryption different from encoding and coding?
- The poem is composed full of imagery and textures. Discuss.
- What is the power Thomas talking about? Is it positive force or negative?
- The poem is lucid/complex in understanding. Substantiate your thoughts concerning the poem.

About the Poet:



Dylan Thomas (27 October 1914 –9 November 1953) was a Welsh poet and writer. Born in Swansea, Wales, he is considered to be one of the greatest poets of all time. Thomas is largely known for his imaginative use of language, acutely lyrical and suffused with vivid imagery. His poetry collections include, *‘Do not go gentle into that good night’* and *‘And death shall have no dominion’* as well as *‘Play for Voices’* and *‘Under Milk Wood’*. He also wrote stories and radio broadcasts such as *‘A Child Christmas in Wales and Portrait of the Artist as a*

Young Dog.’ He started writing poetry as a child and his poetry was published in his teens. For almost two years between the publication of *Eighteen Poems* in 1934 and *Twenty-five Poems* in 1936, Thomas moved back and forth between London. His notebooks from 1930 and 1934, when he was 16 to 20 years old, reveal the young poet’s struggle with several personal crises. In 1931, when he was 16, he left school to become a reporter for the South Wales Daily Post. Many of his works appeared in print while he was still a teenager. In 1934, the publication of ‘Light breaks where no sun shines’ caught the attention of the literary world. While he was in London, met Caitlin Macnamara and married her in 1937. They had three children: Llewelyn, Aeronwy and Colm. His radio recordings for the BBC during the late 1940s brought him to the public's attention and quite frequently came to be known as an accessible voice of the literary scene.

In his later part of life, Thomas first travelled to the United States in the 1950s and brought a degree of fame. His time in the United States cemented him legend, and he went on to create a record for such works as *A Child's Christmas in Wales*. During his fourth trip to New York in 1953, he became gravely ill and fell into a coma. He died on 9 November 1953 and his body was returned to Wales.

About the poem:

Dylan Thomas's poem, “The Force that through the green fuse drives the flower” explores the relationship between **time, creation and destruction**. It is the force that drives **nature** and drives **humankind**. The poet connects nature and humankind - the same energy that is apparent in a delicate plant as a flower is also present in us. We are one and the same because of this force, which brings both life and destruction. Through the poem, the speaker takes the reader through several scenarios to communicate with the other elements of the world. But, in the end, he admits that nature is impossible to understand. Here the speaker uses various

metaphors to illustrate how the existence is bound by the same driving “**force**”: **time, creation, love and destruction**. Ultimately, the sound mechanism of nature seems contradicted by eternity and human mortality.

The poem is short and densely packed with rich imagery. The language used is textured in a tight structure. There are four stanzas each with 5 lines and a final couplet rounding off the poem, 22 lines long. Although iambic pentameter is dominant - 5 stresses per line - the third line in all four stanzas is exceptionally short. Reading this poem slowly, straight through, three, four or five times is recommended for better understanding.

Dylan Thomas explains in a letter to his friend:

'I make one image - though make is not the right word; I let, perhaps, an image be made emotionally in me and then apply it to what intellectual and critical forces I possess - let it breed another, let that image contradict the first, make of the third image bred out of the other two together, a fourth contradictory image and let them all, within my imposed formal limits, conflict.'

THE FORCE THAT THROUGH THE GREEN FUSE DRIVES THE FLOWER

- Dylan Thomas

The force that through the green fuse drives the flower
Drives my green age; that blasts the roots of trees
Is my destroyer.
And I am dumb to tell the crooked rose
My youth is bent by the same wintry fever.

The force that drives the water through the rocks
Drives my red blood; that dries the mouthing streams
Turns mine to wax.

And I am dumb to mouth unto my veins
How at the mountain spring the same mouth sucks.

The hand that whirls the water in the pool
Stirs the quicksand; that ropes the blowing wind
Hauls my shroud sail.

And I am dumb to tell the hanging man
How of my clay is made the hangman's lime.

The lips of time leech to the fountain head;
Love drips and gathers, but the fallen blood
Shall calm her sores.

And I am dumb to tell a weather's wind
How time has ticked a heaven round the stars.

And I am dumb to tell the lover's tomb
How at my sheet goes the same crooked worm.

Glossary:

Quicksand- Describes the picture of a hand image that stirs the water and also stirs the quicksand. Here in this stanza, the poet brings several positives and negatives, giving a visual image of a force moving the water in the pool, moving a quicksand.

Hauls my shroud sail- an effort to drag by the force in a sail and connected to the wrapping of the cloth for the burial of the human body, a sign of destruction.

Hangman's lime- Dumb to tell the man is hanged/dead alludes to a larger circle and the power of interconnectivity of life on earth.

I am dumb to tell the lover's tomb: How at my sheet goes the same crooked worm- The poet examines thoughts of sustenance and death. Love is an eternal force buried with the dead in a tomb reminding time's inability.

Answer the following questions in about a page each:

1. Explain how the poet uses force and combines it with the elements of the natural order.
2. Why does the poet repeatedly say 'I am dumb'?
3. How do you explore the relationship of time, creation and destruction in the poem?

Sources:

[The force that through the green fuse drives the flower by Dylan Thomas - Poems | poets.org](http://poets.org)

<https://www.bing.com/ck/a?!&&p=90782268a06cb184JmltdHM9MTY3NTQ2>

[Analysis of Poem 'The force that through the green fuse by Dylan Thomas - Owlcation](#)

[What Is Coding And Decoding? Explained With Examples // Unstop \(formerly Dare2Compete\)](#)

3. EXPLORING ABLEISM- AN INVITATION TO CREATE AN INCLUSIVE SOCIETY

(TEDxOsloMethttps://www.youtube.com/watch?v=EFhL9Bf6a_I)

-Gagan Chhabra

Objectives:

- **To expose the students to the new genre of discourse-TEDx to enhance their listening and decoding the discourse.**
- **To study Intersectionalism and various other forms of oppression in society.**
- **To introduce the readers to the disabled/ablest leaders who are making success stories.**
- **To promote dignity to all human race and develop a sense of respect in a world of competition.**

Pre-Reading:

- **How is xenophobia and racism a common plague? Give your opinion.**
- **Disability should not be a barrier to an individual's growth in education or success. Agree/ disagree.**
- **What is invisible impairment? Do you think all humans are perfectly able without any weakness of physical or mental ability?**
- **Ableism is inherent. Discuss.**

What is TEDx?

TEDx is an initiative launched by an organization with a mission to combat issues preventing discrimination on various grounds. It is controlled under a free license granted by TED, a platform accentuated where programmes/events are organized to create passionate individuals inclusive to the society. It aims to discover and uncover the ideas of the great thinkers and independent speakers who have the potential to inspire the

local communities living around the globe. TED's overall mission is to research and discover "ideas worth spreading," by and large enabling spirit to enhance growth and developments of individuals. The events mostly are recorded TED talks arranged based on the agreed terms to offer guidelines for curation, speaker coaching, event organizing and all the rest in people's interest.

What is ableism?

Ableism, a new term with "ism" is known by a few. This word coins respect and identity to the disabled who are able-bodied individuals living in society.

Introduction about the speaker:

Gagan Chhabra is a researcher and speaker with a Doctorate in Philosophy from the Department of Social Work, Child Welfare and Social Policy at the Faculty of Social Sciences Oslo Met: Oslo Metropolitan University. He is a visually impaired bringing a remarkable story from his life. He has travelled widely to elevate the status of disabled members of society who are often viewed as tragic victims than individuals. He writes in acknowledgement in his thesis, "I have explored many uncharted intellectual trails, circumvented many unanticipated barriers and defied many unprecedented expectations" during the journey for research. His topic for his Dissertation is, "Two worlds apart, yet similar? - A comparative study of disability policy reforms and employment experiences of young adults with visual impairments from Norway and India." His research made an earmark for his career during which he met intellectuals who honoured him immensely. He had no plans to pursue a PhD, as many people had advised-"It was a hill too steep to climb with severe visual impairment". However, with his spirit, he decreed the thoughts formerly prevalent against the disabled. The new term Ableism is now encountered by more than 1 billion people with disabilities globally. Through his research, he was able to



broaden his perspectives concerning disability inclusion and the rights of persons with disabilities. Accidentally through research, the streak of good fortune continued when intellectuals such as Karen Nakamura invited him to the University of California, Berkeley as a visiting research fellow in late 2018 and many more accolades to follow. This stay expanded his horizon and broadened his perspectives concerning disability inclusion and the rights of persons with disabilities. The research he undertook identifies the means to combat disability-based discrimination and accentuates the need to create an inclusive society where all individuals can fully participate - irrespective of their ability status. Leaning on his life experiences from Norway and India, as well as his research in this field, it is reminded that disability is a part of the human condition. And at the end of the day, all are temporarily able-bodied individuals.

TEDx by Gagan Chhabra: Gagan began his speech by describing himself with his physical appearance.

"So today, I am wearing a black leather jacket, I am wearing a black T-shirt, a light blue pair of jeans, I have black leather shoes, I have my red shades on, I have long curly dark hair and I am standing on this beautiful stage with a red and black background behind me and a TEDx lower to my right and Oslo Met lower to my left and you right now are sitting and wondering and thinking, why on earth you are describing yourself, Gagan, we are able to see you!"

Alright!

You are able to see me! But the reason I am describing myself to you all is because I want to be inclusive, I want to be inclusive for individuals who are blind and partially sighted, visually impaired like myself. I am blind, I am 35 years old, I am one Norwegian citizen of Indian descent, and I got my PhD in disability research domain from the Oslo Metropolitan University and you might be thinking what am I going to speak today!

I am going to speak today about a lesser known term “ism” today.

All of you!

You might have heard the term Racism, Sexism and Ascemetism right! But have you heard the term “Ableism”!

Here we think aaah! Another ‘ism’ in the town!

I need a break! Please give a break!

Give me like fifteen minutes and perhaps to let you think why this ‘ism’ is so important and so crucial for your life!

And you might think what it means Gagan, let’s start with the definition! So Ableism in simple terms means, prejudices discrimination against the person simply based on the fact that the individual has some kind of a disability. He or she is classified as disable either as a physical impairment or mental impairment, or visible impairment or an invisible impairment, mouthful! Right! Right!

What is, you must say Gagan, who has visible impairment, can you give me example?

Person like me walking on a side walk with a white long kid and you look at me and say, there’s a guy blind I can say he has impairment. Got it!

What about invisible impairment?

Perhaps someone like you! Who’s sitting in the crowd right now! Who has mental health conditions! Depression, anxiety, epilepsy, muscular skeletal disorder! Perhaps who has deafness or hard of hearing- issues. One which is not visible is so it’s a very universal thing.

Now before we take a deep dive into what ableism is. What are the contours of ableism? How to overcome ableism?

I would like to share three anecdotes of my life at Oslo and Oslo Met! Are you ready for some of them?

Oh, I like that! Sound, great!

So imagine a couple of years ago in springtime, it's beautiful weather, sun is shining, I finished my work at OsloMet and I go to the familiar tram stop which is outside of OsloMet and I'm standing for my tram.

And uh! What do I hear?

I hear a tram approaching but I know it's not my tram, because it's the old one, it's the rickety one, it makes a lot of noise. It's tram number eleven so I decide now okay. I'm gonna stand there! Enjoy myself, and the sunshine, when the tram's over. What happens, I suddenly feel a gentle shove on my left arm and I look around and I look at this nice kind gentle soul, he's taken my arm, and he's pushing me into the tram, and, and I say to him, excuse me sir! What's happening? And he says tram is here we have to take the tram and I'm like when did I become, we perhaps you sir have to take the tram and then he got a bit confused and he said to me, oh! I thought that I should be helping you to take the tram and I'm like no no this is not my tram! So I waved him goodbye. I thanked him for his help and then he left. I thought why did he think that I needed to be helped?

Why did he have such lower expectations about me and my capabilities to take the tram independently?

Is it my long white cane? Is it my long dark hair? Has it been a long day for him or perhaps he just needed my company who knows never found out three weeks later!

I decided I don't want to go to the cafeteria. I need the same old food I want to take a sandwich so what I do cross over the street, enter the sandwich store, take the five steps, order a sandwich and I'm standing there waiting for my sandwich. And the curious lady behind the counter says to me, I have seen you walk around here in this neighbourhood a couple of times before! What do you do?

I said of course yeah, like I work in the host a metropolitan university, I'm like a PhD research fellow and the moment I said that I heard a gasp; and suddenly the conversation took an unexpected turn and she started using the word, wow wowwow!

And I started thinking why why why and she showered me with a lot of generous compliments saying that oh I'm so happy that you have a job it's great that you have a job and I was just waiting for my sandwich to come, so who knew that being blind and having a job could be that inspiring for individuals and then I'm, I get my delicious sandwich, I, I'm already having a little bad taste in my mouth because of all the generous compliments which I did not deserve and then I have to leave this spot so I started walking back and guess what those five steps came back again!

The one which I took five minutes ago, so the moment I reached the steps the lady kindly yelled out!

“Be careful on those steps” and I'm like just 10 seconds ago I was the one who was inspiring you so much with my PhD research fellowship and now you are having again the lower expectations that I cannot take the steps which I took five minutes ago!

So I'm like okay move on!

2021 comes, I finished my PhD, I published my research papers, I have written a lot about ableism in Norway and I get featured in what as a cover story in one of the popular disability magazine handicap note and when this comes out people ask me. Is this a rolling stone cover or is it a disability magazine cover?

And I'm like, I take two steps back and I ask them perhaps they have an assumption of how, how disability magazines should look like or how people with disabilities are?

I went to a lot of social gatherings after the PhD got over and one of those gatherings I'm standing with my white cane, a gentleman approaches towards me, like hai I'm hai, like are you really blind?

No!

That's a conversation started! You don't look blind and what is that thing you're holding in your hand?

I'm like, no actually, you know what?

I'm not really blind, blind but you know like I'm using my long white cane because it goes so well with my long dark hair and it's a fashion statement and we all laughed we continued the party and it went on.

And now you might be wondering that why am I telling you these anecdotes and what has that to do with ableism?

If you think a little deeply you will understand that all those individuals, non-disabled individuals, they assume things about me, judged me, even before engaging with me!

So what ableism generally does is, “it objectifies!” It objectifies individuals either as a tragic victim or as an inspiring hero. The non-disabled individual one of you, you might be looking at a disabled person and in your head or heart you might think, oh!

This person might be passive dependent child like asexual weak, we incompetent, needs to be taken care of, or you might look at that disabled person and say this person is inspiring brave courageous, plucky resilient. So I shared these anecdotes from Norway. But as I mentioned to you, I was born in India, raised in India, and what happened in the Indian context was something quite interesting that my visual impairment was explained in the form of my bad karma from my previous birth!

So then they would say, Gagan I think you did something really bad really bad in your previous birth that's how you are blind so I feel sorry for you, you are an object of charity let me put you into the bucket of tragic victim or there are other individuals who said this person is blind he is gifted, he is special they put me on the pedestal of divinely inspired individual.

In both those instances in the Indian context what happened is: either I became a sub-human or, I became a super-human but never an ordinary human. And this objectification of an individual as an object of inspiration is what this might be a word which you might like “inspiration porn.” The non-disabled society members look at the disabled people and say, yeah! I want to be inspired, Stella young great speech TeDx. So you might be wondering, I understand I'm really sorry that you encountered ableism in Norway you encountered ableism in India, but this does not live with me, this does not resonate with me, why should I be bothered about ableism?

Do you know how many people with disabilities are there across the globe this figure might surprise some of you one billion people across the globe or more right now have some kind of a disability?

Fifteen percent of the world's population has a disability. One out of seven persons whom you would encounter in your life has some kind of a disability, visible or invisible. 800 million of them these people live in the global south and there's one common factor, common barrier which all these individuals from Norway to India, from United States to Uganda encounter. That's what you have guessed it right!

Ableism!

Discrimination in some way shape or form you must still say to me Gagan we are all slow we are in Norway we are so privileged.

Come on!

Ableism, yes! You're right!

We're very privileged we're ranked number one on the human development index in 2019. We're quite privileged, we spent 4.3 percent of our GDP on disability protection one of the highest in the world. Still the 17.6 percent of the population which is disabled in Norway in some way shape or form encounters ableism on discrimination, if you talk to them. You might be saying I understand, but still I'm not 100 convinced. What I want to want you to remember or understand is that disability is far more universal than what you expect or accept.

We all know of individuals, who have an impairment we all know of that grandfather who is slowly slipping into dementia, we all know of a cousin who has an extra chromosome, we all know of that party going friend who took one extra

drink, took that electric scooter, got injured got into an accident and has a disability now. We hear those stories, all the time.

So disability could happen out of injuries, accidents, wars and conflicts what's happening in Ukraine the tragic situation it could happen out of chance, it could happen out of aging.

Yes! You have heard it right! I use the word aging; we all are going to grow old right!

I've often said if you are lucky enough to live long enough then there's a high chance we will board the disability express or we would check into hotel disability and if that happens wouldn't we want to live in Norway which is more inclusive and less ableist, and ask that question you're like of course Gagan, yes!

We want to do that but why on earth does ableism happen?

In the first place explain us? So there are many reasons for ableism to take place but one of the major reasons is that, we construct strict binaries we say healthy and sick, productive and unproductive, independent and dependent non-disabled and disabled and species typical and species deviant and when we create those binaries what we are essentially doing is, we are making sure that we perpetuate the able-bodied norm something which the covid-19 pandemic has taught all of us: as it has brought us face to face with our questions of morbidity and mortality, it has reminded us that we could be healthy strong resilient productive right!

Now today tomorrow we get that virus, some of us become severely sick, some of us go get hospitalized; some of us are so badly sick that we end up knocking on death's door. So that's why, what we all have to understand or appreciate is that we

all are temporarily able-bodied individuals. Our biologies, our psychologies, our physiologies all are in a constant state of flux back in the day. The good old Greek philosopher Heraclitus said that you don't step into the same river twice. He was right! Nature changes, life changes, our bodies change, that's why we should not be prisoners of the binaries. We should not subjugate ourselves to the tyranny of normalcy: this is a normal student, this is a normal employee, this is a normal life!

No!

We should rid ourselves from that!

Now you might be asking me, Gagan okay got it you made a strong case about ableism yes it resonates with me now a little bit more but what are the elements of ableism? I'll give you the “abc” of ableism.

The element is the element of affect emotion! You remember that response which that individual had the sense of pity and sympathy and compassion the kind soul at the tram stop. He did it out of good will that's the emotional impulsive response.

What's the behaviour?

Behaviour refers to the fact that how individuals who are non-disabled when they look at a person who's disabled, they might end up avoiding them not engaging with them, you look at an individual who is wheeling down on us on a wheel chair, side walk, outside Oslo Met and then you say, ah! let me just cross over I don't want to engage and then at the cognition level there are stereotypes generalization Gagan you are blind you must have a great taste in music.

Perhaps, perhaps not! So it's important to appreciate this “abcs” of ableism and then now you will wonder that on which levels does ableism manifest?

Ableism manifests at three levels in society. “It is at individual level, at institutional level and at internalized level. At the individual level, interpersonal level, we all know that we have our conscious and unconscious biases we knowingly or unknowingly engage in actions or behaviour which are discriminatory on ableist.”

We don't do it on purpose!

You remember that very kind curious lady at the sandwich store who just yelled out: Be careful on those steps because I don't think that she woke up that morning and said I want to be a little ableist today. Nobody does that! But it happens because we have these conscious unconscious biases at an institutional level there are systems processes structures which implicitly or explicitly might either discriminate against persons with disabilities exclude them or victimize them or valorise them.

Like public bureaucrats, city council members might just assume that if you are severely disabled, if you're a wheel chair, then perhaps you don't use the parks, you don't use recreational services and if they think and assume that then they would not make the budgets, they would not make the allocations for investing in accessibility and universal design.

At an internalized level the conversation is a little bit more subtle. What happens is think about this!

Far, far too long thousands of years persons with disabilities have been excluded, oppressed, marginalized and forgotten the society has told them that you are not worthy enough you are not equal enough you don't deserve all those rights, and what has happened is that over the course of the history these values, these

attitudes have to be internalized. I'm not good enough I'm not worthy enough I am not sufficient enough with my ambitions so these are the three levels on which ableism manifests but now, I could stop here and make you cry, and then you would be okay Gagan, did a good job! But the important thing is that this is the moment of sense of hope we've got to find a way to overcome ableism. And how do we overcome ableism?

The first step of overcoming ableism is to acknowledge that it exists, is to acknowledge that we construct binaries is to acknowledge that we have conscious and conscious biases, is to acknowledge that we subjugate other individuals and ourselves to the tyranny of normalcy.

The next step after we've acknowledged that is to in our individual interpersonal interactions, don't judge the book by its cover!

Please ask and don't assume! Could you imagine how nice, the pleasant or amazing, the conversation would have been, if the kind gentle soul on the stop would have asked: Do you want to be helped?

Is that's the tram you're going to take that, awkward moment would not have come!

We all swim in the sea of ignorance spurious assumptions and misconceptions all the time. and what we need is a much more open-minded, inclusive and empathic dialogue with each other at an institutional level, you could combat ableism, you could overcome ableism, by investing more in systems and processes and structures which are more accessible.

Like ramps, like screen reading software, universal design solutions for products and services which could be used by all irrespective of their ability status, because as I mentioned, after all we all are getting old.

At internalized level persons with disabilities have to come together mobilize and tell a narrative to themselves and to the rest of the globe, that they are worthy enough, they are good enough, they are equal enough they have equal human dignity and equal human rights and remind everybody that we are all temporarily able-bodied individuals.

So if we take the approach that disability is part of human condition, it's quite universal.

Persons with disabilities are part of human diversity!

Doesn't matter your age, gender, sexual orientation the national background, the socio-economic class, your linguistic preference!

There's a chance you can be disabled and at the end of the day all of us are striving towards human flourishing. Right!

We have to remember that that in this beautiful lifetime we could be resilient and vulnerable, we could be healthy and sick, we could be productive and unproductive, and we could be non-disabled and disabled, so that's why it's so important to build a society which is inclusive, that's why it's so important to combat ableism?

I'm still wearing that black leather jacket, I still have my red shades, I have my long dark curly hair and I would like to invite all of you, to something exciting, guess what?

Let's go on a blind date, and let's challenge our blind spots about disability!

And let's create an inclusive society: wherein we see each other better, wherein we treat each other better!

Shall we?

Thank you.

Prepare a TEDx on any one of the given below in about a page.

1. Faith works miracles.
2. Smart work.
3. Social media for personal grooming.
4. Disability/Special ability as 'ableism'.

Source:

[Gagan Chhabra: Exploring Ableism - An Invitation to create an inclusive society | TED Talk](#)

**4. SCHOOL STRIKE FOR CLIMATE- SAVE THE WORLD BY
CHANGING THE RULES|GRETA THUNBERG| TEDx STOCKHOLM**
(TEDx [\(35\) School strike for climate - save the world by changing the rules |
Greta Thunberg | TEDxStockholm - YouTube](#))

Greta Thunberg

Objectives:

- To expose the students to TEDx talks/programmes bringing in rapid modifications towards the betterment of society.
- To study autism and similar disorders prevalent in various parts of the world.
- To introduce the readers to the special group of children who are equally competent and able to meet challenges and succeed.
- To discuss ideas on measures towards protection and growth in the environment.

Pre-Reading Activities:

- What is DSM-IV? How are Asperger's Syndrome and (PDD-NOS) related to Autism?
- How do Psychiatrists study Autism? Do you know how many children are diagnosed with Autism Spectrum Disorder every year?
- ASD is an intellectual disability. Discuss.
- What are the common comorbidities found with people in Autism and how does ABA therapy support Autism?

Statistics rate of autism living around the world:

According to the CDC, around 1% of the world's population has autism spectrum disorder – over 75,000,000 people.

In 2022, 1 in every 100 children is diagnosed with Autism Spectrum Disorder. About 1 in 44 children has been identified with Autism Spectrum Disorder (ASD) in the United States according to the CDC. Autism prevalence has increased 178% since 2000.

Speaker's Introduction: Greta Tintin Eleonora

Ernman Thunber, January 3, 2003, is a Swedish born environmental activist known for challenging the world leaders. Her challenging story began when she persuaded her parents to adopt a change in lifestyle to



reduce carbon footprints. At the age of 15 in August, she started spending her Fridays outside the Swedish Parliament calling for stronger action towards climate change by holding up a sign reading *Skolstrejk för klimatet*- School Strike for Climate. Her protests were to make changes in climate by reducing the emission of the greenhouse gases. Thunberg says she first heard about the process of climate change in the year 2011, when she was about eight years old, and could not understand why so little was being done about it. This made her very depressed and as a result, at the age of 11, she stopped talking and eating much and lost ten kilograms (22 lb) in two months. Eventually, she was diagnosed with Asperger Syndrome, Obsessive–Compulsive Disorder (OCD), which is another type of mutism. In one of her first speeches demanding climate action, Thunberg described the selective mutism aspect of her condition as she “only speaks when necessary”.

Thunberg struggled with depression for almost four years before she began her school strike campaign. When she started protesting, her parents did not support her activism. Her father said he does not like her missing school but said: “[We] respect that she wants to make a stand. She can either sit at home and be really unhappy or protest and be happy.” Her diagnosis of Asperger's syndrome was

made public nationwide in Sweden by her mother in May 2015 to help other families in a similar situation. While acknowledging that her diagnosis “has limited [her] before,” Thunberg does not view her Asperger's syndrome as an illness and has instead called it her “superpower.” She was later described as being not only the best-known climate change activist but also the best-known Autism Activist.

She is also known for her youth and straightforward and blunt-speaking manner. In her protests, many communities involving students joined to organize school climate strikes under the name *Fridays for Future*. Thunberg addressed the Conference in 2018 at United Nations for Climate Change thereafter student strikes took place every week all around the world. In 2019, there were multiple coordinated multi-city protests involving over a million students each.

The popular newspaper “*The Guardian*” described her influence as the “Greta effect” highlighting her significant role on the world stage. She has been honoured with numerous awards, including an honorary Fellowship of the Royal Scottish Geographical Society conferred on *Time*’s 100 most influential people, among those she was the youngest *Time*’s Person of the Year. Besides this, she was honoured with the inclusion in the *Forbes* list of the World’s 100 Most Powerful Women (2019) and has been nominated for the Nobel Peace Prize in 2019, 2020, 2021 and 2022.

Greta Thunberg begins her talk addressing a huge audience: When I was about eight years old, I first heard about something called climate change or global warming. Apparently that was something humans had created by our way of living. I was told to turn off the lights to save energy and to recycle paper to save resources. I remember thinking that it was very strange that humans who are an animal species among others could be capable of changing the earth’s climate. Because, if we were and if it was really happening, we

wouldn't be talking about anything else. As soon as you turn on the TV, everything would be about that; headlines, radio, newspapers. You would never read or hear about anything else as if there was a world war going on. But no one ever talked about it. If burning fossil fuels was so bad that it threatened our very existence, how could we just continue like before? Why were there no restrictions? Why wasn't it made illegal?

To me, that did not add up. It was too unreal. So when I was 11, I became ill. I fell into depression. I stopped talking and I stopped eating. In two months, I lost about 10 kilos of weight. Later on, I was diagnosed with Asperger Syndrome, OCD and selective mutism. That basically means I only speak when I think it's necessary. Now is one of those moments. For those of us who are on the spectrum, almost everything is black or white. We aren't very good at lying and we usually don't enjoy participating in the social game that the rest of you seem so fond of. I think in many ways that we autistic are the normal ones and the rest of the people are pretty strange, especially when it comes to the sustainability crisis where everyone keeps saying that climate change is an existential threat and the most important issue of all and yet they just carry on like before. I don't understand that because if the emissions have to stop, then we must stop the emissions.

To me, that is black or white. There are no grey areas when it comes to survival. Either we go on as a civilization or we don't. We have to change. Rich countries like Sweden need to start reducing emissions by at least 15% every year. And that is so that we can stay below a two-degree warming target. Yet as the IPCC has recently demonstrated, aiming instead for 1.5 degrees Celsius would significantly reduce the climate impacts, but we can only imagine what that means for reducing emissions. You would think the media and every one of

our leaders would be talking about nothing else, but they never even mention it. Nor does anyone ever mention the greenhouse gases already locked in the system, nor is that air pollution hiding a warming so that when we stop burning fossil fuels, we already have an extra level of warming, perhaps as high as 0.5 to 1.1 degrees Celsius. Furthermore, does hardly anyone speak about the fact that we are in the midst of the sixth mass extinction with up to 200 species going extinct every single day? That, today the extinction rate is between 1000 and 10,000 times higher than what is seen as normal. Nor does hardly anyone ever speak about the aspect of equity or climate justice clearly stated everywhere in the Paris Agreement, which is absolutely necessary to make it work on a global scale. That means that rich countries need to get down to zero emissions within six to 12 years with today's emission speed. And that is so that people in poorer countries can have a chance to heighten their standard of living by building some of the infrastructure that we have already built, such as roads, schools, hospitals, clean drinking water, electricity and so on. Because how can we expect countries like India or Nigeria to care about the climate crisis if we who already have everything don't care even a second about it, or our actual commitments to the Paris Agreement?

So why are we not reducing our emissions? Why are they in fact still increasing? Are we knowingly causing a mass extinction? Are we evil? No. Of course not. People keep doing what they do because the vast majority doesn't have a clue about the actual consequences of our everyday life and they don't know what the rapid changes required. We will think we know and we will think everybody knows, but we don't because how could we? If there really was a crisis, and if this crisis was caused by our emissions, you would at least see some signs, not just flooded cities, tens of thousands of dead people, the

whole nations levelled to piles of torn-down buildings. You would see some restrictions, but no, and no one talks about it.

There are no emergency meetings, no headlines, no breaking news. No one is acting as if we were in a crisis. Even most climate scientists or green politicians keep on flying around the world, eating meat and dairy. If I live to be 100, I will be alive in the year 2103. When you think about the future today, you don't think beyond the year 2050. By then I will, in the best case, not even have lived half of my life. What happens next? In the year 2078, I will celebrate my 75th birthday. If I have children or grandchildren, maybe they will spend that day with me. Maybe they will ask me about you, the people who were around back in 2018. Maybe they will ask why you didn't do anything while there was still time to act.

What we do or don't do right now will affect my entire life and the lives of my children and grandchildren. What we do or don't do right now, me and my generation can't undo in the future. So, when school started in August of this year, I decided that this was enough. I sat myself down on the ground outside of the Swedish parliament. I school striked for the climate. Some people say that I should be in school instead. Some people say that I should study to become a climate scientist so that I can solve the climate crisis. But the climate crisis has already been solved. We already have all the facts and solutions, all we have to do is to wake up and change.

And why should I be studying for a future that soon will be no more when no one is doing anything whatsoever to save that future? And what is the point of learning facts in the school system when the most important facts given by the finest science of that same school system clearly means nothing to our

politicians and our society? Some people say that Sweden is just a small country and that it doesn't matter what we do. But I think that if a few children can get headlines all over the world just by not going to school for a few weeks, imagine what we could all do together if we wanted to.

Now, we're almost at the end of my talk and this is where people usually start talking about hope, solar panels, wind power, circular economy, and so on. But I'm not going to do that. We've had 30 years of pep-talking and selling positive ideas. And I'm sorry, but it doesn't work because if you would have the emissions would have gone down by now, but they haven't. And yes, we do need hope. Of course, we do. But the one thing we need more than hope is action. Once we start to act, hope is everywhere. So instead of looking for hope, look for action. Then, and only then hope will come. Today we use 100 million barrels of oil every single day. There are no politics to change that. There are no rules to keep that oil in the ground. So we can't save the world by playing by the rules because the rules have to be changed. Everything needs to change and it has to start today. Thank you.

Sources:

[Greta Thunberg - Wikipedia](#)

[Greta Thunberg Ted Talk Transcript: School Strike For Climate | Rev](#)

Acronyms-

DSM-IV- DSM-IV codes are the classifications found in the Diagnostic and Statistical Manual of Mental Disorders also known as DSM-IV –TR a manual published by the American Psychiatric Association (APA)

PDD-NOS- A Pervasive Developmental Disorder Not Otherwise Specified (Including a typical autism). (PDD-NOS) is one of four disorders which have been

collapsed into the diagnosis of autism spectrum disorder in the DSM-5 and also was one of the five disorders classified as a pervasive developmental disorder (PDD)

DSM-5- The Diagnostic and Statistical Manual of Mental Disorders, Fifth Edition (DSM-5), is the 2013 update to the Diagnostic and Statistical Manual of Mental Disorders, the taxonomic and diagnostic tool published by the American Psychiatric Association (APA).

ASD- Autism Spectrum Disorder - Autism spectrum disorder (ASD) refers to a group of complex neurodevelopment disorders characterized by repetitive and characteristic patterns of behaviour and difficulties with social communication and interaction. The symptoms are present from early childhood and affect daily functioning.

ABA - Applied Behavior Analysis, also called behavioural engineering is a psychological intervention applies on the respondents and operant conditioning to change behaviour of social significance.

Behavioral Engineering- is intended to identify issues associated with the interface of technology and the human operators in a system and to generate recommended design practices that consider the strengths and limitations of the human operators.

Psychological intervention- actions performed to bring about change in people.

Operant conditioning- is a learning process where behaviours are modified through the association of stimuli with reinforcement or punishment.

CDC- Centers for Disease Control and Prevention.

IPCC- Intergovernmental Panel for Climate Change.

Glossary:

Autism- a neuro developmental condition of variable severity with lifelong effects that can be recognized from early childhood, chiefly characterized by difficulties with social interaction and communication and by restricted or repetitive patterns of thought and behaviour.

Psychiatrists - Psychiatrists are doctors who specialize in mental health and can prescribe medication.

Autism Activists - people who are involved in activism relating to the autism spectrum.

Carbon Footprints- A carbon footprint is the total greenhouse gas (GHG) emissions caused by an individual, event, organization, service, place or product, expressed as carbon dioxide equivalent (CO₂e). Greenhouse gases, including the carbon-containing gases carbon dioxide and methane, can be emitted through the burning

Mutism- inability to speak, typically as a result of congenital deafness or brain damage /unwillingness or refusal to speak, arising from psychological causes such as depression or trauma.

Exercises:

Prepare a TEDx on the following issues.

- **ADHD and other related issues of specially abled.**
- **Schizophrenia**
- **Alzheimer's Disease**
- **Bipolar Disorder**

UNIT-2
PRODUCTIVE SKILLS: SPEAKING AND WRITING SKILLS
CHAPTER - 1
SPEAKING SKILLS

Objectives

- ❖ Students will learn to speak a certain language (English) in a wider context.
- ❖ Students will learn to initiate a discourse conversation.
- ❖ Students will develop their confidence in speaking.

Pre-reading Activity:

- Why, What, Where, Whom, When and How do we/you speak?

Introduction

Speaking skills make the speaker confident and help the speaker gain the attention of the audience and hold it till the completion of the speaker's message. Speaking skills are important for career success, but certainly not limited to one's professional aspirations. Speaking skills can also enhance one's personal life.

Vocabulary is important when deciding what the speaker wishes to say. It shows the speaker's ability to think from the audience's perspective. The cognitive ability of the speaker also plays a vital role in communicating ideas/messages. Moreover, the socio-cultural-linguistic background also plays a prominent role to become a good speaker.

1. PECHA KUCHA PRESENTATION

A Pecha Kucha presentation is a format that uses 20 slides or images that are displayed for 20 seconds each. The slides will move automatically as the presenter is speaking. This format ensures that the speaker is concise, keeps the presentation moving and gets through all of their content. Although it is an uncommon format, it is most often used for creative disciplines to share their work or for professionals to share a journey or story. Some college courses will ask students to use this

format to increase their proficiency in presenting content quickly with purpose and energy or to put it in another way, Pecha Kucha “is what ‘Show and Tell’ always dreamed of becoming,” according to the Pecha Kucha site. It’s also a powerful learning tool for teachers.

“This presentation style was designed to help people tell a story instead of lecturing to others,” said Jim Ave, PhD, chair of the Department of Kinesiology at Fresno Pacific University. “This keeps students engaged. It’s another tool to use in class to foster learning”.

Pecha Kucha challenges the presenter to better engage the audience. That’s of particular importance when working with school children.

Using a visual-oriented approach, a slide show is created using just 20 slides. Each slide has one primary image and is only shown for 20 seconds, during which the presenter speaks. “The goal is to tell a story rather than describe a slide”.

Why is it called Pecha Kucha?

The term Pecha Kucha means “chit chat” in Japanese. Two owners of an architectural firm - Mark Dytham and Astrid Klein—created Pecha Kucha because they wanted a fast-paced presentation style that emphasized images rather than text.

Origins of Pecha Kucha

The origin of Pecha Kucha (pronounced PE-CHA -KOO-SHAA) was born out of the architecture and design scene in Tokyo Japan where architects Astrid Klein and Mark Dytham created the format in 2003. They wanted a creative way to bring together fellow architects, exchange ideas and showcase their work in concise, short-format design presentations. That first get-together paved the way for regular events called Pecha Kucha Nights (PKN). The presentation format took root in

Europe the following year and by 2019 more than 1,000 cities worldwide offered PKN events to more than three million people.

The success of Pecha Kucha led to the development of a presentation style called Ignite in 2006. It offers a Pecha Kucha-style presentation format with the same number of slides but with a slight wrinkle: Speakers only have fifteen seconds before the next slide advances.

HOW PECHA KUCHA WORKS

Pecha Kucha works in a specific format for both words and images. The format is as follows:

1. The topic: Presenters at Pecha Kucha Night must deliver a speech on a predetermined topic. The format may relate to their work or interests and the presenter must use twenty slides to support their presentation.

2. The images: Pecha Kucha slides must feature an image that is predominately free of text, though presenters may use captions. However, any infographic must be brief to allow the audience to read it before the next slide advances. Some Pecha Kucha Nights allow video art.

3. The rules: Pecha Kucha has specific rules regarding the length of the presentation, garnering comparisons to the strict regulations of haiku. Speakers must complete their entire presentation in exactly six minutes and forty seconds. To meet that time limit, they can only speak for twenty seconds per slide. They also can't halt the presentation, return to a previously shown image, or skip ahead to a later image.

How to Create a Pecha Kucha Presentation?

Here are some tips on how to create a Pecha Kucha presentation:

Choose a good topic: While one can present on any topic, the best Pecha Kucha presentations focus on compelling topics for the presenter. Consider doing a presentation on a favourite or a familiar topic. The topic doesn't have to be serious; it can be about a magazine collection, rare candy, or a fun place to visit.

Start with an outline: If one is unsure where to start, one can outline the presentation using a basic essay structure. For example, start with a thesis statement, move into the body of the presentation which provides evidence to support the main theory and close with a summary of the main points in the final slides.

Be concise: One has less than seven minutes to inform and entertain the listeners, so one needs to have a tightly crafted presentation. One should be able to explain the topic in a single sentence; if not, simplify the subject. Steer clear of bullet points and facts and figures and stick to a maximum of three main points for the entire presentation.

Choose and use images wisely: Allow any images to help to tell a story. Choose images that are compelling and large enough to be visible from the audience's perspectives. Stock images and Pecha Kucha templates are widely available from various online sources.

Practice: when the speaker wants to convey enthusiasm for the subject through the presentation. Rehearse both the text and the timing between slides as much as possible so that the delivery sounds natural. Reading from a script may suggest the speaker is unfamiliar with or uninterested in the topic.

FOOD	TRAVEL	LIFE	HUMOUR	FUTURE	NUMBERS
NUMBERS	FUTURE	HOBBIES	TRAVEL	JOBS	FOOD
HUMOUR	PLACES	JOBS	THINGS TO AVOID	HOW-TO	FUTURE
NUMBERS	LIFE	FOOD	PLACES	HUMOUR	HOBBIES
HOW-TO	HOBBIES	NUMBERS	PETS	LIFE	TRAVEL

How do to make a Pecha Kucha PowerPoint?

<https://www.youtube.com/watch?v=32WEzM3LFhw>

Activity

Create a presentation on 5 of your most liked people.

Create a presentation on the Environment.

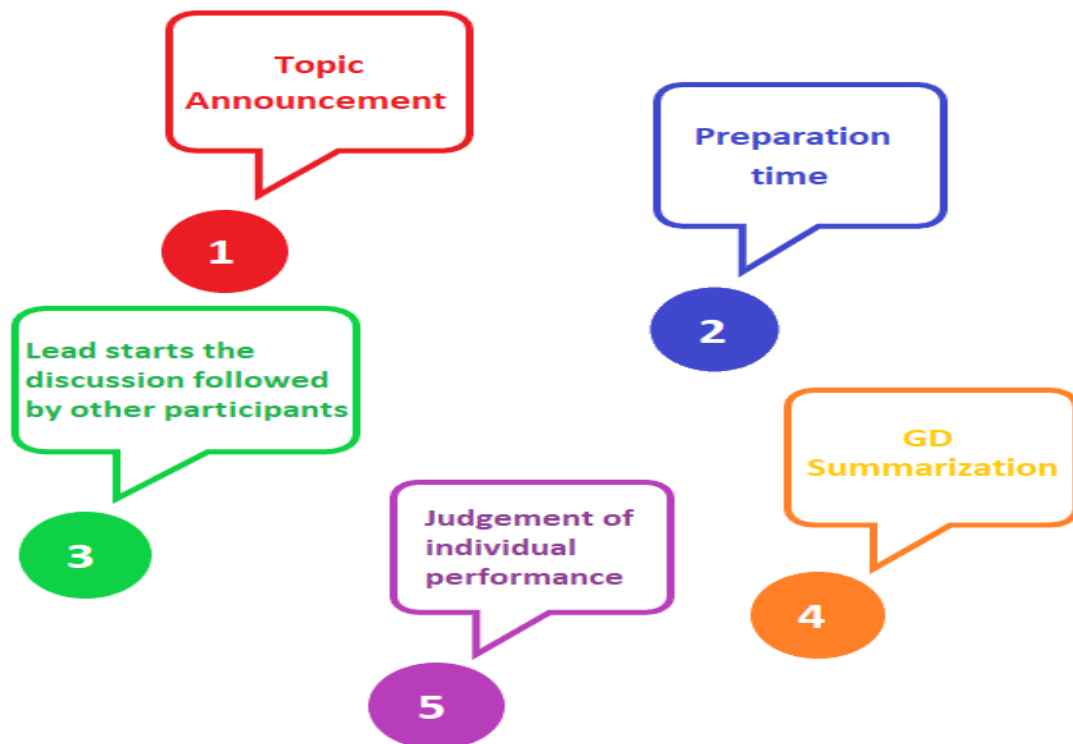
2. GROUP DISCUSSION

Group discussion (GD) is a comprehensive technique to judge the suitability of an individual and his appropriateness for admission, scholarship, job, etc. GD assesses the overall personality – thoughts, feelings and behaviour - of an individual in a group. A topic is presented to the group members for discussion. While the discussion is going on, a group of panellists observe them. Through this observation, they judge the intellectual, social, leadership and communicative skills of candidates taking part in the GD.

Importance of GD

For admission to some of the universities, B- Schools, campus placements after graduation or for recruitment in a multinational company, one needs to have knowledge of the field and also can work in a group as a leader or as a member. The group discussion technique is a very effective way to judge the candidate's ability to work in a group.

Process of a Group Discussion



Skills that are judged in A GD:

The following skills are expected from a person who participates in GD:

- How good you are at communicating with other
- How easily you behave and interact with the other group members
- How open-minded you are
- How flexible or rigid you are in accepting the viewpoints of others in the group
- Your leadership skills
- Your analytical abilities
- Problem-solving and critical-thinking skills

- Time management skills
- Your skills at putting forth your ideas in an unbiased manner
- Social attitude and confidence



Do's of participating in a GD

- Think before speaking.
- Pick up clues from the discussion and intelligently add points that come to mind about the topic.
- Back up the points with facts and figures if needed.
- Be gentle and sure in your presentation of views.
- Speak to the point and make sure that points are not repeated.
- Be calm and composed while speaking.
- Listening to others is also an important aspect of participation in the group discussion, so listen to others.
- Have a respectful attitude towards the viewpoints of others.
- Sometimes the discussion may take a hostile turn. In such a case it is a good idea to intervene to make the situation relaxed. This act will show leadership and problem-solving skills.

Don'ts of participating in a GD

- Do not initiate the discussion if the topic is not familiar.
- Do not go overboard in exhibiting knowledge in any case.
- Do not interrupt other members when they are speaking.
- Do not change opinions about the topic just because most of the other participants think differently about the topic.
- Do not feel underconfident if a different speaker has presented the points effectively.
- Do not ask irrelevant questions.
- Do not let personal biases affect the discussion

Points to be kept in mind before the GD

No one knows what the topic of GD is going to be. Hence, it will be a good idea to keep yourself abreast with topics like:

1. Current Affairs

Current Affairs is something that one has to be thorough with. For this, read newspapers regularly and watch the news on the television. Understand the recent crises that the world is reeling under, the latest developmental initiatives, the ties between various countries and the like.

2. Historical topics

Have a fair knowledge of the country's history and also the history of other countries. The topics may not be specifically from this area, but having historical information will help cite examples and make references whenever needed.

3. Data crunching

Familiarize yourself with important data. Throwing in some data if required during the discussion creates an impression among the assessors.

Reading as much as possible is always an advantage; have good and sound knowledge on numerous topics. Watching documentaries on various topics will help here. A good and strong vocabulary is always an asset. This does not mean using heavy and big words unnecessarily. It certainly means that the speaker has a better understanding of the topic.

Importance of communication skills in GD

The participating candidates will be assessed in terms of clarity of thought, expression and aptness of language. One key aspect is listening. It indicates a willingness to accommodate others' views.

Example: To be able to use simple language and explain concepts clearly so that it is easily understood by all. One can get negative marks for using esoteric jargon in an attempt to show off knowledge.

Communication skills are extremely essential in today's competitive environment. A good communicator should be able to receive information as sent.

Good Communication skills help to:

- Clearly express and exchange ideas
- Avoid misunderstandings, which can grab the attention of evaluators
- Negotiate on various issues in a group discussion
- Avoid professional glitches in a team discussion
- Show you are an active listener.
- Show that you are stable, level-headed, confident and quite well aware of the arguments.

Communication skill is not just about speaking fluently in English. It's about being confident and having the right attitude.

Importance of Interpersonal Skills in GD

Interpersonal Skills reflect the ability of the individual to interact with other members of the group in a brief situation. Emotional maturity and balance promote good interpersonal relationships. The person has to be more people-centric and less self-centred.

Example: To remain cool even when someone provokes personal comment, ability to remain objective, ability to empathize, non-threatening and more of a team player.

Importance of Leadership skill in GD

Ability to take leadership roles and ability to lead, inspire and carry the team along to help them achieve the group's objectives.

Example: To be able to initiate the group discussion, or to be able to guide the group especially when the discussion begins losing relevance or try to encourage all members to participate in the discussion.

Importance of Analytical skill in GD

GD enhances the ability to analyse and persuade others to see the problem from multiple perspectives without hurting the group members.

Example: While appreciating someone else's point of view, one should be able to effectively communicate their view without overtly hurting the other person.

Importance of listening skills in GD

Hearing does not involve any understanding. One can just sit there without participating only based on nodding their head and pretending to listen. Active listening is an essential skill for a presenter. Active listening is acquired with attention and understanding of ideas and facts.

Active listening:

- Helps to generate new ideas.
- Helps not to jump to conclusions.
- Helps avoid aggression.
- Helps learn something new.
- Helps to comprehend what the other team member speaks even if the topic is not well known.
- Keeps one aware and alert.
- Prompts other teammates to listen

Importance of Presentation skill in GD

Presentation is an effective way to communicate with a large number of people with the same skill. So, it is not just about communicating information, but more importantly, to have presentation skills one should be able to create interest and excitement in the subject with trust and enthusiasm.

How to Conduct a Group Discussion

You may have to lead a discussion as part of a school assignment or be responsible for leading a discussion in a work setting. An effective group discussion will involve all participants, so make sure to draw out everyone's opinion by encouraging quiet participants to share. It is equally important that you value each member's opinion and all contributions by capturing what is communicated on paper as you go. Welcome new topics as they come up but be sure to direct the discussion toward some kind of conclusion. With a little know-how and by being perceptive and proactive you can lead a great group discussion.

Part 1: BEGINNING THE DISCUSSION

- **Allow everyone to introduce themselves**
- **Establish some ground rules**
- **Explain the topic**
- **Ask open-ended questions to begin**

Part 2: FACILITATING AN OPEN CONVERSATION

- **Push towards new ideas when necessary**
- **Ask participants follow-up questions**
- **Encourage everyone to participate**
- **Move the discussion forward as needed**
- **Wrap up the discussion**

PART 3: HANDLING PROBLEMS

- **Avoid letting one person or group of people dominate**
- **Deal with a participant who talks too much**

- Smooth over conflict
- Help shy participants share their opinions

Activities:

Conduct a GD as a part of the inter-class management fest.

Form groups of 5 to 6 students and discuss any of the topics given below.

List of GD Topics for Placement

You can expect any topic when you are appearing for a group discussion. It is always tricky and surprising but most of these ideas relate to current affairs, general knowledge, global politics, great personalities, prevalent ideas and social issues, amongst others. To give you an idea, here we have enlisted some GD topics for placement drives:

- New Education Policy in India 2020
- How to produce more jobs in rural areas?
- Open Book Exams – Advantages and Disadvantages
- Steps to Revive the Indian Economy
- Do deadlines negatively impact creativity?
- Work From Home – Advantages and Disadvantages
- Abrogation of Article 370
- India – China Border Clash in Ladakh
- Electric Vehicles in India
- Higher Education in India
- Future of Higher Education in India
- India – Russia Relations
- Is Artificial Intelligence replacing human requirements?
- Difference Between Democracy and Dictatorship
- Women in the Workspace
- Cryptocurrency
- Digital India
- Mental Health in India
- Same-Sex Marriages in India – Progressive Thinking or Threat to Indian Culture?
- Impact of #MeToo

- Future Post Covid-19
- Is Social-Media killing our creativity?
- Should Censorship on Movies in India be Made Obsolete?
- Impact of Online Education during the Covid-19 Pandemic
- Can India Get a Permanent Seat at UNSC?
- Cashless Economy – A Success or Failure?
- Lack of Work and Life Balance in the Present Times

Note: For more info: <https://clockify.me/blog/business/stages-of-group-development/>

3. PUBLIC SPEAKING

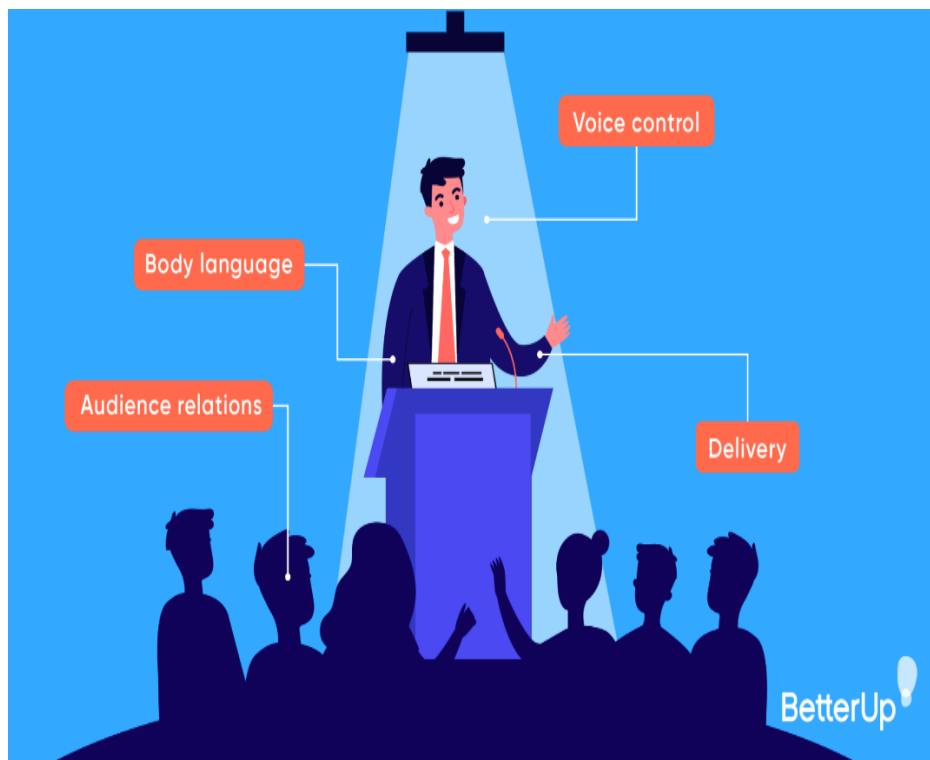
Public speaking has traditionally meant the act of speaking face-to-face to a live audience. Today, it includes any form of speaking (formally and informally) to an audience, including pre-recorded speech delivered over great distances using technology.

The function of public speaking depends entirely on what effect a speaker intends when addressing a particular audience. The same speaker, with the same strategic intention, might deliver a substantially different speech to two different audiences. The audience may be ardent fans of the speaker; they may be hostile (attending an event unwillingly, or out of spite); or they may be random strangers (indifferent to a speaker on a soap box in the street). All the same, effective speakers remember that even a small audience is not one single mass with a single point of view but a variety of individuals.

Being a confident speaker is a skill many folk don't learn in school, yet it's one of the most important skills for career success. To begin to develop that confidence, one has to break down the types of presentations one may make because each one differs in its approach.

Being a clear and effective public speaker is important. It can certainly help with:

- Career Advancement
- Confidence
- Critical Thinking
- Personal Development
- Elevated Communication Skills
- Networking
- Leadership Building
- Become a Better Listener



Four Types of Public Speaking

1. Ceremonial Speaking

Ceremonial speaking is when one gives a speech on a special occasion. For instance, a graduation speech or a speech at an office party. These types of speeches often involve a personal or emotional connection to the people one is speaking to.

Key to a ceremonial speech:

- **Personal Touch** - When giving a ceremonial speech, the speaker will want to give it a personal touch. This means including a story that goes along with what or whom one is talking about.
- **Occasion-focused** - A ceremonial speech needs to stick to the occasion. This is not the time to bring up anything other than who or what is being celebrated.
- **Brevity** - For those who don't love to get up in front of a crowd and speak, ceremonial speaking may be the best fit for them. That's because generally speaking, ceremonial speaking is often brief.

Remember, part of delivering an effective message is to know who the audience is and tailor the message to them.

2. Demonstrative Speaking

If one is in the technology field or any field where processes are part of the work - demonstrative speaking is a skill one will want to cultivate. Demonstrative speaking is put - explaining how to do something.

Strong communication skills are key to being able to explain how to do something to someone else.

3. Informative Speaking

If one has ever attended a Monday morning meeting, chances are they've heard an informative speech. Informative speeches are those that simply give vital company-wide or team information. An informative speech is the transferring of data and information from one person to a group.

Informative speaking is often in a meeting form and being able to lead it

- **Facilitates Conversations**
- **Builds Credibility**
- **Cultivates Leadership Skills**

4. Persuasive Speaking

- Persuasive speaking is speaking with the goal in mind to convince the audience about an idea or point of view. Persuasive speaking usually includes emotional elements and strong language.

- Persuasive speeches use many different communication skills to create the greatest impact. Implementing these communication skills will elevate the speech.
- The tone of voice will make a huge impact on the speech. It will also inform the audience on how one should feel while listening.
- Body Language elements like hand gestures, eye contact and posture are tools one can use to improve speech. Body language helps set the tone and can draw the listener in.

Crafting the Message - When giving a persuasive speech, you'll want to make sure that one takes time to prepare one's message.

- ❖ Start with the most interesting part.
- ❖ Tailor the message to suit the audience.
- ❖ Think about what the audience wants to hear.

The 3 A's of Public Speaking: Authenticity. Awareness and Audacity:

Authenticity: The audience respects the real 'you', and the most powerful voice is the true voice.

Awareness: Things will not always go as planned. Remain flexible, adaptable, and "at the moment" so one can respond to the current temperature of the room. Know the audience and speak to their needs.

Audacity: It informs and inspires. Be bold. One communicates boldly and passionately in the form of stories. Never make a point without telling a story and tell a story without making a point.

What are the 3 Cs of public speaking?

The 3Cs: Content, Clarity and Charisma are key to success.

CONTENT: The content of the speech must be scientifically accurate. If the topic chosen has controversy or uncertainty around it, then the presentation must acknowledge the opposing views. The scientific topic presented should be well chosen to suit the audience.

CLARITY: Clarity is critical for effective science communication. The structure of the presentation must enable the audience and judges to easily follow the talk and they should be left with a full understanding of the scientific concept chosen.

CHARISMA: The audience and judges should be left inspired and enthused about science. The winner will be a charismatic presenter who makes the science easy to listen to, entertaining, and exciting and who is not only able to communicate the science but who can share their passion for it.

Samples:

The Pope - Leader of the Worldwide Catholic Church

The history of the papacy: The Pope has a long and fascinating history dating back to the early Christian era. There have been over 260 Popes throughout history, each of whom has left their mark on the Church and the world.

The role of the Pope: The Pope is considered the successor of St. Peter and the leader of the worldwide Catholic Church. He has several essential responsibilities, including leading the Church, interpreting and teaching Catholic doctrine and serving as a moral leader for Catholics worldwide.

The Pope and world affairs: The Pope often speaks out on social and political issues and can influence public opinion and policy on a global scale.

American Football

The rules of American football: American football is a complex game with several rules and regulations that govern how it is played. Understanding these rules is essential for anyone who wants to play or watch the game.

The impact of American football on culture and society: Football has had a significant impact on American culture and society and it is often seen as a symbol of national pride and unity.

The business of American football: Football is a major industry with professional teams, stadiums and a huge television audience. Understanding the business side of

the sport can provide insight into the economic and financial factors that drive the game.

Serbia and Kosovo

Tensions recently intensified between Serbia and Kosovo. BST expects issues to continue in 2023 and now is a good time for students to educate themselves and others about the topic. While the United States and European Union are mediating talks between Belgrade and Pristina to resolve the issues, Kosovo has been a source of tension between the West and Russia for more than 20 years.

Here are a few Serbia and Kosovo ideas to develop into meaningful speech topics:

The history of Serbia and Kosovo: Serbia and Kosovo have a long and complex history with roots that stretch back to ancient times. Understanding the historical context of the region can provide insight into the current political and social dynamics of the area.

The political situation in Serbia and Kosovo: Serbia and Kosovo have had a tumultuous relationship with Kosovo declaring independence from Serbia in 2008. The recognition of Kosovo's independence by some countries, but not by others, has been a source of ongoing tension between the two countries.

The economic development of Serbia and Kosovo: Both Serbia and Kosovo have struggled with economic development, but there have been some signs of progress in recent years. Understanding the economic challenges and opportunities facing these countries can provide insight into their prospects.

Activities:

- **Prepare a speech for Graduation Day**
- **Prepare a speech for a Friend's Farewell**
- **Prepare a speech for your Parent's Anniversary Celebrations**

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<https://www.linkedin.com/pulse/4-types-public-speaking-jessica-chen-keynote-speaker>
<https://www.facebook.com/informandinspire/posts/the-3-as-of-public-speaking-authenticity-awareness-audacity-authenticity-your-au/139657054750429/>
<https://www.cedarville.edu/insights/computer-help/post/what-is-a-pecha-kucha-presentation>
<https://ce.fresno.edu/news/what-is-a-pecha-kucha-presentation/>
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CHAPTER – 2

WRITING SKILLS- TECHNICAL WRITING

Objectives:

- **To enhance the writing skills of the learners.**
- **To convey authentic information to the reader to understand technical writing.**
- **To persuade the reader to enact the information.**
- **To know the style and diction of technical writing.**

Pre-reading Activities:

- **What do you mean by Technical writing?**
- **Have you noticed any online advertisements recently? What messages do they convey and how do they attract you?**
- **Name some of the types of Technical writing.**

Technical Writing is designed to simplify a complex subject to be more easily understood. It is used to inform the instructor to direct a specific audience through maximum clarity and precision with a specific tangible goal in mind. On one rare occasion when technical writing is used to persuade, the persuasion is indirect through informing, instructing or directing.

Is Technical writing always technical?

- **Technical Writing is often but not always, in a technology-centred field.**
- **It is sometimes referred to as Business writing because it is used in a variety of business and disciplines.**

Four important topics of technical writing are discussed here:

1. Copy Writing 2. Business Writing
2. Travel Wring 4. Article Writing

1. Copy Writing

Copywriting is the act or occupation of writing text for the purpose of advertising or other forms of marketing. The product, called copy or sales copy, is written content that aims to increase brand awareness and ultimately persuade a person or group to take a particular action. It is one of the most critical elements of any and of all forms of marketing and advertising. Copywriting consists of words, either written or spoken, marketers use to try to get people to take an action after reading or hearing them.

Copy writing has evolved from cryptic images on a wall to messages shared all over the world. One can find Copy writing just about everywhere one looks.

But which types of copywriting should one pay attention to while creating our marketing campaign? Here are the ten major types and why they matter:

The Top 10 types of Copy writings are:

- Marketing Copy Writing
- Social Media Copy Writing
- Brand Copy Writing
- Email Copy Writing
- Public Relation Copy writing
- Technical Copy writing
- Thought Leadership Copy writing
- Website Copy Writing
- Content Copy Writing
- Direct Response Copy Writing

Among the top 10 copy writings, some of the important copy writings such as **Marketing Copy writing, Social Media Copy writing, Brand Copy writing and Public Relation Copy writings** are discussed below:

❖ **Marketing Copy writing:**

Marketing Copy writing can be anything one sees and hears that is promotional in nature where people are most familiar with it.

Marketing Copy writing includes:

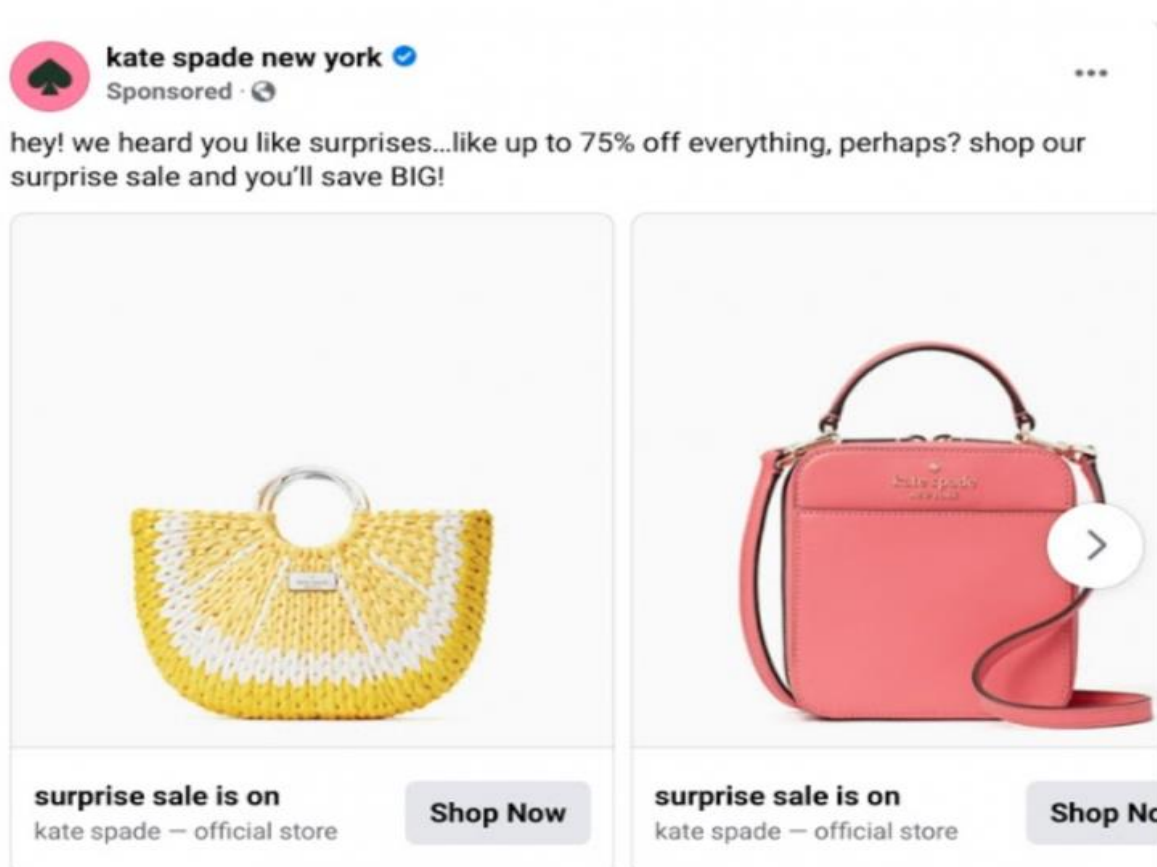
- Online display ads.
- Flyers.
- Billboards.
- Branded stickers.

Marketing Copy Writing can be in the form of **paid advertisements or traditional marketing assets**. They are clear sales-driven pieces of content that have an obvious goal of trying to sell the products.

Examples:

- **Online display ads:** It is a type of online advertisement that combines text, images and a URL that links to a website where a customer can learn more about or buy products.

Sample



Kate Spade’s ad demonstrates Marketing Copy writing by copy written at the top of this Facebook advertisement. They opted for lower-case type for an on-brand writing style and immediately offered the discount to prompt their prospect to click on the advertisement. This advertisement is clearly created with the intent of selling purses in this example.

Marketing Copy writing is a tried and true way to communicate new products to potential customers. One can use a targeted paid ad like this Chanel banner or reach a broader audience with a billboard or a radio commercial. As long as it is part of a marketing campaign, it is considered marketing Copy writing.

- **Flyers:** It is a small handbill advertising an event or product.

Sample:



This is a flyer which is prepared to search for talented employees with this eye-catching hiring flyer template. This is perfect for small business to all the way to corporate offices. By looking at this type of flyers the job seekers get attracted and try to apply for the positions mentioned in the flyers. The positions that are mentioned in the flyers will be very clear to the readers and it doesn't cause confusion.

- **Billboards:** these are large outdoor boards for displaying advertisements.

Sample



“Netflix is a joke.”

That was the message greeting commuters across the country, and it certainly left people a little bit confused. Who was putting up these billboards? What do they mean? And how could someone actually dislike Netflix?

It turns out that the campaign was a publicity stunt by none other than Netflix itself and it was a powerful one that really that got people talking.

Netflix is known for its creative advertising and fun persona. And this campaign captured that essence but infused a clever twist that got a discussion going. It was another way to increase brand awareness and drive home the brand and its identity as an approachable, cool and easy-to-interact with an entity that consumers are happy to turn to after a long day at work.

- **Branded Stickers:** Brand stickers will be attached to products to label these products as coming from a certain company.

Sample



This entire new branded sticker of the Wipro brand sticker is a bold and dynamic signature that proudly headlines the vision of the company's service. Embodying the essence of its brand evokes much of what the company believes and stands for. Its styling captures the sense of fluidity, resourcefulness, optimism and creativity with which they approach all they do. The simplicity and elegance of the mark signal a keen intellect, one that is completely in sync with the world around itself – vibrant, aware and forward-looking. Building on the universal form of the circle, the radiating rings of dots around our Wipro name suggest all the many connections that the brand creates for its customers. Together, they convey a sense of outward motion, propelling us into the future that it defines together. The colours of the brand mark also speak to its character – highlighting its reliability

and authority. The multi-coloured dots convey dynamic energy and optimism with the simple strength of the Wipro.

❖ Social Media Copy writing

There are many different social media platforms which can be used to communicate with the audience. Researching to find out where the customers are spending their time will help us write the right message for them.

Based on that research, one can tailor the voice and tone of social media Copy writing to speak to the targeted audience effectively.



Smash Burger is known to have funny, endearing social media posts because its audience is a younger generation of fast-casual diners who love great food. The restaurant's posts almost always depict young families or people enjoying a smash

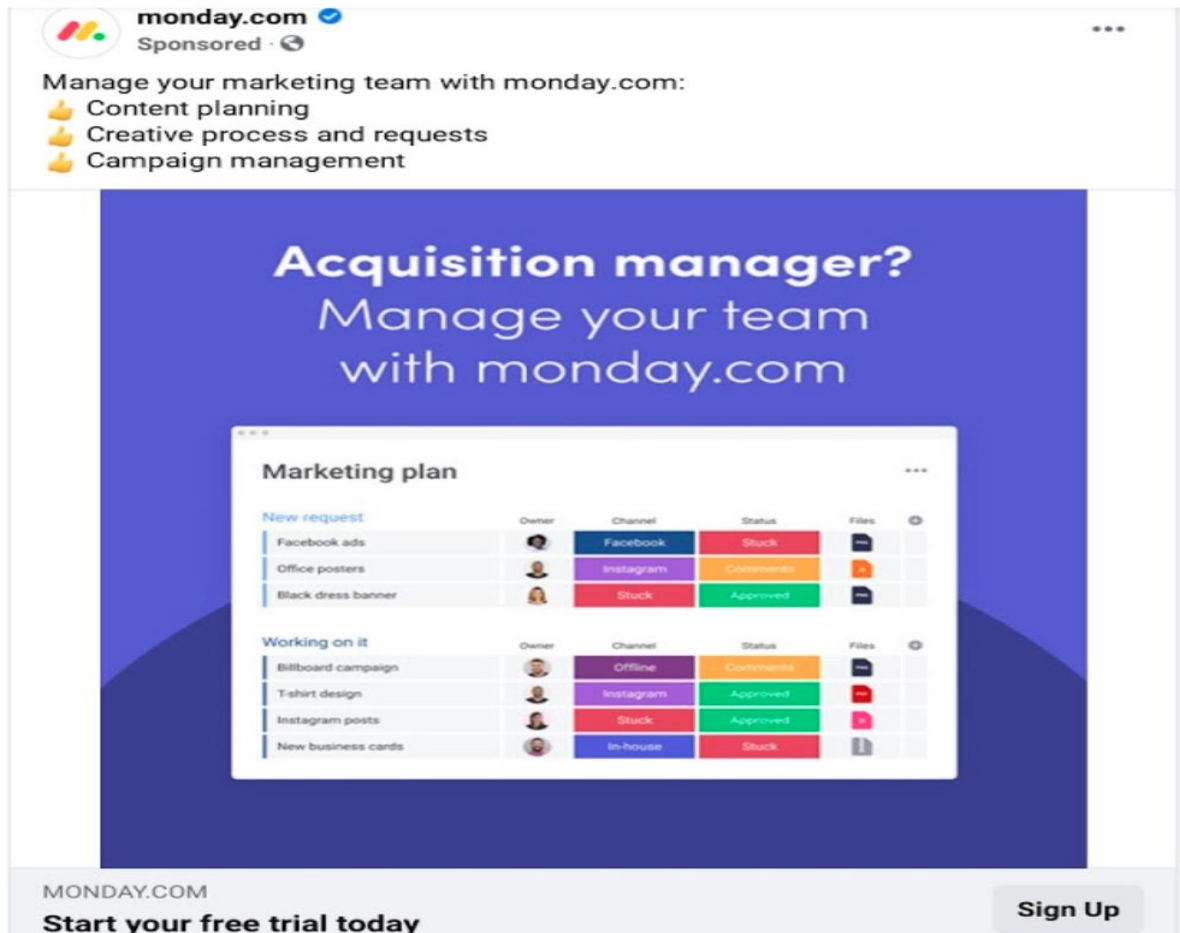
burger meal. The captions of these posts are light-hearted and include relevant objects.

Writing Social media Copy involves a few distinct elements because of its audience. Here are a few ways this type of Copy writing is different:

- Social media copy writings are widely used and accepted.
- An informal tone is more accepted.
- The copy is usually paired with a visual component.
- Social media copy writing may be writing for paid ads across several platforms.
- KPIs are measured differently on each platform.
- The ad will redirect to your website's landing page directly.
- The copy should be brief.

Because of these key factors, focus on distributable and clearly show that writers must understand who the audience is when writing copy for social media.

The structure of a social media post is also distinct. Whether or not they're sponsored, most posts on social media have something visual like a picture, informational copy and promotional copy.



For Monday’s Facebook ad, the copy surrounding the brand’s picture directs the reader on several levels. First, the caption explains who the company is and what it’s selling. Next, it includes a CTA and website link. Monday also added a caption along the top of the ad that creatively describes its products.

Social media copy can be used for both B2B (Business to Business) and B2C (Business to Consumer) marketing strategies.

❖ Brand Copy writing

Brand Copy writing is unlike any other form of copy writing. Typically, marketers are concerned about tangible metrics: sales volume, leads generated, email

subscribers added, etc. Brand copy writing focuses on raising brand awareness, not immediate, measurable returns. The focus is on making consumers feel more positive about a company and its products. Sales are an indirect result. The goal is to get people to think of the company first when they want a soft drink, motorcycle, handbag or brand of toilet paper. This type of copywriting is geared towards older, established firms that place a premium on image over the short-term returns on investment.

Brand awareness marketing is used as the foundation for more traditional marketing efforts. Shorter-term campaigns will mesh with the brand's image that's been developed over time. Perhaps the company most famous for its brand awareness copy writing is Coca-Cola:



❖ Public Relations Copy writing

Public Relations Copy writing is another specialized type of copywriting. A successful press release must have a well-crafted hook that compels the reader into taking action and states the value proposition in less than 500 words. All too often,

companies neglect the importance of a well-written press release. And instead of hiring a copy writer to write a clear, high-quality PR piece, they patch something together with a fill-in-the-blank template and hope for the best. The end result is a poorly written effort that comes across as spam and is promptly ignored. A copy writer who knows how to write good press releases (and get them into the hands of the right people) will always be in demand. If a client has anything noteworthy: a new product, special event, leadership change, or breaking news, it is a candidate for a press release.

Sample:

Last Christmas Ever Coming This December -- Heaven and Hell Await With Social Shopping Website

December 21, 2012 is gaining on you by the second. Whether you're waiting for the Rapture, using a Mayan calendar or just shaking a Magic 8 Ball, all signs point to Christmas 2011 as the last ever. Are you ready?

By: [HEROIfarm](#)

Nov. 18, 2011 - *PRL*og -- (New York) -- In observance of what prognosticators are calling the Last Christmas Ever, New York-based JoeShopping.com—a social shopping website with access to 40+ million products and thousands of coupons, deals and rewards—is giving its users the ability to prepare for their next life in either Heaven or Hell. The site is also encouraging online shoppers worldwide to indulge in the present while preparing for the afterlife through their Last Christmas Ever campaign.

In addition to the infamous Mayan Calendar, other cultures and organizations have predicted something major will occur on December 21, 2012—possibly the end of humankind. That means Christmas 2011 may be your last.

Exercises:

1. Imagine that you are the Copy writer in a company and you are asked to draft a Flyer with a description of the business fest at your company. Write a Flyer.
2. You are a Copy writer, asked to write an online display advertisement to sell the Baby Powder (mention a brand). Draft an online display ad for this.

3. Write a branded sticker of a company you are familiar with and give a description of it.
4. Draft a social media (copy writing) post on any branded product you know and write a description of it.
5. Write a Bill Board on ‘Plastic Waste Harming Aquatic Animals’ and write a description on it.

2. Business writing

Business Writing is a part of everyday business operations, regardless of company size. The sentence structures, word choice and formatting of a piece of business communication are specific to the type of document being sent. Employees asked to craft a business document need to understand the different types of Business Writing that are out there. Several general writing tips apply to all types of Business Writing, including:

Principles / General Tips of Business Writing:

a. Clarity of purpose

Before beginning a business document, memo or email, one should ponder two primary questions:

- Who is the reader?
- What does the writer want to convey to the reader through the writing?

Clarity of purpose gives a direction to the writing and develops its tone, structure and flow.

b. Clarity of thought

Thinking while, rather than before writing, makes the writing less structured, meandering and repetitive. Business Writing requires the skill to reduce long, rambling sentences into concise, clear ones. One needs to extract what is significant to write clearly.

c. Convey accurate and relevant information

The primary goal of Business Writing is to convey valuable information. Inaccurate or irrelevant content affects the purpose of the document. For effective Business Writing, information must be value-additive and complete.

d. Avoid jargon

A simple and uncluttered writing style goes a long way in communicating the message to the reader. Grandiose writing full of industry-specific buzzwords and acronyms should be avoided to the maximum possible extent. Otherwise, the reader may be unable to comprehend the document or lose interest in it.

e. Read and revise

Reading out the passages loud after completion can reveal flaws and gaps in the arguments. It is recommended to welcome constructive feedback from colleagues and revise the document for improvement.

f. Practice is the key

Proficiency in Business Writing can be attained through regular practice. Paying attention to the vocabulary, sentence structure and style of writing while reading can help to develop the same instinct while penning one's thoughts down.

g. Be direct

Presenting the crux of the passage in the first 150 words is a good idea when it comes to business writing. It saves the reader time and sharpens the argument.

h. Avoid verbosity

If the meaning can be conveyed in three words, it should not be stretched to five. Verbosity works against making the writing engaging to the reader. For example, instead of writing "the article uses more words than are needed," write "the article is verbose."

i. Correct grammar and sentence structure

While a grammatical error may come across as unprofessional, good grammar portrays both attention to detail and skill – traits that are highly valued in the business.

Business writing evolves with time, and so do grammar and conventions. For example, emoticons, when used judiciously, are gaining acceptance in business writing. A good writer needs to stay updated with the conventions to hone their skill.

j. Easy to scan

Business executives value a document that can convey its message in a cursory glance. Business documents can be enhanced through the use of numbered or bulleted lists, clear headings, concise paragraphs and judicious use of bold formatting to highlight the keywords. Here is a list of business writing examples which help to craft better-written works for business or organization.

- Business Letter
- Business Emails
- Memos
- Meeting Agendas

One by one are discussed here:

➤ Business Letter

In business, a letter is simply any type of correspondence sent between two parties. It may be about any topic and sent via any delivery method such as email, regular mail and hand delivery.

Business Letter Structure

[Sender's Name]

[Sender's Company Name]

[Sender's Street Address]

[Sender's City, State/Province, & Zip/Postal Code]

[Sender's phone number and/or email address]

[Date]

[Recipient's Name]

[Recipient's Company Name]

[Recipient's Street Address]

[Recipient's City, State/Province, & Zip/Postal Code]

[Recipient's phone number and/or email address]

[Subject]

[Dear Name],

[Introduction – this explains the purpose of the letter such as the intention of writing it, what the writer hopes to achieve from it and any other important information that the writer wants to state upfront.]

[Middle Section – (this is where one has to elaborate and provide more detail about what is outlined in the first paragraph. There may be several more paragraphs like this depending on how long the letter needs to be)]

[Conclusion – this is the place where the writer wraps up and summarizes things. There may be a call to action or next steps included in this paragraph.]

[Sincerely],

[Signature]

[Name of Sender]

Sample

Krishna Narayana
ABC Education Inc.
#22, 2nd Street,
Jayanagar 4th block
Bengaluru- 41
Email:maheshnandabcedu@gmail.com

January 29, 2023

Sarah Lekha
XYZ Company Inc.
#17, 1st Street
Devanahalli
Bengaluru-562110
Email:saralesha09@xyzonline.com

Subject: Updated Billing Frequency

Dear Ms. Sarha Lekha,

I am writing to inform you of our new pricing model effective February 1, 2023. On the first of February, we will be switching from an annual billing cycle to a quarterly billing cycle and this letter contains important information that may impact your organization.

After conducting extensive research and receiving feedback from our customers, we have determined that most customers strongly prefer a quarterly billing cycle rather than an annual one. In order to suit your needs, we have decided to offer this benefit, which will take effect on February 1, 2023.

This letter is simply to notify you of the upcoming changes and no immediate action is required from you at this time. We thank you for your continued business.

Sincerely,

(Signature)

Krishna Narayana

➤ **Business Email**

Business emails are similar in structure to business letters. However, they also contain a subject line. This form of professional communication requires the subject line to tell who the email is from and why it is sent. Within the email, the writer will follow the same format as a business letter but skip the contact information and date at the top. The structure of the letter should be similar. In the signature, close the letter with the writer's name, title, phone number and email address.

Sample

Imagine that you are a Marketing Coordinator of Tech Events Inc. Write a business E-mail to invite Gunjan Ram the H R of ACME Tech as Keynote Speaker to your company.

Subject: Keynote Speaker Invitation

Dear Ms. Gunjan Ram

I am writing to tell you about our upcoming tech event in Bangalore and to invite you to be a keynote speaker. The event will be held on September 15 through 18 in the Taj Hotel.

Over the past five years, I have watched your expertise in Human Resources as you grew ACME Tech and onboarded new people. We believe that you will be an asset to our attendees who are looking for ways better to integrate their new hires into their tech companies.

Your speaker's package will include accommodation, meals, and a modest honorarium.

If you have any questions, please contact me at Robert.Mark@company.com or call 080-2334562. I look forward to hearing from you.

Sincerely

John Mark, Marketing Coordinator, Tech Events Inc.

John.Mark@company.com 080-2334562

➤ **Memos**

A memo or memorandum is a short, concise form of communication usually sent to a group of people within a business. It is typically used to announce some sort of information to the members of the organization.

To: The HR Team

From: John Mark, Manager

Date: April 20, 2022

Subject: Inappropriate use of phone apps during company time.

HR Team,

It has been brought to my attention that some in the office spend too much time on the clock playing on their phones.

Recent statistical research has found that people spending time on phone games costs around \$1 million a year to the average company. That is a loss we cannot afford.

We do not want to put in unnecessary rules, so please be more conscious about your phone use. Remember, you are on company time.

Thank you,

John John, Manager

➤ **Meeting Agenda**

Meeting Agenda

Date: July 4, 2021

Time: 1:00 PM IST

Location: Conference Room

Agenda details

Goals: Examine last year's marketing efforts, identify seasonal slumps in product demand, plan methods to raise demand during these slumps and make sure we are ready for the next marketing campaign.

1. Examine last year's marketing initiatives

Time: 15 minutes

Purpose: Share information

Leader: Bhaskar Reddy

- a. Showcase previous year's marketing initiatives
- b. After each marketing campaign, review the sales figures
- c. Determine which campaigns had the greatest impact

2. How can we effectively handle our product's evolving needs?

Time: 45 minutes

Purpose: Discussion

Leader: Jay Prakash

- a. Examine sales figures from the previous four quarters
- b. Recognise any patterns in the sales figures
- c. Discuss ways to increase sales

3. Getting ready for the next marketing campaign

Time: 20 minutes

Purpose: Decision

Leader: T. Jaggaiaha

- a. How should we prepare for the upcoming marketing campaign?
 - i. Review the marketing campaign materials that are attached
 - ii. Assign duties to each member of the team
- b. How will we measure the campaign's effectiveness?
- c. Review the campaign's sales targets

4. Finalizing of meeting

Time: 5 minutes

Purpose: Decision

Leader: Raj Mehra

- a. What did we do well in this meeting?
- b. How should we approach the next meeting?

Exercises:

1. You are the Manager of 'Vision CCTV' company, wanted to write a Business Email to XYZ Company to provide the security by camera installation. Write a Business Letter regarding it.
2. Imagine that you are a Manager of a company and noticed that the employees are not punctual in their job. Write a Business Memo to the HR team.

3. A reputed company organized an 'Annual income and expenditure' meeting at the end of the financial year. You are asked to write a Meeting Agenda. Write a Meeting Agenda of the meeting.

3. Travel Writing

Travel writing is a specific nonfiction genre where the writer describes a location and its people, customs and culture. It is an old genre that goes back thousands of years to ancient Greece and continues to this day. Travel writing, also known as travel literature, is not just an account of a trip and what the writer did on said trip. The genre uses a mixture of curiosity and narrative to describe a location for an audience who has likely never been there.

Author Jonathan Raban describes travel writing as "the private diary, the essay, the short story, the prose poem, the rough note and polished table talk with indiscriminate hospitality. It freely mixes narrative and discursive writing." In other words, travel writing is as much a personal work as it is an informative piece about new places and cultures, a unique mixture of both educational and entertaining prose.

Points to remember:

- Write in the first person, past tense (or present if the action really justifies it), and make the story a personal account, interwoven with facts, description and observation.
- Many writers start their piece with a strong – but brief – anecdote that introduces the general feeling, tone and point of the trip and story. Something that grabs the reader's attention and makes them want to read on. Don't start with the journey to the airport – start with something interesting, not what happened first.

- Early on the traveller needs to get across the point of the story and trip – where he was, what was he doing there and why. If there is a hook – a new trend, discovery or angle – make that clear within the first few paragraphs.
- Try to come up with a narrative thread that will run throughout the piece, linking the beginning and end; a point when the writer is making. The piece should flow, but don't tell the entire trip chronologically, cherry-pick the best bits, anecdotes and descriptions, that will tell the story.
- Quotes from people the traveller met can bring the piece to life, give the locals a voice and make a point it would take longer to explain. Quote people accurately and identify them, who are they and where did the writer meet them?
- Avoid clichés. Try to come up with original descriptions that mean something. Our pet hates include: "bustling markets"... "Azure/cobalt Sea"... "Nestling among" ... "hearty fare" ... "a smorgasbord of...".
- Don't use phrases and words, wouldn't use in speech (such as "eateries" or "abodes"), and don't try to be too clever or formal; the best writing sounds natural and has personality. It should sound like a traveller. Don't try to be "gonzo" or really hilarious.
- Check the facts! It's good to work in some interesting nuggets of information, perhaps things learned from talking to people, or in books or other research, but use reliable sources and double-check they are correct.
- Write economically – don't waste words on sentences that could be condensed. Eg., say, "There was a..." not, "It became apparent to me that in fact there existed a..."
- Moments that affected you (traveller) personally don't necessarily make interesting reading. Avoid tales of personal mishaps – missed buses, diarrhoea, rain – unless pertinent to the story. Focus on telling the reader something about

the place, about an experience that they might have too if they were to repeat the trip.

Sample

A travel-writing on a first-time travel experience to Almora, Uttarakhanda by train.

When I first started the journey in the train it was my first experience. My involvement with train journeys began in childhood. I live in Lucknow and from here I have undertaken many train journeys. Furthermore, since childhood, I have paid several visits to the hill station of Almora to meet my relatives. Almora is a hill station located in the state of Uttarakhanda. Most noteworthy, Almora is situated in the Himalayan mountain region. Due to this, trains cannot travel directly to Almora. Consequently, Kathgodam is the last town station accessible by trains before the mountain range begins.

The trip from Lucknow to Kathgodam is quite a lively experience. I have always ensured the reservation of my seats beforehand. So, my train journey begins from Lucknow railway station. As the train undergoes motion and leaves the Lucknow railway station, my excitement begins to rise. Moreover, as the train gathers speed, a thrilling feeling overtakes me.

My train journey from Lucknow to Kathgodam is probably 8-10 hours duration. However, I enjoy every minute of it in spite of the journey being so long. Furthermore, all along the journey, one can purchase items of food and drinks. I almost always purchase meals and refreshments at least twice on the journey.

When slumber overtakes me, I make use of the sleeping berth. I personally find sleeping on the train berth very comfortable. When I wake after a deep sleep, mountains are visible from a distance. Moreover, as the train approaches Kathgodam

with menacing speed, the view of the mountains gets bigger and bigger. Also, my amusement greatly rises as I see the Himalayas draw closer. Finally, as the train stops at Kathgodam, my delightful train journey comes to an end.

Exercises:

1. Write about a travel experience of a strange place, meeting strange people.
2. Write about a travel experience of Jawaharlal Nehru Planetarium.

4. Article Writing

Article writing is an art and skill that can be developed with consistent practice, patience and diligence. In essence, an article is numerous paragraphs weaved together thematically based upon a single topic.

It is a written work published in a print/electronic medium. It may be for the purpose of delivering news, researching results, academic analysis or debate. Usually, an article is a piece of writing that is published in a newspaper or Magazine for guiding a large audience on a particular topic or subject. The main objective to write an article is to make some changes to the world by presenting facts, stats or views before society.

Well, there are so many objectives of Article Writing on various topics like society, persons, locations, rising issues and technical developments. It influences some readers and some may fail in audience perception because of messiness in the article writing. So, following the correct format for writing an article may convey the views, facts or stats to the world.

The format of an article consists of the following parts:

1. Heading / Title.

2. By Line.
3. Body (the main part of the article, 3-4 paragraphs)
4. Conclusion (Ending paragraph of the article with the opinion or recommendation, anticipation or an appeal).
5. Acknowledgement.

1. HEADING/TITLE: It should be catchy and also need to relate to the reader's search term. The length of the heading shouldn't cross 5-6 words. Think creatively and impress readers with this one line and increase their anxiety to continue their reading in the article.

2. BYLINE: It means the name of the person writing the article.

3. BODY: The body is the main part of article writing. Usually, the body of the article consists of at least 3 to 4 paragraphs.

4. CONCLUSION: Final paragraph of an article should be like a recommendation, anticipation, views, appeal, etc., where readers must feel happy with the article. Check out this format and try to implement it during the article writing as it is very important for all the students and to reach the readers' attention.

5. Acknowledgement: While writing an article however it is one's own original thought, many a time it is intended that prevailing facts and opinions need to be quoted in the article. Hence, such sources have to be duly acknowledged while writing an article.

How to Write an Article?

The following steps guide on how to write an article in a well-structured manner which helps to grab the audience's attention and traffic for web-based published articles.

1. Choose/Pick the topic which is required for the target audience.
2. Do some research and collect the needed information for the selected topic.
3. Organize all important topic-related facts and stats in a logical way.
4. Write the reader's needs to influence and help them.
5. The writer's views must be unique and specific.
6. Read, Revise, and Repeat.
7. Cross-check the grammatical mistakes and avoid unnecessary and repetitive lines.

Rules for Writing an Article

- **Rule 1:** Minimize the barrier to entry.
- **Rule 2:** Conduct in-depth Research
- **Rule 3:** Structure and Form
- **Rule 4:** Keep the paragraphs short and the text visually appealing
- **Rule 5:** Be Succinct
- **Rule 6:** Always proofread the writing

Sample

‘Empowering women is empowering nation’. Write an article in about 100 words on women's empowerment

Women Empowerment

-Smithamuni

India is a country that lacks women's empowerment. Many girls in India don't get access to higher education. Instead, the girls are married off at a young age. Child marriage is prevalent in the country. Women can't pursue a career of their own if they don't have an education.

It is an important thing that needs to be accomplished. The rights and freedoms that women have today are the results of the fights that the empowered women fought against it. The acts of these empowered women show that it is time that women, too, can enjoy all their freedom and rights.

There are various ways in which women's empowerment can happen in the country. One of the most significant ways is to educate women. The education that they receive can help them achieve their dreams and aspirations. They should be given equal opportunities at their workplace in every field. Parents must teach their daughters that if they are in an abusive relationship, they should come home. Therefore, the women will feel like they have the support of their parents and can get out of the domestic violence. Women should be free to pursue things they want to achieve and achieve all their goals and aspirations.

Conclusion: Despite progress toward women's empowerment, there is still a long way to go. Making women aware of their potential has now become a need of the times, and the government should implement measures such as health, education, employment, women's awareness, and so on.

Sample 2

India is a land of diversity. One way in which it makes us feel proud of it is the number of festivals we enjoy. Write an article in 150-200 words on ‘Festivals of India’.

FESTIVALS OF INDIA

– Samruddi Dimpana

It is said, “Greatness of a culture can be found in its festivals”. India has proved every word of the saying right by being famously known as the “Land of Festivals”. True to this belief, India has scores and scores of festivals that bring happiness and joy all across the country.

This is because of the diverse cultures that exist in this subcontinent. All these different cultures and religions get tied together in bonds of love with these invisible threads of celebrations.

Every festival has a social, religious and mythological value. Accordingly, Dussehra has great significance. Similarly, the Janmashtami festival has also a great religious and social significance. This is the occasion when Lord Krishna was born to kill Kansa and other demons and save the people from great danger. This festival also teaches us how to fight evil and falsehood and establish the truth.

On these festivals, people offer prayers to their deities, wear ethnic clothes and make merry with their near and dear ones. Ganesh Chaturthi, Eid al-Fitr, Baisakhi, Onam, Pongal, Gurupurab, Ram Navami and Durga Puja are some of the festivals that are celebrated with immense zeal in different parts of India with some of these being specific to a particular region. No wonder, our country is called a land of festivals.

Exercises:

1. Write an article on the causes of Stress among students and remedies for the same.
2. Imagine that you are a computer technician and write an article on the hardware devices of a computer.
3. Write an article on E-Business.

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CHAPTER – 3

E-CORRESPONDENCE AND CONTENT WRITING SKILLS

E-mail: Casual and Professional

Objectives:

- To communicate with the respondent quickly and effectively.
- To communicate at a cheaper cost.
- To communicate with the help of modern technological devices.
- To introduce the learner towards E – Correspondence.

Pre-reading activity:

- What is an Email?
- What are the Guidelines for Communicating Online?
- What is E-Business?
- Name the different types of Emails.

E-mail: Professional and Casual

What is E-correspondence?

When a firm writes an email to another firm and the answers thereto the mail given then the correspondence between the firms is formed. Such correspondence when done through the online means of email then it is called E-correspondence.

Thus, E-correspondence is generally electronic correspondence or email correspondence. The use of communication here is through electronic means. The information between the parties is exchanged through email addresses. Therefore, it is viable for both parties to give their correct email addresses. This is how both of them will receive the information.

Concepts of E-mail

E-mail which is a short form of electronic mail is a very common way of formal communication in an organization. The process involves the sending and receiving of the message in the form of a text, file, image, etc.

There are also many options to send automatic emails to more people using the mailing list and mail merge option. Many forms of correspondence are used in the organization; they can vary from book chapters to business presentations to detailed contracts and many more. The graphics file or any artwork can also be transmitted through email.

In today's age, many businesses revolve around emails and the communication done through them. The reason is the advantage that email has against other forms of communication, the major one being 24-hour availability.

In the past decade, email has become the most important form of business communication and thus many small businesses have started adapting it. That is why many consultants are now advising companies to shape up their emails so that it is convenient for them to use.

Another factor that is associated with email is safety and security. Now, one can easily and securely forward the texts, images and videos through emails.

Features of E-mail

Cost-effective: Emails are very cost-effective and also provide communication in a faster way as compared to other modes of communication. With the help of smart phones, one can send email easily from anytime and anywhere.

Packages: With the help of messenger and outlook, one can compose many formats of email. This can help one to send to anyone in no time. Also, the address box allows the sender to send the email without any trouble. One can change the font size, highlight the important points, save the images and many more uses of email.

Spam: Any unwanted or unsolicited emails can be sent to the junk folders without any effort. These emails can be advertisements, promotions, job offers, etc which one is not interested in.

Signature: One can customize one's signature based on one's requirements in the email. Whenever one is replying to someone or emailing someone then their signature will automatically appear at the bottom of the email. Thus, one does not need to write details again and again.

Attachment: This feature allows one to share any documents, presentations, pictures, videos and many more along with the email. The size of attachment will be limited.

Advantages of Email

Ease of Use

One of the first advantages of email that comes to mind is the ease with which one can use email. With the increasing use of smart phones, emailing has become easier. One can manage all the correspondences of one's email and related work from a small screen itself; same is the case with customers.

One can send the email promptly to anyone and that someone can reply anytime as they want. The proposal that one sends through the email can be read, stored, and answered instantaneously. It can be forwarded to others as well without any amount of paperwork being involved.

Quickness

As it is mentioned, an email can be sent at any time to anyone, it can also be sent in a matter of seconds. That shows how quick the email system works. The email that one has sent can be received by anyone in the world in a matter of seconds.

There is no other delivery system in the business world that can deliver this fast. Thus, this also helps in making business decisions quickly for the organization.

Inexpensive

When compared, email to other delivery systems, it is basically free. One can compare it with fax, telephone and the other courier services. But no system is as cheap as email. There are some business plans which might cost some money but the personal email is everywhere free of cost.

Filtering

Every business emails contain a subject line. Thus, it becomes very easy to identify which emails are important and which are not. On the basis of this, one can prioritize the emails necessary and save in another folder. The reader can also know the mail from the subject line.

In the regular mail, a reader needs to open the letter or the mail to know what does it contain; but in emails this is different. One can know about the message beforehand and thus it can help in interpreting it better for readers.

Security

Emails are generally the transmission of a business message from one firm to another. Thus, it also requires a form of security so that the messages can only be sent to the other concerning the organization. This makes the emails more secure and private.

The other modes of communication like the telephone and fax are not very secure to use. A lot of credit goes to emails for all their advantages. These advantages help in the productivity of an organization as well. However, there are some limitations to email as well.

Disadvantages of Email

Communication

Email makes the communication in an organization easier and efficient. But there are instances where the communication requires to be face to face rather than the

email. This is where email lags when one looks at the options available. Many times the messages and deals are better interpreted on the telephone or through a letter rather than the email communication.

Misunderstanding

In emails, one can make use of the popular jargons and pronouns to put forward one's point. This can lead to some conflicting emails in the future. These conflicts happen when the email that one has sent is full of abbreviations and short descriptions. Further, the over use of emoticons can confuse the opposite person and message might not be conveyed properly.

Time-consuming

Although the email that one has sent takes no time to be delivered, it takes time to print it and get a copy. Also, the ease of email correspondence means that the total emails that an average person per day is more than the normal emails.

Thus, this increases the workload of an organization on day to day basis. This organization of emails and reading them takes a lot of one's time and hampers one's productivity. Many times in an organization it is better to communicate through telephones or face to face.

Vulnerability

The emails are very vulnerable in terms of the data. It takes a lot of time and effort to destroy someone's letters and printed emails. But the emails can be destroyed in no time. Also, the data on the server can be lost when the site goes out of business or it is down.

How to Start a Professional Email - 6 Examples

To start an email professionally, consider the following email greetings:

1. Hello
2. Dear [Name of recipient],
3. Sir / Madam

4. Greetings [Time of the day – Good morning/Good afternoon/Good evening]
5. Hi [Name of recipient]
6. Dear Sir/Madam

Insert a professional greeting based on time of the day by using Text Blaze:

How to Start a Business-Casual Email

When it comes to business-casual emails, the idea is that the recipient of email is already familiar with. And, as such, one can select an appropriate way to start the email with the right greeting.

Some of the most commonly used greetings to start a business casual email are:

1. Happy [Day of the week] - e.g. Happy Monday,
2. Hey [Name of the recipient]
3. Hello
4. Greetings
5. [Name of the recipient], - e.g. Mark,

Insert a business-casual email greeting based on the day of the week by using Text Blaze:

Depending on how casual the recipient is and how much one knows about them, one can use his/her writing style to start a business-casual email better.

E Mail Template

From: Sender's email id

To: Recipient's email id

Cc: Other Individuals receiving the same mail with visible ids

Bcc: Other individuals receiving the same mail with invisible ids

Subject: Title or the reason of writing mail

Salutation: Words like Dear, Respected, Hi, etc.

Main body: the main content of the email

1. Introduction
2. Matter in detail
3. Conclusion

Closing Ending Statement

Attachments: Attached Files with emails

Signature Line: Sender's name, signature and other details to contact.

CASUAL E-MAIL

How to Start a Casual Email?

Starting a casual email is easier, but if one looks up to email and still needs some inspiration - here are some ways to start a casual email:

1. [Name of the recipient],
2. Hey!
3. Hello again,
4. How's it going?

How Not to Start an Email:

There are many good ways to start an email. Unfortunately, that means there are plenty of things not to do as well. Keep on reading for some examples of what not to do when starting emails.

Misspell one's / Recipient's Name

Misspelling a recipient's name in the greeting or body of the email is never okay. Like other papers or important documents, spell-checking the emails is crucial. If one manages to misspell someone's name, it is a clear sign that one failed to edit an email closely, and suggests the lack of attention to detail.

Begin With, "To Whom It May Concern..."

This greeting is outdated and impersonal. It suggests that one didn't care to do the research and personalize an email.

Nowadays, it is relatively easy to find out where and to whom the email needs to go. If one sends a business email, it is suggested to look over the staff bios, or contact lists to identify the person to the position one is trying to email. If an email is sent to a generic address, like "customersupport@emails.com", any of the suggested greetings from the top list is better than, "to whom it may concern".

Using Nicknames

In most cases, using nicknames should be avoided. Nicknames can be personal, and if one hasn't built rapport with someone yet, utilizing their nickname is a good way to overstep the boundaries.

For example, if someone signs off their email with "Michael", don't follow up the response with "Dear Mike,...".

One will know when it is okay to use a nickname. If in-person, he/she uses a shortened version or nickname with a person, then it's probably okay in a personal email. However, in group messages or formal emails, the full name of the recipient should always be used.

Bad Examples to Start an Email:

There are some additional examples of how one shouldn't start any of the emails, some of them are:

- Sup dog?
- Wassssupp
- Hiiiiii
- Addressing by the wrong gender (e.g. writing Dear Sir for a gender neutral-sounding name)
- To whom it may concern

- Hi there
- Suggested Reading - Learn everything a person needs to know about how to end an email

Final Thoughts

Starting emails should feel like second nature. It is recommended to keep a couple of go-to greetings in the repertoire that one can always have ready for practically any scenario. Then, he/she can have some less common, but effective greetings for specialized communications. After a while, the emails will be polite and to the point.

And if an email is drafted in the outbox right now with one of the examples of what not to do, one is welcome for the tip!

Take a few seconds to share it.

How to write an email requesting something:

Consider the following steps for how to write an email requesting something:

1. Organize /the request

Before writing an email, it may be beneficial to organize the thoughts concerning a request. Depending on the request, the types of considerations one makes may vary. To better understand the nature of the request, try writing down the benefits of having the request fulfilled and the steps that need to happen in order to complete it. One can also use this preparation time to gather any supplemental documents that one may need in order to strengthen the case.

2. Write an approachable subject line:

Once he/she feels ready to write an email, it is better to begin with an approachable subject line. Do the best to summarize the contents of the email in a single sentence. One can also use the subject line as more of a generic greeting to create a

tone of friendliness and encourage the recipient to open the email and learn more about its contents.

Related:

Requesting to Work from Home: What to include and five Email Examples:

1. Begin with a formal salutation:

Next, one can greet a recipient. In order to maintain a tone of professionalism, it is important to begin the email with a formal salutation to the reader. Examples of formal salutations include:

- Dear [name of recipient]
- Good morning
- Good afternoon
- To whom it may concern
- Hello [name of recipient]
- Greetings

Beginning the email with this way can help to ensure the reader of the professional motivations, establish trust and create a pleasant first impression, which may increase the chances of one's request's fulfilment.

2. Express the request:

It is better to use the first paragraph of the body of the email to express the nature of the request. It may be beneficial to use the first sentence or two to demonstrate the appreciation of the recipient's consideration or to express the admiration of their work before making a request. If one does not have an existing relationship with the recipient, it is important to introduce oneself in this section of the email. Include the full name, job title and organization.

Then, in clear and concise sentences, try to fully explain the request. Be sure to include all the details that a recipient may need in order to fulfil the request and mention any supplementary documents that may have been attached to the email.

3. Include benefits for the recipient:

The next paragraph can be used of the email to explain the benefits the recipient may receive from fulfilling the request. This step is an important part of securing the request, as the reader may be more likely to comply if they feel they're receiving something of value in exchange. In two to four sentences, it is better to try to highlight the personal or professional gains the reader may receive after complying with the request.

4. Conclude with a call to action

One may conclude the email with a clear call to action. A call to action is the step a person wishes the recipient to take after reading the email. Depending on the nature of the request, one's call to action may vary. To emphasize the call to action, one may use the last sentence of the body of the email to clearly state next steps toward complying with the request. Then, be sure to close the email with a friendly sign-off, such as:

- Sincerely
- All the best
- Regards
- Warmly
- Thank you

It is also important to include the contact information at the end of the email. This can include the full name, job title, department, organization and phone number or alternate email address. Providing this information can help to ensure interested parties can contact the person concerned for further discussion.

Example of an email requesting something:

Below is an example of a successful email requesting something.

Request for CSR activity:

Dear Mr. Pawan,

My name is Jayaraman, and I am Head of the Fundraising Department with Nurses for Nutrition. We are a Non-profit Organisation focused on providing food and

nutritional education to impoverished communities across the country. I am writing to you today because I believe the values and mission of your company closely align with our quest to close the nutrition gap and end hunger for so many in this county. We are currently accepting donations in the form of corporate giving grants and I would love to set up a time to discuss how giving to our organization could benefit your company.

The corporations we partner with receive recognition on all of our public platforms, including our website, which receives over 300,000 views per day. In addition to making an impact in your local community, enrolling in our corporate giving program can help your company create a positive brand image, increase brand awareness and enjoy the benefits of being associated with a credible, reputable and admirable non-profit like Nurses for Nutrition.

If you are interested in speaking more about this opportunity, please respond with a few dates and times you are available for a phone call. We thank you for taking the time to read this email and for your consideration.

With Regards,

Jayaraman

Head of Fundraising, Nurses for Nutrition

ANOTHER SAMPLE FOR REQUEST MAIL:

Dear Veera Raghav,

My name is Sharan, and I'm contacting you from XYZ Company which is incurring losses for the past four years consecutively. We want to make it a profitable organisation.

Hence, I would like to request your help in this regard. I would appreciate it if you could let me know whether you can accommodate my request. Your expert advice and support will be invaluable to the organisation's success and I eagerly await your reply.

Yours sincerely,

(Sharan)

Hi Indudhar,

My name is Shashank and I am contacting you from M/s Narendra and Co. We have not spoken in a while, but I am working on improvement of our company and I would welcome your support.

Specifically, I want to ask whether you could provide your valuable suggestions and guidance on how to make our company a global company.

I hope you can help and we look forward to your reply.

Kind regards,

SHASHANK

Dear Sir/Madam,

I am Yugandhar and I am contacting you from Yugandhar Steels Company. I am searching for some information on how to extend the market for our products in Karnataka State.

Please let me know:

1. Strategies for improving the sales of our products.
2. Extending the sales areas of our products.
3. Suggestions -for cost saving in our operations.

If you can support my request, please provide information by the end of next month.

If you have any questions, please don't hesitate to contact me.

Yours Truly,

YUGANDHAR

Hi (Recipient's name),

I've reviewed your website and I'm getting in touch to request some information about the products/services provided by your company.

When you have time, could you send me: (Insert details)

I'm contacting you from (insert company), and we need the information because (insert details).

We have got no fixed deadline for the work, but I would appreciate it if you could provide me with the information in the next couple of weeks. I will contact you again if I need it sooner. If you have any questions, don't hesitate to drop me a message.

Many thanks,

(Your name)

Hi (Recipient's name),

My name is (name). I'm contacting you from (insert organization name) because I'm searching for some documents.

Specifically, I would appreciate it if you could send the following information to me:

(Insert details)

I'm on a tight deadline and need the information back by (insert date).

I hope you can help. If there's likely to be a delay, please let me know so I can explore alternative options.

Kind regards,

(Your name)

1. Apology Email to a Customer for Poor Quality Products

Dear Kishore,

I would like to begin by extending my heartfelt apology for the poor service you experienced at (company name). We acknowledge that we fell short of your requirements, and we realize how disappointed and unhappy this may have caused you to be.

We at (company name) would like to express our heartfelt regret and apology for the service you experienced. Everyone at the company is undertaking improvements as a result of your encounter to guarantee that this never happens again.

We look forward to continuing our relationship with you and hope to hear from you soon.

Yours Sincerely,

(Name)

2. Apology Email to a Business Customer for a Delayed Order:

Subject line: Please accept our apologies

Dear Sir,

I would like to express my apologies for the waiting that came in the way of handling your order. Regretfully, due to unpredictable circumstances, your order was prolonged. We recognize the detrimental effect this wait might have had on your operations and promise you that this would not happen again.

You are our valuable customer and we hope you will continue to place your confidence in us. If you have any questions, please don't feel free to contact me.

Yours Sincerely,

(Guruprasad)

Employee recognition for creativity and innovation (Template)

Many businesses nowadays fail due to their inability to adapt to technological advances. So, it's high time to instill and promote innovative attitudes in your staff by acknowledging them with a nice employee appreciation letter.

Dear < Employee Name >,

Many thanks for the continuous creative ideas that you share! Your innovative ideas are always enthusiastically anticipated by the entire team.

I cannot express enough how valuable you are to (business name). You are constantly improving our (X) by bringing new ideas to the table. Your ingenuity challenges us, and the (product name) improves daily.

Thank you very much, and keep up the fantastic work!

Kindly,

<Your name>

Appreciating the hard work and dedication:

This looks simple, but if one skips thanking the best employees regularly, one might lose them to someone who does appreciate.

Dear Kishan,

On behalf of the entire team of (company name), I would like to express our sincere admiration for your outstanding efforts in the workplace. We appreciate everything that you have done over the past several years since you have joined us. The endless hours you have spent working here and the professionalism you have shown has motivated the entire management team immensely.

We pride ourselves on your hard work and dedication to making every critical project a great success. As always, we are counting on you to go the extra mile.

Thank you once again for all your contributions.

Best regards,

(Girish)

2. Praise the employees for a job done well:

Saying “You did a good job” is fine, but detailed praise motivates the person. It feels sincere when a particular action is emphasized as an outstanding job.

Dear Rupesh,

I want to take the time to thank you for the fantastic job you have been doing for our company lately. We achieved the goals without a second of downtime, which sets an example for handling a project for maximum benefits. You did an excellent job by training your team members on the new technology, which made huge differences. I am confident that they feel rewarded and recognized under your guidance.

As a token of gratitude, in addition to a salary increase from the next evaluation, we have decided to provide you an extra week of holiday to be taken at your convenience. You are indeed an inspiration to us and definitely play an essential role in the company. Keep it up, and thank you once again!

With deep appreciation for your efforts,

(Senior's name)

Cc: HR department

3. Cheer them up for their leadership:

The power of recognition in leadership is energizing. While leaders inspire the whole team members to deliver superior results, it is also important to appraise their leadership qualities to make them feel valued.

Dear Reshma,

I honour the effort you have put in leading your team's current project. A number of our employees had expressed to me their appreciation for the one-on-one guidance and support you've provided them, especially when the deadline was approaching.

All the team members have uttermost confidence in your leadership skills, and I am so happy to see you yield so much success. I will make sure that your excellent work is paid off in tangible results as well.

Once again thank you for all your hard work and dedication in building and growing this business.

Regards,

(Senior's name)

CONGRATULATING SOMEONE ON A NEW JOB (Template)

Dear Reena,

I was so thrilled to hear that you got the job you interviewed for! All your hard work is finally paying off! You are going to be amazing at it, I just know it. It's only up to you from here.

Congratulations on this great victory and best of luck as you start this next adventure! I wish you immense success in your future career. You deserve it!

Yours,

Mary

4. Congratulations Note for Certification:

Dear Chitra,

Congratulations on completing the requirements for your Microsoft certification.

Doing all of that extra work while continuing in your full-time position was extremely ambitious and took a lot of effort and dedication on your part.

I am sure it was worth it all, knowing that your achievement will make such a positive difference to your career path. Well done!

Best regards,

Subhashini

(signature)

5. Acknowledgement Letter Format:

Date:

Name of the Purchaser Address

Attn: Purchaser (Representative Name)

Subject: Acknowledgement Letter for -----

Dear Sir/Madam,

This letter is to acknowledge the receipt of the Document/offer /product. We have received the Lap top in good condition and appreciate you for such a response.

You will be informed for the further steps taken by the respective department either in mail or by post. I would like to request you to keep patience till then.

Thank You.

Sincerely,

Name with Designation

Exercises:

1. Send an acknowledgment email to an employee for having done the work successfully.
2. Write an E-mail to appreciate your colleague.
3. Send an email appreciating an employee of your company.
4. Write an email to congratulate your colleague on the eve of promotion.

CHAPTER – 4

SOCIAL MEDIA CONTENT WRITING SKILLS

Objectives:

- To equip the students with social media etiquette.
- To emphasize the importance of social media in personal grooming.
- To comprehend the subtleties of this radically unique mode of communication.
- To facilitate the students to develop Social Media content writing skills.

Pre-reading activity:

- What is media?
- Name some of the Social Media platforms.



Social Media

The term "social media" refers to a group of Internet-based platforms designed to foster collective participation in decision-making, content creation, distribution and the exchange of ideas. Some examples of social media include forums, microblogging, social networking, social bookmarking etc.

Types of Social Media

The following are examples of well-liked social media sites:

Facebook - a popular, free social networking website that enables registered users to create profiles, upload photos and videos, send messages and communicate with friends, family and co-workers.

Twitter - a free social networking service for sharing short messages (called "tweets") across multiple devices and platforms.

Clubhouse - an innovative form of social network that is centred on voice. It is a place where people from all over the world can mingle in order to speak with one another, listen to one another and gain knowledge from one another in real-time.

LinkedIn - a social networking site designed specifically for the business community. The goal of this site is to allow registered members to establish and document networks of people they know and trust professionally.

Instagram - it lets smartphone users share photos and videos. Recently it added direct messaging, live videos, albums (multiple images per post) and stories. The platform's new features are making it a social media destination.

Pinterest - a website where people can share and organise images they find online. Pinterest asks for short descriptions, but the site is mostly about pictures. If a person tap on an image, it will take him/her to where it came from. For example, if a user clicks on a picture of a pair of shoes, they might be taken to a site where they can buy them. If they click on a picture of blueberry pancakes, they might be taken to the recipe.

Blog - one that features content that is updated on a regular basis and is presented in a manner that is backward chronologically. The term "blog" is an abbreviation for "weblog" or "weblog." "Blogging" refers to activities such as creating a blog, keeping a blog updated or contributing to an existing blog with an article. "Blog posts" are the individual articles that are published on a blog. "Posts" or "entries". The term "blogger" refers to the individual who creates these online entries. Text, hypertext, images and links are the components that make up a blog (to other web pages and to video, audio and other files). The documentation found in blogs is written in a conversational style.

Quora is a social question-and-answer website based in Mountain View, California. It was founded on June 25, 2009, and made available to the public on June 21, 2010. Users can collaborate by editing questions and commenting on answers that have been submitted by other users.

WhatsApp is a popular mobile messaging application that allows users to send and receive text messages, voice messages, images, videos, and other types of files with their contacts. It was founded in 2009 by Brian Acton and Jan Koum and was later acquired by Facebook in 2014. WhatsApp is available for download on iOS and Android devices and has a user-friendly interface that makes it easy to use. The app has many useful features, such as end-to-end encryption, which ensures that messages can only be read by the sender and recipient. It also allows users to create group chats with up to 1024 participants and make voice and video calls. WhatsApp has become an essential communication tool for millions of people worldwide, enabling them to stay connected with friends, family, and colleagues regardless of distance. Recently the company has launched a community feature that allows the admin of various groups to integrate for better communication.

Telegram is a cloud-based instant messaging application that was founded in 2013 by brothers Pavel and Nikolai Durov. It is available for download on iOS, Android,

Windows, macOS, and Linux devices. Telegram is known for its emphasis on security and privacy, offering end-to-end encryption for secret chats and the option to self-destruct messages. The app also allows users to create group chats with up to 200,000 members, and unlike some other messaging apps, it does not compress media files, allowing users to send and receive high-quality photos, videos, and documents. In addition, Telegram offers a range of features such as bots, channels, and stickers, which enhance the messaging experience for its users. Telegram has become a popular alternative to other messaging apps, particularly for those who value privacy and security.

Today, the world has become smaller because of social media. It paves the way to enter the global village concept due to the intense usage of social media platforms. It led to creating of a virtual world shattering physical distances. These social media platforms are of immense importance in a global world and contribute to the growth and development of a sophisticated society. Social Media is one of the realistic gifts of technology which needs to use with maturity and responsibility like any other gift of science.

Social Media as an Academic Platform for Students:

Social media has increasingly become a popular platform for academic purposes among students. Platforms such as Twitter, Facebook, and LinkedIn have been used by students to enhance their learning experiences, share knowledge and collaborate with peers. One of the advantages of using social media as an academic platform is its accessibility, as most students already have accounts on these platforms, and they are familiar with how to use them. Social media also allows students to connect with experts, educators, and professionals in their field of study, providing them with a broader perspective on the subject matter.

Another benefit of social media as an academic platform is the opportunity to engage in discussions and debates with a diverse group of people, beyond the classroom walls. This can lead to new insights and ideas, and help students develop critical thinking and communication skills. Additionally, social media can be used to access relevant news, articles, and research in real-time, allowing students to stay up-to-date on the latest developments in their field.

However, it is important to note that social media can also have its downsides, such as the risk of misinformation and cyberbullying. Therefore, it is essential to promote the safe and responsible use of social media as an academic platform and to establish guidelines and best practices for students. Overall, when used appropriately, social media can be a powerful tool for students to enhance their academic pursuits and develop new skills.

1. Learning and Networking:

Social learning is promoted on the majority of the leading e-learning websites, extending learning beyond the classroom. Students can take classes through e-learning websites and use various social media channels to discuss their learnings and questions. Instances include NPTEL, Udemy, YouTube, etc. Numerous social networking sites include live videos, which students can use to engage themselves in class. Students can share study materials via social networking sites such as Facebook, Instagram and WhatsApp.

2. Experience Global Exposure:

Social media is such a broad platform that students can connect with anyone in the world. When it allows students to interact with people on such a broad platform, indeed they get immense knowledge from it, which is amazing. They even get to know about the diverse cultures present around the world. That includes their culture, traditions, language, lifestyle, food habits and many more interestingly

beautiful things. They can even learn about the different courses in universities around the world.

3. Employment Opportunities:

Employment opportunities refer to job openings and positions that are available for individuals seeking work or looking to change their current job. These opportunities can arise from a variety of sources, including companies, government agencies, and non-profit organizations. They can also be found through various channels, such as job boards, networking events, social media, and referrals from friends and family.

The types of employment opportunities available can vary depending on the industry and job market. For example, some industries may have a high demand for skilled workers, while others may be experiencing a shortage of qualified candidates. Additionally, the job market may fluctuate based on economic conditions, with some periods of high job growth and others experiencing high rates of unemployment. When seeking employment opportunities, it is important to conduct research on potential employers and industries, prepare a strong resume and cover letter, and practice effective job search strategies. This may include networking with professionals in the field, attending job fairs and events, and utilizing job search websites and social media platforms. Overall, employment opportunities can allow individuals the chance to advance their careers, gain new skills, and earn a living. It is important for job seekers to remain proactive and open to new opportunities, while also being strategic in their job search efforts.

Dos and Don'ts of social media usage

Dos	Don'ts
Control your privacy settings	Posting insensitive contents
Disconnect from negativity	Body shaming/racism/sexual abuse
Take care when posting pictures of others	Humiliate or publicly shame others
Connect with people with whom you feel safe	Sharing embarrassing meme
Parents can regularly check on their children's activity while on social media platforms.	Comment with the cyber-predators Online Bullying
Constructive Criticism	

Blog writing is the practice of creating content for blogs, which are online platforms that allow individuals and organizations to publish written material on a variety of topics. Blogs can be personal, professional, or educational in nature, and they can cover a wide range of subjects, from food and travel to technology and politics.

One of the benefits of blog writing is the ability to reach a broad audience and engage with readers from around the world. Blogs can be used to share personal experiences, promote products or services, or offer insights and opinions on a particular topic. They can also serve as a platform for building a brand or establishing oneself as an expert in a particular field.

To be effective in blog writing, developing a unique voice and style that resonates with readers is important. This can involve using storytelling techniques, incorporating humour or wit, or providing informative and insightful commentary on a topic. Bloggers also need to be consistent in their posting schedule and engage with their audience through comments and social media channels.

While blog writing can be a rewarding and fulfilling experience, it also requires time, effort, and dedication to create high-quality content that resonates with readers. Bloggers must be committed to maintaining their blogs over the long term, and they must be willing to adapt and evolve their writing style as their audience and industry change. With the right approach and dedication, however, blog writing can be a powerful tool for sharing ideas, building a community, and promoting personal or professional growth.

Dos and Don'ts of Blogging

Dos	Don'ts
Define your target audience and write content that resonates with them.	Don't plagiarize or copy content from other sources.
Choose a topic that is relevant and interesting to your readers.	Don't use excessive jargon or technical language that is difficult to understand.
Write in a conversational tone and use an engaging writing style.	Don't write long paragraphs that are difficult to read.
Use subheadings and bullet points to break up the text and make it easier to read.	Don't use clickbait headlines or misleading titles.
Provide value to your readers by offering new insights, helpful tips, or entertaining stories.	Don't ignore your readers or fail to respond to comments.
Incorporate multimedia such as images and videos to enhance the content.	Don't be too self-promotional or overly promotional of other products or services.
Use proper grammar, spelling, and punctuation to maintain a professional image.	Don't use offensive language or make derogatory comments about others.
Respond to comments and engage with your readers to build a community.	Don't neglect to proofread and edit your content for errors.

Given below is an example of blog writing.

The given example of blog writing is extracted from the Travel See Write website by Archana Singh

Bungee Jumping in Rishikesh: 60 Secs of Insane Courage by Archana Singh

Bungee Jumping in Rishikesh at Jumping Heights proved to be more exciting and scarier than I had envisioned it to be. It was a special occasion as India's First Extreme Adventure Zone and India's Highest Bungee Jumping Platform was successfully completing 50, 000 Bungee Jumps. To mark this success, a gala event was organized that witnessed participation from over a hundred jumpers, locals, and the 'Dangal girls' – Fatima Shaikh and Sanya Malhotra. Here's my experience of being taken over by fear and ultimately winning over it.

"1...2...3...Jump, No...No...No...No...I can't., Please pull me back. I don't think I am ready. I need more time to compose myself."

The culprit was my overthinking. I had breached the golden rule of Extreme Adventure – Keep your mind at home. I had forgotten that if you can't do something, you must give it a try. After all, if you don't win over your fear, the fear will win over you. And there can't be anything worse than giving up without trying.

Rodolphe Vincent, the head safety instructor at Jumping Heights, echoed my sentiments, *"You are thinking too much. Just jump. The more time you take more difficult it will become."*

And it wasn't just me who was scared. Gaurav who had bungee-jumped a few years ago couldn't do it again too. So, the theory of becoming less scared with

more adventure might not be entirely correct. The best remedy to get over a fear is to not give it enough time in your mind to spread its wings.

Although I didn't bungee jump the first time I didn't give up. I tried. I failed. I tried again. And I succeeded. I felt incredible after the jump and cursed myself for letting fear have an edge over me for a brief moment. My fear was completely unwarranted. The jump was completely safe. It refreshed me while the uphill trek (after the jump) to the restaurant drained me out.

At the restaurant, I met Niharika Nigam, the Director –Business Development at Jumping Heights. During our conversation, she narrated a thrilling story of mental strength and resilience. On May 2, 2010, when she turned 19, she attempted the maiden jump at Jumping Heights or quasi-suicide as her mother called it at that time. Her mother was terribly scared and wouldn't let her jump at any cost but Niharika was determined to lead from the front and demonstrate to the world how safe Bungee Jumping was. So, sneaking out of her mother's radar she quietly performed the jump.

My heart was throbbing rapidly and my hands were shaking. Even the harness snugged around my hips and over my shoulders and the pep talk by the jump instructor couldn't scare away my fears. Safety checks were performed and my weight and jump number marked on my hand was checked to balance the weight on the harness. With both legs bound together, I started walking like a penguin towards the ledge.

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on the harness. With both legs bound together, I started walking like a penguin towards the ledge.

10 TIPS BEFORE YOU BUNGEE JUMP FOR THE FIRST TIME

- **Lead, don't follow:** Your fear doesn't leave you if just watch others take the plunge. Go take the leap of faith. The longer you wait to take the leap, the more time you spend making excuses and convincing yourself to back out.
- **1, 2, 3...Jump:** Jump before 3. If you let the person count until jump, chances are you won't jump on the first count.
- **Don't look down:** That was the mistake I made. It looks damn scary from the top. Just look at the eye level and perform the jump
- **Choose your surroundings carefully:** Bungee jumping is about your whole experience, not just the leap. So, choose a brand that is trusted, has well-trained staff and is set in a calming environment.
- **Trust the jump instructors:** Jump Instructors go through a long, in-depth international training schedule to become qualified Instructors. You can trust them with your life.
- **Wear comfortable clothes:** Wear anything you're comfortable in – T-shirts, shorts, pants! Avoid wearing a skirt, dress or high heels. You can bungee jump either barefoot or with shoes. Just ensure to tie the laces well.
- **Don't eat too much before the jump:** It's advisable to not jump with a stomach full as you might puke while jumping won't be a good sight to look at.

- **Look into the camera and smile:** After the jump, you would want to brag about your adventure to your friends so don't look scared (even if you are). Take the plunge with a happy face.
- **Don't carry your valuables:** You are not allowed to carry a mobile, camera, jewellery, or anything else. So, don't carry them along when you jump.
- **Read carefully before signing the form:** Don't jump if you have any chronic disorders like heart problems, backache etc. mentioned in the list

Writing profiles involves creating a comprehensive description of a person, group or organization. Profiles can be used in a variety of contexts, such as in journalism, social media or business. A well-written profile can help to convey a person's personality, achievements and values, while also capturing the attention of the reader.

To write an effective profile, it is important to conduct thorough research on the subject and gather as much information as possible. This may involve conducting interviews, reviewing previous publications or articles or conducting background research. Once the research is complete, the writer should organize the information in a logical and coherent manner, highlighting the most important details and facts.

When writing a profile, it is important to use a narrative approach that tells a story about the subject. This can involve incorporating anecdotes, quotes and personal details that help to paint a picture of the person or organization being profiled. The writer should also strive to use language that is engaging, descriptive and easy to understand.

In addition to the narrative approach, there are several elements that should be included in a profile. These may include a headline or subheading that captures the essence of the subject, a brief overview or introduction, a section detailing the person's background or history, a section highlighting their achievements or accomplishments and a conclusion that ties the information together and provides insight into the person's character or impact.

Overall, writing profiles can be a rewarding and challenging experience that requires careful research, attention to detail and effective storytelling techniques. With the right approach and dedication, however, a well-written profile can capture the essence of a person or organization and provide valuable insights for readers.

Exercises

1. Start a blog and publish your article there.
2. Create a LinkedIn profile to get connected with Industry experts.
3. Visit a nearby place and write a blog on the travelling experience.
4. Write a profile on any one of your favourite celebrities/Heritage sites.

Reference:

Singh, Archana: "Bungee Jumping in Rishikesh: 60 Secs of Insane Courage – Travelseewrite." *Travelseewrite*, 3 Apr. 2017, www.travelseewrite.com/bungee-jumping-in-rishikesh.

FORMATIVE ASSESSMENT ACTIVITIES

Assessment Occasion/type	Marks Weightage
Internal Test	10
Presentation – <i>Pechakucha</i> /Group Discussion/ Public Speaking	10
Experiential Learning (Any 2 Activities)	20
<ul style="list-style-type: none"> ▪ Blog Writing ▪ Report on any Mega event/Field Visit ▪ Internship- teaching English for school children, ▪ Project Work (any topic related to the components in the textbook) 	
<p>Note:</p> <p><input type="checkbox"/> Proper documentation should be maintained and submitted for assessment.</p> <p><input type="checkbox"/> The activities taken up in the III Semester should not be repeated in the IV Semester.</p>	
Total	40

The formative assessment should involve the following activities to provide real-life experience for the students where practical learning takes place.

- The students should be made to involve in participative learning/ experiential learning/ collaborative learning for formative assessment.
- Activities which would provide hands-on experience and contribute towards language skill building must be organized.
- **Survey:** A research method used for collecting data from a predefined group of respondents to obtain information and insights into various topics of interest.
- **Interviews:** An interview is a procedure designed to get information from a person through verbal responses to verbal inquiries.

- **A case study** is a detailed study of a specific subject, such as a person, group, place, event, organization, or phenomenon. Case studies are commonly used in social, educational, clinical, and business research.
- **Project-based learning** (PBL) through designing, developing, and completing projects and activities, encourages students' critical thinking and cross-disciplinary connections.
- **Internship** provides hands on experience in the chosen field for the students. Internships bridge the gap between the campus and corporate

QUESTION PAPER PATTERN

B.Sc./B.C.A/B.Sc. (FAD)/B.V.A and other courses coming under the Faculty of Science

IV SEMESTER GENERIC ENGLISH /L2

Time: 2 ½ Hours Max.

Marks: 60

Instruction: Answer all the questions

UNIT – 1

RECEPTIVE SKILLS: READING SKILLS AND LISTENING SKILLS

- I. Answer in about a page. (2 questions out of 3) (based on Novel) 2x5=10
- II. Answer in about 2 – 3 pages (2 questions out of 3) (based on Novel) 2x10=20
- III. Elaborate the quote (2 questions out of 3) (Attempt 1 each based on poems and Tedx talks) 2x5=10

UNIT – 2

PRODUCTIVE SKILLS: SPEAKING AND WRITING SKILLS

- IV. Technical Writing (Any 1 question out of 2) 1x5=5
- V. Email (Any 2 questions out of 3) 2x5=10
- VI. Social Media Content Writing (Any 1 question out of 2) 1x5=5

Model Question Paper

B.Sc./B.C.A/B.Sc. (FAD)/B.V.A and other courses coming under the Faculty of Science

IV SEMESTER GENERIC ENGLISH/L2

Time: 2 ½ Hours Max.

Marks: 60

Instruction: Answer all the questions

UNIT – 1

RECEPTIVE SKILLS: READING SKILLS AND LISTENING SKILLS

I. Answer any TWO of the following in about a page. 2x5=10

1. Hesse does not describe the setting in detail-why not?
2. How is an “average” Brahmin described?
3. Why is Siddhartha dissatisfied?

II. Answer any TWO of the following in about 2–3 pages. 2x10=20

1. “What I have learned so far from the Samanas, I could have learned more quickly and easily at every inn in a prostitute’s quarter, amongst the carriers and dice players.” Discuss.
2. Describe the life of Siddhartha and his family as depicted at the outset of the novel.
3. According to the text, what were the religious practices at that time?

III. Answer any TWO of the following in about a page each. (1 each based on poems and Tedx compulsory). 2x5=10

1. Contrast the effect used by the poet in the poem “The Caged Bird”?
2. What is the force that contradicted with nature and eternity in the poem by

Dylan Thomas? Support your views with reference to the lines from the poem.

3. Prepare a TEDx on **any one** of the given below in about a page.

1. ADHD and other related issues of specially abled.
2. Schizophrenia

UNIT – 2

PRODUCTIVE SKILLS: SPEAKING AND WRITING SKILLS

IV. Write any ONE of the following.

1x5=5

1. Write a Business letter to the Customer Service Manager, Mahesh Electronics Pvt. Ltd., complaining about a defect found in the music system purchased from the store. Sign yourself as Savrav/Samruddi.
2. Imagine that you are the Copy Writer in a company. The company has decided to promote a new brand and you are asked to prepare a Flyer for the same. Write a Flyer with the description.

V. Answer any TWO of the following.

2x5=10

1. Write an acknowledgment email to an employee for having done the work successfully.
2. Write an E-mail to appreciate your colleague.
3. Write an email to congratulate your colleague on the eve of promotion.

VI. Answer any ONE of the following.

1x5=5

1. Write a blog post on a historical place recently visited?
2. Briefly explain the dos and don'ts of Social media writing.