

Foundation Course -7

2017-2018

COMMUNICATION SKILLS AND SOFT SKILLS-3 (CSS -3)

COURSE CONTENT (30 hours)

A current axiom is that hard skills will get a person an interview, but soft skills will get that person the job. Unit I of the course is on soft skills, which are absolutely necessary in the global job market. Writing is considered the most difficult of all the skills. Units II to V help the learner improve their writing skills, especially academic/formal writing.

Unit I: Soft Skills

1. Positive Attitude
2. Body Language
3. SWOT/SWOC Analysis
4. Emotional Intelligence
5. Netiquette

Unit II: Paragraph Writing

1. Paragraph Structure
2. Development of Ideas

Unit III: Paraphrasing and Summarizing

- 3.1. Elements of Effective Paraphrasing
- 3.2. Techniques for Paraphrasing
- 3.3 What Makes a Good Summary?
- 3.4. Stages of Summarizing

Unit IV: Letter Writing

- 4.1. Letter Writing (Formal and Informal)
- 4.2. E-correspondence

Unit V:

- 5.1 Resume and CV
- 5.2 Cover Letter

UNIT-I: SOFT SKILLS

1.1 POSITIVE ATTITUDE

A positive attitude makes you happier and more resilient, it improves your relationships, and it even increases your chances of success in any endeavor. In addition, having a positive attitude makes you more creative and it can help you to make better decisions. To top it all off, there are [studies that show](#) that people with a positive attitude live longer than their sourpuss counterparts. Below you'll discover 21 ways to create and maintain a positive attitude.

1. Have a Morning Routine. How you start your morning sets the tone for the rest of the day. Make sure that you have an [attitude-boosting morning routine](#) that puts you in a good mood so that you can start the day off right.

2. Carry An Attitude of Happiness With You. Instead of waiting for external things to make you happy, be happy and then watch how that influences the things that go on around you. That is, instead of telling yourself that first something good has to happen, and then you'll be happy, be happy first. Happiness is an attitude, not a situation.

3. Relish Small Pleasures. Big pleasures—graduation, getting married, being promoted, having your book published—come too infrequently. Life is made up of tiny victories and simple pleasures. With the right mental attitude, watching the sunset, eating an ice cream cone, and walking barefoot on the grass are all you need to be filled with joy.

4. Smile. Smiling will give you an instantaneous attitude boost. Try smiling for a minute while you think of a happy memory or the last thing that made you smile. Smiling releases endorphins and serotonin, also known as the feel good hormones. It's a lot easier to adopt a positive attitude when the chemicals being released by your body are conducive to well-being.

5. Upload Positivity to Your Brain. Read books with a positive message, listen to music with uplifting lyrics, and watch movies in which the protagonist's optimism helps him/her to overcome obstacles and win, despite the odds. Change your attitude for the better by uploading as much positivity into your brain as you possibly can.

6. Take Responsibility. At any moment your attitude can be that of a victim or of a creator. The first step you need to take to shift from victim-mode to creator-mode is to take responsibility. Here's the attitude of a creator:

- I create my life.

- I am responsible for me.
- I'm in charge of my destiny.

7. Have a Zen Attitude. Think of life not as something that's happening to you, but as something that's happening for you. Look at any challenging situation, person, or event as a teacher that's been brought into your life to teach you something.

The next time you find yourself thinking, "Why is this happening to me?" choose to have a Zen attitude, instead. Ask yourself, "What am I supposed to learn or gain from this"? or "How will this help me grow and become a better, more enlightened being?"

8. Be Proactive. A reactive person allows others and external events to determine how they will feel. A proactive person decides how they will feel regardless of what may be going on around them. Be proactive by choosing your attitude and maintaining it throughout the day, regardless of what the day may bring.

9. Change Your Thoughts. Positive thoughts lead to a positive attitude, while negative thoughts lead to a negative attitude. Changing your attitude is as easy as hitting the "pause" button on what you're thinking and choosing to think different thoughts.

10. Have a Purpose. Having a purpose in life gives you a fixed point in the horizon to focus on, so that you can remain steady amid life's vicissitudes and challenges. Bringing meaning and purpose into your life—knowing why you are here—will do wonders for your attitude.

11. Focus On the Good. In order to have a positive attitude, focus on the good. Focus on the good in yourself, the good in your life, and the good in others.

12. Stop Expecting Life to Be Easy. The truth is, life gets tough at times. For all of us. It can even be painful. But you're brave and resourceful, and you can take it. Know that sometimes things won't be easy, and adopt the attitude that you have what it takes to deal with anything that life throws at you.

13. Keep Up Your Enthusiasm. Enthusiastic people have a great attitude toward life. Have a list of ways to lift your enthusiasm ready for those times when you feel your zest for life draining away. Being enthusiastic will help you maintain the attitude that life is good and that you're lucky to be alive.

14. Give Up On Having An Attitude of Entitlement. Think of the parable "Who Moved My Cheese?" by Spencer Johnson. Two little mice and two miniature people are put in a maze. Here's what happens:

- When the mice discover that the cheese isn't where it's supposed to be, they immediately get to work on finding another piece of cheese.

- The two miniature people, instead, get angry that the cheese has been moved. They waste time expressing outrage and blaming each other. Stop demanding that things be handed to you. Your attitude at all times should be the following:

- It's up to me to get what I want.
- Good things come to those who work hard.
- I adapt to change easily and quickly.
- I keep going even when things get tough.

15. Visualize. When things aren't going your way, keep a positive attitude by visualizing yourself succeeding and achieving your goals. When Nelson Mandela was incarcerated—in a tiny cell that was just 6 feet wide—he kept his hopes up by visualizing himself being set free.

Mandela once said, "I thought of the day when I would walk free. Over and over again, I fantasized about what I would like to do." By visualizing his release he was able to maintain a positive attitude, even when he found himself under extraordinarily difficult circumstances.

16. Limit Your Complaints. Whining about anything and everything is not conducive to a positive attitude. When you complain you're saying negative things about a person, place, or event, without offering a solution to fix the situation. Instead of complaining, do the following:

- Remove yourself from the situation.
- Shift your perspective about the situation.
- Offer a possible solution.
- Accept that there's nothing you can do to change the situation and that complaining about it just fosters negativity.

Constantly complaining leads to a bad attitude. So stop complaining. Instead, start looking for solutions or accept what cannot be changed.

17. Watch Your Words. Use positive words when you talk to yourself. Studies have found that positive self-talk can boost your willpower and help you psych yourself up when you need to get through a difficult task. In addition, it can calm you down when you're worried or anxious.

If you want to change your attitude from "I can't do this" or "I'm going to fail", to "I've got this" or "I'm going to do great", change your self-talk.

18. Use The Power of Humor. People who know how to laugh at themselves and at life's absurdities have a great attitude. Your sense of humor is a power

tool, and you can use it to lift your mood and enhance your emotional state at any time.

When something goes wrong, ask yourself, “What’s funny about this?” A humorous perspective will have a positive effect on your attitude.

19. Use Gratitude to Improve Your Attitude. When you find yourself focusing on what’s wrong in your life, what you don’t have, or what you’re missing out on, adjust your attitude by feeling gratitude.

Studies show that having an attitude of gratitude is beneficial for every aspect of your life: being grateful improves your health, your mood, your relationships, your career satisfaction, and on, and on. If you need an attitude lift simply think of all the things that you have to be grateful for.

20. Develop an Attitude of Curiosity. The best way to approach any situation is to be open to what you can learn from it. That is, be curious.

Curiosity gives you a present-moment orientation which is similar to mindfulness. Being curious about a situation allows you to experience it more fully. In addition, curiosity will help you to approach uncertainty in your daily life with a positive attitude.

21. Seek Out Others With a Positive Attitude. A positive attitude is contagious. When you feel that you need an attitude boost, find someone with a great attitude and look for an excuse to hang out with them. Their attitude can’t help but rub itself off on you and you’ll be able to face the world with renewed optimism.

Conclusion

John Mitchell once said the following: “Our attitude toward life determines life’s attitude toward us.” The 21 tips above will help you to keep a positive attitude at all times. Live your best life by having a great attitude.

A Positive Attitude Leads to Success and Happiness.

A positive attitude helps you cope more easily with the daily affairs of life. It brings optimism into your life, and makes it easier to avoid worries and negative thinking. If you adopt it as a way of life, it would bring constructive changes into your life, and makes them happier, brighter and more successful.

With a positive attitude you see the bright side of life, become optimistic, and expect the best to happen. It is certainly a state of mind that is well worth developing.

Positive attitude manifests in the following ways:

- Positive thinking.
- Constructive thinking.
- Creative thinking.
- Optimism.
- Motivation and energy to do things and accomplish goals.
- An attitude of happiness.

A positive frame of mind can help you in many ways, such as:

- Expecting success and not failure.
- Making you feel inspired.
- It gives you the strength not to give up, if you encounter obstacles on your way.
- It makes you look at failure and problems as blessings in disguise.
- Believing in yourself and in your abilities.
- Enables you to show self-esteem and confidence.
- You look for solutions, instead of dwelling on problems.
- You see and recognize opportunities.

A positive attitude leads to happiness and success and can change your whole life. If you look at the bright side of life, your whole life becomes filled with light. This light affects not only you and the way you look at the world, but it also affects your environment and the people around you.

If this attitude is strong enough, it becomes contagious. It's as if you radiate light around you.

More Benefits of a Positive Attitude:

This might seem like a repetition of the above, but it helps to make this message clearer.

- It helps you achieve goals and attain success.
- It brings more happiness into your life.
- It produces more energy.
- Positive attitude increases your faith in your abilities, and brings hope for a brighter future.
- You become able to inspire and motivate yourself and others.
- You encounter fewer obstacles and difficulties in your daily life.
- You get more respect and love from people.
- Life smiles at you.

Simple Tips for Developing a Positive Attitude:

1. Choose to be happy. Yes, it is a matter of choice. When negative thoughts enter your mind, just refuse to look at them, doing your best to substitute them with happy thoughts
2. Look at the bright side of life. It's a matter of choice and repeated attempts.
3. Choose to be optimistic.
4. Find reasons to smile more often. You can find such reasons, if you search for them.
5. Have faith in yourself, and believe that the Universe can help you.
6. Associate yourself with happy people.
7. Read inspiring stories.
8. Read inspiring quotes.
9. Repeat [affirmations](#) that inspire and motivate you.
10. [Visualize](#) only what you want to happen, not what you don't want.

11. Learn [Learn to master your thoughts](#)

Positive thinking is a mental and emotional attitude that focuses on the bright side of life and expects positive results. A positive person anticipates happiness, health and success, and believes he or she can overcome any obstacle and difficulty.

Positive thinking is not a concept that everyone believes and follows. Some, consider it as nonsense, and scoff at people who follow it. However, there is a growing number of people, who accept positive thinking as a fact, and believe in its effectiveness.

12. It seems that this subject is gaining popularity, as evidenced by the many books, lectures and courses about it.

13. To use it in your life, you need more than just to be aware of its existence. You need to adopt the attitude of positive thinking in everything you do.

14. How Positive Thinking Works

15. The following story illustrates how this power works:

16. Allan applied for a new job, but he didn't believe he will get it, since his self-esteem was low, and he considered himself as a failure and unworthy of success.

17. He had a negative attitude toward himself, and therefore, believed that the other applicants were better and more qualified than him.

18. Allan's mind was occupied with [negative thoughts](#) and fears concerning the job, for the whole week preceding the job interview. He actually, anticipated failure.

19. On the day of the interview, he got up late, and to his horror he discovered that the shirt he planned to wear was dirty, and the other one needed ironing. As it was already too late, he went out wearing a wrinkled shirt and without eating breakfast.

20. During the interview, he was tense, negative, hungry and worried about his shirt. All this, [distracted his mind](#) and made it difficult for him to focus on

the interview. His overall behavior made a bad impression, and consequently, he materialized his fear and did not get the job.

21. Jim applied for the same job too, but approached the matter in a different way. He was sure that he was going to get the job. During the week preceding the interview, he often visualized himself making a good impression and getting the job.

22. In the evening before the interview, he prepared the clothes he was going to wear, and went to sleep a little earlier. On day of the interview, he woke up earlier than usual, and had ample time to eat breakfast, and then to arrive to the interview before the scheduled time.

23. Positive Thinking Is a Way of Life

24. **With a positive attitude** we experience pleasant and happy feelings. This brings brightness to the eyes, more energy, and happiness. Our whole being broadcasts good will, happiness and success. Even our health is affected in a beneficial way. We walk tall, our voice is more powerful, and our body language shows the way we feel.

25. **Positive and negative thinking are contagious.**

26. We affect, and are affected by the people we meet, in one way or another. This happens instinctively and on a subconscious level, through words, thoughts and feelings, and through body language.

27. Is it any wonder that we want to be around positive people, and prefer to avoid negative ones?

28. People are more disposed to help us, if we are positive, and they dislike and avoid anyone broadcasting negativity.

29. Negative thoughts, words and attitude, create negative and unhappy feelings, moods and behavior. When the mind is negative, poisons are released into the blood, which cause more unhappiness and negativity. This is the way to failure, frustration and disappointment.

Positive Thinking Instructions and Advice

In order to turn the mind toward the positive, some inner work is required, since attitude and thoughts do not change overnight.

1. Read about this subject, think about its benefits, and persuade yourself to try it. The power of your thoughts is a mighty power that is always shaping your life. This shaping is usually done subconsciously, but it is possible to make the process a conscious one. Even if the idea seems strange, give it a try. You have nothing to lose, but only to gain.
2. Ignore what other people say or think about you, if they discover that you are changing the way you think.
3. Use your imagination to visualize only favorable and beneficial situations.
4. Use positive words in your inner dialogues, or when talking with others.
5. Smile a little more, as this helps to think positively.
6. Once a negative thought enters your mind, you have to be aware of it, and endeavor to replace it with a constructive one. If the negative thought returns, replace it again with a positive one. It is as if there are two pictures in front of you, and you have to choose to look at one of them, and disregard the other. Persistence will eventually teach your mind to think positively, and to ignore negative thoughts.
7. In case you experience inner resistance and difficulties when replacing negative thoughts with positive ones, do not give up, but keep looking only at the beneficial, good and happy thoughts in your mind.
8. It doesn't matter what your circumstances are at the present moment. Think positively, expect only favorable results and situations, and circumstances will change accordingly. If you persevere, you will transform the way your mind thinks. It might take some time for the changes to take place, but eventually they will.
9. Another useful technique is the repetition of [affirmations](#). This technique is similar to [creative visualization](#), and can be used together with it.

Not at all, rarely, sometimes, very often

1. When my boss or a customer asks to speak with me, I instinctively assume that he or she wants to discuss a problem or give me negative feedback.
2. When I experience real difficulty at work/home, I also feel negative about other parts of my life.
3. When I experience a setback, I tend to believe the obstacle will endure for the long-term, e.g. "The funding didn't come through, so I guess that means they hate the project. All that work for nothing."
4. When a team I am on is functioning poorly, I believe that the cause is short-term and has a straightforward solution. For example, "We're not working well at the moment, but if we can fix this problem, then we'll do much better!"
5. When I'm not chosen for an assignment I really want, I tend to believe that I just don't have the specific skills they are looking for right now, as opposed to thinking I am generally unskilled.
6. When something happens that I don't like or appreciate, I can tend to conclude that the cause is widespread in nature and will continue to plague me. For example, "My assistant didn't 'cc' me on that email she sent to my boss. Administrative assistants are all out to prove how much smarter they are than their supervisors."
7. When I perform very well on an assignment, I believe that it's because I'm generally talented and smart, as opposed to thinking I am good in that one very specific area.
8. When I receive a reward or recognition, I can tend to figure that luck or fate played more of a role than my actual work or skill. For example, "They asked me to be the key note speaker at the conference next year. I guess the other guys were all busy."
9. When I come up with a really good idea, I am surprised by my creativity. I figure it is my lucky day, and caution myself not to get used to the feeling.

10. When something bad happens at work, I see the contributions that everyone made to the mistake, as opposed to thinking that I am incompetent and to blame.
11. After winning an award/recognition/contract, I believe it's because I am better than the competition. For example, "We won that large contract against two strong competitors. We're simply better than they are."
12. As the leader, when my team completes a project, I tend to attribute the success to the hard work and dedication of the team members, as opposed to my skilled leadership.
13. When I make a decision that proves to be successful, it's because I have expertise on the subject and analyzed that particular problem really well, as opposed to being generally a strong decision maker.
14. When I achieve a long-term and personally challenging goal, I congratulate myself, and think about all the skills that I used in order to be successful.

1.2 BODY LANGUAGE

Body Language - an element of Communication skills

1. Introduction

Communication involves the process of conveying across a message which can be your thought, opinion, view or feeling. But sending across the right message with the right attitude is termed as effective communication. Most of the times, lack of proper communication skills will tend to send cross the wrong message resulting in bad communication. Communication can be of many types with the five major types defined as Written, Oral, Verbal, Electronic and Non-Verbal, termed in short as WOVEN. The last type of communication and more specifically body language is our topic of importance here. Body language is a form of non-verbal communication which comprises of the body movements, postures, expressions, facial reactions, gestures and eye movements. This form of non-verbal communication uses the subconscious mind and visual perception to convey and receive messages. It is a very popular notion that only 7% of our communication depends on the words we use, the rest 93% depends on the

language the body speaks. By visualising the body language the listener can determine the mood of the sender and can analyze the seriousness of the message.

2. Body language is a subtle reaction that is sent by the body based on the information that needs to be conveyed. Though most of the times body language convey positive information, it also conveys negative tones at times. You can convey to the sender either you are interested in his conversation or that you are utterly bored based on your body language. The below are ten tips to improve your body language so as to send a positive message through it.

Body language is another means of communication. Sometimes it can send signals stronger than words. Body language is controlled by your subconscious mind, so a reader can actually understand if there's a difference in what you are saying and thinking. In order to ensure that your words and body language compliment each other, you need to read and practice a bit.

What are the gestures which you should avoid while talking to some body? What gestures can make you sound more positive? How can you show your agreement/ disagreement without speaking out? Has this worked for you? It will be interesting to know your thoughts on this.

Body Language or Body Movements (Kinesics)

Body movements include gestures, posture, head and hand movements or whole body movements.

Body movements can be used to reinforce or emphasise what a person is saying and also offer information about the emotions and attitudes of a person. However, it is also possible for body movements to conflict with what is said.

A skilled observer may be able to detect such discrepancies in behaviour and use them as a clue to what someone is really feeling and thinking.

There are several different categories of body movement, these include:

Emblems

Gestures that serve the same function as a word are called emblems.

For example, the signals that mean 'OK', 'Come here!', or the hand movement used when hitch-hiking. However, be aware that whilst some emblems are internationally recognised, others may need to be interpreted in their cultural context.

For more about this, see our page on [Non-Verbal Communication](#).

Illustrators

Gestures which accompany words to illustrate a verbal message are known as illustrators.

For example, the common circular hand movement which accompanies the phrase 'over and over again', or nodding the head in a particular direction when saying 'over there'.

Regulators

Gestures used to give feedback when conversing are called regulators.

Examples of 'regulators' include head nods, short sounds such as 'uh-huh', 'mm-mm', and expressions of interest or boredom. Regulators allow the other person to adapt his or her speech to reflect the level of interest or agreement. Without receiving feedback, many people find it difficult to maintain a conversation. Again, however, they may vary in different cultural contexts.

Adaptors

Adaptors are non-verbal behaviours which either satisfy some physical need.

Adaptors include such actions as scratching or adjusting uncomfortable glasses, or represent a psychological need such as biting fingernails when nervous.

Although normally subconscious, adaptors are more likely to be restrained in public places than in the private world of individuals where they are less likely to be noticed. Adaptive behaviours often accompany feelings of anxiety or hostility.

Impact of body language

Body language often has great impact in transmitting messages to the listener. Facial expression and eye movements are very important while conveying your feelings. Smile on the face reflects confidence. If you are in meeting and you are not moving your eyes over all the participants, you will fail to add impact. You need to maintain intensity of voice to match the heat of the topic. Good posture coordinates your verbal language. If you have right body posture, you can easily control your voice. Your body weight needs to be equally balanced on the feet to have correct posture. Try to notice your body posture when you are happy and confident. You will find that your body is equally balanced and consequently, you are taking full breath at ease and body is moving synchronously with your voice.

Body language plays an essential role in communicating with people. Body language comprises of the gestures and movements we make of the different parts of our body when communicating with people. Many a times, body language speaks more than words. Certainly, the body language must be in synch with the words.

Points to remember:

- Never be up tied or stiff while making movements.
- Avoid body language that may be misunderstood or look unprofessional. E.g. Winking
- A consistent eye contact is a positive sign and must be used
- Avoid fiddling with things around. It may distract the attention
- Each body part movement signifies something and helps in interpreting. E.g. Standing with hands on hips signifies aggressions, nodding signifies agreement and active listening, biting nails signifies nervousness.
- Unlike emails, body language does not give time to think. Hence they must be used appropriately.

Why body language

- Body language can instantly help to evaluate the interest of people
- It is a personal way of expressing emotions when words don't help
- It can communication interesting and non monotonous

Positive body gestures

Positive body gestures are a sign of confidence and security. They are a sign of active participation and leave a good impression. Positive gestures include:-

- Walking upright
- Shaking hands confidently
- Having a pleasant face.
- Nodding head is a positive gesture
- A steady eye contact

Negative body gestures

Following negative gestures are a sign of insecurity and restlessness. Such gestures show a lack of confidence. Such gestures should be avoided in interviews or meetings.

- Being up tied
- Biting nails
- Getting distracted
- Faking a smile
- Looking at something else while talking instead of the speaker
- Proper etiquettes should be followed.

Kinesics or study of body language must be understood by all. Whether it is an interview or a presentation, one must be aware of how to use body language effectively.

Read on to understand more about various non verbal components of communication...

3. **Eye Contact:** Always maintain eye contact with your audience. However, a person must ensure that he / she should not fix his gaze at one person for more than 5 seconds. Too much fluttering of eyes could indicate lack of confidence. Staring at a person could be daunting and hence is not such a good idea.
4. **Hand Shake:** While shaking hands especially in a professional environment, the hand shake should be firm and not loose. An iron handshake [very strong handshake] can indicate that a person is trying to dominate.
5. **Crossing your Arms:** Crossing your arms could imply that a person is not open to new ideas / opinion especially in case of giving a presentation. However, in a one-on-one interview if the interviewer has his / her arms crossed, the candidate could do the same.
6. **Sitting Posture:** Leaning on a chair is not a good idea. One must sit upright though in a relaxed position. Sitting back in your chair implies lack of interest or rejection.

7. **Gesture:** Gesture refers to a type of non verbal communication which uses a part of the body with or without verbal communication. Gestures include facial expressions, nods [which is a sign of approval in most cultures], head bobbling / shaking.
8. **Facial Expression:** The face is a best reflection of what a person feels. More often than not it is easy to recognize if a person is happy, sad, anxious, irritated, or excited. It is very important that in a professional scenario a person must control his / her facial expressions. For e.g. If a presenter gets a feel that his presentation is not going on very well, he / she should not show the sign of losing of hope and instead try for a greater involvement from the participants.
9. 1. **Fiddling** – This is one major habit that many people exhibit. Some people tend to get impatient at times and would start playing with their watch or pen or mobile. If fiddling is a habit that is deep rooted in you, find out ways to put an end to this habit. Try to focus and concentrate on the message communicated and keep your hands clear off things.
- 10.2. **Tapping** – Just like fiddling, tapping or moving your hands and/or legs continuously can cause the sender to become distracted and irritated. Whether you are a sender or a receiver of information, it is not advisable to display actions like twitching, scratching, drumming or tapping on the floor or the table as this will also tend to distract the sender. Hence, keep your hands and legs in a formal position and project a straight posture when you listen to someone.
- 11.3. **Clock Watching** – In between a lecture when you look at the clock, it would make the sender assume that you are not interested in his talk. So avoid looking at the clock and pay complete attention to the sender.
- 12.4. **Eye Contact** – Look at the person's eye when you talk to an individual. Such kind of an action will instill genuineness in your communicated opinions.
- 13.5. **Staring** – Knowing how to stare or blink is equally important as establishing an eye contact. Once you have established eye contact, make sure that you blink occasionally and do not stare continuously as it would indicate that you are bored of the conversation.
- 14.6. **Body Position** – An effective communication requires special attention on body position. Stand straight and tall when you say something, it improves your confidence levels.
- 15.7. **Smile** – Introduce a smile on your face when you are in a conversation. When you talk with a smile on the face, it improves voice clarity and also makes you feel relaxed and peaceful.

- 16.8. ***Arms crossed*** – Arm position also forms a part of body language. When your arms are crossed, it is one of the negative responses your body can provide indicating that you are on a defensive mode. Thus keep your arms open and be in a relaxed position to inform the listener that you are open for discussion.
- 17.9. ***Touching your face*** – Do not touch your facial parts with your hands when in a discussion. Such a kind of practice will show that you are timid and are not confident on what you are hearing or saying. So keep your hands off your face. Your hands are better kept along the sides of your body.
- 18.10. ***Hiding your hands*** – People who hide their hands are believed to be hiding secrets in a discussion. Such people lose the trust of the other person. Thus keep your hands along the sides of your body and keep them open.

1. 3 SWOT/SWOC ANALYSIS

The term SWOT is popularly used in strategic management literature where these words are referred as follows”

S= STRENGTH

W= WEAKNESS

O=OPPORTUNITIES

T=THEATRE

SWOC refers to Strength, Weakness, Opportunities, and Challenges.

SWOT is a structured planning method used to evaluate the strengths, weaknesses, opportunities and threats involved in a project or in a business venture. The managers use the SWOT/SWOC analysis to identify the unique strengths and weaknesses which they have to overcome and match these internal strengths and weaknesses with opportunities and threats residing in the external environment. These techniques of SWOT analysis can also be used in different communication situations by an individual as well as by the organisation.

- The individual manager can use the SWOT analysis to identify his/her strengths and weaknesses of communication skills with various opportunities and threats existing and emerging in the external environment.
- The organisation can use the SWOT analysis to know the strengths and weaknesses of its communication network both formal and informal to

exploit the opportunities and to block the threats of the existing and ever changing business environment.

USE OF SWOT ANALYSIS BY AN INDIVIDUAL

An individual manager can analyse his strengths and weaknesses and identify opportunities and threats residing in the environment. According to the situation, he can overcome his weaknesses in the light of communication situation. For example, take the following example of an individual manager Mr. ABC.

ABC's SWOT ANALYSIS

STRENGTHS	WEAKNESSES
➤ Eloquence of speech	Aggressiveness
➤ Power of Persuasion	Inability to read body language
➤ Clarity of message	Emotional reactions
OPPORTUNITIES	THREATS
➤ Negotiation	Language Barriers
➤ Persuasion	Cultural differences
➤ Motivation	

The person with above SWOT analysis Mr. ABC should control his emotional reactions and aggressiveness by keeping his temperament calm and quiet. He can overcome the language barrier and cultural differences by showing genuine respect for the other person. By overcoming these weaknesses and blocking threats, he can effectively negotiate, persuade and motivate the other person.

Take another example of another manager Mr. B

B's SWOT analysis

STRENGTHS	WEAKNESSES
• Erudition of writing	Lack of knowledge of the legal matters
• Clarity of message	Unclear pronunciation
• Creative thinking	Impatience
OPPORTUNITIES	THREATS

• Letter writing	Ignorance about computer
• Information sharing	Ignorance about Fax, E.Mail
• Writing Notices , agendas	Ignorance about Typing

The person with above SWOT analysis Mr.B can overcome his weaknesses by reading the legal matters for writing letters, advertisements copy etc. He need not speak, but write the clearly thought out message in compact and complete language. In today's era of information technology revolution, he should try to master the skill of typing on threat of technology, he can become a good business writer.

1.4 EMOTIONAL INTELLIGENCE

EMOTIONAL INTELLIGENCE

[Emotional intelligence](#) is the ability to identify and manage your own emotions and the emotions of others. It is generally said to include three skills: emotional awareness; the ability to harness emotions and apply them to tasks like thinking and problem solving; and the ability to manage emotions, which includes regulating your own emotions and cheering up or calming down other people.

DANIEL GOLEMAN'S FIVE COMPONENTS OF EMOTIONAL INTELLIGENCE

Emotional Intelligence, as a psychological theory, was developed by [Peter Salovey](#) and [John Mayer](#).

"Emotional intelligence is the ability to perceive emotions, to access and generate emotions so as to assist thought, to understand emotions and emotional knowledge, and to reflectively regulate emotions so as to promote emotional and intellectual growth."

- Mayer & Salovey, 1997

The following steps describe the five components of emotional intelligence at work, as developed by [Daniel Goleman](#). Goleman is a science journalist who

brought "emotional intelligence" on the bestseller list and has authored a [number of books](#) on the subject, including "Emotional Intelligence," "Working With Emotional Intelligence," and, lately, of "[Social Intelligence: The New Science of Human Relationships](#)."

An article on the relation between Goleman and the psychological research community appeared in [Salon, on June 28, 1999](#).

EMOTIONAL INTELLIGENCE

Emotional intelligence has become one of the most popular management buzzwords. Psychologists have shown that high intelligence quotient cannot guarantee success in life. On the other hand, people with better knowledge of their as well as other's emotions are more successful in life. Emotions are the building blocks of each relationship in our lives and cannot be overlooked as they override our thoughts and profoundly influence our behaviour. In fact, all emotions are in essence impulses to act, the instant plans for handling various matters of life and their speed of functioning is very high compared with intellect.

Emotional intelligence is the ability to recognize, regulate and effectively communicate our emotions and to recognize the emotions of other people. It is the ability, capacity or skill to perceive, assess and manage the emotions of one's self or of others, and of the large group.

In 1920, E.L. Thorndike of Columbia University used the term "Social Intelligence" to describe the skill of getting along with other people. In 1975, Howard Gardner of Harvard University pioneered the concept of Multiple Intelligence which is broader in scope compared with traditional measures of IQ that focuses on language and mathematical dimension of the intelligence, and includes these types of intelligences: Interpersonal and Intrapersonal besides other intelligences like logical, linguistic, musical, existential, special, etc. The concept of interpersonal and intrapersonal was further elaborated and developed by Mayer and Salovey(1997) and Daniel Goleman(1995, 2001).

Daniel Goleman popularized the concept of emotional intelligence. Originally Daniel Goleman (1995) proposed five components of Emotional Intelligence : Self awareness, self-regulation, motivation (Personal Competence) empathy and social skills with 25 competencies. His later on version in his book The New Leaders (2001) simplifies the model into four domains : self awareness, self-management, social awareness and relationship management with eighteen competencies.

COMPONENTS OF EMOTIONAL INTELLIGENCE

Daniel Goleman proposes four components of emotional intelligence:

- Self Awareness
- Self Management
- Social Awareness
- Relationship Management

1. Self-Awareness

The first component Self Awareness is the ability to know, “What one feels” This means recognizing and understanding one’s emotions in the moment as well as one’s tendencies across time and situation.

This includes :

- Emotional self-awareness,
- Accurate self assessment and
- Self-confidence

2. Self-Management

The second component Self-Management means using awareness of emotion to manage response of different situations. This component involves the ability to regulate the distressing effect of negative emotions and to inhibit emotional detachment and impassivity.

This component include six competencies:

- Emotional self control,
- Transparency,
- Adaptability,
- Achievement,
- Initiative and
- Optimism.

3. Social Awareness

The third component Social awareness means understanding the perspective of other people including their motivation, their emotions and meanings of what they say.

This component includes three competencies:

- Empathy,
- Organizational awareness and
- Service.

4. Relationship Management

The fourth component Relationship Management means using awareness of one's own emotions and of the others to manage relationship to a successful outcome.

This component includes competencies such as:

- Inspirational leadership,
- Influence,
- Developing others,
- Change catalyst,
- Conflict management,
- Building bonds,
- Teamwork and Collaboration.

ROLE OF EMOTINAL INTELLIGENCE IN COMMUNICATION

Emotional Intelligence is the foundation of all verbal and non-verbal communication.

It helps a person to become an effective communicator in following ways:

- Enables to understand oneself in better and effective way.
- Enables oneself to overcome negative emotions.
- Helps to listen other empathically.
- Empowers to build healthy and harmonious relationships.
- Helps to strengthen existing relationships.
- Enhances the abilities to communicates effectively.
- Enables one to feel harmony i.e. “ being comfortable with oneself as well as with others”(Ramesh Baleskar)

- Elaborating Daniel Goleman's distinct components and capabilities, the following discussion explains the role of emotional intelligence in effective communication.

The Five Components of Emotional Intelligence

Self-awareness. The ability to recognize and understand personal moods and emotions and drives, as well as their effect on others. Hallmarks* of self-awareness include self-confidence, realistic self-assessment, and a self-deprecating sense of humor. Self-awareness depend on one's ability to monitor one's own emotion state and to correctly identify and [name one's emotions](#).

[*A hallmark is a sure sign: since self-awareness is [necessary](#) for, say, realistic self-assessment, that is, without self-awareness no realistic self-assessment, the presence of of realistic self-assessment is a sure sign (sufficient to conclude that there is) self-awareness.]

Self-regulation. The ability to control or redirect disruptive impulses and moods, and the propensity to suspend judgment and to think before acting. Hallmarks include trustworthiness and integrity; comfort with ambiguity; and openness to change.

[Internal motivation](#). A passion to work for internal reasons that go beyond money and status -which are [external rewards](#), - such as an inner vision of what is important in life, a joy in doing something, curiosity in learning, a [flow that comes with being immersed in an activity](#). A propensity to pursue goals with energy and persistence. Hallmarks include a strong drive to achieve, [optimism](#) even in the face of failure, and organizational commitment.

Empathy. The ability to understand the emotional makeup of other people. A skill in treating people according to their emotional reactions. Hallmarks include expertise in building and retaining talent, cross-cultural sensitivity, and service to clients and customers. (In an educational context, empathy is often thought to include, or lead to, sympathy, which implies concern, or care or a wish to soften negative emotions or experiences in others.) See also [Mirror Neurons](#). It is important to note that empathy does not necessarily imply compassion. Empathy can be 'used' for compassionate or cruel behavior. Serial killers who marry and kill many partners in a row tend to have great emphatic skills!

Social skills. Proficiency in managing relationships and building networks, and an ability to find common ground and build rapport. Hallmarks of social skills include effectiveness in leading change, persuasiveness, and expertise building and leading teams.

ACCORDING TO DANIEL GOLEMAN, AN AMERICAN PSYCHOLOGIST WHO HELPED TO POPULARIZE EMOTIONAL INTELLIGENCE, THERE ARE FIVE KEY ELEMENTS TO IT:

- Self-awareness.
- Self-regulation./management
- Motivation./ Relationship management
- Empathy.
- Social skills

The following includes a brief overview of the 5 main components (as stated by [Daniel Goleman](#)) of Emotional Intelligence. The main identifying characteristics of Emotional Maturity are made possible by the Emotional Intelligence component.

1. Self-awareness: Recognize and understand your own moods and motivations and their effect on others. To achieve this state, you must be able to monitor your own emotional state and identify your own emotions. *Emotional Maturity in this trait shows:*

- Confidence
- Sense of humor (can laugh at self)
- Aware of your impression on others (can read the reactions of others to know how you are perceived)

2. Self-Regulation: Controlling your impulses—instead of being quick to react rashly, you can reign in your emotions and think before responding. You express yourself **appropriately**. *Emotional Maturity in this trait shows:*

- **Conscientious** and take personal responsibility for your own work/deeds.
- Adaptable (and favorable) to change
- When someone is complaining or is rude to you, you do not respond in kind. You respond in a manner which would not escalate the situation. (At this point, you will also realize that when someone expresses anger at you, they're not always angry at you; they're often just angry and want to take it out on someone.)

3. Internal Motivation: Internal motivation is marked by an interest in learning. It is also self-improvement vs. a pursuit of wealth and status (as a pursuit of wealth and status is an external motivator). *Emotional Maturity in this trait shows:*

- Initiative and the commitment to complete a task

- Perseverance in the face of adversity

4. Empathy: The ability to understand another person's emotional reaction. This is only possible when one has achieved self-awareness—as one cannot understand others until they understand themselves. *Emotional Maturity in this trait shows:*

- **Perceptive** of other's emotions and taking an active interest in their concerns.
- **Proactive**—able to anticipate someone's needs and the appropriate reaction.
- Social Situations such as office politics do not phase one who has a firm grasp of empathy.

5. Social Skills: Identifying social cues to establish common ground, manage relationships and build networks. *Emotional Maturity in this trait shows:*

- **Communication:** Listening and responding appropriately
- **Influence and Leadership:** The ability to guide and inspire others
- **Conflict Management:** The ability to diffuse difficult situations using persuasion and negotiation.

10 WAYS TO ENHANCE YOUR EMOTIONAL INTELLIGENCE:

1. *Don't interrupt or change the subject.* If feelings are uncomfortable, we may want to avoid them by interrupting or distracting ourselves. Sit down at least twice a day and ask, "How am I feeling?" It may take a little time for the feelings to arise. Allow yourself that small space of time, uninterrupted.

2. *Don't judge or edit your feelings too quickly.* Try not to dismiss your feelings before you have a chance to think them through. Healthy emotions often rise and fall in a wave, rising, peaking, and fading naturally. Your aim should be not to cut off the wave before it peaks.

3. *See if you can find connections between your feelings and other times you have felt the same way.* When a difficult feeling arises, ask yourself, "When have I felt this feeling before?" Doing this may help you to realize if your current emotional state is reflective of the current situation, or of another time in your past.

4. *Connect your feelings with your thoughts.* When you feel something that strikes you as out of the ordinary, it is always useful to ask, "What do I think about that?" Often times, one of our feelings will contradict others. That's normal. Listening to your feelings is like listening to all the witnesses in a court case. Only by admitting all the evidence will you be able to reach the best verdict.

5. *Listen to your body.* A knot in your stomach while driving to work may be a clue that your job is a source of stress. A flutter of the heart when you pick up a girl you have just started to date may be a clue that this could be "the real thing." Listening

to these sensations and the underlying feelings that they signal will allow you to process with your powers of reason.

6. *If you don't know how you're feeling, ask someone else.* People seldom realize that others are able to judge how they are feeling. Ask someone who knows you (and whom you trust) how you are coming across. You may find the answer both surprising and illuminating.

7. *Tune in to your unconscious feelings.* How can you become more aware of your unconscious feelings? Try free association. While in a relaxed state, allow your thoughts to roam freely and watch where they go. Analyze your dreams. Keep a notebook and pen at the side of your bed and jot down your dreams as soon as you wake up. Pay special attention to dreams that repeat or are charged with powerful emotion.

8. *Ask yourself: How do I feel today?* Start by rating your overall sense of well-being on a scale of 0 and 100 and write the scores down in a daily log book. If your feelings seem extreme one day, take a minute or two to think about any ideas or associations that seem to be connected with the feeling.

9. *Write thoughts and feelings down.* Research has shown that writing down your thoughts and feelings can help profoundly. A simple exercise like this could take only a few hours per week.

10. *Know when enough is enough.* There comes a time to stop looking inward; learn when its time to shift your focus outward. Studies have shown that encouraging people to dwell upon negative feelings can amplify these feelings. Emotional intelligence involves not only the ability to look within, but also to be present in the world around you.

1.5 NETIQUETTE:

Netiquette is a set of rules of manner and conduct observed while communicating on the Internet, using e-mail, voice mail, etc. In other words, etiquette to be observed and followed by netizens is known as netiquette. Netiquette refers to the good practices and customs that are commonly followed while you are online. It is a combination of the words 'net' and 'etiquette'. Try to avoid bulky attachments while sending e-mail. Do not forward e-mails for fun. It is also not advisable to forward someone's e-mail without their permission.

General Netiquette

Though business etiquette varies from region to region and country to country yet there are some accepted and universally applicable etiquettes:

1. Ethical behaviour

Ethical behaviour is absolutely essential. One can influence the other person with his or her mannerism or sweet words but the impression so created does not last long. Only persons of ethics can leave lasting impression. Therefore do unto others as you'd have others do unto you. Therefore if you do not like to be hurt by someone, do not hurt others. If you do not like to be dealt insincerely, do not treat others insincerely. If you do not want to see obscene comments, avoid such things.

2. Sensitivity

Sensitivity to the feelings and needs for other person is an important hall mark of the netiquette. In situation of communicating with foreigners through internet, one should be more sensitive to watch which gesture or words please other and which annoys.

3. Warm and friendly behaviour

Warm and friendly behaviour is an essential aspect of friendly attitude, the other person feels at home and becomes open to communicate freely. This warmth and friendly attitude should be demonstrated with appropriate words of respect.

4. Diplomacy

Sometimes the ingenuine claims of the other persons have to be tackled. For this, one should choose the appropriate, carefully thought words. On the other hand, thoughtless words and reactive language flowing out of quick response of the impulses can tarnish the image. One should choose the acceptable forms of expressions of the feelings.

5. Appearance of the message

The message to be conveyed through e-mail or social media should be drafted first, proof-read and then conveyed. Spelling errors or inappropriate punctuations marks can destroy the impact of the message.

6. Respect for others' time and bandwidth

Demonstrate respect for others' culture, customs and traditions. To demonstrate respect, one should:

- (a) Never make jokes or remarks that mock another's race/gender/age/disability/religion.
- (b) Pay attention to other's message.

- (c) Respect others' time and attention by drafting the message in careful manner. The message should not be length to make the other person feel bored. It should not be too short to convey the complete sense.
- (d) Do not simply give one-word answers or very short reply to convey rudeness.
- (e) Do not use foul language or swear words.
- (f) Do not exchange derogatory jokes or comments.
- (g) Be careful to the limit to the amount of data being conveyed through e-mail or social media network.

6. Respect other person's privacy

Sometimes you have to use other person's computer for e-mailing and that person has left his e-mail open. In such a case, you should avoid reading his e-mails and respect his or her privacy.

7. Share expert knowledge

Basically internet was invented by scientists to share their expert knowledge. But with passage of time, it has accepted wider application in the business world. While using internet, try to share the expert knowledge that an benefit other and do justice with other's time and attention. For this, you should avoid grabbing other person's attention on useless and irrelevant matters.

A few important rules of netiquette are listed here:

- Be duly informed about computer and Internet Vocabulary.
- Be informed about hi-tech punctuations like 'underscore', appropriate use of italics, and what acronyms like HTML, CML and CD-Rom stand for.
- Avoid short forms, such as BCNU (be seeing you) or IMHO (in my humble opinion), during formal communication.
- Plan and focus on what you need to express.
- Prioritize your need for information.
- It is preferable to use a twenty-four hour, military time format while communication on the net (for example, say 1800 hours for 6 p.m).
- Assign priority to e-mail messages such as high, normal or low.
- Compose compact and meaningful messages. The shorter your messages, the more likely it is that they will be read and understood. But do not make them so short that they are abrupt or unclear. Use full sentences and explain clearly. Remember to paragraph just the same as in other business documents.

- Use short and concise sentences. Taping away at the keyboard as you think, it is easy to allow sentences to become too long. Read through your message carefully and improve clarity and understanding.
- Avoid double spacing the entire e-mail message. Present your messages attractively. Use numbers, bullets or sub-headings if possible. This will add to the clarity of your message.
- Edit-e-mails before sending them out to avoid embarrassment. Take pride in your finished message. Make sure your message is accurate, brief and clear as well as attractively presented. In this way, it will be understood and will achieve the desired results.
- Keep your password or personal identification number secret.
- Be sure to hit the right button on the keyboard.
- E-mail messages that contain intensive, insulting or critical comments are called 'flames'. Avoid such e-mails.
- Rely on witting skills rather than on emotions and other gimmicks. Just as a business letter is an ambassador for your company, so is your e-mail. Don't allow the speed and ease of e-mail to make your messages abrupt, abbreviated and error-filled. Write your messages with care, considering all the rules of modern business writing.
- Do not write phrases or sentences in capitals; take off the caps lock. Even though you want to get noticed, do not use capitals in e-mail messages-this is like shouting, it is rude and will usually be counterproductive. Do not use excessive punctuation.
- Replace formal salutation like 'Dear Leslie' with 'Hi Leslie' or even just 'Leslie' when writing informal e-mails. Use formal greetings such as 'Dear Mrs. Leslie' while writing business e-mails. Similarly, replace 'Yours sincerely' with 'Best Wishes' or 'Thanks' while signing off on an e-mail. Avoid using terms such as 'To whomsoever it may concern', etc.
- Give your messages a clear and specific subject heading. People are most likely to read important-looking e-mails first. Also don't 'compose' a new message every time you need to reply as it will break the thread of the subject and probably cause the recipient to misplace important information quite easily.
- Don't spam or forward chain mails. Ensure that you never forward any personal chain mails or other personal e-mails to business colleagues from your business account. This is considered spamming and is rude. It will also create an unprofessional impression about you in your workplace or with your clients.
- Protect company confidentially. Always check what kind of information you are allowed to send over e-mails as you could, mistakenly, reveal confidential

company information to people who might misuse it. With hacking becoming very common, it is of the utmost importance that information be protected and not just sent over common, unprotected e-mail services.

TASKS

- a. What is netiquette? Why is it important?
- b. List two ways in which you may have violated netiquette recently. What corrective action did you take?
- c. Choose the right answer from the options below.
- b. Typing in all caps is the equivalent of
 - a. A handshake
 - b. Shouting
 - c. Extreme anger
 - d. Happiness
- c. Hate filled or off the cuff e-mail responses are known as.....
 - a. h-mails
 - b. spam
 - c. flame
 - d. forwards
- d. HTML stands for
 - a. Hyper Text Markup Language
 - b. Hyper Time Meaning Language
 - c. Hot Tuning Mascot Learning
 - d. How To Markup Language

What is the purpose of Netiquette?

"**Netiquette**" refers to Internet etiquette. This simply means the use of good manners in online communication such as e-mail, forums, blogs, and social networking sites to name a few. It is important to use **netiquette** because communication online is non-verbal.

Basic Rules of Netiquette:

Netiquette: Rules of Behavior on the Internet. The etiquette **guidelines** that govern behavior when communicating on the Internet have become known as **netiquette**. **Netiquette** covers not only **rules** of behavior during discussions but also **guidelines** that reflect the unique electronic nature of the medium.

Using Proper Netiquette: Common courtesy and appropriate behavior in everyday life is referred to as etiquette. Appropriate behavior online is known as **Netiquette**. The key to **netiquette** is to remember that the people with whom you are communicating cannot see you, read your body language or hear the tone of your voice.

Netiquette, a colloquial portmanteau of **network etiquette** or **Internet etiquette**, is a set of social conventions that facilitate interaction over networks, ranging from Usenet and mailing lists to blogs and forums.

UNIT-II : PARAGRAPH WRITING:

II.1 PARAGRAPH STRUCTURE

1. Step 1: Decide the Topic of Your Paragraph. ...
2. Step 2: Develop a Topic Sentence. ...
3. Step 3: Demonstrate Your Point. ...
4. Step 4: Give Your Paragraph Meaning. ...
5. Step 5: Conclude. ...
6. Step 6: Look Over and Proofread.

STEP-I

DECIDE THE TOPIC OF YOUR PARAGRAPH:

Before you can begin writing, you need to know what you are writing about.

First, look at the writing prompt or assignment topic. As you look at the prompt, note any key terms or repeated phrases because you will want to use those words in your response.

Then ask yourself:

- On what topic am I supposed to be writing?
- What do I know about this topic already?
- If I don't know how to respond to this assignment, where can I go to find some answers?
- What does this assignment mean to me?

How do I relate to it?

After looking at the prompt and doing some additional reading and research, you should better understand your topic and what you need to discuss.

STEP-II

DEVELOP A TOPIC SENTENCE

Before writing a paragraph, it is important to think first about the topic and

then what you want to say about the topic. Most often, the topic is easy, but the question then turns to what you want to say about the topic. This concept is sometimes called the controlling idea.

Strong paragraphs are typically about one main idea or topic, which is often explicitly stated in a topic sentence.

Good topic sentences should always contain both (1) a topic and (2) a controlling idea.

The topic – The main subject matter or idea covered in the paragraph.

The controlling idea – This idea focuses the topic by providing direction to the composition.

Read the following topic sentences. They all contain a topic (in orange) and a controlling idea (in purple).

When your paragraphs contain a clearly stated topic sentence such as one of the following, your reader will know what to expect and, therefore, understand your ideas better.

Examples of topic sentences:

- People can avoid plagiarizing by taking certain precautions.
- There are several advantages to online education.
- Effective leadership requires specific qualities that anyone can develop.

STEP-III

DEMONSTRATE YOUR POINT

After stating your topic sentence, you need to provide information to prove, illustrate, clarify, and/or exemplify your point. Ask yourself: • What examples can I use to support my point? • What information can I provide to help clarify my thoughts? • How can I support my point with specific data, experiences, or other factual material? • What information does the reader need to know in order to see my point? Here is a list of the kinds of information you can add to your paragraph:

After stating your topic sentence, you need to provide information to prove, illustrate, clarify, and/or exemplify your point.

Ask yourself:

- What examples can I use to support my point?
- What information can I provide to help clarify my thoughts?
- How can I support my point with specific data, experiences, or other factual material?
- What information does the reader need to know in order to see my point?

Here is a list of the kinds of information you can add to your paragraph:

Facts, details, reasons, examples

- Information from the readings or class discussions
- Paraphrases or short quotations
 - Statistics, polls, percentages, data from research studies
- Personal experience, stories, anecdotes, examples from your life Sometimes, adding transitional or introductory phrases like: for example, for instance, first, second, or last can help guide the reader. Also, make sure you are citing your sources appropriately.

STEP-IV

GIVE YOUR PARAGRAPH MEANING

After you have given the reader enough information to see and understand your point, you need to explain why this information is relevant, meaningful, or interesting.

Ask yourself:

- What does the provided information mean?
 - How does it relate to your overall point, argument, or thesis?
 - Why is this information important/significant/meaningful?
- How does this information relate to the assignment or course I am taking?

STEP-V

CONCLUDE:

After illustrating your point with relevant information, add a concluding sentence. Concluding sentences link one paragraph to the next and provide another device for helping you ensure your paragraph is unified. While not all paragraphs include a concluding sentence, you should always consider whether one is appropriate.

Concluding sentences have two crucial roles in paragraph writing:

First, they draw together the information you have presented to elaborate your controlling idea by:

- Summarizing the point(s) you have made.

- Repeating words or phrases from the topic sentence.
- Using linking words that indicate that conclusions are being drawn (e.g., therefore, thus, resulting). Second, they often link the current paragraph to the following paragraph.

They may anticipate the topic sentence of the next paragraph by:

- Introducing a word/phrase or new concept which will then be picked up in the topic sentence of the next paragraph.
- Using words or phrases that point ahead (e.g., the following, another, other).

STEP-VI

LOOK OVER AND PROOF READ:

The last step in good paragraph writing is proofreading and revision. Before you submit your writing, look over your work at least one more time. Try reading your paragraph out loud to make sure it makes sense.

Also, ask yourself these questions:

- Does my paragraph answer the prompt and support my thesis?
- Does it make sense? Does it use the appropriate academic voice?

II.2 DEVELOPMENT OF IDEAS

DIVIDE THE FOLLOWING TEXT INTO PARAGRAPHS.

REMEMBER THAT EACH PARAGRAPH SHOULD DEVELOP A PARTICULAR THEME.

EXAMPLE- I

HOW TO STOP YOURSELF SNORING.

Snoring is caused when the airway at the back of the nose and throat becomes partially obstructed. This is usually due to the loosening of the surrounding oropharyngeal muscles, but the reasons why this should occur are varied. The most common are smoking, obesity and the consumption of relaxants such as alcohol and sleeping pills. As with any common ailment, there are a host of "miracle" cures advertised - but you should first try a few simple steps to see if you can halt the snoring before adopting more drastic measures. Lifestyle changes can be the most effective. If you are overweight, a loss of weight will help to reduce the pressure on your neck. You should also stop smoking and try not to drink alcohol at least four hours before you go to bed. Beyond this, try to change your regular sleeping position. Raise the head of your bed with a brick, or tie something uncomfortable into the back of your pyjamas to encourage you to sleep on your side. Both of these will help to alter the angle of your throat as you sleep, and may thus make breathing easier for you. It is also important to keep your nasal passage clear and unblocked. Allergies, colds and hay fever can temporarily cause you to snore; nasal decongestants may help, but you are not advised to use such remedies for long periods. Nasal strips, as worn by sportspeople, have been proven to reduce nasal airway resistance by up to 30 per cent, so consider these as a long-term alternative. If this fails, then you may wish to look at the varied snoring aids that are on the market. They range from neck collars that stop your neck tilting, through to mandibular-advancement devices (such as gumshields) which reduce upper airway resistance, and tongue-retaining devices. You can also buy essential-oil products that are added to warm water and infused or consumed before bedtime. They claim to tone up your palate and unblock your nasal passage. Finally, if your symptoms persist, visit your GP or contact the British Snoring and Sleep Apnoea Association (01737 557 997) for advice. If you do not, your partner might.

UNIT. III : ELEMENTS OF PARAPHRASING & SUMMARISING

III.I ELEMENTS OF EFFECTIVE PARAPHRASING

EXERCISES ON PARAGRAPH

WRITING A) TOPIC SENTENCES

The topic sentence is the most important sentence of a paragraph. It states the main idea and introduces the reader to the topic.

1. CHOOSING TOPIC SENTENCES

2. Choose the best topic sentence for each group of supporting sentences. Write it on the line provided.

Example: _____ b _____. I usually go skiing every weekend in the winter even though it is expensive. I love the feeling of flying down a mountain. The views are beautiful from the top of a mountain and along the trails. Even the danger of falling and getting hurt can't keep me away from the slopes on a winter day.

- a) Skiing is expensive.
- b) Skiing is my favourite sport.
- c) Skiing is dangerous.

1.) _____ North Americans send cards for many occasions. They send cards to family and friends on birthdays and holidays. They also send thank-you cards, get well cards, graduation cards, and congratulation cards. It is very common to buy cards in stores and send them through the mail, but turning on the computer and sending cards over the Internet is also popular.

- a) Sending cards is very popular in North America.
- b) Birthday cards are the most popular kind of card.
- c) It is important to send thank-you cards.

2.) _____. I enjoy summer sports like water skiing and baseball. The weather is usually sunny and hot, so I can go to the beach almost every day. Gardening is my hobby and I spend many summer days working in my garden. Unfortunately, the days pass too quickly in summer.

- a) I like to garden in summer.
- b) Summer is my favourite season.
- c) Summer is too short.

3.) _____. First of all, we need money to repair old roads and build new roads. We also need more to pay teachers' salaries and to pay for services such as trash collection. Finally, more tax money is needed to give financial help to the poor citizens of the city. It is clear that the city will have serious problems if taxes are not raised soon.

- a) We should raise city taxes.
- b) City taxes are too high.
- c) City taxes pay for new roads.

4.) _____. For example, a person can have breakfast in New York, board an airplane, and have dinner in Paris. A businesswoman in London can instantly place an order with a factory in Hong Kong by sending a fax. Furthermore, a schoolboy in Tokyo can turn on a TV and watch a baseball game being played in Los Angeles.

- a) Airplanes have changed our lives.
- b) Advances in technology have made the world seem smaller.
- c) The fax machine was an important invention.

5.) _____. One thing you must consider is the quality of the university's educational program. You also need to think about the school's size and location. Finally, you must be sure to consider the university's tuition to make sure you can afford to go to school there.

- a) It is expensive to attend a university in the United States.
- b) There are several factors to consider when you choose a university to attend.
- c) You should consider getting a good education.

6.) _____. I enjoy summer sports like water skiing and baseball. The weather is usually sunny and hot, so I can go to the beach almost every day. Gardening is my hobby and I spend many summer days working in my garden. Unfortunately, the days pass too quickly in summer.

- a) I like to garden in summer.

- b) Summer is my favourite season.
 - c) Summer is too short.
- 7.) _____. First of all, we need money to repair old roads and build new roads. We also need more to pay teachers' salaries and to pay for services such as trash collection. Finally, more tax money is needed to give financial help to the poor citizens of the city. It is clear that the city will have serious problems if taxes are not raised soon.
- a) We should raise city taxes.
 - b) City taxes are too high.
 - c) City taxes pay for new roads.
- 8.) _____. For example, a person can have breakfast in New York, board an airplane, and have dinner in Paris. A businesswoman in London can instantly place an order with a factory in Hong Kong by sending a fax. Furthermore, a schoolboy in Tokyo can turn on a TV and watch a baseball game being played in Los Angeles.
- a) Airplanes have changed our lives.
 - b) Advances in technology have made the world seem smaller.
 - c) The fax machine was an important invention.
- 9.) _____. One thing you must consider is the quality of the university's educational program. You also need to think about the school's size and location. Finally, you must be sure to consider the university's tuition to make sure you can afford to go to school there.
- a) It is expensive to attend a university in the United States.
 - b) There are several factors to consider when you choose a university to attend.
 - c) You should consider getting a good education.

III.2 TECHNIQUES FOR PARAPHRASING

WRITING A TOPIC SENTENCE

Write a topic sentence for each paragraph.

Make sure your topic sentence expresses the main idea of the paragraph.
Example: Miami is the perfect place to take a vacation. It is always sunny and warm. The beaches are gorgeous, with soft white sand and beautiful water. There are many fine restaurants in the Miami area, and most of the hotels offer terrific entertainment nightly. It's no wonder that Miami is my first choice for a vacation destination.

- 1.) _____ . He has collected stamps and coins ever since he was a child. He is very proud of his valuable collections. Paul also enjoys painting and drawing. Recently he has become interested in gardening. Out of all his hobbies, Paul's favourite one is reading. He usually reads at least one book every week. Paul keeps busy with all of his hobbies.
- 2.) _____ . I can't wait to come home from school and eat the delicious meals she has prepared. She is famous for her desserts like peach pie and chocolate soufflé. She is always experimenting with new recipes and trying different ingredients. No one in the world can cook the way my mother does.
- 3.) _____ . It never starts in cold weather. The horn and the left turn signal don't work properly. Worst of all, the radio only gets one station and the CD player is completely broken. I wish I could get a new car.
- 4.) _____ . First and most importantly, the work is very interesting. I learn new things every day and I get to travel a lot. In addition, my boss is very nice. She is always willing to help me when I have a problem. I have also made many new friends at my job. Last, but not least, the salary is fantastic.
- 5.) _____ . To start things off, my plane was six hours late. When I finally got to my hotel, I was very disappointed. It was small and dirty. On the third day, my wallet was stolen, and I lost all my credit cards. It rained very day except one, and on that day I got a terrible sunburn. All in all, it wasn't a vacation to remember.

B) SUPPORTING SENTENCES

The supporting sentences develop the main idea in the topic sentence. They add details to the topic.

3. **RECOGNIZING SUPPORTING SENTENCES** Read the following paragraphs and underline the supporting sentences.

- 1.) Use of the internet has grown very quickly. In 1983, there were 562 computers connected to the Internet. By the turn of the century, there were 72.3 million computers in 247 countries on-line. Experts say that the Internet is now growing at a rate of approximately 40 percent a year. As time goes on, the Internet is becoming more and more popular.
- 2.) There are many reasons I hate my apartment. The plumbing doesn't work properly and the landlord refuses to fix it. I also have noisy neighbours who keep me up all night. Furthermore, there are so many bugs in my apartment that I could start an insect collection. I really want to move.
- 3.) Vegetables and fruits are an important part of a healthy diet. First, fruits and vegetables are packed with the vitamins and minerals you need to keep your body functioning smoothly. In addition, they give you the carbohydrates you need for energy. Fruits and vegetables have lots of fiber to help your digestive system work properly. Finally, many scientists believe that the nutrients in fruits and vegetables can help fight diseases. If you eat a diet rich in fruits and vegetables, you'll be on the road to better health.

PARAGRAPH WRITING

A paragraph is a group of sentences that develop one topic or idea. It has three main parts. The first part is the topic sentence.

It is called the topic sentence because it states the topic or the subject of the paragraph.

The second main part is the supporting sentences. The supporting sentences develop the topic. This means that they explain the topic sentence in detail.

The last part is the concluding sentence.

The concluding sentence summarises the paragraph and/or adds a final comment. A clear academic paragraph requires all of these parts. Read and examine the sample paragraphs below and discuss their structure with your teacher.

Sample Paragraph 1: Problems in Big Cities

- (1) All around the world living in big cities creates serious problems for people.
- (2a) The first problem is air pollution. For example, in Istanbul, many people have cars and cars are one reason why the air is polluted.
- (2b) Secondly, traffic is an important problem for the people living in big cities. Nowadays there are more and more cars on roads, and this causes traffic jams in many parts of the cities. For this reason, many inhabitants waste their time in traffic, and they are negatively affected by this situation.
- (3) To sum up, air pollution and traffic jams are two important problems that people living in big cities have.

III. 3 WHAT MAKES A GOOD SUMMARY?

1 THE TOPIC SENTENCE

2 SUPPORTING SENTENCES

3 THE CONCLUDING SENTENCE

Sample Paragraph 2:

Bicycles are popular today in many countries for three reasons. First, most of the people use bicycles to exercise.

Topic Sentence Supporting Sentence 1 To illustrate, in Holland, people think riding a bicycle is a better way of keeping fit and staying healthy than other sports. The second reason is money. Generally bikes are not expensive to buy, and they are quite cheap to fix. Supporting Sentence

2 Finally, they are suitable for city life. In cities, many people prefer bikes to cars because unlike cars, with a bicycle, Supporting Sentence

3 they never have to wait in traffic. In brief, having a bicycle is beneficial for people for different reasons.

The Concluding Sentence Bicycles are popular today in many countries for three reasons.

First, most of the people use bicycles to exercise. To illustrate, in Holland, people think riding a bicycle is a better way of keeping fit and staying healthy than other

sports. The second reason is money. Generally bikes are not expensive to buy, and they are quite cheap to fix.

Finally, they are suitable for city life. In cities, many people prefer bikes to cars because unlike cars, with a bicycle, they never have to wait in traffic. In brief, having a bicycle is beneficial for people for different reasons.

DEVELOPMENT OF IDEA

III.4 STAGES OF SUMMARIZING

1. CONSIDER AND ANALYSE THE RELEVANT MARKETS

Firstly, consider the market niche(s) that your startup idea is applicable to. What are the needs of the industry and its consumers? Are there any unresolved problems faced by the industry? Is your startup idea going to bring resolutions and improvements to the situation? You can refer to industry-specific authority sites to keep you constantly updated with the latest trends. For example, Techcrunch is an excellent technology blog that talks about the latest products, and shares the latest news in the tech world. It also profiles new startups and provides an overview of up and coming fledglings in the market.

An excellent source of inspiration is TED, which is famous for its widely known slogan “Ideas Worth Spreading”. It is a treasure chest of information about everything imaginable under the sky. It is incepted as a conference where experts in various niches convene to share their insights on issues that can bring about revelations and raise awareness. Presenters usually have around 18 minutes to talk about their topic and the focus of their presentation can span from the latest advancements in a field of discipline to societal issues that they wish to heighten the awareness of. After attending the talks or watching its videos, you will leave feeling more inspired than ever

2.Note down your ideas and expand them

At this stage, you might have identified needs or areas that can be improved upon. Note them down with a tool such as Evernote. Evernote allows you to save

clippings of web pages, images and even attached documents and powerpoint slides. You can create several notes and sort them out according to topics and genre. Evernote can be accessed via various platforms such as windows, ios and android. A simple click of the sync button will ensure that your notes are synchronized across all platforms.

3.Carry out competitive analysis

Competitive analysis is a great way of comparing and predicting how your business will stand up against your competitors in the industry. Is your business able to fill in a void that's left untouched by others?

Here's how to go about executing your competitive analysis:

4.Model your business

If the idea of creating a business plan seems too tedious and clunky, you will delight in using Leancanvas and Canvanizer. They are templates that emulate a one page business model. It is easy to add and update the model. You also get to enjoy a clear overview of the following nine building blocks of your business model: customer segments, value propositions, channels(to reach out to clients), customer relationship, revenue streams, key resources, activities that create value, key partners, and cost structure.

5.Create/design/sketch your mockup and then test it

The time has long past the stage where you have draw sketches on a whiteboard and scribble all over the place. Online tools such as Balsamiq and Framebox allows you to create wireframes and export it in different formats such as jpg or pdf. There are several buttons or components of a web application for you to choose so you can put together your sketch easily. Want to get feedback on your mockup sans unnecessary distractions and confusion? InfluenceApp is the way to go. You can upload your design in various formats and assimilate the rest of the documents to form a complete presentation. You can then share the final mockup with your teammates simply by sharing a URL, and they can provide feedback simply by pinning comments on the specific elements of the design. It's that easy!

6. Execute a market survey

No business ought to be launched without the execution of a market survey. Websites such as Survey Monkey allows you to create an online questionnaire and send the URL to your targeted audience. This transcends geographic boundaries which is one major advantage compared to on-field survey as you can gain a broader, global perspective.

Another alternative is to conduct a focus group session before or after the completion of your Minimum Viable Product. This is where you invite people from your targeted demographics to participate in a group discussion on the products or services. A focus group can help you achieve the following:

Finding out consumer's first impression of the product or services based on packaging and marketing campaign

Gathering customer's real time feedback on the virtues and vices of the products/services.

Tweaking your marketing strategies and improving your product before the final deliverable

7. Develop your final product

The next step would be to implement the tweaks and necessary adjustments to create the final product. During this stage, there are several project management softwares to help you keep tab of the progress. Trello and Agile Zen are some good recommendations. The template is divided into different stages (or boards) where individuals can be assigned to be in charge of different sections. Tasks can be moved from one stage to another, e.g. from backlog to working to approved. This gives a very clear picture of the progress of each project segment and what needs to be done.

8. Gathering customer feedback and measuring your business results

There are lots of uncertainties about a business but what if you can get answers to the burning questions you have if things aren't going as expected? Kissinsights help you to reach out to your audience. You can install it on your website and visitors will be prompted with two questions when directed to your home page.

You have the flexibility to control who is exposed to the survey. Another tool that you should not miss out is Kissmetrics. It tracks the surfing and purchasing behaviour of your visitors and provides you with valuable information such as where they came from. This handy information helps you to further refine your marketing strategies and improve your site navigation.

The last two steps will be revisited again and again as your business continuously develops and adapts to the market.

Paragraph Development

- [Unity](#)
- [Coherence](#)
- [Adequate Development](#)
- [Topic Sentences](#)

A paragraph is a collection of sentences which all relate to one main idea or topic. Effective paragraphs have four main characteristics: a topic sentence, unity, coherence, and adequate development. Each of these characteristics is discussed below.

Unity

Unity refers to the extent to which all of the ideas contained within a given paragraph "hang together" in a way that is easy for the reader to understand. When the writer changes to a new idea -- one which is not consistent with the topic sentence of the paragraph -- the writer should begin a new paragraph. Unity is important because it aids the reader in following along with the writer's ideas. The reader can expect that a given paragraph will deal only with one main topic; when a new paragraph begins, this signals that the writer is moving on to a new topic.

Consider the following example. Note that there are two main ideas presented in this paragraph. The topic sentence indicates that the paragraph will deal with the subject of "employees' attitudes," but the paragraph shifts unexpectedly to the topic of "management's attitudes." To achieve unity in this paragraph, the writer should begin a new paragraph when the switch is made from employees to managers.

Example

"Employees' attitudes at Jonstone Electric Company should be improved. The workers do not feel that they are a working team instead of just individuals. If people felt they were a part of a team, they would not misuse the tools, or deliberately undermine the work of others. Management's attitude toward its employees should also be improved. Managers at Jonstone Electric act as though their employees are incapable of making decisions or doing their own work. Managers treat workers like objects, not human beings."

Coherence

Coherence refers to the extent to which the flow of ideas in a paragraph is easily understood by the reader. For this reason, coherence is closely related to unity. When a writer changes main ideas or topics within a paragraph, confusion often results. To achieve coherence, then, a writer should show how all of the ideas contained in a paragraph are relevant to the main topic.

Consider the example below. In this paragraph, the writer begins with the topic of job-skills courses, but veers off onto the topic of algebra and history before returning to the subject of courses on employment. As a result, the paragraph is disjointed and difficult to understand.

Example

"Schools should offer courses to help students with the problems of unemployment. Such a course might begin with a discussion of where to find employment, then cover resume writing and interviewing. Algebra and history don't help students with real-world needs. They are required courses that students aren't interested in, and this is frustrating for students who would rather learn about other subjects. If schools offered job-skills courses, students would be well prepared for the difficult task of finding a job once they finish school."

Adequate Development

A paragraph is adequately developed when it describes, explains and supports the topic sentence. If the "promise" of the topic sentence is not fulfilled, or if the reader is left with questions after reading the paragraph, the paragraph has not been adequately developed. Generally speaking, a paragraph which consists of only two or three sentences is under-developed. A good rule of thumb to follow is to make

sure that a paragraph contains at least four sentences which explain and elaborate on the topic sentence.

Consider the paragraph below. The topic sentence promises to discuss "several" points of comparison and contrast between leadership and management, but the remainder of the paragraph falls short of fulfilling this promise. Only one point of comparison is raised, and this point is left unexplained. Several questions remain unanswered. How are leaders different from managers? In what specific ways are the two alike? Why must a manager be a good leader to be effective? Why must good leaders know how to manage people effectively? To achieve adequate development in this paragraph, these questions should be addressed.

Example

"The topics of leadership and management are both similar to and different from one another in several important ways. To be effective, a manager should be a good leader. And good leaders know how to manage people effectively."

Generally speaking, a paragraph should contain between three and five sentences, all of which help clarify and support the main idea of the paragraph. When a writer begins a new paragraph, it signals to the reader that the writer is changing thoughts or ideas, or is moving on to discuss a different aspect of a main idea.

Topic Sentences

Beginning a paragraph with a topic sentence is one of the best ways to achieve clarity and unity in one's writing. The function of a topic sentence is to describe what the paragraph will be about, such that the reader has clear expectations about what will follow. An effective topic sentence typically contains only one main idea. The remainder of the paragraph then develops that idea more fully, offering supporting points and examples. After reading a topic sentence, one should be able to anticipate the type of information contained in the rest of the paragraph. If the remainder of the paragraph does not fulfill the "promise" of the topic sentence, the paragraph will lack unity, coherence and adequate development.

Examples

"The cockroaches that inhabit many city apartments and homes are parasites that are almost impossible to exterminate completely."

Notice that this sentence clearly identifies that the key topic of the paragraph is cockroaches. It also indicates what the remainder of the paragraph will discuss: the difficulty of exterminating cockroaches. The reader can then expect the rest of the paragraph to explain how and why cockroaches are difficult to eliminate.

"Many television cartoons contain an unhealthy amount of violence."

Notice that this sentence clearly identifies that the key topic of the paragraph is violence in television cartoons. It also indicates that the remainder of the paragraph will discuss how much violence cartoons typically contain, and how/why this violence is unhealthy for viewers.

"An increasing number of people in America are enjoying the benefits of organically grown fruits and vegetables."

This topic sentence indicates that the remainder of the paragraph will cover the trend in the United States toward eating organic foods. The reader can also anticipate learning more in this paragraph about the specific benefits of organic foods.

Unit IV: Letter Writing

4.1. Letter Writing (Formal and Informal)

4.2. E-correspondence

4.1 The principles of letter-writing

The principles of letter-writing should be understood by everybody who has any knowledge of written language.

Now, that education is abroad in the land, there is seldom any occasion for any person to call upon the service of another to compose and write a personal letter.

Very few now-a-days are so grossly illiterate as not to be able to read and write. No matter how crude his effort may be it is better for any one to write his own letters than trust to another.

The nature, substance and tone of any letter depend upon the occasion that calls it forth, upon the person writing it and upon the person for whom it is intended.

Whether it should be easy or formal in style, plain\or ornate, light or serious, gay or grave, sentimental or matter-of-fact depend upon these three circumstances.

In letter writing the first and most important requisites is to be natural and simple;

There should be no straining after effect, but simply a spontaneous out-pouring of thoughts and ideas as they naturally occur to the writer.

The stiff and labored letter bores the reader. If it is light and in a conversational vein it immediately engages his attention.

The letter which is written with the greatest facility is the best kind of letter because it naturally expresses what is in the writer, he has not to search for his words, they flow in a perfect unison with the ideas he desires to communicate.

4.1.1 Kinds of letters

There are different kinds of letters, each calling for a different style of address and composition, nevertheless the natural key should be maintained in all, that is to say, the writer should never attempt to convey an impression that he is other than what he is.

Letters may be divided into those of friendship, acquaintanceship, those of business relations, those written in an official capacity by public servants, those designed to teach, and those which give accounts of the daily happenings on the stage of life, in other words, news letters.

4.1.2 Letters of friendship are the most common and their style and form depend upon the degree of relationship and intimacy existing between the writers and those addressed.

Between relatives and intimate friends the beginning and end may be in the most familiar form of conversation, either affectionate or playful.

They should, however, never overstep the boundaries of decency and propriety, for it is well to remember that, unlike conversation, which only is heard by the ears for which it is intended, written words may come under eyes other than those for whom they were designed.

Therefore, it is well never to write anything which the world may not read without detriment to your character or your instincts.

You can be joyful, playful, jocose, give vent to your feelings, but never stoop to low language and, above all, to language savoring in the slightest degree of moral impropriety.

4.1.3 Business letters are of the utmost importance on account of the interests involved. The business character of a man or of a firm is often judged by the correspondence.

On many occasions' letters instead of developing trade and business interests and gaining clientele, predispose people unfavorably towards those whom they are designed to benefit.

Ambiguous, slipshod language is a detriment to success.

Business letters should be clear, concise, to the point and, above all, honest, giving no wrong impressions or holding out any inducements that cannot be fulfilled.

In business letters, just as in business conduct, honesty is always the best policy.

4.1.4 Official letters are mostly always formal. They should possess clearness, brevity and dignity of tone to impress the receivers with the proper respect for the national laws and institutions.

Letters designed to teach or didactic letters are in a class all by themselves. They are simply literature in the form of letters and are employed by some of the best writers to give their thoughts and ideas a greater emphasis.

The most conspicuous example of this kind of composition

is the book on Etiquette by Lord Chesterfield, which took the form of a series of letters to his son.

4.1.5 News letters are accounts of world happenings and descriptions of ceremonies and events sent into the newspapers. Some of the best authors of our time are newspaper men who write in an easy flowing style which is most readable, full of humor and fancy and which carries one along with breathless interest from beginning to end.

4.1.6 The principal parts of a letter are (1) **the heading** or introduction;

(2) **The body** or substance of the letter;

(3) **The subscription** or closing expression and signature;

(4) **The address** or direction on the envelope.

For the body of a letter no forms or rules can be laid down as it altogether depends on the nature of the letter and the relationship between the writer and the person addressed.

There are certain rules which govern the other three features and which custom has sanctioned.

Every one should be acquainted with these rules.

The Heading has three parts, viz., the name of the place, the date of writing and the designation of the person or persons addressed; thus:

73 New Street,
Newark, N. J.,
February 1st, 1910.
Messer. Gann and Co.,
New York
Gentlemen:

The name of the place should never be omitted; in cities, street and number should always be given, and except when the city is large and very conspicuous, so that there can be no question as to its identity with another of the same or similar name, the abbreviation of the State should be appended, as in the above, Newark, N. J. There is another Newark in the State of Ohio. Owing to failure to comply with this rule many letters go astray.

The date should be on every letter, especially business letters. The date should never be put at the bottom in a business letter, but in friendly letters this may be done.

The designation of the person or persons addressed differs according to the relations of the correspondents. Letters of friendship may begin in many ways according to the degrees of friendship or intimacy. Thus:

My dear Wife:
My dear Husband:
My dear Friend:
My darling Mother:
My dearest Love:
Dear Aunt:
Dear Uncle:
Dear George: etc.

To mark a lesser degree of intimacy such formal designations as the

following may be employed:

Dear Sir:

My dear Sir:

Dear Mr. Smith:

Dear Madam: etc.

For clergymen who have the degree of Doctor of Divinity, the designation is as follows:

Rev. Alban Johnson, D. D.

My dear Sir: or Rev. and dear Sir: or more familiarly

Dear Dr. Johnson:

Bishops of the Roman and Anglican Communions are addressed as Right Reverend.

The Rt. Rev., the Bishop of Long Island. or

The Rt. Rev. Frederick Burgess, Bishop of Long Island.

Rt. Rev. and dear Sir:

Archbishops of the Roman Church are addressed as Most Reverend and Cardinals as Eminence. Thus:

The Most Rev. Archbishop Katter.

Most Rev. and dear Sir:

His Eminence, James Cardinal Gibbons, Archbishop of Baltimore.

May it please your Eminence:

The title of the Governor of a State or territory and of the President of the United States is Excellency. However, Honorable is more commonly applied to Governors:--

His Excellency, William Howard Taft,
President of the United States.

Sir:--

His Excellency, Charles Evans Hughes,

Governor of the State of New York.

Sir:--

Honorable Franklin Fort,
Governor of New Jersey.

Sir:--

The general salutation for Officers of the Army and Navy is Sir. The rank and station should be indicated in full at the head of the letter, thus:

General Joseph Thompson,
Commanding the Seventh Infantry.

Sir:

Rear Admiral Robert Atkinson,
Commanding the Atlantic Squadron.

Sir:

The title of officers of the Civil Government is Honorable and they are addressed as Sir.

Hon. Nelson Duncan,
Senator from Ohio.

Sir:

Hon. Norman Wing field,
Secretary of the Treasury.

Sir:

Hon. Rupert Gresham,
Mayor of New York.

Sir:

Presidents and Professors of Colleges and Universities are generally addressed as Sir or Dear Sir.

Professor Ferguson Jenks,
President of University.

Sir: or Dear Sir:

Presidents of Societies and Associations are treated as business men and addressed as Sir or Dear Sir.

Mr. Joseph Banks,
President of the Night Owls.

Dear Sir: or Sir:

Doctors of Medicine are addressed as Sir: My dear Sir: Dear Sir:
and more familiarly My dear Dr: or Dear Dr: as

Ryerson Pitkin, M. D.
Sir:
Dear Sir:
My dear Dr:

Ordinary people with no degrees or titles are addressed as

Mr. and Mrs.
and are designed Dear Sir: Dear Madam:

and an unmarried woman of any age
is addressed on the envelope as Miss So-and-so, but always designed in
the letter as

Dear Madam:

The plural of Mr. as in addressing a firm is Messrs, and the
corresponding salutation is Dear Sirs: or Gentlemen:

In England Esq. is used for Mr. as a mark of slight superiority and
in this country it is sometimes used, but it is practically obsolete.

Custom is against it and American sentiment as well. If it is used it should be only applied to lawyers and justices of the peace.

The Subscription

The Subscription or ending of a letter consists of the term of respect or affection and the signature. The term depends upon the relation of the person addressed.

Letters of friendship can close with such expressions as:

Yours lovingly,
Yours affectionately,
Devotedly yours,
Ever yours, etc.

As between husbands and wives or between lovers; Such gushing terminations as Your Own Darling, Your own Davey and other pet and silly endings should be avoided, as they denote shallowness. Love can be strongly expressed without dipping into the nonsensical and the farcical.

Formal expressions of Subscription are:

Yours Sincerely,
Yours truly,
Respectfully yours,

and the like, and these may be varied to denote the exact bearing or attitude the writer wishes to assume to the person addressed: as,

Very sincerely yours,
Very respectfully yours,
With deep respect yours,
Yours very truly, etc.

Such elaborate endings as

"In the meantime with the highest respect, I am yours to command,"

"I have the honor to be, Sir, Your humble Servant,"

"With great expression of esteem, I am Sincerely yours,"

"Believe me, my dear Sir, Ever faithfully yours,"

are condemned as savoring too much of affectation.

It is better to finish formal letters without any such qualifying remarks. If you are writing to Mr. Ryan to tell him that you have a house for sale, after describing the house and stating the terms simply sign yourself

Your obedient Servant
Yours very truly,
Yours with respect,
James Wilson.

Don't say you have the honor to be anything or ask him to believe anything, all you want to tell him is that you have a house for sale and that you are sincere, or hold him in respect as a prospective customer.

Don't abbreviate the signature as: Y'rs Resp'fly and always make your sex obvious. Write plainly

Yours truly,
John Field

and not J. Field, so that the person to whom you send it may not take you for Jane Field.

It is always best to write the first name in full. Married women should prefix Mrs. to their names, as

Very sincerely yours,
Mrs. Theodore Watson.

If you are sending a letter acknowledging a compliment or some kindness done you may say, yours gratefully, or yours very gratefully, in proportion to the act of kindness received.

It is not customary to sign letters of degrees or titles after your name, except you are a lord, earl or duke and only known by the title, but as we have no such titles in America it is unnecessary to bring this matter

into consideration. Don't sign yourself,

Sincerely yours,
Obadiah Jackson, M.A. or L.L. D.

If you're an M. A. or an L.L. D. people generally know it without your sounding your own trumpet.

Many people, and especially clergymen, are fond of flaunting after their names degrees they have received honoris causa, that is, degrees as a mark of honor, without examination.

Such degrees should be kept in the background. Many a deadhead has these degrees which he could never have earned by brain work.

Married women whose husbands are alive may sign the husband's name with the prefix Mrs.: thus,

Yours sincerely,
Mrs. William Southey.

But when the husband is dead the signature should be--

Yours sincerely,
Mrs. Sarah Southey.

So when we receive a letter from a woman we are enabled to tell whether she has a husband living or is a widow.

A woman separated from her husband but not a divorcee should not sign his name.

The address of a letter consists of the name, the title and the residence.

Mr. Hugh Black,
112 Southgate Street,
Altoona,
Pa.

Intimate friends have often familiar names for each other, such as pet names, nicknames, etc., which they use in the freedom of conversation,

but such names should never, under any circumstances, appear on the envelope.

The subscription on the envelope should be always written with propriety and correctness and as if penned by an entire stranger. The only difficulty in the envelope inscription is the title.

Every man is entitled to Mr. and every lady to Mrs. and every unmarried lady to Miss. Even a boy is entitled to Master.

When more than one is addressed the title is Messrs.

Mesdames are sometimes written of women.

If the person addressed has a title it is courteous to use it, but titles never must be duplicated.

Thus, we can write

Robert Stott, M. D., but never
Dr. Robert Stott, M. D, or
Mr. Robert Stott, M. D.

In writing to a medical doctor it is well to indicate his profession by the letters M. D. so as to differentiate him from a D. D.

It is better to write Robert Stott, M. D., than Dr. Robert Stott.

In the case of clergymen the prefix Rev. is retained even when they have other titles; as

Rev. Tracy Tooke, LL. D.

When a person has more titles than one it is customary to only give him the leading one.

Thus instead of writing Rev. Samuel Macomb, B. A., M. A., B. Sc., Ph. D., LL. D., D. D.

The form employed is Rev. Samuel Macomb; LL. D. LL. D. is appended in preference to D. D. because in most cases the "Rev." implies a "D. D." while comparatively few with the prefix "Rev." are entitled to "LL. D."

In the case of Honorable such as Governors, Judges, Members of Congress, and others of the Civil Government the prefix "Hon." does away with Mr. and Esq.

Thus we write Hon. Josiah Snifkins, not Hon. Mr. Josiah Snifkins or Hon. Josiah Snifkins, Esq. Though this prefix Hon. is also often applied to Governors they should be addressed as Excellency. For instance:

His Excellency,
Charles E. Hughes,
Albany,

In writing to the President the superscription on the envelope should be

To the President,
Executive Mansion,
Washington, D. C.

Professional men such as doctors and lawyers as well as those having legitimately earned College Degrees may be addressed on the envelopes by their titles, as

Jonathan Jane way, M. D.
Hubert Houston, B. L.
Matthew Marks, M. A., etc.

The residence of the person addressed should be plainly written out in full.

The street and numbers should be given and the city or town written very legibly.

If the abbreviation of the State is liable to be confounded or confused with that of another then the full name of the State should be written.

In writing the residence on the envelope, instead of putting it all in one line as is done at the head of a letter, each item of the residence forms a separate line.

Thus,

**Liberty,
Sullivan County,
New York.**

**215 Mina St.,
San Francisco,
California.**

There should be left a space for the postage stamp in the upper right hand corner. The name and title should occupy a line that is about central between the top of the envelope and the bottom.

The name should neither be too much to right or left but located in the centre, the beginning and end at equal distances from either end.

In writing to large business concerns which are well known or to public or city officials it is sometimes customary to leave out number and street. Thus,

Messrs. Siegel, Cooper Co.,
New York City,

Hon. William J. Gaynor,
New York City.

NOTES

Notes may be regarded as letters in miniature confined chiefly to invitations, acceptances, regrets and introductions, and modern etiquette tends towards informality in their composition.

Card etiquette, in fact, has taken the place of ceremonious correspondence and informal notes are now the rule.

Invitations to dinner and receptions are now mostly written on cards. "Regrets" are sent back on visiting cards with just the one word "Regrets" plainly written thereon.

Often on cards and notes of invitation we find the letters **R. S. V. P.** at the bottom.

These letters stand for the French *repondez s'il vous plait*,

Which means "**Reply, if you please,**" but there is no necessity to put this on an invitation card as every well-bred person knows that a reply is expected.

In writing notes to young ladies of the same family it should be noted that the eldest daughter of the house is entitled to the designation Miss without any Christian name, only the surname appended.

Thus if there are three daughters in the Thompson family Martha, the eldest, Susan and Jiminy,

Martha is addressed as Miss Thompson and the other two as Miss Susan Thompson and Miss Jiminy Thompson respectively.

Don't write the word addressed on the envelope of a note.

Don't seal a note delivered by a friend.

Don't write a note on a postal card.

Here are a few common forms:--

His is an invitation to a formal reception calling for evening dress.
Here is Mr. McAdoo's reply in the third person:--

Mr. McAdoo presents his compliments to
Mr. and Mrs. Henry Wag staff and accepts with
great pleasure their invitation to meet the
Governor of the Fort on the evening of June
fifteenth.
215 Beacon Street,
June 10th, 1910.

Here is how Mr. McAdoo might decline the invitation:--

Mr. McAdoo regrets that owing to a prior
engagement he must forego the honor of paying

his respects to Mr. and Mrs. Wag staff and the
Governor of the Fort on the evening of June
fifteenth.
215 Beacon St.,
June 10th, 1910.

4.1.6 SYNOPSIS OF LETTER WRITING WITH ADDITIONAL INFORMATION

Personal Letters: They deal with personal matters; letters that we write to relatives, friends or acquaintances are all personal letters.

Official Letter

Business Letter: A Business letter is a formal written document through which companies try to correspond with their customers, suppliers, bankers, shareholders and others. The writer and the addressee of a business letter may or may not know each other.

They have a margin of at least one inch on all four edges and are written on 8 1/2" x 11" (or metric equivalent) unlined stationery.

The Parts of Letter

1. The Date:

- The address of the sender should be written with date.

Eg:

15 High Street

Himayatnagar, Hyderabad 500029

August 12, 2017

- The address along with the date is known as the **heading of the letter**
- The first line of the heading is **street address, door number and name of the street**. After door number, there may or may not be a comma.

Eg: 15(,) High Street

- The second is the name of the locality or the name of the town and pin code or zonal number **Eg: Himayat Nagar, Hyderabad 500029**
- The third line is the date. The preferred **American style** is name of the month, spelled out in full or in the form of an abbreviation (Jan); date of the month in digits, without 'th', 'nd', 'rd' and so on followed by a comma; year, in digits: **August 12, 2017 or 8/12/2017 or 8-12-2017 or 8-12-17.**
- The preferred British style is: **August 12th, 2017 or 12/8/17**
- In the British style 'th', 'nd', 'rd' etc are usually written. In the American style while reading the dates 'th', 'nd', 'rd' etc are pronounced but in writing they are omitted.
- The preferred international style is: **12 August, 2017**. This style is followed all over the world.

- You may use or leave the comma at the end of each line of the address and a full stop at the end of the last line

**15 High Street,
Himayatnagar,
Hyderabad 500029,
August 12, 2017.**

Or

**15 High Street
Himayatnagar
Hyderabad 500029
August 12, 2017**

- In business letters, the name and address of the person to whom the letter is written is put on the left hand side, above '**Dear _____**'. If you are addressing a person by name give the official designation also; if you are applying for a job give only the designation:

**Eg: Mr.K.Lal
Manager
State Bank of India
Hyderabad
Dear Sir,**

(Note: In Business letters after the name of the person 'Esq' may also be added:

K.Lal, Esq.)

- **Esq** is the abbreviation for 'Esquire'
- **Never** write both **Mr. and Esq**: **Eg:** Mr. K.Lal or K.Lal, Esq.
- Titles and decorations awarded by the State or placed before university degrees:

Dr.P.K.Menon,M.P., Ph.D

- Messrs (abbreviation for 'Messieurs'= Gentlemen) is **not** used when addressing a company, when the name is impersonal.

Eg: The General Trading Co. Ltd.,

But

Messrs. Lal & Co., Ltd.

2. Salutation:

(i) Personal Letters:

- Common salutations to friends and relatives

**Dear Raghu, Dear Father, Dear Mr Sharma,
My dear Raghu My dear son, Dear Mrs Sharma,
My dear daughter, Dear Uncle,**

'**Dear_____**', will take care of most needs in a personal letter.

- In a personal letter the first name(i.e., the given name is used:

Dear Raghu,

- If you use the last name or the family name, use the title Mr, Mrs, Miss, Dr, etc **Eg: Dear Miss Gupta**
- Don't use title and both names

Dear Miss Sita Sharma or Dear Sita Sharma (both are wrong)

- The salutation may be followed by **comma (British style)** or a **colon (American style)**:

Dear Miss Sharma,

Dear Miss Sharma:

(ii) **Business Letters:**

- ❖ Common salutations in formal letters are:

Dear Sir, Gentlemen, My dear Sir,

Dear Madam, Mesdames, My dear Madam,

- ❖ If the name is not known, '**Dear Sir**', is used. If the letter is addressed to a woman, '**Dear Madam**' is used.
- ❖ If the letter is addressed to an organisation or firm, '**Dear Sirs**' or '**Dear Gentlemen**' is used.
- ❖ If it is addressed to an all-women organisation, use '**Dear Mesdames**'.
- ❖ In a general circular, use 'Dear Sir or Madam'.
- ❖ Official designation after the title may be used in the salutation to letters addressed to persons in their official capacity:

Dear Mr President,

Dear Mr Governor,

Dear Madam Secretary,

Titles other than **Mr, Mrs, Miss, Dr** are spelt in full

Dear Professor Sharma,

Dear Ambassador Menon

3. The Body of the Letter

The body of the letter begins on the line below the salutation.

Here are some suggested openings in personal letters:

Thank you for your letter.

It was good to hear from you_____

How good to hear from you _____

Thank you so/very much for _____

I can't thank you enough for_____

It was really so kind of you to_____

How very kind of you to_____

How can I ever thank you for_____

I hope you are keeping well_____

I have to apologise for_____

I was delighted to hear that_____

What wonderful news!
 How are things with you?
 I have to apologise for _____
 I was very sorry to hear that _____ (expressing sympathy)
 I am very sorry to have to tell you _____ (expressing apology)
 Please forgive me, but _____
 (Many) Congratulations on _____

Suggested openings in business letters:

Thank you for your letter of August 12
 Received your letter of August 12
 I should like to order _____
 I should like to enquire whether _____
 I wish to _____
 I wish to apply for the position of _____ advertised in the _____
 I wish to complain about _____
 I have to complain about _____
 Would you please _____ I wonder if _____

- The body of the letter may be written in paragraphs. The first line of each paragraph is indented (i.e, you start a little way in from the left hand margin).
- Use short forms like 'I'll', 'We'd' only in letters to friends and people known to you.

4. The Complimentary Close or Subscription

- Common closings of letters to friends and relatives are

Your sincere friend,	yours very sincerely,
Your loving daughter,	yours sincerely,
Your affectionate father,	yours affectionately,
	Yours truly,
	Yours very truly,

In intimate letters a number of affectionate closings may be used:

**Lovely, Fondly, Affectionately, With Love, with lots (and lots) of love,
 Yours ever, ever yours, much love.**

- Common endings in formal letters are:

Yours truly,	yours very truly,
Yours faithfully,	Very truly yours,
Yours respectfully,	yours obediently,

Note the following points:

Yours faithfully, (British style in formal business letters)

Yours truly, (British style in letters between people who know each other by name)

Yours cordially, (British style in a formal letter where there is a desire to sound respectful)

The words 'very' or 'most' may be added to the formulas given above
Yours very truly, Yours most respectfully, etc.

- | Salutation | Complimentary close |
|---|--|
| ar Sir,
ar Sirs,
ar Madam,
ar Madams, | Yours faithfully,
Or
Yours truly, |
| (b)
Dear Ram,
Dear Shri Gupta,
Dear Kum Jaiswal,
Dear Smt Shinde,
My dear Shri Gupta, | Yours sincerely, |
| (c)
Dear Customer,
Dear Reader,
Dear Subscriber,
Dear Member,
Dear Friend,
Dear Editor, | Yours sincerely, |

- If the writer is using a letter-head with his name printed at the top, he need not write it again below his signature.
- Don't use 'Mr.' or any other title like 'Professor' in writing your name below the signature
- Don't include your degrees and titles as part of your signature. (they may be included after the name(hand-written or typed) below the signature.
- In cases where the name may not indicate whether the writer is a man or woman (married or unmarried), the title is used in parenthesis.

(Miss) Sitka Sharma

- Should be written on the envelope
- Sender's address at the upper left corner or on the back of the envelope

- Some common abbreviation used in addresses:

Ave.	Avenue	Inc.	Incorporated
Bldg.	Building	Mfg.	Manufacturing
Co.	Company	Rd.	Road
Corp.	Corporation	St.	Street
Dept.	Department	Sq.	Square

4.1.7 Types of Business Letters:

- Acknowledgment letter
- Good will letter
- Letter of recommendation
- Credit and collection letter
- Appreciation letter
- Inquiry letter
- Sales letter
- Claim letter
- Request letter
- Adjustment letter

1. **Acknowledgement letter:** This type of letter is written when you want to acknowledge someone for his/ her help or support when you were in trouble or required that person's monetary help or guidance for the completion of some task. It speaks volumes about the gratitude that you have.
2. **Letter of Recommendation:** This type of letter is written to recommend a person for a job position or admission in a higher degree or a specialized kind of study programmed.
3. **Appreciation Letter:** this type of letter is written to appreciate someone's work in an organization or appreciation letter to another organization.
4. **Acceptance Letter:** An acceptance letter begins by thanking whoever has sent the job offer, and makes it clear that you have decided to accept it.
5. **Apology Letter:** It is written for a failure in delivering the desired results. If a person has taken up a task and he/she fails to meet the target, then an apology is generally offered.
6. **Complaint Letter:** It is written to tell someone that an error has occurred and that needs to be corrected as soon as possible.
7. **Adjustment Letter:** dealing with a complaint is usually not a very happy thing to do. A letter that deals with a complaint and claim letter is termed as an adjustment letter.
8. **Inquiry Letter:** a letter of enquiry is written to enquire about a product or service.
9. **Permission Letter:** these letters are widely used to send and receive messages of request, or to seek or grant permission for utilizing the resources, facilities or services.
10. **Invitation Letter:** it is sent by an individual or an organization to invite someone to attend an event.
11. **Rejection Letter:** they are written for declining somebody's request

12. Order Letter: Is used for ordering products. It can be used as a legal document to show the transaction between the customer and the vendor.

13. Application Letters and Cover Letters: The letter of application is just like a sales letter in which you market your skills, abilities and knowledge.

A cover letter is primarily a document of transmittal as it identifies that an item is being sent. It serves as a permanent record of the transmittal for both the writer and the reader.

14. Sales Letters: they are written to advertise and promote a product.

MODEL TEST WITH ANSWERS IN BOLD TYPE

1. Which one of the following letter is used to correspond with the suppliers?
 - a. Personal letter
 - b. Informal letter
 - c. Business letter**
 - d. Congratulating letter
2. In job application letter , one of the following is missed
 - a. Inside address
 - b. Sender's address
 - c. Receiver's address
 - d. Letter head**
3. Mr. Arum was not sure about the gender of the bank manger whom he had to address to send a letter for an enquiry of his deposit. Which one of the following would be best suitable in such cases?
 - a. Dear Madam
 - b. Dear Sir**
 - c. Dear Madam/Sir
 - d. None
4. All the formal letters have a margin of
 - a. One and half inch
 - b. Two inch
 - c. Two and half inch
 - d. One inch**
5. One of the following letter is used as a legal document between the vendor and the customer
 - a. Order letter**
 - b. Invitation letter
 - c. Adjustment letter
 - d. Acknowledgement letter
6. Sales letter is used
 - a. To order products
 - b. To invite someone
 - c. To send and receive messages

- d. **To advertise and promote**
7. A letter that deals with a complaint or a claim is called a
- Complaint letter
 - Adjustment letter**
 - Claim letter
 - Compensation letter
8. One of the following letter mainly focuses on expressing gratitude
- Invitation letter
 - Sales letter
 - Appreciation letter
 - Acknowledgment letter**
9. Permission letter is written to seek permission
- For utilization of resources**
 - For inquiring about a product
 - For complaining on a product
 - For appreciating a product
10. The preferred British style of writing date is
- August 18th, 1995**
 - 8/18/1995
 - 8-18-1995
 - 8-18-95
11. 12-1-1991 is
- British style
 - American style**
 - African style
 - Asian style
12. Esq. is the abbreviation of
- Esquire**
 - Esquamulose
 - Equifax
 - Esquiline
13. The salutation for official designation is
- Dear Madam
 - My dear Madam
 - Dear Mr. President**
 - Gentlemen
14. The common salutation for formal letters is
- Dear sir,**
 - Dear Ram,
 - My dear Ram,

- d. My dear son,
15. One of the following title cannot be spelt in full
- a. Professor
 - b. Ambassador
 - c. General
 - d. **Doctor**
16. The order of the sender's address is
- a. Date, street, city
 - b. City, street, date
 - c. Date, city, street
 - d. **Street, city, date**
17. 1 December, 1998 is the preferred style of date in
- a. America
 - b. British
 - c. **International**
 - d. Indian
18. My dear Levant is a _____ salutation
- a. Formal
 - b. **Informal**
 - c. Both formal and informal
 - d. None
19. Mesdames is the plural form of
- a. Sir
 - b. Gentleman
 - c. **Madam**
 - d. Sirs
20. Which one of the following opening expresses sympathy?
- a. Thank you for your letter
 - b. I hope you are keeping well
 - c. How are things with you?
 - d. **I was very sorry to hear that from you**
21. Which one of the following is a common ending in formal letters?
- a. Yours affectionately
 - b. **Yours faithfully**
 - c. Yours lovingly
 - d. Your sincere friend
22. One of the following ending is used in British style letters between people who know each other by name
- a. **Yours sincerely,**
 - b. Yours cordially,

- c. Yours truly,
 - d. Yours cordially
23. Yours truly is the ending used in British style for
- a. Formal business letter
 - b. Informal letter
 - c. A desire to sound respectful
 - d. No personal relationship between the addressee and the writer**
24. 'Cordially yours', 'yours' does not start with a capital letter in
- a. American usage**
 - b. British usage
 - c. Indian usage
 - d. French usage
25. The ending for salutation Dear sir/madam is
- a. Yours faithfully**
 - b. Yours sincerely
 - c. Yours admiringly
 - d. Yours cordially

SOME COMMON ERRORS OFTEN FOUND IN LETTER WRITING

Examples of redundancy

In the following examples the word or words in parentheses are uncalled for and should be omitted:

1. Fill the glass (full).
2. They appeared to be talking (together) on private affairs.
3. I saw the boy and his sister (both) in the garden.
4. He went into the country last week and returned (back) yesterday.
5. The subject (matter) of his discourse was excellent.
6. You need not wonder that the (subject) matter of his discourse was excellent; it was taken from the Bible.
7. They followed (after) him, but could not overtake him.

8. The same sentiments may be found throughout (the whole of) the book.
9. I was very ill every day (of my life) last week.
10. That was the (sum and) substance of his discourse.
11. He took wine and water and mixed them (both) together.
12. He descended (down) the steps to the cellar.
13. He fell (down) from the top of the house.
14. I hope you will return (again) soon.
15. The things he took away he restored (again).
16. The thief who stole my watch was compelled to restore it (back again).
17. It is equally (the same) to me whether I have it today or tomorrow.
18. She said, (says she) the report is false; and he replied, (says he) if it be not correct I have been misinformed.
19. I took my place in the cars (for) to go to New York.
20. They need not (to) call upon him.
21. Nothing (else) but that would satisfy him.
22. Whenever I ride in the cars I (always) find it prejudicial to my health.
23. He was the first (of all) at the meeting.
24. He was the tallest of (all) the brothers.
25. You are the tallest of (all) your family.
26. Whenever I pass the house he is (always) at the door.

27. The rain has penetrated (through) the roof.
28. besides my uncle and aunt there was (also) my grandfather at the church.
29. It should (ever) be your constant endeavor to please your family.
30. If it is true as you have heard (then) his situation is indeed pitiful.
31. Either this (here) man or that (there) woman has (got) it.
32. Where is the fire (at)?
33. Did you sleep in church? Not that I know (of).
34. I never before (in my life) met (with) such a stupid man.
35. (For) why did he postpone it?
36. Because (why) he could not attend.
37. What age is he? (Why) I don't know.
38. He called on me (for) to ask my opinion.
39. I don't know where I am (at).
40. I looked in (at) the window.
41. I passed (by) the house.
42. He (always) came every Sunday.
43. Moreover, (also) we wish to say he was in error.
44. It is not long (ago) since he was here.
45. Two men went into the wood (in order) to cut (down) trees.

Further examples of redundancy might be multiplied.

It is very common in newspaper writing where not alone single words but entire phrases are sometimes brought in, which are unnecessary to the sense or explanation of what is written.

Very often the verb is separated from its real nominative or subject by several intervening words and in such cases one is liable to make the verb agree with the subject nearest to it.

Here are a few examples showing that the leading writers now and then take a tumble into this pitfall:

COMMON PITFALLS;

"The partition which the two ministers made of the powers of government was singularly happy."--Macaulay.

(Should be was to agree with its subject, partition.)

(2) "One at least of the qualities which fit it for training ordinary men unfits it for training an extraordinary man."--Bagehot.

(Should be unfits to agree with subject one.)

(3) "The Tibetans have engaged to exclude from their country those dangerous influences whose appearance was the chief cause of our action."--The Times.

(Should be was to agree with appearance.)

(4) "An immense amount of confusion and indifference prevail in these days."--Telegraph.

(Should be prevails to agree with amount.)

Errors in ellipsis occur chiefly with prepositions.

His objection and condoning of the boy's course, seemed to say the least, paradoxical.

(The preposition to, should come after objection.)

Many men of brilliant parts are crushed by force of circumstances and

their genius forever lost to the world.

(Some maintain that the missing verbs after genius is are, but such is ungrammatical. In such cases the right verb should be always expressed: as--their genius is forever lost to the world.)

Double negatives

It must be remembered that two negatives in the English language destroy each other and are equivalent to an affirmative.

Thus "I don't know nothing about it" is intended to convey, that I am ignorant of the matter under consideration, but it defeats its own purpose, inasmuch as the use of nothing implies that I know something about it.

The sentence should read--"I don't know anything about it."

Often we hear such expressions as "He was not asked to give no opinion," expressing the very opposite of what is intended.

This sentence implies that he was asked to give his opinion.

The double negative, therefore, should be carefully avoided, for it is insidious and is liable to slip in and the writer remains unconscious of its presence until the eye of the critic detects it.

Misuse of pronoun 'I'

The use of the first personal pronoun should be avoided as much as possible in composition.

Don't introduce it by way of apology and never use such expressions as "In my opinion," "As far as I can see," "It appears to me," "I believe," etc.

In what you write, the whole composition is expressive of your views, since you are the author, therefore, there is no necessity for you to accentuate or emphasize yourself at certain portions of it.

Moreover, the big I's savor of egotism! Steer clear of them as far as you can.

The only place where the first person is permissible is in passages where you are stating a view that is not generally held and which is likely to meet with opposition.

SEQUENCE OF TENSES

When two verbs depend on each other their tenses must have a definite relation to each other

"I shall have much pleasure in accepting your kind invitation" is wrong, unless you really mean that just now you decline though by-and-by you intend to accept;

Or unless you mean that you do accept now, though you have no pleasure in doing so, but look forward to be more pleased by-and-by.

In fact the sequence of the compound tenses puzzle experienced writers.

The best plan is to go back in thought to the time in question and use the tense you would then naturally use.

Now in the sentence "I should have liked to have gone to see the circus" the way to find out the proper sequence is to ask yourself the question--what is it I "should have liked" to do? And the plain answer is "to go to see the circus."

I cannot answer--"To have gone to see the circus" for that would imply that at a certain moment I would have liked to be in the position of having gone to the circus.

But I do not mean this; I mean that at the moment at which I am speaking I wish I had gone to see the circus.

The verbal phrase I should have liked carries me back to the time when there was a chance of seeing the circus and once back at the time, the going to the circus is a thing of the present.

This whole explanation resolves itself into the simple question,--what should I have liked at that time, and the answer is "**to go to see the circus,**" therefore this is the proper sequence, and the expression should be "**I should have liked to go to see the circus.**"

If we wish to speak of something relating to a time prior to that indicated in the past tense we must use the perfect tense of the infinitive; as, **"He appeared to have seen better days."**

We should say **"I expected to meet him,"** not **"I expected to have met him."**

"We intended to visit you," not **"to have visited you."** "I hoped they would arrive," not "I hoped they would have arrived."

"I thought I should catch the bird," not "I thought I should have caught the bird."

"I had intended to go to the meeting," not "I had intended to have gone to the meeting."

BETWEEN AND AMONG

These prepositions are often carelessly interchanged. Between has reference to two objects only, among to more than two. **"The money was equally divided between them"** is right when there are only two, but if there are more than two **it should be "the money was equally divided among them."**

LESS AND FEWER

Less refers to quantity, fewer to number. "No man has less virtues" should be "No man has fewer virtues." "The farmer had some oats and a fewer quantity of wheat" should be "the farmer had some oats and a less quantity of wheat."

FARTHER AND FURTHER

Further is commonly used to denote quantity, farther to denote distance. "I have walked farther than you," "I need no further supply" are correct.

EACH OTHER AND ONE ANOTHER

Each other refers to two, one another to more than two. "Jones and Smith quarreled; they struck each other" is correct. "Jones, Smith and Brown quarreled; they struck one another" is also correct. Don't say, "The two boys teach one another" nor "The three girls love each other."

EACH AND EVERY

These words are continually misapplied. Each can be applied to two or any higher number of objects to signify every one of the number independently.

Every requires more than two to be spoken of and denotes all the persons or things taken separately.

Either denotes one or the other of two, and should not be used to include both.

Neither is the negative of either, denoting not the other, and not the one, and relating to two persons or things considered separately.

The following examples illustrate the correct usage of these words:

Each man of the crew received a reward.

Every man in the regiment displayed bravery.

We can walk on either side of the street.

Neither of the two is to blame

RISE AND RAISE

These verbs are very often confounded. Rise is to move or pass upward in any manner; as to "rise from bed;" to increase in value, to improve in position or rank, as "stocks rise;" "politicians rise;" "they have risen to honor."

Raise is to lift up, to exalt, to enhance, as "I raise the table;" "He raised his servant;" "The baker raised the price of bread."

LIE AND LAY

The transitive verb lay, and lay, the past tense of the neuter verb lie, are often confounded, though quite different in meaning. The neuter verb to lie, meaning to lie down or rest, cannot take the objective after it except with a preposition.

We can say "He lies on the ground," but we cannot say "He lies the ground," since the verb is neuter and intransitive and, as such, cannot have a direct object. With lay it is different.

Lay is a transitive verb, therefore it takes a direct object after it; as "I lay a wager," "I laid the carpet," etc.

Of a carpet or any inanimate subject we should say, "It lies on the floor," "A knife lies on the table," not lays. But of a person we say--"He lays the knife on the table," not "He lies----." Lay being the past tense of the neuter to lie (down) we should say, "He lay on the bed," and lain being its past participle we must also say "He has lain on the bed."

We can say "I lay myself down." "**He laid himself down**" and such expressions.

It is imperative to remember in using these verbs that to lay means to do something and to lie means to be in a state of rest.

MISUSE OF PAST TENSE AND PAST PARTICIPLE

The interchange of these two parts of the irregular or so-called strong verbs is, perhaps, the breach oftenest committed by careless speakers and writers.

To avoid mistakes it is requisite to know the principal parts of these verbs, and this knowledge is very easy of acquirement, as there are not more than a couple of hundred of such verbs, and of this number but a small part is in daily use.

Here are some of the most common blunders: "I seen" for "I saw;" "I done it" for "I did it;" "I drunk" for "I drank;" "I begun" for "I began;" "I rung" for "I rang;" "I run" for "I ran;" "I sung" for "I sang;"

"I have chose" for "I have chosen;" "I have drove" for "I have driven;" "I have wore" for "I have worn;" "I have trod" for "I have trodden;" "I have shook" for "I have shaken;" "I have fell" for "I have fallen;" "I have drank" for "I have drunk;" "I have began" for "I have begun;"

"I have rang" for "I have rung;" "I have rose" for "I have risen;" "I have spoke" for "I have spoken;" "I have broke" for "I have broken." "It has froze" for "It has frozen." "It has blowed" for "It has blown." "It has flowed" (of a bird) for "It has flown."

N. B.--The past tense and past participle of To Hang is hanged or hung. When you are talking about a man meeting death on the gallows, say "He was hanged";

When you are talking about the carcass of an animal say, "It was hung," as "The beef was hung dry." Also say your coat "was hung on a hook."

MIS USE OF PRONOUNS

Very many mistakes occur in the use of the pronouns. "Let you and I go" should be "Let you and me go." "Let them and we go" should be "Let them and us go." The verb let is transitive and therefore takes the objective case.

"Give me them flowers" should be "Give me those flowers"; "I mean them three" should be "I mean those three."

Them is the objective case of the personal pronoun and cannot be used adjectively like the demonstrative adjective pronoun. "I am as strong as him" should be "I am as strong as he";

"I am younger than her" should be "I am younger than she;" "He can write better than me" should be "He can write better than I," for in these examples the objective cases him, her and me are used wrongfully for the nominatives.

After each of the misapplied pronouns a verb is understood of which each pronoun is the subject. Thus, "I am as strong as he (is)." "I am younger than she (is)."

"He can write better than I (can)."

Don't say "It is me;" say "It is I" The verb To Be of which is is a part takes the same case after it that it has before it. This holds good in all situations as well as with pronouns.

The verb To Be also requires the pronouns joined to it to be in the same case as a pronoun asking a question; The nominative I requires the

nominative who and the objectives me, him, her, its, you, them, require the objective whom.

"Whom do you think I am?" should be "Who do you think I am?" and "Who do they suppose me to be?" should be "Whom do they suppose me to be?"

The objective form of the Relative should be always used, in connection with a preposition. "Who do you take me for?" should be "Whom do, etc."

"Who did you give the apple to?" should be "Whom did you give the apple to," but as pointed out elsewhere the preposition should never end a sentence, therefore, it is better to say, "To whom did you give the apple?"

After transitive verbs, always use the objective cases of the pronouns.

For "He and they we have seen," say "Him and them we have seen."

Vocation, avocation;

Don't mistake these two words so nearly alike.

Vocation is the employment, business or profession one follows for a living;

Avocation is some pursuit or occupation which diverts the person from such employment, business or profession. Thus

"His vocation was the law, his avocation, and farming."

4.1.8 STYLE

Style is expressive of the writer, as to who he is and what he is. As a matter of structure in composition it is the indication of what a man can do; as a matter of quality it is an indication of what he is.

Style has been classified in different ways, but it admits of so many designations that it is very hard to enumerate a table.

In fact there are as many styles as there are writers, for no two authors write exactly after the same form.

However, we may **classify the styles** of the various authors in broad divisions as **(1) dry, (2) plain, (3) neat, (4) elegant, (5) florid, (6) bombastic.**

The dry style excludes all ornament and makes no effort to appeal to any sense of beauty. Its object is simply to express the thoughts in a correct manner. This style is exemplified by Berkeley.

The plain style does not seek ornamentation either, but aims to make clear and concise statements without any elaboration or embellishment. Locke and Whitely illustrate the plain style.

The neat style only aspires after ornament sparingly. Its object is to have correct figures, pure diction and clear and harmonious sentences. Goldsmith and Gray are the acknowledged leaders in this kind of style.

The elegant style uses every ornament that can beautify and avoids every excess which would degrade. Macaulay and Addison have been enthroned as the kings of this style. To them all writers bend the knee in homage.

The florid style goes to excess in superfluous and superficial ornamentation and strains after a highly colored imagery. The poems of Ossian typify this style.

The bombastic is characterized by such an excess of words, figures and ornaments as to be ridiculous and disgusting. It is like a circus clown dressed up in gold tinsel. Dickens gives a fine example of it in Sergeant Buzau's speech in the "Pickwick Papers."

Other varieties of style

Among other varieties of style may be mentioned the colloquial, the laconic, the concise, the diffuse, the abrupt, the flowing, the quaint, the epigrammatic, the flowery, the feeble, the nervous, the vehement, and the affected. The manner of these is sufficiently indicated by the adjective used to describe them.

In fact style is as various as character and expresses the individuality of the writer, or in other words, as the French writer Buffon very aptly remarks, "**The style is the man himself.**"

It is the object of every writer to put his thoughts into as effective form as possible so as to make a good impression on the reader.

A person may have noble thoughts and ideas but be unable to express them in such a way as to appeal to others, consequently he cannot exert the full force of his intellectuality nor leave the imprint of his character upon his time, whereas many a man but indifferently gifted may wield such a facile pen as to attract attention and win for himself an envious place among his contemporaries.

In everyday life one sees illustrations of men of excellent mentality being cast aside and ones of mediocre or in some cases, little, if any, ability chosen to fill important places.

The former are unable to impress their personality; they have great thoughts, great ideas, but these thoughts and ideas are locked up in their brains and are like prisoners behind the bars struggling to get free. The key of language which would open the door is wanting; hence they have to remain locked up.

Many a man has to pass through the world unheard of and of little benefit to it or himself, simply because he cannot bring out what is in him and make it subservient to his will.

It is the duty of every one to develop his best, not only for the benefit of himself but for the good of his fellow men.

It is not at all necessary to have great learning or acquirements, the laborer is as useful in his own place as the philosopher in his; nor is it necessary to have many talents. One talent rightly used is much better than ten wrongly used.

Often a man can do more with one than his contemporary can do with ten, often a man can make one dollar go farther than twenty in the hands of his neighbor, often the poor man lives more comfortably than the millionaire.

All depends upon the individual himself. If he make right use of what the Creator has given him and live according to the laws of God and nature he is fulfilling his allotted place in the universal scheme of creation, in other words, when he does his best, he is living up to the standard of a useful manhood.

Now in order to do his best a man of ordinary intelligence and education should be able to express himself correctly both in speaking and writing, that is, he should be able to convey his thoughts in an intelligent manner which the simplest can understand.

Style

The manner in which a speaker or writer conveys his thoughts is known as his Style.

In other words Style may be defined as the peculiar manner in which a man expresses his conceptions through the medium of language. It depends upon the choice of words and their arrangement to convey a meaning.

Scarcely any two writers have exactly the same style; that is to say, express their ideas after the same peculiar form, just as no two mortals are fashioned by nature in the same mould, so that one is an exact counterpart of the other.

Just as men differ in the accent and tones of their voices, so do they differ in the construction of their language?

Two reporters sent out on the same mission, say to report a fire, will **verbally differ in their accounts** though materially both descriptions will be the same as far as the leading facts are concerned. One will express himself in a style different from the other.

If you are asked to describe the dancing of a red-haired lady at the last charity ball you can either say--"The ruby Circe, with the Titian locks glowing like the oriflamme which surrounds the golden god of day as he sinks to rest amid the crimson glory of the burnished West, gave a divine exhibition of the Terpsichorean art which thrilled the souls of the multitude" or, you can simply say--"The red-haired lady danced very well and pleased the audience."

The former is a specimen of the ultra florid or bombastic style which may be said to depend upon the pomposity of verbosity for its effect; **the latter is a specimen of simple natural Style.**

Needless to say it is to be preferred. The other should be avoided. It stamps the writer as a person of shallowness, ignorance and inexperience. It has been eliminated from the newspapers.

Even the most flatulent of yellow sheets no longer tolerate it in their columns. Affectation and pedantry in style are now universally condemned.

It is the duty of every speaker and writer to labor after a pleasing style. It gains him an entrance where he would otherwise be debarred. Often the interest of a subject depends as much on the way it is presented as on the subject itself.

One writer will make it attractive, another repulsive. For instance take a passage in history. Treated by one historian it is like a desiccated mummy, dry, dull, disgusting, while under the spell of another it is, as it were, galvanized into a virile living thing which not only pleases but captivates the reader.

DICTION

The first requisite of style is choice of words, and this comes under the head of Diction, the property of style which has reference to the words and phrases used in speaking and writing.

The secret of literary skill from any standpoint consists in putting the right word in the right place. In order to do this it is imperative to know the meaning of the words we use, their exact literal meaning.

Many synonymous words are seemingly interchangeable and appear as if the same meaning were applicable to three or four of them at the same time, but when all such words are reduced to a final analysis it is clearly seen that there is a marked difference in their meaning.

For instance grief and sorrow seem to be identical, but they are not. Grief is active; sorrow is more or less passive; grief is caused by troubles and misfortunes which come to us from the outside, while sorrow is often the consequence of our own acts.

Grief is frequently loud and violent; sorrow is always quiet and retiring. Grief shouts, Sorrow remains calm.

If you are not sure of the exact meaning of a word look it up immediately in the dictionary. Sometimes some of our great scholars are puzzled over simple words in regard to meaning, spelling or pronunciation. Whenever

you meet a strange word note it down until you discover its meaning and use.

Read the best books you can get, books written by men and women who are acknowledged masters of language, and study how they use their words, where they place them in the sentences, and the meanings they convey to the readers.

Mix in good society. Listen attentively to good talkers and try to imitate their manner of expression. If a word is used you do not understand, don't be ashamed to ask its meaning.

True, **a small vocabulary will carry you through, but it is an advantage to have a large one.** When you live alone a little pot serves just as well as a large one to cook your victuals and it is handy and convenient, but when your friends or neighbors come to dine with you, you will need a much larger pot and it is better to have it in store, so that you will not be put to shame for your scantiness of furnishings.

Get as many words as you possibly can--if you don't need them now, pack them away in the garrets of your brain so that you can call upon them if you require them.

Keep a note book, jot down the words you don't understand or clearly understand and consult the dictionary when you get time.

Simplicity of style has reference to the choice of simple words and their unaffected presentation.

Simple words should always be used in preference to compound, and complicated ones when they express the same or almost the same meaning.

The Anglo-Saxon element in our language comprises the simple words which express the relations of everyday life, strong, terse, and vigorous, the language of the fireside, street, market and farm.

It is this style which characterizes the Bible and many of the great English classics such as the "Pilgrim's Progress," "Robinson Crusoe," and "Gulliver's Travels."

Clearness of style should be one of the leading considerations with the beginner in composition.

He must **avoid all obscurity** and ambiguous phrases. If he write a sentence or phrase and see that a meaning might be inferred from it otherwise than intended, he should re-write it in such a way that there can be no possible doubt.

Words, phrases or clauses that are closely related should be placed as near to each other as possible that their mutual relation may clearly appear, and no word should be omitted that is necessary to the complete expression of thought.

UNITY

Unity is that property of style which keeps all parts of a sentence in connection with the principal thought and logically subordinate to it.

A sentence may be constructed as to suggest the idea of oneness to the mind, or it may be so loosely put together as to produce a confused and indefinite impression.

Ideas that have but little connection should be expressed in separate sentences, and not crowded into one.

Keep long parentheses out of the middle of your sentences and when you have apparently brought your sentences to a close don't try to continue the thought or idea by adding supplementary clauses.

4.2. E- CORRESPONDENCE

4.2.1 E - CORRESPONDENCE

Any written or digital communication exchanged by two or more parties. Correspondences may come in the form of letters, emails, text messages, voicemails, notes, or postcards. Correspondences are important for most businesses because they serve as a paper trail of events from point A to point B.

4.2.2 There are Six Types of Electronic Communication

Electronic communication dates back to the telegraph that used Morse code to send messages long distances over wires. After that, the electronics industry added the wired telephone, the wireless radio and television. Since then, the

industry has exploded; consumers now share information with each other anywhere, anytime and in ways that are as varied as we are.

Web Pages

World Wide Web users post content on websites for others to view. The content may be simple text, but it might also contain multimedia files including images, sounds, videos or streaming content. Unlike many other forms of electronic communication, most Web content is pulled from the Web by users who are seeking information, rather than pushed to subscribers. While not as permanent as traditional media like paper, Web pages can archive information for extended periods.

Email

Email is a method originally intended to imitate physical mail. Messages are delivered from one specific address to one or more specific addresses. Users are alerted to the presence of new messages in their inboxes by email clients that display the content and offer an opportunity to reply. Messages are primarily text but may include file attachments of various types including images and short movies. Unlike instant messages, emails are generally not expected to be read immediately upon receipt. Most email readers keep track of conversations that include multiple people through the use of threads. Thus email is ideally suited for long, involved conversations between two people or among small groups of people.

Forums

Conversations that go on indefinitely, involve large numbers of people or need to be archived are not well suited to email. Forums, often hosted on the Web, provide an alternative that combines many of the aspects of email and Web pages. They involve discussions around a single, limited topic but can take place over months or years and involve dozens or even hundreds of participants. Most use a treelike structure that allows participants to jump in at whatever level their comments are most appropriate.

Text and Instant Messaging

Text messaging uses cellular airwaves and protocols to deliver textual messages from one cellular phone to another or from one phone to a group of other phones.

Text messaging is usually intended as near-instant communication and can be quicker than a phone call because the sender doesn't have to wait for the recipient to answer before delivering a message. Because text messaging is informal and easy, it's sometimes called chatting.

Text messaging can also facilitate private discussions when there is a chance that a phone call could be overheard. Instant messaging is similar to text messaging but is carried over the Internet rather than over cell phone airwaves.

Social Networking

Social networking sites facilitate communication among people with common interests or affiliations.

Sites such as **Face book** and LinkedIn provide places for people to interact, sometimes in real time.

Micro blogging services like Twitter, allow short textual messages of no more than 140 characters to be broadcast to a large audience. Unlike text messages, which are delivered to only small groups, micro blog posts are intended to be seen by all of a user's followers.

Micro blog users can repost messages that they want to share with their own followers, so a micro blog post can spread quickly. **A widely reposted message is called a viral post.**

Video Chat

Like instant messaging, most video chatting is conducted over Internet protocols that stream images from one device to another.

At times, nothing beats a face-to-face conversation. Video chats provide immediacy to a conversation.

Because a person's tone is often easier to read when you can see his face, businesses often use videoconferencing to aid in virtual meetings.

4.2.3 Types of E Correspondence at workplace

Letters, memos, e-mails, and micro-blogs are the four types of workplace correspondences.

Letters are the most formal of the four. Due to the highly professional language required of letters, this type of correspondence best fits for communication outside of an organization.

Memos are less formal, because they often cater to those who work for the same organization. Here's a standard memo to serve as a guideline.

E-mails best serve for fast communication, with their formality, and choice of recipient numbers.

Micro blogs are the least formal, and act as a quick communication tool for convenience in the workplace.

Memo Conventions

Memos follow emails as a convenient, quick genre for routine workplace messages, usually in-house. The format is frequently used for a variety of short reports and internal proposals because it relies on a professional yet personable tone and style, direct organization, and efficient document design.

Features of a memo Organization name (optional)

- Memo label (optional)
- Header (To, From, Date, Subject)
- Introduction • Body with headings •

Conclusion with courteous close (optional)

- Header Memo headers are intended to help workplace readers quickly understand the authority of the memo and its purpose. To do this, all memos should have the following **standard elements in the heading**:

To: • From: • Date: • Subject or Re:

- This heading style supports readers in quickly determining the importance of the memo by: Making clear the reader is the target of the document.
- Indicating the authority of the document by designating the author and the currency

(Via the • date).

Clarifying the purpose of the memo through a brief but clear and descriptive subject line

- That alerts readers to the overall focus of the message. Additionally, it is standard to write out the date in a memo heading. This assures that all audiences will read the date accurately.

For example, if you write the date as 06/12/2015, some may read this as June 12, 2015, while others would read this as December 6, 2015.

Writing out the name of the month eliminates the possibility of confusion.

Introduction As with all other documents, the introduction should help readers get oriented to each document's purpose and scope. Remember to establish the rhetorical context early in the introduction so that recipients understand why they're receiving the memo and why they should continue reading.

Body The body is, of course, where the bulk of your important information goes.

To support readers in effectively reading your memos, you should utilize effective organizational strategies to guide readers efficiently through the memo:

Descriptive subheadings

- Bulleted lists
- Topic sentences and transitional sentences
- Visuals to complement written text, especially complex information
- Conclusion with Courteous Close

The conclusion of a memo is like any other—it summarizes the basic message of the document, and calls readers to any necessary action that should be taken as a result.

Additionally, because a memo is a correspondence that seeks to maintain a positive workplace environment, it may also include a courteous closing that leaves readers with a very clear understanding of what they need to do with the information provided; e.g. "Please let me know by Wednesday if you have any questions about this new policy."

4.2.4 SYNOPSIS OF MEMORANDUM WITH ADDITIONAL INFORMATION

A memorandum (memo) is the most frequently used form of communication within an organization. It is used between persons who work together closely or are acquainted with one another and rarely used for communication with the members of other organizations. A memo is generally brief and to the point, and so the professionals find it a convenient means of communication in all directions: upward, downward and horizontal.

Downward Memos: They are used to communicate to the subordinates in the hierarchy of the organization

Upward Memos: They are sent by subordinates to their superiors

Horizontal Memos: They are sent to peer or to people who are hierarchically equivalent in the organization.

Letters versus Memos:

- Unlike letters, which are used as a means to reach out to people outside an organization, memos are used to send information inside an organization
- A memo is written in a specific format, which is different from the letter format
- Memos are less formal than letters
- Memos are less structured than letters
- The tone of the memo is more conversational than that of a letter
- Memos contain less background explanation and information than letters

Characteristics of Effective Memos:

- Clarity
- Conciseness
- Unity of theme
- Informal tone

Form and Structure:

The following elements usually constitute the structure of a memo:

1. Name of the organization
2. Name/ designation of the receiver
3. Name/ designation of the sender
4. Reference

5. Date
6. Subject
7. Body
8. The signature of the sender

4.2.5 Types of Memorandum:

1. Confirmation memorandum
2. Request memorandum
3. Purchase memorandum
4. Procedural memorandum

A Memorandum is mainly written for two purposes:

1. Those which are written for transacting the daily business in an organization and
2. Those which contain short reports.

PRACTICE TEST WITH ANSWERS IN BOLD TYPE

1. A _____ is formal written message, written in a conventional form for someone within the organization to meet a specific need.
 - a. Business letter
 - b. Informal letter
 - c. Business memo**
 - d. Appreciation letter
2. 'Although a memo is a formal business document, its tone is usually informal and conversational'. Which one of the following characteristic is related to the above statement?
 - a. Clarity
 - b. Conciseness
 - c. Unity of theme
 - d. Informal tone**
3. One of the following is an element of memorandum
 - a. Subject**
 - b. Clarity
 - c. Unity
 - d. Coherence
4. The memos sent between peer groups are called as
 - a. Vertical memos
 - b. Horizontal memos**
 - c. Upward memos

- d. Downward memos
- 5. The memos sent by sub ordinates to their superiors are
 - a. Vertical memos
 - b. Horizontal memos
 - c. Upward memos**
 - d. Downward memos
- 6. The memos used to communicate to the sub ordinates are
 - a. Vertical memos
 - b. Horizontal memos
 - c. Upward memos
 - d. Downward memos**
- 7. A memo is written in _____ format
 - a. Letter format
 - b. Report
 - c. Specific format**
 - d. Paragraph
- 8. The tone of a memo is
 - a. Traditional
 - b. Conversational**
 - c. Formal
 - d. Written
- 9. Memos contain less _____ than letters
 - a. Background explanation and information**
 - b. Theoretical and practical
 - c. Instructions and procedures
 - d. Suggestions and recommendations
- 10. One of the following is the main difference between a letter and a memo
 - a. Memos are more structured than letters
 - b. Memos send information outside the organization and letters inside the organization
 - c. Memo is written in a letter format and letter in a paragraph
 - d. Memos are less formal than letters.**

Example:

Sitar Maxwell Ltd. Interoffice Memorandum
To : The Managing Director
From: The Sales Manger
Ref : DIT/ 179
Date : 28 Nov 2016

Subject: National Conference on Sales Promotion

As directed, I attended the National Conference held in Chennai on 6 and 27 July, 2007 and presented a paper on the strategies for the promotion of sales of washing machines.

There was in-depth discussion on different methods of capturing the market through advertisements on electronics and print media. It was realized that these media did promote the sales. However, to have a competitive edge it is essential to devise and use other ways of reaching the consumer across the country. Some of the suggestions made were as follows: door to door contact with housewives and demonstration at strategic points at different parts of the town, distribution of handbills in regional languages, and hoardings in big towns.

I am enclosing for you perusal the literature containing the details of the suggestions made at the conference. I, however, believe it would be better to conduct a market survey before devising new methods of promoting the sale of our machines.

T.D.Kashiwal

4.2.6 Report Writing

A report is a formal document written for a specific audience to meet a specific purpose. It is a factual and systematic account of a specific business or professional activity. Reports help in the analysis of a condition, situation, or a problem for an effective solution. Reports serve several purposes

- Presenting idea
- Describing problems and suggesting solutions
- Discussing and analyzing data
- Recoding events and happenings
- Analyzing a situation or a condition
- Giving feedbacks, suggestions or recommendations

Types of Reports:

Types	Description	Examples
Informational	Objective presentation of data without analysis or interpretation	Conference reports Seminar reports Trip reports
Analytical	Presentation of data with analysis and interpretation	Project report, feasibility reports, market research reports
Routine	Presentation of routine information	Daily production reports, monthly sales

		reports, annual reports
Special	Presentation of specific information related to a single condition, situation, problem or occasion	inquiry reports, research reports, thesis, dissertation
Oral	Face-to-face presentation of information	incident reports, sales reports, joining reports, conference reports
Written	Presentation of information in written form	project reports, progress reports, research reports
Formal	Long reports with elaborate description and discussion	annual reports, thesis, project reports, technical reports
Informal	Short reports	laboratory reports, daily production reports, trip reports

Preparation and Planning:

- Set your objective
- Assess your audience
- Decide what information you will need and collect data
- Prepare your skeletal framework, that is, form an outline

Data Collection: recognizing the sources of information and collecting information are the primary tasks. Formal writing cannot depend on imagination and assumptions. It requires solid proof.

SOURCES:

The following sources can be approached for data collection:

- Encyclopedias
- Text books
- Office records
- Files
- Journals
- Manuals
- Magazines
- Government publications
- Handbooks
- Internet
- Computer databases
- Newspapers
- Handbooks

4.2.7 Methods of Data Collection:

1. **Personal observation:** it gives first hand information and is reliable but time consuming
2. **Telephonic Interview:** it is the quickest of surveys but limited information is available
3. **Personal Interview:** it is flexible and useful in market survey but is costly and time-consuming
4. **Mail questionnaire:** it is the cheapest method and covers wide area but is time consuming.

PRACTICE TEST WITH ANSWERS IN BOLD TYPE

1. _____ help in the analysis of a condition, situation, or a problem for an effective solution.
 - a. Letters
 - b. Reports**
 - c. Memos
 - d. E-mails
2. The best example of a routine report is
 - a. Monthly sales report**
 - b. Project report
 - c. Accident report
 - d. Trip report
3. Long reports with elaborate description and discussion are called as
 - a. Non-formal reports
 - b. Formal reports**
 - c. Analytical report
 - d. Informational report
4. Presentation of specific information related to a single condition, situation, problem or occasion are _____ reports
 - a. Oral
 - b. Written
 - c. Formal
 - d. Special**
5. Informational reports are
 - a. Presentation of specified information
 - b. Presentation of data with analysis
 - c. Presentation of routine information
 - d. Objective presentation of data without analysis**

6. Face-to- face presentation of information is
 - a. Informational report
 - b. Analytical report
 - c. Routine report
 - d. Oral report**
7. Laboratory reports are the best example for
 - a. Formal
 - b. Non-formal**
 - c. Written
 - d. Special
8. Short reports are
 - a. Formal
 - b. Oral
 - c. Non-formal**
 - d. Written
9. Presentation of data with analysis and interpretation
 - a. Informational
 - b. Analytical**
 - c. Routine
 - d. Special
10. Thesis is the best example of _____ report
 - a. Formal
 - b. Informal
 - c. Special**
 - d. Oral
11. To write a profession report one of the following is essential
 - a. Don't set your objective
 - b. Assess your audience**
 - c. It is not necessary to decide what information is needed
 - d. Importance need not be given to prepare skeletal framework**
12. Data collection is important because
 - a. Solid proof is required**
 - b. Objective should be set up
 - c. Audience should be entertained
 - d. Outline should be framed
13. One of the following is a print source for data collection
 - a. Computer databases
 - b. Internet
 - c. E-journals
 - d. Handbooks**

14. One of the following is a technical source for data collection
- a. **Computer databases**
 - b. Journals
 - c. Magazines
 - d. Newspapers
15. The method of data collection in which first hand information is available and is time consuming is
- a. **Personal observation**
 - b. Telephonic interview
 - c. Personal interview
 - d. Mail questionnaire
16. The method of data collection in which the survey is quick and limited information is available is
- a. Personal observation
 - b. Personal interview
 - c. **Telephonic interview**
 - d. Mail questionnaire
17. The method of data collection which is flexible and costly and time-consuming is
- a. Personal observation
 - b. Telephonic interview
 - c. **Personal interview**
 - d. Mail questionnaire
18. The method of data collection which is cheap and time consuming is
- a. Personal observation
 - b. Personal interview
 - c. Telephonic interview
 - d. **Mail questionnaire**
19. The experiment conducted in laboratory comes under the _____ data collection method
- a. **Personal observation**
 - b. Personal interview
 - c. Telephonic interview
 - d. Mail questionnaire
20. Trip reports are both
- a. **Informational and non-formal**
 - b. Analytical and formal
 - c. Oral and formal
 - d. Informational and formal

Sample Report

**Bharat Cloth Mills
11 Kasturba Gandhi Marg
New Delhi-110001**

20 November, 2016

To
The General Manager
Bharat Cloth Mills

Sub: A report on the reasons for the declining of sales

Respected Sir

I would like to bring to your notice about our observations from the meeting specifically held on 10th November, 2016 to discuss the various reasons associated with the sales.

The members present in the meeting had done a meticulous job in identifying the problems associated with the sales. As we are well aware Bharat Cloth Mills is well known for its outstanding quality, the customers look for quality. No doubt the company is able to satisfy the customers in terms of quality. One of our sales managers from the southern region has conducted a survey on the decline of our sales and put forward the following things which the customers are aiming at.

- Readymade garments are given preference
- Fabric should be dyed in various colors
- Manufacture Baba suits
- Incorporate the new patterns in Saris
- Update with recent fashions
- Though quality is good , the prices are higher compared to other companies
- Frequent bands disturbing the economy of the country
- People depending more on foreign material

The committee decided for more than eight hours relating to the matters specified above. It had come to a decision to compete with the market. So the tailors should be trained in stitching readymade dresses. Some women, who are interested in shopping would be called to our designing section to say their opinion. The recent fashions can be dealt with by sending one or two creative designers to other countries. A separate dyeing unit will be set up in our company. An outlet will be opened in the outskirts of the city and a register containing the suggestions will be placed, so it would be easier for us to correct ourselves. When customers are satisfied with the creations of our company, price would not be a big issue.

We are hopefully looking forward to continue with the suggestions mentioned above.

Yours sincerely

Ragnunadhan Behr

Convener.

4.2.9 EMAIL CORRESPONDENCE

Email is the latest formal method of business communication. It is the most widely used method of written communication usually done in a conversational style. It is used when there is a need to communicate to large audience in an organization

Email (Electronic mail) is a message sent through the internet that reaches individuals or groups anywhere in the world to share thoughts, information, and files of date, spread sheets, anything that can be stored in a computer.

Email Conventions

Email is the most commonly used workplace genre because the messages are quick, save paper costs, and maintain records of communications. Their features make them the most practical genre for typical low-stakes communication.

Features of an email

Electronic format—inexpensive and easy to distribute

- Variable audiences—you can send to individuals or groups of any size
- Subject line—readers can decide to read or delete without opening
- Automatic record keeping—email systems record all emails (remember to be professional at
- All times) allows for attachments—you can distribute longer, more detailed documents

.Allows for links—you can connect readers with more detailed information

Warm-up sentences:

- Thank you for giving the details of the proposal. There are, however, just a few points on which I would like to seek clarification.
- Many thanks for the prompt response. We are happy to note that the production of the book is in full swing.
- We greatly appreciate the efforts you are making to make the seminar a spectacular success. The details you have asked for are given below.

End of email with a courteous word, phrase or sentence

- Regards (common in business emails)
- Best wishes (used both in business and personal emails)
- Bye (personal emails)
- It would be a pleasure to hear from you again.
- I would be delighted to be of further help to you.

1. What is an email correspondence?

Any written or digital communication exchanged by two or more parties. Correspondences may come in the form of letters, emails, text messages, voicemails, notes, or postcards.

2. What is email writing?

An informal **email** is more like a text message. **Email writing** is similar to letter **writing**. Any **email** should be easy to read. One or more people can receive an **email** via the internet. A formal **email** is a piece of formal **writing**.

3. How do you write an email?

1. Write a meaningful subject line.
2. Keep the message focused.
3. Avoid attachments.
4. Identify yourself clearly.
5. Be kind — don't flame.
6. Proofread.
7. Don't assume privacy.
8. Distinguish between formal and informal situations.

4. How to write a formal email?

Steps to make prepare a professional email:

1. Begin with a greeting
2. Thank the recipient
3. State your purpose
4. Add your closing remarks
5. End with a closing

1. Begin with a greeting

Always open your email with a greeting, such as **“Dear Kumar”**. If your relationship with the reader is formal, use their family name (e.g. **“Dear Mrs. Saumur”**). If the relationship is more casual, you can simply say, **“Hi Kerri”**. If you don’t know the name of the person you are writing to, use: **“To whom it may concern”** or **“Dear Sir/Madam”**.

2. Thank the recipient

If you are replying to a client’s inquiry, you should begin with a line of thanks. For example, if someone has a question about your company, you can say, **“Thank you for contacting ABC Company”**. If someone has replied to one of your emails, be sure to say, **“Thank you for your prompt reply”** or **“Thanks for getting back to me”**. Thanking the reader puts him or her at ease, and it will make you appear more polite.

3. State your purpose

If you are starting the email communication, it may be impossible to include a line of thanks. Instead, begin by stating your purpose. For example, **“I am writing to enquire about ...”** or **“I am writing in reference to ...”** or **“I would like to let you know that.....”** **“With reference to our telephone conversation on Friday I would like to let you know that.....”**

Making a request and asking for information:

Could you please let me know?

If you can attend.....

If you are available for a meeting on 12th December

Could you possibly arrange a meeting with the Manager?

I would like to know if there are any.....

Offering help and giving information:

We are happy to let you know that your article has been selected for publication.

I am glad to inform you that we will be holding our annual conference on 20th December 2015.

Should you need further information or assistance?

Complaining:

I am writing

To express my dissatisfaction -----

To complain about.....

I regret to say that I was not completely satisfied with the room you provided us.

I would like to receive a full refund and compensation for the damages.

Apologizing

We would like to apologize for any inconvenience caused.

Please accept our apologies for the delay.

Please let us know what we can do to compensate you for the damages caused.

We will make sure that this will not happen again in the future.

Make your purpose clear early on in the email, and then move into the main text of your email. Remember, people want to read emails quickly, so keep your sentences short and clear.

You'll also need to pay careful attention to grammar, spelling and punctuation so that you present a professional image of yourself and your company.

4. Add your closing remarks

Before you end your email, it's polite to thank your reader one more time and add some polite closing remarks. You might start with **“Thank you for your patience and cooperation”** or **“Thank you for your consideration”** and then follow up

with, “If you have any questions or concerns, don’t hesitate to let me know” and “I look forward to hearing from you”.

5. End with a closing

The last step is to include an appropriate closing with your name. “**Best regards**”, “**Sincerely**”, and “**Thank you**” are all professional. Avoid closings such as “**Best wishes**” or “**Cheers**” unless you are good friends with the reader.

Yours faithfully, (when you start with Dear Sir/ Madam)

Yours sincerely, (when you start with the name e g. Dear Ms. Anita)

On attaching files:

I am attaching my CV for your consideration.

I am sending you the brochure as an attachment.

Please see the statement attached.

Please find the attached file you requested.

Finally, before you click the send button, review and spell check your email one more time to make sure it’s truly perfect!

4.2.9 EMAIL ETIQUETTE

Practically everybody uses email for communicating with customers, vendors, fellow-workers, and members of their teams. Its speed and efficiency make it an ideal means to convey a message or an instruction in an instant. What's more, a permanent record of the exchange is created, which can be referred to months or even years later.

But email also has its disadvantages.

An email sent in haste can have disastrous consequences

It's hard to beat an email if the same message has to be sent to several people. A single click and your work is done. But the flip side is that if you write an angry response to someone and send it off immediately, there is practically no way that you can withdraw what you have written.

Even worse, you could compose a private message to one of your team members

and hit the reply-all button by mistake.

How can you avoid making mistakes like these?

First, try never to send an email when you are angry. Write what you think is an appropriate message and wait a day before sending it. If it is not possible to delay your response, have someone review what you have written.

Another practice that you should follow is to double-check the recipients of the email before you send it. The few extra seconds that this takes could save you a lot of trouble.

Never use an email to reprimand a subordinate

No matter how carefully you write the message, the criticism that you send by email will generate resentment as it will be recorded permanently.

It is preferable to castigate your subordinate personally or at the very least, on the phone.

Another downside to admonishing a team member on email is that it is very difficult to convey emotions using this means of communication.

The words you write are liable to be misinterpreted. In the eyes of the reader, the message may seem harsher than you intended it to be.

Your message may get lost in the clutter

Most of us receive hundreds of messages a day. It is very difficult to keep track of them all. While it is true that the emails you send to subordinates will definitely get read, there is a good chance that your communication to peers or other recipients will be ignored or simply deleted.

A solution to this is to convey important matters by phone or in person. If the matter to be conveyed contains a lot of information or data, it is preferable to send it by email and then follow up with a phone call.

Be careful about how often you communicate by email

The fact that it takes very little effort to send an email can also be one of the greatest drawbacks to this method of communication.

If you are in the habit of shooting off emails at the slightest pretext, the result

could be that your messages will be ignored by most people. Consequently, even the important issues that you want to convey could remain unread.

Use emails along with other modes of communication

While emails have great utility, they should be used as judiciously as possible. Sending too many can be counterproductive.

They are the ideal way to convey detailed information and data, but not the best means for exchanging ideas on complex issues. For these, nothing can beat a meeting where everybody involved is present.

E-mail ‘Letters’ are sent to users at various points in the workflow, such as when certain Action Manager Events occur.

E-mail Letters can also be sent independent of workflow, such as in a batch method to all users or designated subsets of users using the ‘Batch E-mail’ function, to individual users from the ‘Reminder Reports’ function, or using the ‘Ad-Hoc Letter’ function.

In addition to system e-mail letters, Editors (with proper permission) may paste external correspondence into the system to assist in tracking conversations that take place outside of the normal Editorial Manager process.

Allow Attachments in E-mails

Letters may be configured to allow Attachments to be sent as a part of the letter, either from the submission files or from the sender’s personal files.

When enabled for a publication, Administrators may configure any letter to allow Attachments to be included.

When enabled, the sender of the letter will have an additional “Add/Change Attachments” button available when customizing the letter for sending.

Clicking the “Attachments” button will open a page where the user can upload an attachment to the e-mail from their local files.

If the logged in user is an Editor or Publisher (with permission to view the File Inventory), there will be additional files on the 'Attachments' page for the user to choose from. If available, files can be included from the following areas:

- A. System PDF
- B. Submission Files
- C. Companion Files
- D. Schedule Group Files
- E. Editor/Reviewer Attachments

Ability to cc: and bcc: on Customize Letters

The ability to cc (carbon copy) or bcc (blind carbon copy) Editors on letters is available on all custom letters, as well as the Decision Letter ('Notify Author of Editor's Decision'), Ad Hoc Letters, and the letter tied to the 'Request Unregistered Reviewer' event.

When the Editor clicks 'Send Custom Letter' from any page where custom letter functionality is available, the Editor will see a list of all Editors assigned to the submission. The Editor role is shown followed by the Editor name.

Checkboxes for cc or bcc appear next to each name. If the 'cc' box is selected/checked, a letter is sent to each of those Editors, and the names and e-mail addresses of those cc' are recorded in 'Correspondence History'.

To make it clear that a message has been carbon-copied, the system inserts 'cc: notification' text into each message that reads:

"You are being carbon copied ("cc:'d") on an E-mail "To" [Original Recipient].

CC: [List of all cc: recipients]".

The “CC: [List of all cc: recipients]” text is also inserted into the beginning of the original e-mail letter sent to the Primary recipient. The Primary recipient and all cc: recipients are informed of the identity of all cc:’d recipients.

Note: For security purposes, EM does not use standard E-Mail cc functionality, but instead creates a separate E-Mail for each recipient.

If the ‘bcc’ is selected/checked, a letter is sent to each of those Editors, but the names and e-mail addresses of those bcc’d are not displayed in ‘Correspondence History’. To make it clear that a message has been blind carbon-copied, the system inserts 'bcc: notification' text into each message that reads:

"You are being blind carbon copied ("bcc:'d") on an E-mail "To" [Original Recipient]."

If there are cc’d recipients, an additional row is appended that reads:

“CC: [List of all cc: recipients]”.

The original e-mail letter sent to the Primary recipient does not display any bcc’d recipients, nor do bcc recipients display to other cc’d or bcc’d recipients.

Additionally, users have the ability to enter e-mail addresses, other than those of Editors and Reviewers assigned to the submission. Two blank textboxes will appear on all Custom Letter forms; one for cc, one for bcc. The Editor can type one or more e-mail addresses in these boxes. Multiple e-mail addresses must be separated by semicolons (;).

Note: The Letters in the ‘Correspondence History’ will display the people who are cc’d but not bcc’d.

Editors may expand the size of the e-mail message textbox to see more of the e-mail message (letter), reducing the need to scroll. By clicking on the button labeled 'Open in New Window' a new browser window will open with a larger textbox for easier viewing and editing.

To Configure: No configuration is necessary.

HTML-styled Letters

HTML is supported in Letters so that e-mails can include formatting and graphics (images).

Publications can include graphics and images in any Letter that is in HTML format.

Images are uploaded to the system by clicking the button labeled 'Edit Image Files for HTML Letters' on the Edit Letters page in Policy Manager.

The 'Upload New Image Files' button will allow the publication to upload files that can be incorporated into the letter.

Previously uploaded images can be replaced or hidden by clicking on the 'Edit/Replace' link in the Action column for files listed on the 'Edit Image Files for HTML Letters' page.

The 'Edit Image File' page allows you to change the image file's 'Description', download the current file, and replace the current file with a different one.

4.2.10 Blogs

What is a blog?

In simple terms it is a piece of software which allows you to write an online diary on a website. Your last entry, called a post, is displayed on the front page, home page, of the site.

The significance of the blog is that it is dynamic. That is that it can be updated and it allows the visitor to communicate through the comment section attached to each individual post.

The other significant characteristics of today's blogs are:

a blog has some form of navigation, usually menus

a blog's layout contains a header, footer and content. Usually there is at least one sidebar running beside the content.

Categories of posts

Those readers can access the archives, previous posts

That a post can contain text and images, (and often video and other media)

That posts can contain links to other posts, both within blog and to the entire web

Should contain a contact page and form

Should contain an about page

In today's world a blog may contain many other elements, such as a display of recent posts, a plug-in that automatically sends a new post details to Twitter or Face book, image galleries and the ability to turn the post into an easy to print document.

A Blog Is Really About Communication

But let's face it when you set up a website you are trying to communicate with the billions of web users throughout the world. You are hoping that lots of them will come and visit, interact, take action or buy from you.

A blog, with a lot of work, is a very effective way of reaching out and communicate with a sizable audience from these billions. You may want them to just to come and read your personal thoughts; you may want to inform people; you may want to tell them about your campaign;

The common components of the average blog

There are four significant sections to all blogs:

The header

The content area

The footer

The sidebar

The first three areas are found on nearly all blogs. The fourth section, the sidebar, with its widgets, can be very useful to improve site navigation and add enhancements to the blog.

1. Format every blog post

Careful formatting will make your blog posts easier for people to scan. Write your posts with the page layout in mind or edit them to make sure they're well formatted for scan reading.

2. Constrain column width

Keep the blog post column width about 80 characters or less (including spaces) and your readers will thank you for it. Check out these before and after screenshots of Under the Mango Tree.

3. Use Headers and Sub-headers

Headers and sub-headers will break up long blog posts, help people scan read your blog and convince them to read the post. Read [How to Write Hypnotic Headlines](#) to read more about the importance of headlines and headers for blog writing.

4. Use lists

Numbered lists or bullet-pointed lists help people scan blog posts fast and find the information they're looking for quickly.

5. Use punctuation

Use full stops, commas, dashes, and colons to break up each paragraph into smaller pieces of information that make sense quickly. No one wants to read the same sentence several times to try to make sense of it. If you're not confident about punctuation keep sentences short. As you practice writing and start to improve you can experiment and lengthen your sentences, chucking in a long one here and there to keep things interesting for readers and make sure they're really paying attention. Long sentences are fine but check that every sentence makes sense and the meaning is clear.

6. Short paragraphs

Because reading is harder online it's best to break the text into manageable chunks. Paragraphs should be much shorter online than on paper with two to six sentences per paragraph a good guideline for blog posts.

7. Font type

Sans-serif fonts (without the squiggly bits) are generally supposed to be easier to read on-screen, in particular, Verdana. Successful Blogging uses the sans-serif font Robot (without the squiggly bits) which is also designed for easy reading on-screen.

8. Font size

Big is better. Teeny tiny writing is hard to read online, even for people with 20/20 vision like me. Make it bigger. Check out some of your favorite blogs, compare the font size they use and decide what works best for your readers. If they're older they might prefer even bigger text than the average blog reader.

9. be bold

Don't overuse bold text or it loses its effectiveness but do use bold text to make a splash and highlight important sentences that will catch people's attention and draw them into, or on with, the blog post.

10. Drop the italics

Italics are hard to read in print. Couple that with on-screen reading already being challenging and banish italics from your blog writing. If you can avoid italics please do.

11. Capital letters

Use capitals for proper nouns and at the beginning of sentences but avoid writing all in capitals because it's harder to read.

PLUS USING CAPITAL LETTERS CONSTANT IS THE ONLINE EQUIVALENT OF BEING SHOUTED AT.

12. Whitespace

Make sure your blog isn't too busy or distracting and gives readers somewhere to rest their eye from time to time.

13. Background color

Most blogs and websites get the contrast between text color and background color right but make sure your blog background doesn't make the text hard to read. It makes me sad that a white background with black text has become the default for most blogs.

Bright yellow text on a black background is easiest to read but that's a confrontational look. Dark text on a light background has a wider appeal but consider using another light color for the background as white gives off a harsh glare. There are plenty of choices which look good and are still easy to read but without the glare of white: try light grey, minty green or pale yellow.

14. Use images

Good use of images will draw readers into your blog posts.

15. be consistent

You don't know how readers found your blog. You can't be sure if they arrived straight at your latest post, on you're about page or via an archived post. You can't know which order people will read your blog in so every post you write needs to tell the same story about you, your message, your blog and your values.

16. Tell a story

Speaking of stories, every blog post needs to have a beginning, middle and an end. Think of it as an introduction, the main information, and conclusion if you prefer. Even if you don't give use those sub-headings because, hopefully, you've come up with hotter ones, do follow the convention to avoid confusing your readers.

COMMON BLOG CATEGORIES

Here's a list of common categories that content creation blogs fit into. These are broad categories for blogs,

Adventure blogs

Art blogs

Baby blogs

Beauty blogs

Business blogs

Craft blogs

Decorating blogs

Design blogs

DIY blogs

Education blogs

Entertainment blogs

Fashion blogs

Film blogs

Fitness blogs

Food blogs

Gaming blogs	Health blogs	Home decor blogs
Humor blogs	Lifestyle blogs	Makeup blog
Marketing blogs	Men's fashion blogs	Mom blogs
Money saving blogs	Music blogs	Outdoor blogs
Parenting blogs	Personal finance blogs	Pet blogs
Photography blogs	Political blogs	
Relationships blogs	Self-help blogs	Sewing blog
Sports blogs	Tech blogs	Travel blogs
Wedding blogs		

There are many different types of blogs, differing not only in the type of content, but also in the way that content is delivered or written.

The most significant of them are the following.

Personal blogs

The personal blog is an ongoing online diary or commentary written by an individual, rather than a corporation or organization. While the vast majority of personal blogs attract very few readers, other than the blogger's immediate family and friends, a small number of personal blogs have become popular, to the point that they have attracted lucrative advertising sponsorship. A tiny number of personal bloggers have become famous, both in the online community and in the real world.

Collaborative blogs or group blogs

It is a type of weblog in which posts are written and published by more than one author. The majority of high-profile collaborative blogs are based around a single uniting theme, such as politics, technology or advocacy.

In recent years, the blogosphere has seen the emergence and growing popularity of more collaborative efforts, often set up by already established bloggers wishing to pool time and resources, both to reduce the pressure of maintaining a popular website and to attract a larger readership.

Micro blogging

Micro blogging is the practice of posting small pieces of digital content—which could be text, pictures, links, short videos, or other media—on the Internet. Micro blogging offers a portable communication mode that feels organic and spontaneous to many users.

It has captured the public imagination, in part because the short posts are easy to read on the go or when waiting. Friends use it to keep in touch, business associates use it to coordinate meetings or share useful resources, and celebrities and politicians (or their publicists) micro blog about concert dates, lectures, book releases, or tour schedules.

A wide and growing range of add-on tools enables sophisticated updates and interaction with other applications. The resulting profusion of functionality is helping to define new possibilities for this type of communication. Examples of these include Twitter, Face book, Tumbler and, by far the largest, Web.

Corporate and organizational blogs

A blog can be private, as in most cases, or it can be for business or not-for-profit organization or government purposes. Blogs used internally, and are only available to employees via an Intranet are called corporate blogs.

Companies use internal corporate blogs enhance the communication, culture and employee engagement in a corporation. Internal corporate blogs can be used to communicate news about company policies or procedures, build employee esprit de corps and improve morale..

Aggregated blogs

Individuals or organization may aggregate selected feeds on specific topic, product or service and provide combined view for its readers. This allows readers to concentrate on reading instead of searching for quality on-topic content and managing subscriptions.

By media type

A blog comprising videos is called a log, one comprising links is called a link log, a site containing a portfolio of sketches is called a sketch blog or one comprising photos is called a photo blog. Blogs with shorter posts and mixed media types are called tumble logs. Blogs that are written on typewriters and then scanned are called typecast or typecast blogs. A rare type of blog hosted on the Gopher Protocol is known as a phlox.

SYNOPSIS OF BLOGS WITH ADDITIONAL INFORMATION

Blog is another word for weblog.

A **weblog** is a website that is like a diary or journal. Most people can create a blog and then write on that blog. Bloggers (a word for people who write on blogs) often write about their opinions and thoughts. A blog containing video material is called a video blog or video log, usually shortened to blog.

When a person writes on a blog, what they write is in the form of a post, which is a single piece of writing on the blog. Posts often include links to other websites.

Blogs can have one or more writers. If they have more than one writer, they are often called community blogs, team blogs, or group blogs.

This makes blogs good for discussion — if someone writes, someone else can fix it by writing a comment on that blog or on their own blog but cannot change what the post says, but the writer of the post can. Not all blog posts need to be talked about or fixed. But if there are a lot of people interested in a topic, they can start a discussion on the original blog, on their own blogs, or both.

4.2.11 Different types of blogs:

1. Personal blogs:

The personal blog is an ongoing online diary or commentary written by an individual, rather than a corporation or organization.

2. Collaborative blogs or group blogs:

This is a type of weblog in which posts are written and published by more than one author. The majority of high-profile collaborative blogs are based around a single uniting theme, such as politics, technology or advocacy.

3. Micro blogging:

Micro blogging is the practice of posting small pieces of digital content—which could be text, pictures, links, short videos, or other media—on the Internet. Friends use it to keep in touch, business associates use it to coordinate meetings or share useful resources, and celebrities and politicians (or their publicists) micro blog about concert dates, lectures, book releases, or tour schedules.

Example: Twitter, Face book, Tumbler and, by far the largest, Web.

4. Corporate and organizational blogs:

Blogs used internally which are available to employees via an Intranet are called corporate blogs.

Companies use internal corporate blogs enhance the communication, culture and employee engagement in a corporation.

Internal corporate blogs can be used to communicate news about company policies or procedures, build employee esprit de corps and improve morale.

Companies and other organizations also use external, publicly accessible blogs for marketing, branding, or public relations purposes.

5. Aggregated blogs:

Individuals or organization may aggregate selected feeds on specific topic, product or service and provide combined view for its readers. This allows readers to concentrate on reading instead of searching for quality on-topic content and managing subscriptions.

6. Reverse blog:

A reverse blog is composed by its users rather than a single blogger. This system has the characteristics of a blog, and the writing of several authors. These can be written by several contributing authors on a topic, or opened up for anyone to write. There is typically some limit to the number of entries to keep it from operating like a web forum.

Six steps to create blogs:

1. Understand your audience

2. Start with a topic and a working title

- Changing the topic scope
- Adjusting the time frame
- Choosing a new audience
- Taking a positive/negative approach
- Introducing a new format

3. Write an introduction, make it captivating

Eg: Blink. Blink. Blink

It's the dreaded cursor-on-a-blank-screen experience all writers – amateur of professional, aspiring or experienced – know and dread. And nowhere does it plague writers more than when they're writing their intros.

4. Organize your content

Sometimes, blog posts can have an overwhelming amount of information -- for the reader and the writer. The trick is to organize the info so readers are not intimidated by the length or amount of content. The organization can take multiple forms -- sections, lists, tips, whatever's most appropriate. But it must be organized!

5. Write

The next step -- but not the last -- is actually writing the content. We couldn't forget about that, of course.

If you find you're having trouble stringing sentences together, you're not alone.

Flow “can really be challenging for a lot of folks. Luckily, there are a ton of tools you can lean on to help you improve your writing. Here are a few to get you started:

Power Thesaurus: Stuck on a word? Power Thesaurus is a crowd sourced tool that provides users with a ton of alternative word choices from a community of writers.

Zen Pen: If you're having trouble staying focused, check out this distraction-free writing tool. Zen Pen creates a minimalist "writing zone" that's designed to help you get words down without having to fuss with formatting right away.

Cliché Finder: Feeling like your writing might be coming off a little cheesy? Identify instances where you can be more specific using this handy cliché tool.

For a complete list of tools for improving your writing skills, the following resources are valuable

How to Write Compelling Copy: 7 Tips for Writing Content That Converts

How to Write with Clarity: 9 Tips for Simplifying Your Message

Your Blog Posts Are Boring: 9 Tips for Making Your Writing More Interesting

6. Editing/ Proof reading

The editing process is an important part of blogging -- don't overlook it. A grammar-conscious co-worker is needed to copyedit and proofread post, and consider enlisting the help of The Ultimate Editing Checklist. And you need to brush up on your own self-editing skills; these helpful posts help will help you

Confessions of a Hub Spot Editor: 11 Editing Tips from the Trenches

How to Become a More Efficient Editor: 12 Ways to Speed Up the Editorial Process

10 Simple Edits that'll Instantly Improve Any Piece of Writing

7. Pick up a catchy title

1. Start with your working title.
2. As you start to edit your title, keep in mind that it's important to keep the title accurate and clear.
3. Then, work on making your title attractive/catchy -- whether it's through strong language, alliteration, or another literary tactic.
4. If you can, optimize for SEO by sneaking some keywords in there (only if it's natural, though!).
5. Finally, see if you can shorten it at all. No one likes a long, overwhelming title -- and remember, Google prefers 65 characters or fewer before it truncates it on its search engine results pages.

Sample Questions: TEST-1

1. A blog is a frequently updated
 - a. Word document
 - b. online personal journal or diary
 - c. blank statement
 - d. report
2. A personal blog is written by an
 - a. Group
 - b. Individual
 - c. Company
 - d. All the above

3. Which blog is used by an organization to send messages to its employees via intranet
 - a. Personal blog
 - b. Corporate blog
 - c. Collaborative blog
 - d. Micro blog
4. One who participates in the activities of maintaining a blog is known as a
 - a. Browser
 - b. Blogger
 - c. User
 - d. podcaster
5. It is important in blog writing
 - a. Editing/proof reading
 - b. Catchy title
 - c. Choosing the audience
 - d. Adjusting the time

ANSWERS

1 B 2B 3 B 4 B 5 A

TEST-2

1 Companies use -----

- a. Internal blogs
- b. corporate blogs
- c. Individual blogs
- d. Collaborative blog
- e. Micro blog

2. Micro blogging offers

A. a portable communication

B Intensive communication

C. Inter personal communication

D. effective communication

3. A reverse blog is composed by ----

A. A single blogger

B. A group of bloggers

C. Two bloggers

D. its users

4. The Blogs used internally are available to employees via an Intranet are called-----

a. Internal blogs

b. corporate blogs

c. Individual blogs

d. Collaborative blog

5. A **weblog** is a website that is like a -----

A. diary or journal B. book C. dialy D. E mail

ANSWERS

1 B 2A 3 D 4 B 5 A

TEST-3

1. celebrities and politicians (or their publicists) use -----about concert dates, lectures, book releases

A. micro blogs B. corporate blogs C. Individual blogs D. Collaborative blogs

2. Successful Blogging uses

A. the sans-serif font

B. Calibri

C. Times New Roman

D. None

ANSWERS

1 A 2A 3 D 4 B 5 A

Formal Letter Email Sample:

To: (insert recipient address)

From: (your address)

Subject: (give details, keep it short)

Dear Mr/Mrs (insert name),

We were delighted to receive your email concerning (give details) sent on the (enter date) and will be happy to do business with you/help you with your request/work together/discuss this topic further.

It was great to hear from you and hear about your business proposal/request/invitation so we would like to take you up on your offer and arrange a meeting for the (enter date) at our offices/a nearby restaurant/where is easiest for you.

Should you have anymore questions or doubts then please feel free to contact us. We will be awaiting your confirmation for our meeting.

Kind regards,

(enter name)

(enter details)

Example 1 Personal Email

From: anjanashgal@rediffmail.com

Date: 2.10.2016 10.24

To : kotewalshipa@rediffmail.com

Subject: Dinner on 10th October

Hi Shiva

You would recall that, when we met at Sumer's birthday party, I had promised to arrange a meeting between your son Sangamon and my son, Ashok Sega to discuss the opening of a branch office of his company in this town.

Ashok is coming tomorrow. It would be nice if you're come with Sangamon at 7.30 p.m on 10th October. And do stay on to join us for dinner.

Bye
Angina

Example 2 Formal Email

From: ramaswamyrd@gmail.com
Date: 1.12.2016 9.30
To : kashiwaltr@yahoo.co.in
CC: chugkirti@gmail.com
Subject: Setting up an industrial unit at Kantapura

Dear Mr.Kashiwal

We have gone through your proposal to set up an industrial unit at Kantapura to manufacture readymade garments. What you have proposed appears to be feasible but there is one basic aspect on which we would like to comment.

Since the proposed project is export-oriented, the use of good quality cloth for manufacturing garments its essential. As you know, in recent past, the cost of export-worthy cotton has gone up considerably. We therefore think that an initial investment of Rs.1 crore is necessary to start production. If you agree to do so, please also let us know the sources from which we would be able to raise this amount.

Regards
Sincerely yours
R.D.Ramaswamy
Secretary
State Industrial Development corporation
15 Dr. Ambedkar Marg
Raipur- 302 004

E-mail; In order to be able to decide if an e-mail needs to be archived, a distinction can be made, taking into account the following.

a) **Addressing e-mail messages** - always use the address book, because this contains extra information about the people to whom you are sending your message - be circumspect when using distribution lists, because they can change often and if when the distribution list changes no information is kept about this, you cannot trace to whom the e-mail was sent to originally - even if this sounds self-evident: always give your e-mail message a subject, it helps to sort and evaluate messages - use message options, such as „urgency“ only when absolutely necessary, because not all e-mail applications can reproduce them correctly

b) **Drafting an e-mail message** - where possible make and send messages in plain text or in HTML-format, because not all e-mail programs can read various fonts - do not use automatically updating fields messages (not stable and may update every time the e-mail is opened) - use attachments sensibly (send images as bitmap or .JPEG and not pasted in other application)

d) Incoming or outgoing e-mail (internal and external)

This distinction has a different character to the classifications below, but is nonetheless relevant to the regulations for dealing with e-mail. A difference between internal and external e-mail can also be made in this category, distinguishing between electronic messages exchanged within an organization and messages exchanged with outside parties.

e) Official e-mail versus private e-mail

E-mail that an employee sends or receives as part of his/her job is official e-mail.

E-mail that an employee sends or receives as a private individual, is classified as private e-mail. It is not related to the fact that the employee holds office in the organization

f) E-mail to be preserved versus e-mail to be destroyed

If an e-mail message is functional, a decision has to be taken as to whether it is eligible for preservation. In principle, the same criteria as for 'normal' paper post apply here too.

c) Archiving of documents and e-mail

It is advised to save the documents and e-mails in the original version with the program in which it is made, because it is not known what programs can do in the future with 'old' (digitally archived) versions of documents and e-mails.

It is also recommended to use a generally accepted format, and to use this same format for all documents and e-mails.

When archiving documents and e-mails, it should be kept in mind that both the preservation of their legibility for the future and the safeguarding of the documents and e-mails in their original versions are important.

ASSIGNMENT

SAMPLE QUESTIONS FOR PRACTICE:

9. Which of the following is considered poor e-mail etiquette?
 - a. Keeping the message personal
 - b. Responding to messages as soon as possible
 - c. Using lots of capital letters to emphasize certain words
10. The tone of a professional email message should be:
 - a. Conversational
 - b. Formal
 - c. Casual – like the tone you use with friends
 - d. “You, dude! Whaps up?”
11. What is the most important thing one should be with every e-mail?
 - a. Spell check, use full sentence structure and use proper grammar.
 - b. Have a nice greeting: Hi, Hello, etc.
 - c. Have a proper sign off: Sincerely, etc.
 - d. All the above.
12. When writing an email message, paragraphs should be:
 - a. Long
 - b. Short
 - c. Indented
 - d. Invisible- no one can mess it up that way.
13. The best way to make several points in an email is
 - a. Include all the points in the first paragraph
 - b. Include all the points in the last paragraph

- c. Use list with bullets or numbers
 - d. All the above
14. At end of an email message, you should include:
- a. Appropriate closing with your name
 - b. Only your name
 - c. All the details about yourself
 - d. A picture of yourself along with your name
15. Before sending a mail you should:
- a. Read only the sender's address
 - b. Review the mail and recheck the spell, address, attachments
 - c. Never overlook the mail again
 - d. Call the receiver and inform him/her
16. One of the following is necessary in email
- a. The address of the sender
 - b. The attachment files
 - c. The address of the receiver
 - d. The time of information
17. One should only forward e-mail when:
- a. You feel it is important
 - b. You are in a bad mood
 - c. You feel liking send messages
 - d. you feel bore
18. When your relationship with the receiver is formal, which expression is apt to begin an email message
- a. Dear Annan
 - b. Hoi Marsha
 - c. Dear Mr. Dines
 - d. M. Saumur

UNIT V

5.1. Cover Letter

5.2. Resume and CV

5.1 Writing Job Applications and Cover Letters

5.1 Application letters and cover letters

Many people believe that application letters and cover letters are essentially the same. For purposes of this guide, though, these kinds of letters are different. The letter of application is like a sales letter in which you market your skills, abilities, and knowledge.

A cover letter, on the other hand, is primarily a document of transmission. It identifies an item being sent, the person to whom it is being sent, and the reason for its being sent, and provides a permanent record of the transmission for both the writer and the reader.

Application letters

When writing an application letter, remember that you probably have competition. Your reader is a professional who screens and hires job applicants—someone who may look through dozens or even hundreds of other applications on the day she receives yours. The immediate objective of your application letter and accompanying C.V. is to attract this person's attention. Your ultimate goal is to obtain a personal interview.

As you write your application letter, be sure you complete three tasks:

Catch the reader's attention favorably,

Convince the reader that you are a qualified candidate for the job, and

Request an interview.

Application letter checklist:

Identify the job by title and let the recipient know how you heard about it.

Summarize your qualifications for the job, specifically your work experience, activities that show your leadership skills, and your educational background.

Refer the reader to your enclosed C.V.

Ask for an interview, stating where you can be reached and when you will be available. If your prospective employer is located in another city and you plan to visit the area, mention the dates for your trip.

If you are applying for a specific job, include any information pertinent to the position that is not included in your C.V.

To save your reader time and to call attention to your strengths as a candidate, state your objective directly at the beginning of the letter.

Example: I am seeking a position as a manager in your Data Centre. In such a position, I can use my master's degree in information systems and my experience as a programmer/analyst to address business challenges in data processing.

If you have been referred to a company by one of its employees, a career counselor, a professor, or someone else, mention that before stating your job objective.

Example: During the recent ARRGH convention in Cape Town, one of your sales representatives, Dusty Brown, informed me of a possible opening for a manager in your Data Centre. My extensive background in programming and my master's degree in information systems make me highly qualified for the position.

In subsequent paragraphs, expand on the qualifications you mentioned in your opening.

Add any appropriate details, highlighting experience listed on your C.V. that is especially pertinent to the job you are seeking. Close with a request for an interview.

Proofread your letter carefully.

5.1.2 A sample letter of application is presented below.

The letter (Sample #1) is by a recent college graduate responding to a local newspaper article about the company's plan to build a new computer centre. The

writer is not applying for a specific job opening but describes the position he seeks.

Sample #1

123 Smith Street
4001 DURBAN

11 January 2009

Taylor, Inc.
694 Rock star Lane
4125 AMANZIMTOTI

Attention: Human Resources Director:

Dear Sir/Madam

I just read an article in the News and Observer about Taylor's new computer centre just north of Durban. I would like to apply for a position as an entry-level programmer at the centre.

I understand that Taylor produces both in-house and customer documentation. My technical writing skills, as described in the enclosed C.V., are well suited to your company. I am a recent graduate of KZN Institute of Technology in Pinetown with an Bachelor's Degree in Computer Science. In addition to having taken a broad range of courses, I served as a computer consultant at the college's computer centre where I helped train users to work with new systems.

I will be happy to meet with you at your convenience and discuss how my education and experience match your needs. You can reach me at my home address, at (031) 233-1552, or at krock@devry.alumni.edu.

Yours faithfully

(Signature)
Raymond Crock

5.1.3 Cover letters

As mentioned previously, application letters and cover letters are not the same. A 'cover letter' identifies an item being sent, the person to whom it is being sent, and the reason for its being sent.

A cover letter provides a permanent record of the transmission for both the writer and the reader.

Writing a great cover letter doesn't happen by accident.

Somebody takes the time to do their research, thinks of something meaningful and relevant to say in a few well-worded sentences.

Somebody conveys this quickly and clearly enough so the HR person sifting through resumes clutter puts it in the 'call back' pile.

5.1.4 The purpose of a cover letter is to narrate your resume in your own voice. Your resume is a dense, concise, bullet pointed document of dates and facts.

It's a dry run-through of your skills. It is unfriendly and unfeeling.

Your cover letter is there to contextualize your resume for a specific job with real-world references and examples of your experience.

Do not Breach Job Hunting Protocol

Job-hunting protocol dictates that you must not skip this step of the application process. If ever there was time and place to be acquiescent and compliant it's now, which granted is a time-consuming pain in the neck.

A lot of the time there's no way around it. Many companies make you jump through hoops forcing you through a long online application process to be allowed a place in their hallowed database.

You're asked to upload two documents, cover letter and resume.

It's rather conspicuous if you don't include the cover letter. Sometimes you're asked to fill in mandatory text boxes that would contain most of the reasoning.

You would give in a cover letter to justify your qualifications for the position.

If you don't go through the bother, you're sending a message. You're setting the bar low, alerting them to expect the least from you. You beg them to question on what merit they should select you over someone willing to go the extra (required) length and write a cover letter. They're much more likely to ignore your submission.

Personalized vs. Generic Cover Letter

Or more accurately, the art of personalizing a generic cover letter.

Once you write a master copy of the generic sections of your letter, you won't need to redraft those paragraphs.

The personalization becomes an exercise in editing each time.

Much less daunting and much more effective than the generic faux pas,

Job-hunting is far less forgiving. It's a numbers game. Play more strategically and it makes sense that you're response rate will improve.

You know this and yet, you know darn well you will reuse whatever text you can get away with. Just don't cut too many corners.

Take the time and effort to make it personal.

It'll take more than swapping out the company name to make your cover feel like you've put in more than just 'some' thought.

You need to convey that although you scanned many job postings, this particular one jumped out at you because of the obvious match of your compatibility.

Here are a few pointers.

Don't make it all about you

As fascinating as you are to your mother, this venue is not about you - it's about what you can do for the company.

A much tougher audience;

Become knowledgeable by reading up on the company. Consider the line items in the job description and how each one applies to examples of your real world experience. And namedrop if you're applying with an internal company reference.

Research your recipient. Instead of sending it To Whom It May Concern, use a business tool such as LinkedIn to figure out the name of the HR person or hiring manager.

5.1.5 Principles of Cover Letter Writing

In a cover letter, **keep your remarks brief.** Your opening should explain what you are sending and why. In an optional second paragraph, you might include a summary of the information you are sending.

Explain why the writer's firm is the best one for the job.

A letter accompanying a project proposal, for example, might point out sections in the proposal that might be of particular interest to the reader. The letter could then go on to present a key point or two explaining why the writer's firm is the best one for the job.

The closing paragraph should contain acknowledgements, offer additional assistance, or express the hope that the material will fulfill its purpose.

Type each letter individually. Write a professional business letter keeping in mind the specific job that you are applying for. Use paper similar to that used for your résumé. The letter should be no longer than one page and follow proper business letter format.

Research the company. Show that you know something about that particular organization. Indicating that you have researched the organization shows that you are interested in the employer.

Write to a person. Find the name of a specific person within the organization, preferably the one who is likely to make employment decisions. Be sure to correctly spell the individual's name and include his or her job title. Avoid mass-produced one-size-fits-all cover letters. Avoid "Dear Sir/Madam" or "To whom it may concern" letters.

Focus on the employer's point of view. Convey your experience and skills in ways that are meaningful to the employer and relate to the employer's position, work or field of endeavor. Address the company's needs, concerns, and priorities.

Focus on solutions. Whenever applicable it is important that you present your problem-solving abilities within your cover letter. Employers do not want to read about all of the difficulties that you have faced in your education or past careers, but rather how you overcame those difficulties and what you learned from those experiences.

Be persuasive. Cover letters are persuasive rather than descriptive documents. Therefore, emphasize your specific and unique qualifications that are related to the job or employer.

Select one or two attributes. Highlight one or two of your most significant accomplishments or abilities to show that you are an above-average candidate. Selecting only one or two special attributes improves your chances of being remembered.

Make every word count. Use clear, crisp, and succinct language.

Use action verbs. Describe your previous experience and background with dynamic action verbs. By using the active voice and strong action verbs in your writing you hold the reader's attention and convey a sense of energy.

Avoid a familiar tone. Be sure not to start every sentence with "I" or "My." Ideally there should only be two or three sentences in your entire letter that begin with "I" or "My." You should be particularly aware that this letter is a business correspondence, not a conversational piece.

Be specific. Use examples to convey your unique and specific qualifications rather than being "generally qualified."

Use your own words. Show yourself as human, real, professional, and employable. Your individuality should be reflected in your cover letter. Be enthusiastic, conversational, and friendly.

Proofread and spell-check your work carefully. Your letter should be free of spelling or grammatical errors. These errors detract from your intended message and communicate that you are sloppy or unprofessional.

Demonstrate sincerity, energy, and enthusiasm. The cover letter is your opportunity to showcase your interest in the job and the company that you are applying to. Even though your letter is first and foremost a business

correspondence, it is still extremely important that you show the employer your excitement and desire to work for their company.

Be honest.

5.1.6 Cover Letter Format: Keep it one page

Don't be superfluous with your words. Write like you appreciate the volume of cover letters and resumes the average recruiter reads on a given day.

Don't exceed one page of text. If you're worried about your writing skills read up some principles and try to apply them.

Cover Letter Presentation

Stick with a standard business letter format even if you're sending your cover letter in the body of an email. The medium is incidental. Same like if you had a job interview scheduled on a Friday, you wouldn't skip the suit and show up in Casual Friday jeans. Absurd!

Proofread

Don't make sloppy spelling mistakes. It's the one thing your prospective employer won't forgive. I'm sure you agree it's a huge waste of time to go through the trouble of crafting a worthy letter only to read it back too little too late (after you hit send) and find a stupid typo.

Sometimes it's tough to catch your own mistakes after you've been staring at the same text for a while. Try to enlist the help of a fresh pair of eyes for proofreading.

The following is an example of a cover letter.

The letter (Sample #2) is quite detailed because it touches on the manner in which the information was gathered, and will serve as a record of your efficiency.

Sample #2

Your Company Letterhead and Contact Information

11 January 2009

Ecology Systems (Pty) Ltd
8458 Obstructed View Lane
2194 RANDBURG

Attention: Mr. Brian Eon, Chief Engineer

Dear Mr. Eon:

REPORT: ESTIMATED POWER CONSUMPTION

Enclosed is the report estimating our power consumption for the year as requested by Ms Noosa Mtimkulu, Vice President, on 4 September 2008?

The report is the result of several meetings with Jamie Anson, Manager of Plant Operations, and her staff and an extensive survey of all our employees. The survey was delayed by the transfer of key staff in Building A.

We believe, however, that the report will provide the information you need to furnish us with a cost estimate for the installation of your Mark II Energy Saving System.

We would like to thank Mr. Fred Kuala of ESI for his assistance in preparing the survey. If you need more information, please let me know.

Sincerely

Nora Cassidy
New Projects Office
ncassidy@company.com

Enclosure: Report

5.1.7 Sample Cover Letter

III/3, Rams Flats

I Main Road, Gandhi Nagar

Adair, Chennai-600 020

Cell: 9763829209

ramana@gmail.com

15 April 2010

The General Manager

Marti Motors and Technologies

Mahatma Gandhi Road

Cochin-682065

Dear Sir,

Subject: Application for the post of production manager

This is with reference to your advertisement in The Hindu, dated 7 March 2010, for the job of production manager in your organization.

Currently, I am working as an assistant engineer in the production department of Hyundai Motors. As assistant engineer in the production department, I am in charge of leading the team of technical supervisors in the Adair branch. My job profile requires me to motivate the supervisors to maintain the highest technical standards as well as provide them with on the spot technical support. My job demands that I keep in touch with current developments in the industry.

My ability to work with people and my familiarity with emerging technologies make me believe that I will be able to contribute favorably to the growth of your organization.

I enclose copies of my school, college and experience certificates.

I look forward to hearing from you.

Yours sincerely,

N Ramona

A good cover letter explains why you, over all the other candidates, are worth taking the time to find out more about.

This is ideal for graduates who have yet to gain any significant work experience. If you think your Covering Letter is ready to provide your resume with some helpful back up,

Create a cover letter now.

Dear [INSERT HIRING MANAGER’S NAME],

Regarding the [INSERT JOB TITLE] position currently advertised on Monster.ca, please find attached a copy of my resume for your consideration. I have recently graduated with a [INSERT GRADE] in [INSERT SUBJECT] from [INSERT UNIVERSITY] and hope to put this to use in the field of [INSERT INDUSTRY SECTOR].

The degree covered many topics, and I was particularly drawn to [INSERT SPECIFIC TOPIC]. I am looking to develop specialist skills in this area and build a successful career.

INCLUDE IF YOU HAVE UNDERTAKEN WORK EXPERIENCE

I have put my course theory into practice in a variety of ways, most effectively as a [INSERT JOB TITLE] at [INSERT COMPANY NAME] where I [INSERT KEY ACHIEVEMENT]. Having extensively researched your

company's values and products, I was especially interested in [INSERT COMPANY ASPECT THAT ATTRACTED YOU]. I feel it would be the ideal place for me to begin my career and I believe I can be an excellent addition to your team.

If you would like to get in touch to discuss my application and to arrange an interview, you can contact me via [INSERT PHONE NUMBER OR EMAIL ADDRESS].

I look forward to hearing from you soon.

Yours sincerely,
[INSERT NAME]

5.2. Resume and CV

5.2 Resume

5.2.1 The Difference between a Resume and A CV (curriculum vitae)

A resume is a formal document that showcases the basic yet crucial information about a person's education and professional experience.

These details are expected to be relevant to the requirements of a particular position one is applying for. a resume is typically for job seekers in the field of business, industry, governmental, and non-profit jobs. Its purpose is to help you land an interview.

CV is longer and more detailed

The **curriculum vita, also known as a CV or vita, is** a comprehensive statement of your educational background, teaching, and research experience. It is the standard representation of credentials within academia.

The full CV is only used when applying for academic positions in four-year institutions

On the other hand, experts stress that a CV is longer and more detailed. In fact, a Ph.D. student may come up with a two-to-three page CV while those with extensive professional experience might produce seven to eight pages.

Moreover, **a CV is often for graduate school and academic positions, such as faculty positions, internships and even grant, scholarship, and fellowship applications.**

Also, there are professionals sending CVs to companies abroad since they have no idea what Human Resources are looking for in such documents yet.

The Resume

The resume is for those who have just begun or approaching the middle of the journey of their career.

It is a nest of the highlights of one's career and education that mirror what a specific role is looking for.

Hence, it has to be crisp yet substantial enough for your potential employer or recruiter.

You have to advertise, in a professional way, your achievement, skills, and experience to an institution that is looking for the kind of talent you have and help you grow what you currently have.

Because of varying jobs, role expectations, requirements, culture, and nature of work, not all resumes are the same.

5.2.2 Writing a Resume

Preparing resume is one of the basic and an interesting part of creating job opportunities.

It is indeed a daunting task. Knowing what recruiters and employers are looking for can be tricky, but sticking to some basic principles can resume building into a welcomed challenge.

5.2.3 Types of Resume

There are three types of resume

1) Chronological Resume.

This type of resume displays work experiences in reverse chronological order (most recent to least recent) and itemizes the duties of each job “rather than the specific abilities, skills, and accomplishments you possess to perform the job well.

Advantages

Highlights a record of steady employment

Expected by many employers

Easiest to prepare

Highlights companies you have worked for that have a good reputation

Disadvantages

Often does not focus on skills

Emphasizes job hopping

Emphasizes large gaps in your work history”

2) Functional Resume.

This details one’s skills and achievements as opposed to dates, positions, and duties that can be seen in a chronological type of resume. If the previous category focuses on the past milestones, a functional resume highlights what one can do for the potential employer. This is actually ideal for those who do not have enough work experience yet or have large gaps in their employment background. But this requires extensive examination of one’s skills that can benefit the prospective company.

Advantages

Emphasizes skills and accomplishments

De-emphasizes spotty job history or frequent job changes

Focuses on what you can do (future) rather than on only what you have done (past)

Disadvantages

Is not familiar to employers, who may feel something is missing

Provides no opportunity to highlight certain employers

Offers no clear work history”

3) Combination Resume.

This type of resume is a bit difficult to write, especially that it combines both the characteristics of the chronological resume and functional resume. Essentially, this type of document covers a brief employment history presented chronologically, and identifies skills and competencies, such as job titles and dates.

Advantages

Provides what employers are used to seeing—a work history as well as skills and accomplishments.

Provides employers with dates in your work history so they can determine how long you have stayed at different jobs and if there have been any significant gaps in employment.

Disadvantages

A little more difficult to prepare.

5.2.4 Ways of creating a resume

There are ways of creating a resume depending on the skill-set, demand, opportunity, company, interest etc.

Job seekers are urged to keep their resumes between two and three pages. Resume should highlight things to impress the target employer, not detail an entire lifetime of events.

Recruiters do not want to see personal information including marital status, gender, height, weight and health.

Including a picture with a resume is also strongly discouraged.

Despite the fact that the job seeker chose to include this information, it still violates discrimination laws, and can motivate the reader to toss the resume and avoid any further conflict.

They are also looking for any reason to toss a resume and make their job a little bit easier.

Choosing a Microsoft Word (or similar application) resume template is an easy, effective way to begin creating a resume.

Templates also ensure formatting consistency throughout the resume.

Consistency is a major game-changer when it comes to resume writing. Having consistency with point of view, tense, date and time formatting is key in building a strong resume.

The headings, font type, font size, style and bullets should already be set; confirming these are constant throughout the document can save an ideal candidate's resume from getting tossed.

Do not use first person language. "Don't use I, me, we," he says.

Starting sentences with action words, such as established, analyzed, implemented, created, organized, managed, etc., avoids using the first person and adds power to the descriptions,

Tense-consistency is also crucial to resume writing.

Switching between past, present and future tense within a section of the resume gives recruiters and hiring managers a reason to toss it.

Current jobs and responsibilities should use the present tense (with action verbs to start each sentence) and past roles use the past tense,

Dates are a large piece of the resume puzzle.

Employers want to see if education was completed in the generally-accepted amount of time, how long each role lasted and if the applicant has a gap between jobs.

There are many different ways to format dates within a resume – writing the full month then year (August 2011 to August 2013), abbreviated month then year (Aug. 2011 – Aug. 2013), numerical month/year (8/2011 – 8/2013), etc.

Pick one standard format for dates.

When documenting dates and times, it doesn't necessarily matter what format is used, only that it is the same throughout the resume.

This may seem basic and unimportant on the surface, but resumes are all about details and creating the best, most-polished presentation of an individual's work experience as possible.

Division

Well it is further subdivided into **external facts and internal facts**.

What so ever the reason, one must have certain basic 'must have' write ups in a resume. As these definitely increases the chance of getting a job.

Having said this, we need to carefully sketch the facts and details that must go on a compulsion into the resume and also those that can **outline a resume neatly and attractively**.

Before we can look into those simple yet productive points to increase the value of a resume we need to know that whilst writing a resume it is important to keep our **professional strategies or rules** in line.

5.2.5 Strategies or rules

1. Layout: outline a resume neatly and attractively.

Plan a layout for your resume that may seem to interest the employer.

Select your outline neatly and keep a note on the border color and things like header and footer notes.

A neat presentation is required in every aspect of life which is one of the cherry points for people to know your depth of interest.

Remember employers get glued to resumes that look very interesting and attractive.

2. Show what you want:

As mentioned above out of many varieties of writing resumes you need to analyze for yourself what kind should your resume look like and which area of career you want to head towards.

Post this analysis you can draft a rough concept on what points need to go in with respect to your want, achievements, recognitions, experience, qualities, etc.

3. 'Brevity' is the need of the hour:

Well, I am talking about the words those written in a resume.

The write up in a resume should always be brief.

Lengthy and story type resumes are no more attractive to any employer.

The market being so huge and lot of candidates applying for jobs, it becomes tedious to go through a resume that is written with huge content.

Hence always remember to cut short of those that can be made simpler and eliminate those that are irrelevant.

This keeps your resume short and simple.

4. Present your achievements more attractively;

In creating or writing resumes consider charts/shapes/ smart arts etc that's available in 'insert' section of word doc. These help you present your achievements more attractively and also help you reduce the number of words used.

With the help of right design you can project the resume at its best.

5. Multiple choices:

Prepare more than one resume. Yes, you read it right; one must have more than one resume to clearly aim at varied jobs.

This is because each company requirement differs from one another.

And this being the case, you may not succeed as you expected if you have only one resume for all kinds of job.

Well, making it clearer, here is an example:

‘X’ is a company who are looking for an employee for the role of ‘Project designer’ and ‘Y’ is a company who are looking for an employee for the role of ‘Project manager’. Let us consider you have had an experience in both these aspects of career. Now if you have a resume that talks more of designing the projects than managing a project or a team of project designers you may not land a job with company ‘Y’ likewise if you have a resume that talks more of people management skills or project handling skills than designing it you may not get the job in ‘X’ company. Hence create resumes that may suit various requirements as per the company so that your resume will be considered for further processing.

6. Writing scale and design:

Many of us consider writing resumes in a boring font design or size that we think it to be professional.

That’s not the case anymore, you need to ensure to have projectable size, true type font design, number format, bullets, italics (if necessary), etc to keep your resume on top.

Having said this do not over-do the formatting or italics or borders that make it look unprofessional.

Keep it technically correct yet viewable and interesting with right facts and figures.

7. Eliminate basic errors: give no room to make grammatical, spelling or typographical errors in your resume. This will be a negative marking or in other words if these are found then the employer may lose interest in reading further.

8. Ask help:

Once done writing your resume, ask your good critic to proof read the same and help you minimize the errors if any.

9. Facts of you:

One of the basic and foremost requirements of writing resume is disclosing the correct facts, dates, numbers, true experience, activities and qualities of you. This will be appreciated and valued at high.

10. Access to resume:

Make your resume accessible as many company's today prefer scanning of resumes.

11. Amend if required:

Amend your resume if employers find it overqualified. You need to aptly redesign and restructure your resume to suit the employer's requirement.

This is because writing every bit of your career experience may not fetch you jobs always. It is the need of the hour which is what employers look at.

12. Contact details:

Last but not the least key in your present contact details and email address that you are accessible at.

Conclusion:

Keeping all the above basic principles you can neatly draft and craft a resume that may suit almost 80% of the job requirements.

Make it simple and understandable to the viewers and imply facts that can be proved and justified. Keep it accurate and clean in terms of vocabulary and grammar.

Avoid most commonly used phrases or sentences that begin to describe you as "I am good at..." Make it remarkable with appreciations or recognitions that you have received.

At last, market it well so that you get the right job that you have been looking for. Do post your reviews or critics that may improve this write up.

5.2.6 Parts of a Resume

Heading

The first, and most crucial, part of the resume is the heading.

The heading includes the candidate's name, address, e-mail address and phone number. It may also include certifications or higher education.

Without a name, a resume is, in reality, useless because a recruiter or hiring manager can't reply about a resume that has no name or contact information.

Name and place

Along with actually including a name and place to reach out about a resume, it's important to bold and increase font size for the candidate's name. This allows the name to pop off the page.

It will be the first thing a recruiter/hiring manager sees and is more likely to stick with them if their eyes are drawn to it.

The objective, or summary, section

The objective, or summary, section should be tailored to a specific job and concisely state the candidate's prior success and how they will be an asset in future roles.

It's a place for the job seeker to shine because it enables a recruiter to immediately see if the candidate fits the position.

Experience

The experience section lists the jobs a candidate has held in the past (and sometimes present) in reverse chronological order.

Listing the most recent job first and earliest job last allows a recruiter or hiring manager to see the applicant's career growth.

"Each job listed does not have to give a paragraph on what the company does – many people include that," he says. "Recruiters want to see what you have done specifically."

Job title

A job title does not always accurately describe the position and duties. Succinctly stating the responsibilities and candidate's impact at that position can help distinguish a candidate with relevant experience from one without.

Key words in the job descriptions

Incorporating key words in the job descriptions is central to a successful resume. Key words are those that a recruiter or hiring manager will search for within a resume.

Skills

Use common buzz words for skills within your experience.

It's also important to put every skill, ability and program used in the Skills section.

Include absolutely everything you've touched/felt on the jobs

Minimal experience and skills

Candidates with minimal experience and skills can list each aptitude as a different bullet under the skills heading.

Those with an abundance of capabilities can group types of skills together.

Technical applicants

For technical applicants, skill groups may include: Project Methodologies, Business Modeling Tools, Language and Business Applications, among others.

Education

The next section should be education, again, listed in reverse chronological order, and followed by affiliations, certifications and/or accomplishments.

The last three sections are optional; candidates with specific affiliations, certifications or awards that do not fit under another section only need these.

5.2.7 THE ELEMENTS OF A CV

A CV can be compared to a huge database of a person's achievements. The University of North Carolina-Chapel Hill shares that a standard CV has the following elements:

Name / Contact Information: your contact information or contact information of your current office or place of employment (unless your job application is not confidential)

Areas of Interest: different fields, expertise, or academic interests

Education: a detailed list of degrees earned or in progress, institutions, and years of graduation. The titles of dissertation or thesis can be placed under this category.

Grants, Honors and Awards: grants received, honors for previous work, or awards given for teaching service.

Publications and Presentations: published manuscripts, articles, abstracts, technical papers, and books and presentations given at conventions and conferences. This category can be split into two depending on the length of the information.

Employment and Experience: lists of teaching experiences, laboratory/field/volunteer work, leadership roles, or other relevant experiences.

Scholarly or Professional Memberships: professional organizations of which you are a member or officer

References: persons who can recommend you and properly describe your work attitude and competence, with their position, institution and contact information.

Others are Professional Certification (certification, licensure, endorsements, and special training), Academic Service (advising, university involvement, outreach, and university assignments) and Professional Activities (conference participation, conference presentation, invited lectures, and conference leadership).

List of Action Words for Expressing Different Types of Skills

This list contains only a few action verbs you can use to compose concise, **persuasive, reader-centered resumes, cover letters**, or other types of workplace documents.

5.2.8 A sample resumes containing action verbs.

Communication Skills

Negotiated price reductions of up to 30% with key suppliers

Interpreted financial information from the company's annual report

Translated all relevant company information into three different languages

Other words: Advocated, Clarified, Corresponded, Encouraged, Interpreted, Negotiated, Persuaded, Presented, Publicized, Solicited, Spoke, Translated

Creative Skills

Created an interior design layout for a 500 square foot retail venue

Introduced a new method of navigating through the A Software Program

Presented a new research project to the managers at the location

Other words: Acted, Applied, Composed, Created, Established, Founded, Improvised, Introduced, Navigated, Originated, Presented

Data / Financial Skills

Computed and recorded inventory valuation on a monthly basis

Documented inventory counts at the end of each working day

Verified the amount owed to the creditor in the Accounts Payable account

Other words: Adjusted, Allocated, Budgeted, Compared, Computed, Counted, Documented, Estimated, Forecasted, Inventoried, Invested, Predicted, Projected, Quantified, Recorded, Retrieved, Verified

Helping Skills

Assisted customers with choosing appropriate products

Trained new employees in the plant through demonstration techniques

Volunteered in the nursing home every weekend to serve the community

Other words: Aided, Assisted, Built, Demonstrated, Facilitated, Familiarized, Helped, Performed, Represented, Solved, Supported, Trained, Upheld, Volunteered, Worked

Management / Leadership Skills

Administered a variety of surveys to collect data about the employees

Implemented a safety communication program to promote safety awareness

Recommended an alternative solution to one of the company's problems

Other words: Achieved, Administered, Assigned, Attained, Challenged, Coordinated, Decided, Delegated, Established, Executed, Handled, Headed, Implemented, Incorporated, Intervened, Launched, Led, Managed, Mediated, Motivated, Organized, Oversaw, Planned, Prioritized, Recommended, Scheduled, Supervised, United

Efficiency Skills

Eliminated unnecessary cost of each unit of production

Maximized profits by 15% during the month of July

Heightened the level of employee moral through program incentives

Other words: Accelerated, Allocated, Boosted, Centralized, Downsized, Edited, Eliminated, Enhanced, Expanded, Expedited, Heightened, Lessened, Leveraged,

Maximized, Merged, Optimized, Outlined, Outsourced, Prevented, Prioritized,

Reorganized, Reduced, Revised, Simplified, Standardized, Stream-lined, Synthesized, Systematized, Upgraded

Research Skills

Examined a new mechanism that may reduce sickness on the campus

Identified a major defect in a microscopic organism last month

Surveyed a group of Purdue students with regard to Product A

Other words: Analyzed, Collected, Compared, Controlled, Detected, Diagnosed, Evaluated, Examined, Gathered, Identified, Investigated, Located, Measured, Organized, Reported, Replicated, Researched, Reviewed, Searched, Surveyed, Wrote

Teaching Skills

Defined a new product strategy and discussed how it would be implemented

Instructed Department B on how to reduce inventory and raise net sales

Prepared a tutorial manual for an English class last semester

Other words: Aided, Advised, Clarified, Communicated, Defined, Developed, Encouraged, Evaluated, Facilitated, Fostered, Guided, Helped, Incorporated, Informed, Initiated, Instructed, Lectured, Prepared, Supported, Supervised, Stimulated, Taught

Technical Skills

Assembled an entire computer programming simulation for my CPT course

Designed a new form of Widget C for a manufacturing facility

Programmed three new computer programs tailored for a network system

Other words: Analyzed, Assembled, Built, Calculated, Computed, Conducted, Designed, Devised, Engineered, Maintained, Operated, Programmed, Reengineered, Remodeled, Transmitted

5.2.9 A MODEL CV

Kumar Karun
12, Covina swami Street
George Town
Vijayawads-530001
Email: Varun283@gmail.com
Cell no: 932948600

Achievements:

- a. Educational : (i) B.Sc Computer Science (2013-16)
Andhra Loyola College
Vijayawada.
- (ii) Higher Secondary course (2011-2013)
St. John higher Secondary school
Vijayawada.
92% (aggregate); III rank in district
- b. Project Profile: Bio-medical instrumentation and
signal processing – a comparative
study of the cardiac and respiratory rates of
human beings and animals leading to
the perfecting techniques in
treating acute respiratory tract
problems in asthma patients.
- c. Computer knowledge: C, C++, Turbo, Java.

Co-Curricular activities:

- a. Seminars/ Conferences: Attended a three-day All-India Seminar
on Techniques in Programming
(September 1998)
- b. Workshops attended: Attended a two-week training in the use
of computer graphics in film making
(December 2015)

Extra-Curricular activities:

- (a). Represented the college in Inter Collegiate Cricket, Tournament.
- (b). Conducted a blood donation camp in college.
- (c) Active participant in the English Association activities and cultural programs

Professional objectives:

- (a) To work in the organization with utmost dedication and commitment.
- (b) To assist all senior officials and colleagues.

Career Plan and objectives:

- (a) MSC is an indispensable qualification for a computer graduate. Plan to obtain MSC as a private candidate.

Personal data:

Place and date of birth : Chennai, 07/02/1995

Languages known : English, Telugu and Hindi

References:

- (i) Mr.
Head, Department of
Andhra Loyola College
Vijayawada.

(ii) Mrs.
Lecturer, Department of
Andhra Loyola College
Vijayawada.

PRACTICE TESTS

MULTIPLE CHOICE QUESTIONS

Top of Form

1. _____ is a letter of introduction attached to, or accompanying another document such as a résumé or employment application; as a way of introducing themselves to potential employers and explaining their suitability for the desired position.

Discuss

A. Résumé B. Job Application C. Cover Letter D. Reference Letter

2. It is important to remember that cover letters are _____ letters, and you are the product. Cover letters serve to introduce you to an employer, and resumes tell about you...

A. Sale

B. Recommendation

C. Resume

D. Resignation

3. A cover letter serves to _____.

A. Create a favorable first impression.

B. Introduce yourself.

- C. Demonstrate your professionalism.
- D. Illustrate your communication skills.
- E. All of them
- F. None of them

4. Cover letters are typically divided into _____ categories? Discuss

- A. Two
- B. Three
- C. Four
- D. Five

5. Cover letters are generally _____ page at most in length, divided into a header, introduction, body, and closing.

- A. Four
- B. Three
- C. Two
- D. One

6. The _____ paragraph should create interest and explain why you are writing. It should state the type of position you are applying for, as well as how you heard about the company. Also in your first paragraph, refer to your enclosed or attached resume.

- A. Closing
- B. Body
- C. Introduction
- D. Enclosure

7. The _____ paragraph highlights or amplifies on material in the resume or job application, and explains why the job seeker is interested in the job and would be of value to the employer.

- A. Body
- B. Closing
- C. Introduction
- D. None of them

8. In the _____ paragraph you request action, such as an appointment, an interview, or some other definite action

- A. Introduction
- B. Body
- C. Enclosure
- D. Closing

9. What format does write a cover letter in?

- A. Business Formal B. Business Informal
C. Personal D. Essay

10. _____ is a document used by individuals to present their background and skill sets.

- A. Resume B. Cover Letter C. Business letter D. E-mail

11. What is a very important tip you should do before submitting your résumé?

Discuss

- A. Spell Check B. Have someone else read it
C. Make it all bold D. None of these

12 In many contexts, a résumé is short (usually _____ to _____ pages), and directs a reader's attention to the aspects of a person's background that are directly relevant to a particular position.

- A. 1, 3 B. 2, 3 C. 3, 4 D. 1, 4

ANSWERS

- 1 B 2 D 3 C 4 C 5 C 6 A 7 A
8 C 9 B 10 B 11. D 12.B

PRACTICE TEST 2

1 The best way to apply for a job to submit a résumé that is:

- A. full of personal information
- B. specifically written for that particular job
- C. self-recommending
- D. suitable for any job

2 The application letter and the résumé perform:

- A. the same task
- B. two different tasks
- C. overlapping tasks
- D. two opposite tasks

3. The résumé of a fresh graduate is generally:

- A half a page
- B one page long
- C three pages long
- D two pages long

4 The application letter is:

- A a description of your core strengths and suitability for the job
- B a statement of your job objective
- C a foreword
- D a summary of your qualifications and experiences

5 A summary placed at the beginning of the CV acts as a:

A synopsis

B statement of objectives

C letter of recommendation

D preface

6 “Tease” or “stress” questions are intended to judge:

A the candidate’s stress level

B how the candidate handles them

C the candidate’s technical skill

D the candidate’s intelligence quotient

7 In an interview when you do not know an answer, you should:

A bluff

B remain quiet

C admit you do not know the answer

D keep guessing

8 The left part of our brain controls:

A imagination

B creativity

C emotions

D logic and reasoning

9 The group discussion evaluates the candidate's ability to:

A lead others

B control others

C argue with others

D confer with others on a given subject

10 The first objective in a group discussion is to:

A create sub-groups

B catches the group's attention

C prove your superiority

D act as a self-appointed leader of the group

ANSWERS

1 B

2 B

3 B

4 A

5 D

6 B

7 C

8 D

9 D

10 B

QUESTION BANK WITH ANSWERS IN BOLD TYPE

E-Mail Correspondence and Blogs

Sample questions:

1. Which of the following is not considered to be poor e-mail etiquette?
 - a. Keeping the message personal
 - b. **Responding to messages as soon as possible**
 - c. Using lots of capital letters to emphasize certain words
2. The tone of a professional email message should be:
 - e. Conversational
 - f. **Formal**
 - g. Casual – like the tone you use with friends
 - h. “Yon, dude! What’s up?”
3. What is the most important thing one should be with every e-mail?
 - e. Spell check, use full sentence structure and use proper grammar.
 - f. Have a nice greeting: Hi, Hello, etc.
 - g. Have a proper sign off: Sincerely, etc.
 - h. **All the above.**
4. When writing an email message, paragraphs should be:
 - e. Long
 - f. **Short**
 - g. Indented
 - h. Invisible- no one can mess it up that way.
5. The best way to make several points in an email is
 - e. Include all the points in the first paragraph
 - f. Include all the points in the last paragraph
 - g. **Use list with bullets or numbers**
 - h. All the above
6. At end of an email message, you should include:
 - e. **Appropriate closing with your name**
 - f. Only your name

- g. All the details about yourself
- h. A picture of yourself along with your name
- 7. Before sending a mail you should:
 - e. Read only the senders address
 - f. **Review the mail and recheck the spell, address, attachments**
 - g. Never overlook the mail again
 - h. Call the receiver and inform him/her
- 8. One of the following is necessary in email
 - e. The address of the sender
 - f. The attachment files
 - g. **The address of the receiver**
 - h. The time of information
- 9. One should only forward e-mail when:
 - e. **You feel it is important**
 - f. You are in a bad mood
 - g. You feel liking send messages
 - h. you feel bore
- 10. When your relationship with the receiver is formal, which expression is apt to begin an email message
 - e. Dear Amanda
 - f. Hoi Versa
 - g. **Dear Mr. Dines**
 - h. M. Sukhumi

BLOG

Sample Questions:

- 6. A blog is a frequently updated
 - a. Word document
 - b. **online personal journal or diary**
 - c. blank statement
 - d. report

7. A personal blog is written by an
- a. Group
 - b. Individual**
 - c. Company
 - d. All the above
8. Which blog is used by an organization to send messages to its employees via intranet
- a. Personal blog
 - b. Corporate blog**
 - c. Collaborative blog
 - d. Micro blog
9. One who participates in the activities of maintaining a blog is known as a
- a. Browser
 - b. Blogger**
 - c. User
 - d. podcaster
10. It is most important in blog writing
- a. Editing/proof reading
 - b. Catchy title
 - c. Choosing the audience**
 - d. Adjusting the time

Principles of Letter Writing and Sample letters

26. Which one of the following letter is used to correspond with the suppliers?
- e. Personal letter
 - f. Informal letter
 - g. Business letter**
 - h. Congratulating letter
27. In a job application letter, which of the following is dropped?

- e. Inside address
- f. Sender's address
- g. Receiver's address
- h. **Letter head**

28. Mr. Arum was not sure about the gender of the bank manager whom he had to address to send a letter for an enquiry of his deposit. Which one of the following would be best suitable in such cases?

- e. Dear Madam
- f. **Dear Sir**
- g. Dear Madam/Sir
- h. None

29. All the formal letters have a margin of

- e. One and half inch
- f. Two inch
- g. Two and half inch
- h. **One inch**

30. One of the following letters is used as a legal document between the vendor and the customer

- e. **Order letter**
- f. Invitation letter
- g. Adjustment letter
- h. Acknowledgement letter

31. A Sales letter is used

- e. To order products
- f. To invite someone
- g. To send and receive messages
- h. **To advertise and promote**

32. A letter that deals with a complaint or a claim is called a

- e. Complaint letter
- f. **Adjustment letter**
- g. Claim letter
- h. Compensation letter

33. One of the following letter mainly focuses on expressing gratitude

- e. Invitation letter
- f. Sales letter

- g. Appreciation letter
 - h. **Acknowledgment letter**
34. Permission letter is written to seek permission
- e. **For utilization of resources**
 - f. For inquiring about a product
 - g. For complaining on a product
 - h. For appreciating a product
35. The preferred British style of writing date is
- e. **August 18th, 1995**
 - f. 8/18/1995
 - g. 8-18-1995
 - h. 8-18-95
36. 12-1-1991 is
- e. British style
 - f. **American style**
 - g. African style
 - h. Asian style
37. Esq. is the abbreviation of
- e. **Esquire**
 - f. Es-quire
 - g. Equifax
 - h. Esquiline
38. The salutation for official designation is
- e. Dear Madam
 - f. My dear Madam
 - g. **Dear Mr. President**
 - h. Gentlemen
39. The common salutation for formal letters is
- e. **Dear sir,**
 - f. Dear Ram,
 - g. My dear Ram,
 - h. My dear son,
40. One of the following title cannot be spelt in full
- e. Professor
 - f. Ambassador

- g. General
 - h. **Doctor**
41. The order of the sender's address is
- e. Date, street, city
 - f. City, street, date
 - g. Date, city, street
 - h. **Street, city, date**
42. 1 December, 1998 is the preferred style of date in
- e. America
 - f. British
 - g. **International**
 - h. Indian
43. My dear Recant is a _____ salutation
- e. Formal
 - f. **Informal**
 - g. Both formal and informal
 - h. None
44. Mesdames is the plural form of
- e. Sir
 - f. Gentleman
 - g. **Madam**
 - h. Sirs
45. Which one of the following opening expresses sympathy?
- e. Thank you for your letter
 - f. I hope you are keeping well
 - g. How are things with you?
 - h. **I was very sorry to hear that from you**
46. Which one of the following is a common ending in formal letters?
- e. Yours affectionately
 - f. **Yours faithfully**
 - g. Yours lovingly
 - h. Your sincere friend
47. One of the following ending is used in British style letters between people who know each other by name
- e. **Yours sincerely,**

- f. Yours cordially,
 - g. Yours truly,
 - h. Yours cordially
48. Yours truly is the ending used in British style for
- e. Formal business letter
 - f. Informal letter
 - g. A desire to sound respectful
 - h. No personal relationship between the addressee and the writer**
49. 'Cordially yours', 'yours' does not start with a capital letter in
- e. American usage**
 - f. British usage
 - g. Indian usage
 - h. French usage
50. The ending for salutation Dear sir/madam is
- e. Yours faithfully**
 - f. Yours sincerely
 - g. Yours admiringly
 - h. Yours cordially

Memorandum

11. A _____ is formal written message, written in a conventional form for someone within the organization to meet a specific need.
- e. Business letter
 - f. Informal letter
 - g. Business memo**
 - h. Appreciation letter
12. 'Although a memo is a formal business document, its tone is usually informal and conversational'. Which one of the following characteristic is related to the above statement?
- e. Clarity
 - f. Conciseness
 - g. Unity of theme
 - h. Informal tone**
13. One of the following is an element of memorandum
- e. Subject**

- f. Clarity
 - g. Unity
 - h. Coherence
14. The memos sent between peer groups are called as
- e. Vertical memos
 - f. Horizontal memos**
 - g. Upward memos
 - h. Downward memos
15. The memos sent by subordinates to their superiors are
- e. Vertical memos
 - f. Horizontal memos
 - g. Upward memos**
 - h. Downward memos
16. The memos used to communicate to the subordinates are
- e. Vertical memos
 - f. Horizontal memos
 - g. Upward memos
 - h. Downward memos**
17. A memo is written in _____ format
- e. Letter format
 - f. Report
 - g. Specific format**
 - h. Paragraph
18. The tone of a memo is
- e. Traditional
 - f. Conversational**
 - g. Formal
 - h. Written
19. Memos contain less _____ than letters
- e. Background explanation and information**
 - f. Theoretical and practical
 - g. Instructions and procedures
 - h. Suggestions and recommendations
20. One of the following is the main difference between a letter and a memo
- e. Memos are more structured than letters

- f. Memos send information outside the organization and letters inside the organization
- g. Memo is written in a letter format and letter in a paragraph
- h. Memos are less formal than letters.**

Report Writing

21. _____ help in the analysis of a condition, situation, or a problem for an effective solution.
- e. Letters
 - f. Reports**
 - g. Memos
 - h. E-mails
22. The best example of a routine report is
- e. Monthly sales report**
 - f. Project report
 - g. Accident report
 - h. Trip report
23. Long reports with elaborate description and discussion are called as
- e. Non-formal reports
 - f. Formal reports**
 - g. Analytical report
 - h. Informational report
24. Presentation of specific information related to a single condition, situation, problem or occasion are _____ reports
- e. Oral
 - f. Written
 - g. Formal
 - h. Special**
25. Informational reports are
- e. Presentation of specified information
 - f. Presentation of data with analysis
 - g. Presentation of routine information
 - h. Objective presentation of data without analysis**

- 26.Face-to- face presentation of information is
- e. Informational report
 - f. Analytical report
 - g. Routine report
 - h. Oral report**
- 27.Laboratory reports are the best example for
- e. Formal
 - f. Non-formal**
 - g. Written
 - h. Special
- 28.Short reports are
- e. Formal
 - f. Oral
 - g. Non-formal**
 - h. Written
- 29.Presentation of data with analysis and interpretation
- e. Informational
 - f. Analytical**
 - g. Routine
 - h. Special
- 30.Thesis is the best example of _____ report
- e. Formal
 - f. Informal
 - g. Special**
 - h. Oral
- 31.To write a profession report one of the following is essential
- e. Don't set your objective
 - f. Assess your audience**
 - g. It is not necessary to decide what information is needed
 - h. Importance need not be given to prepare skeletal framework
- 32.Data collection is important because
- e. Solid proof is required**
 - f. Objective should be set up
 - g. Audience should be entertained
 - h. Outline should be framed

33. One of the following is a print source for data collection
- e. Computer databases
 - f. Internet
 - g. E-journals
 - h. Handbooks**
34. One of the following is a technical source for data collection
- e. Computer databases**
 - f. Journals
 - g. Magazines
 - h. Newspapers
35. The method of data collection in which first hand information is available and is time consuming is
- e. Personal observation**
 - f. Telephonic interview
 - g. Personal interview
 - h. Mail questionnaire
36. The method of data collection in which the survey is quick and limited information is available is
- e. Personal observation
 - f. Personal interview
 - g. Telephonic interview**
 - h. Mail questionnaire
37. The method of data collection which is flexible and costly and time-consuming is
- e. Personal observation
 - f. Telephonic interview
 - g. Personal interview**
 - h. Mail questionnaire
38. The method of data collection which is cheap and time consuming is
- e. Personal observation
 - f. Personal interview
 - g. Telephonic interview
 - h. Mail questionnaire**
39. The experiment conducted in laboratory comes under the _____ data collection method
- e. Personal observation**

- f. Personal interview
- g. Telephonic interview
- h. Mail questionnaire

40. Trip reports are both

- e. Informational and non-formal**
- f. Analytical and formal
- g. Oral and formal
- h. Informational and formal

PRACTICE TEST; PARAPHRASING AND SUMMARISING

1.) The 2014 FIFA World Cup will be held in Brazil. It will be the 20th year of the World Cup. Brazil was chosen in October of 2007 to host the competition. Earlier in the year, South America had been chosen as the continent for the contest. Brazil was the only country to put in a bid. This is the second time Brazil will host the World Cup. The country hosted it in 1950. It is the first World Cup to be held in South America since 1978. Argentina hosted then. No other South American country has hosted the World Cup more than once.

Which of the following best summarizes the passage above?

- A. In October 2007, Brazil was chosen to host the 20th World Cup. Brazil has already hosted the World Cup before. 1978 was the last time a South American country hosted the World Cup.
- B. The 2014 World Cup will be held in Brazil. It is the second time Brazil has been chosen to host the World Cup. Brazil is the only South American country to host the World Cup twice.
- C. Early in 2007, South America was chosen as the continent for the 20th World Cup. Brazil was the only country that put in a bid. Brazil hosted the World Cup before in 1950.
- D. The 20th World Cup will take place in 2014. In 2007, it was decided that the competition would be held in South America. It is the first World Cup in South America since 1978.

2.) Opportunities to help others are all around us. It doesn't matter if you can sing or draw. It doesn't matter if you can cook or build. The desire to help others is all you really need. You can pick up litter in the park. You can visit someone in a nursing home. You can choose among hundreds of ways to make the world a better place. Make a difference today. Volunteer.

Which is the best topic sentence for this paragraph?

- A. Every volunteer helps make the world a better place.
- B My mother and I like to bake cookies for Grandma.
- C Litter is a problem in many parks.
- D I saw a volunteer list on the board.

3.) A woman trying to shoplift from a T.J. Maxx store with another adult left one important item: her 8-month old son. Suzette Gruber ran out of the store when she thought she would be caught. She panicked and left her son sitting in this stroller inside the store.

Police say that they will keep the child in protective care while they investigate. A man claiming to be the father has tried to regain his child. He said that Gruber called him and told him to pick up the boy. Gruber turned herself in to the police on Tuesday. She will be charged with theft and abandonment of a child.

Which is the best summary of this article?

- A. Suzette Gruber and another adult tried to steal from a T.J. Maxx. They were almost caught, but Gruber called the boy's father and told him to pick up the boy. The woman was charged with theft.
- B. Police took care of an 8-month old boy when his mother left him in a department store on accident. The police said that they are still investigating the crime. They will keep the boy in special care.
- C. A woman tried to shoplift from a T.J. Maxx store. She thought she would be caught, so she ran out of the store. She took a few items from the store with her, but she left her 8-month old son.

D. Suzette Gruber left her child in a store when she tried to shoplift. The police will keep her son in protective care for now. Gruber turned herself in and will be charged with the theft and leaving her son.

4.) All members of the Miller family are busy this morning. Mom is putting the sandwiches and drinks into the cooler. Dad is locking all the windows in the house. Rick is packing his suitcase and making sure his younger sister, Angela, packs her socks and shoes. In a few minutes they will take the cooler out to the car and load it in the back. They'll put books, tapes, and pillows in the car. Then, they'll all get in the car and start their trip to Grandpa Miller's house—well before the sun rises.

What is the best topic sentence for this paragraph?

A Mom made the sandwiches the night before.

B the Millers take books and tapes on car trips.

C Always starts a long trip before dawn.

D the Miller family is getting ready for a long car trip.

5. When Carl spotted the dogcatcher's truck next door, he could not contain his curiosity. He arrived just in time to see the dogcatcher take the dog from Mrs. Childers.

"Hey! That's my dog!" Carl yelled. Mrs. Childers turned bright red.

"Why I'm sorry, Carl. I thought it was a stray. I didn't know you had a dog. I wouldn't have called!" The dogcatcher winked at Carl and handed him the dog.

"That's a mighty good-looking dog, Carl. Keep a closer eye on him from now on."

5 Which of these best summarizes the story above?

A. Carl does not take very good care of his dog. He does not pay attention when his dog goes outside to play.

B. The dogcatcher wants to make sure people take care of their dogs. He is going to give Carl some dog tips.

C. Mrs. Childers mistakenly called the dogcatcher on Carl's dog. Carl showed up just in time to save his dog.

D. Mrs. Childers always calls the dogcatcher when she sees a stray dog. She has helped them catch five stray dogs.

6) Your heart normally beats 70 to 80 times a minute, but the rate changes depending on your activity level. When you exercise, your body needs more oxygen than when you remain still. Your heart automatically responds to these changing needs. When you need more oxygen, your heart beats faster to increase the flow of blood to your body.

Which of the following best summarizes the passage above?

- A. Your heart usually beats about 70 to 80 times in one minute. That is more than one heart beat for each second. That is pretty fast!
- B. Your heart makes blood flow throughout your body. It also allows oxygen to move into your muscles, lungs, and even into your bloodstream.
- C. Your body needs a lot of oxygen when you exercise. That is why you breathe heavier when you are running or shooting hoops with friends.
- D. Your heart rate is dependent on your level of activity. Your heart beats faster when you are exercising and slower when you are still.

PRACTICE TEST ON PARAPHRASING WITH KEY

1. Choose the best paraphrase of the following: In general, female birds are less colorful than male birds.

A In general, male birds are more attractive than female birds.

B On the whole, the feathers of the female birds are not as striking as that of their counterpart

C Generally speaking, female birds are less colorful than male birds.

2. Choose the best paraphrase of the following: A handshake does not mean the same thing around the world.

A A handshake means something different around the world.

B Internationally, a greeting by shaking hands is not the same.

C A handshake does not mean the same thing around the world.

3. Choose the best paraphrase of the following: Trip 5th grade students are the best students in all of Gwinnett County.

A Trip has the best students in the GCPS system

B Trip 5th grade students are the best students.

C GCPS has its best elementary pupils in it's last year at Trip.

4. Choose the best paraphrase of the following: Climbing Mountains is a dangerous activity.

A A perilous sport is mountain climbing

B Climbing Mountains is a dangerous activity.

C Climbing Mountains can be an unsafe activity.

5. Choose the best paraphrase of the following: His job wasn't very interesting, but it paid well.

A Though somewhat boring, his job paid well.

B Though somewhat uninteresting, his job paid well.

C Although somewhat boring, his position earned him a handsome income.

6. Choose the best paraphrase of the following: You shouldn't talk in school when you are not supposed to.

A Talking in school is only allowed at lunch

B When in class it is best not to talk, but to listen

C You shouldn't talk in school during math class

7 Upon returning home, Osiris was murdered by his evil brother Set, who cut 7.Osiris's body into pieces and dumped it in the Nile River. Isis found the body and put it back together by winding linen bandages around it.

A Osiris was murdered and Isis found the body

B Osiris's brother Set killed Osiris by cutting his body into pieces, and Isis put the body back together

C Osiris's body was cut into pieces and dumped it in the Nile River

8. Commonly used paraphrasing techniques. Which is NOT a paraphrasing technique?

A Synonym

B Moving phrases

C Writing down the words exactly as you see them

D sentence combining

9. This is an example of what technique?

Statement 1-Overuse of ground water would lead to pervasive drought

Statement 2- Overuse of ground water would cause widespread dryness

A Moving phrases

B Changing Voices

C Synonym

10. Sentence 1-His job wasn't very interesting, but it paid well.

Sentence 2- His well paying job was not very interesting

What technique is shown here?

A Moving phrases

B Changing Voices

C Synonym

KEY

1 B

2 B

3 C

4 A

5 C

6 B

7 B

8 C

9 C

10 A

ASSIGNMENT ON PARAPHRASING

What is Plagiarism?

True or False: A person can get in trouble for plagiarism only if the person intended to plagiarize.

True or False: If you put someone else's ideas into your own words and then pass those ideas off as your own, you are committing plagiarism.

True or False: You ask a friend to write a paper for you. This is a type of plagiarism.

True or False: It is acceptable to turn in a paper that is based exclusively off of another person's ideas, as long as the paper is cited correctly.

True or False: You buy a term paper from a website and turn it in as your own work. This is a type of plagiarism.

Borrowing someone else's ideas or words, but failing to properly document the original source is called:

- A. Paraphrasing.
- B. Writer's block.
- C. Plagiarism.
- D. Editing.

Which of the following is not an error that will result in plagiarism?

- A. Paraphrasing other people's information and citing the source of that information.
- B. Failing to properly cite one's sources.
- C. Over-relying on someone else's words.
- D. Over-relying on someone else's organizational structure.

Which of the following is the best way to protect yourself against plagiarism?

- A. Always cite your sources.
- B. Paraphrase other people's information and cite the source of that information.
- C. Include your own contributions, so you are not relying exclusively on the ideas of others.
- D. The entire above are required in order to protect yourself against plagiarism.

Citing Sources Using APA style

True or False

References in APA style are cited in text with a title-page citation system.

True or False: You should cite the work of any individual whose ideas, theories, or research have directly influenced your writing.

True or False: It is considered acceptable to cite a paper, even if you have not read it.

True or False: If you fail to identify direct phrases with the use of quotation marks, you are committing plagiarism.

True or False: Your professor requires you to use five sources, but you found one article that cites a lot of different articles within it. Rather than finding and reading the original articles, it is acceptable for you to use the information from five of the sources that you found in the one article.

True or False: When quoting you must always provide the author, year, and specific page or paragraph number for the quote in the text and include a complete reference in the reference list.

True or False: You don't want to have too many quotes in your paper, so you do not put quotation marks around some of the sentences you copied from a source. You cite the source correctly at the end of the paragraph and in your reference list. This is considered acceptable (i.e., not plagiarized).

Which of the following is **TRUE** about quotations?

- A. They should be used only when absolutely necessary.
- B. They should be used as frequently as possible in order to avoid plagiarism.
- C. They are the only way to avoid plagiarizing.
- D. They should be used in place of your own thoughtful response.

A _____ is placed within the text and includes the authors' last names and the publication year. A _____ is placed at the end of a paper and includes information on the authors, year, title of the source, and publication data.

- A. quotation; citation
- B. reference list; quotation
- C. citation; reference list
- D. reference list; citation

How would you correctly cite the following article in the text of a paper?

Sheldon, S. B. (2002). Parents' social networks and beliefs are as predictors of parent involvement. *The Elementary School Journal*, 102, 301-316.

- A. According to the article, Parents' social networks and beliefs as predictors of parent involvement...
- B. According to Sheldon (2002)...
- C. According to an article published in 2002 in *The Elementary School Journal*...
- D. According to Sheldon in the article, Parents' Social Networks and Beliefs as Predictors of Parent Involvement.....

How would you correctly cite the following article the first time that it is cited within the text of a paper?

Anderson, K. J. & Minke, K. M. (2007). Parent involvement in education: Toward an understanding of parents' decision making. *The Journal of Educational Research*, 100, 311-323.

- A. According to the article, *Parent involvement in education: Toward an understanding of parents' decision making*....
- B. According to Anderson and Mink (2007)...

- C. According to an article published in 2007 in the *Journal of Educational Research*...
- D. According to Anderson and Mink in the article *Parent involvement in education: Toward an understanding of parents' decision making*....

How would you correctly cite the following article the second time that it is cited within the text of a paper? Anderson, K. J. & Mink, K. M. (2007). Parent involvement in education: Toward an understanding of parents' decision making. *The Journal of Educational Research*, 100, 311-323.

- A. Anderson (2007)....
- B. Anderson et al. (2007)
- C. Anderson and Mink et al. (2007)...
- D. Anderson and Mink (2007)...

How would you correctly cite the following article the first time that it is cited within the text of a paper? Ninja-Johnson, S., Baker, J. A., & Aupperlee, J. (2009). Teacher-parent relationships and school involvement among racially and educationally diverse parents of kindergartners. *Elementary School Journal*, 110, 81-91.

- A. Ninja-Johnson (2009)
- B. Ninja-Johnson et al. (2009)
- C. Ninja-Johnson, Baker, and Aupperlee (2009)
- D. Ninja-Johnson, Baker, and Aupperlee et al. (2009)

How would you correctly cite the following article the second time that it is cited within the text of a paper? Ninja-Johnson, S., Baker, J. A., & Aupperlee, J. (2009). Study Teacher-parent relationships and school involvement among racially and educationally diverse parents of kindergartners. *Elementary School Journal*, 110, 81-91.

- A. Nzinga-Johnson, Baker, and Aupperlee (2009)
- B. Nzinga-Johnson et al. (2009)
- C. Nzinga-Johnson (2009)
- D. Nzinga-Johnson, Baker, and Aupperlee (pp. 81-89)

Paraphrasing Information

True or False: If you paraphrase a source by summarizing that information, it is not necessary to credit the source within the text -- you just need to reference the source in a reference list at the end of the paper.

True or False: Paraphrasing involves using the same words as someone else, but rearranging the order of those words within the sentence.

True or False: You copy a long passage from a book into your paper, and you change some of the wording around. You cite the source at the end of the passage and again in the reference list. This is a type of plagiarism.

Of the following, which is the best way to avoid plagiarism?

- A. Paraphrase the ideas into your own words and cite the original source.
- B. Put other people's ideas into your own words and write them as if they are your own ideas.
- C. Do not use other people's research or ideas in your paper.
- D. Make sure that most of your paper is based on cited quotations from other people.

Below is an excerpt from the article **Levenson, M. R., & Park, C. L. (2002). Drinking to cope among college students- Prevalence, problems and coping processes. *Journal on Studies on Alcohol*, 63, 486-497:**

"Drinking to cope is very common among college students and is related to much higher levels of alcohol consumption, episodes of heavy drinking, and levels of both negative and positive alcohol related consequences" (p. 486).

Which of the following examples correctly paraphrases the above passage (without plagiarizing)?

- A. "Drinking to cope is very common among college students and is related to much higher levels of alcohol consumption."
- B. When people drink to cope they are heavy drinkers and experience both negative and positive consequences.
- C. Levenson and Park (2002) found that drinking to cope is very common among college students and is related to much higher levels of alcohol consumption.
- D. Levenson and Park (2002) found that when college students drink to cope, they drink more frequently and more heavily than those who do not drink to cope.

Below is an excerpt from the article: **Schuetze, P. (2004). Evaluation of a brief homework assignment designed to reduce citations problems. *Teaching of Psychology, 31, 257-259*:**

“Increased student confidence in their ability to avoid plagiarism would hypothetically result in an inaccurate perception. They are fully knowledgeable about the complexities involved in proper citations in scientific papers” (p. 259).

Which of the following examples correctly paraphrases the above passage i.e. without plagiarizing?

- A. Increased student confidence in their ability to avoid plagiarism would hypothetically result in an inaccurate perception that they are fully knowledgeable about the complexities involved in proper citations in scientific papers (2004).
- B. One danger that arises from learning about plagiarism is that students may mistakenly believe that they know all there is to know about citing information properly (Schuetze, 2004).
- C. Increased student confidence in their ability to avoid plagiarism would hypothetically result in an inaccurate perception that they are fully knowledgeable about the complexities involved in proper citations in scientific papers (Schuetze, 2004).
- D. According to Schuetze (2004, p. 259), "One danger of increasing students' confidence in their ability to avoid plagiarism is that this overconfidence could leave them unaware that they do not understand the complexities of proper citation."

Below is an excerpt from the article: **Bennett, R. (2005). Factors associated with student plagiarism in a post-1992 university. *Assessment & Evaluation in Higher Education, 30, 137-162*.**

“There is a need for university staff to address forcefully the issue of academic integrity during introductory programs and to explain clearly and sympathetically the objective need for honesty in academic life” (p. 156).

Which of the following examples correctly paraphrases the above passage (without plagiarizing)?

- A. There is a need for university staff to address forcefully the issue of academic integrity during introductory programs and to explain clearly and sympathetically the objective need for honesty in academic life (p. 156).
- B. There is a need for university staff to address forcefully the issue of academic integrity during introductory programs and to explain clearly and sympathetically the objective need for honesty in academic life (Bennett, 2005).
- C. There is a need for colleges to forcefully address the issue of academic integrity during beginning programs and to explain clearly and sympathetically the objective need for integrity in college life (Bennett, 2005).
- D. During orientations, university staff should be very clear about the importance of academic integrity (Bennett, 2005).

Making it Your Own

True or False: A key element of citing is that authors must not present the work of another as if it were their own.

True or False: While writing a long research paper, you come across an interesting concept mentioned in a book, and you incorporate this concept into your main argument.

After you finish writing the paper, you can't remember where you initially found the concept, so you don't bother to cite the source of your idea. This is considered an acceptable practice (i.e., not plagiarism).

True or False: Last semester you spent a great deal of time researching a topic for a class and wrote an involved paper on the topic. The next semester, a different instructor asks you to write a similar paper. You turn in the same exact paper for the new class, without mentioning that it is the same paper that you have already turned in. This is a type of plagiarism.

True or False: When writing a paper, you integrate the information from multiple sources together with your own ideas. Rather than separating out the source of each idea, you list all of the citations at the end of the paragraph. This is considered an acceptable practice (i.e., not plagiarism).

True or False: Relying too much on the work of other others could be plagiarism, even if you properly paraphrase and cite information.

Which of the following is **not** a tip for making a paper “your own”?

- A. You should refrain from citing information from other sources.
- B. If it’s an individual assignment, you should do the work on your own.
- C. You should choose your information sources wisely.
- D. You should put thought into the organization of your paper.
- E. You should connect, critically evaluate, and discuss the information.

Which of the following is the best advice for avoiding plagiarism?

- A. Make sure that you quote everything from the original source, word-for-word, and cite.
- B. If relying on the work of multiple sources within a single paragraph, just list all of the citations at the end of the paragraph.
- C. Make sure that the source of every idea is very clearly identified and cited.
- D. Ask your friends and peers to help you generate the ideas and information for your paper.
- E. Focus on summarizing the information of others and avoid interjecting your own ideas, connections, and critiques.