

Lesson 4



HIGHLIGHTS OF THE LESSON:

- Pre-Writing Task
- Read and then Write 4.1
- Writing a Questionnaire 4.2
- Writing E-Mails and SMSes 4.3
- Writing a Business Letter 4.4
- Writing your CV for a Job 4.5
- What Have You learnt?

ANTICIPATED LEARNING OUTCOMES:

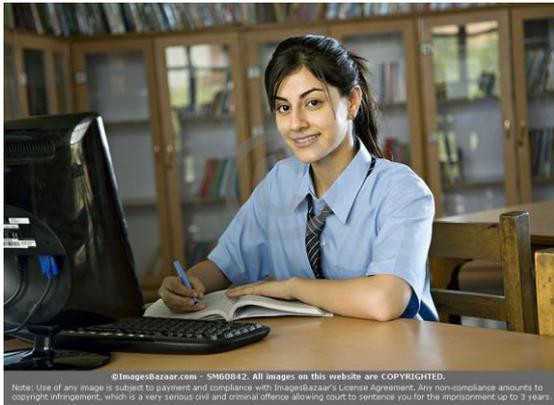
- While speech is time-bound, dynamic and transient (not permanent), writing is space-bound, static and permanent.
- A questionnaire is a form that contains a series of questions with space provided for the replies to be filled in by those who respond to it.
- There are different purposes that e-mails and sms'es can be put to depending upon the message one is trying to convey to the other person and upon the urgency of sending the message.
- Letter writing is a form or mode of business communication.
- When you apply for jobs that have been advertised, one of the most crucial steps to be taken care of is preparing your **CV (Curriculum Vitae)** meticulously and without any errors.

WRITING I

TOTAL TIME: 75 MINS

PRE-WRITING TASK

Time: 10 mins



How should I pen down my thoughts?

Picture 21

<http://www.imagesbazaar.com/preview.aspx?id=157510&s=3>

Accessed on 9/05/11 at 11:38 am.

Writing and speech are two different kinds of communication and expression. What we will learn in the lesson on writing that follows, are certain points that we must know and think about.

- Speech is time-bound (confined or limited by the time in which it is spoken, dynamic and transient (not permanent)). The participants are present and the speaker has a specific person or persons in mind. Writing, on the other hand, is space-bound (confined or limited by the space in which it is written) and time-bound, static and permanent. In most cases, the producer is not present and may not be even aware of the addressee or reader.
- In this first unit on writing you will learn how to prepare a questionnaire and write a business letter.
- In the modern age the value of computers and mobile phones cannot be underestimated. E-mails and sms'es can be put to use depending upon the message one is trying to convey to the other person and upon the urgency of the message

Points to think over

- ❖ Does writing imply having read well before?
- ❖ Does good writing need a first draft and then revision and editing?
- ❖ To acquire good writing skills does one have to practice regularly?
- ❖ Do all good writers have to make a conscious effort to read, write and practice their language skills.

Clearly, the answer to all the above questions is yes. Now begin your work by going through the exercises that follow.

READ AND THEN WRITE
(4.1)

Time: 10
mins

Read the passage given below and follow the help box to sort out some of the characteristics given under the speech and writing tables that are given as blank spaces below.

If you think writing and speech are equal and alternative systems with little or no difference, think again! To find out for yourself, record the speech of a fluent speaker and transcribe it. See what you find!

The differences arise because these two modes of communication are products of very different kinds of communicative situations. Speech is time-bound, dynamic and transient (not permanent). The participants are present and the speaker has a specific person or persons in mind. Writing, on the other hand, is space-bound, static and permanent. In most cases, the producer is not present and may not be even aware of the addressee or reader. Several points of contrast arise out of these differences.

Most importantly, the permanence of writing allows repeated readings and analysis. It promotes the development of careful organization of thoughts and arguments and accurate selection of content, language and structures. The layout, punctuation, sentences and paragraphs indicate the organization clearly.

In contrast, the spontaneity and rapidity of speech reduces the chance of complex preplanning, and promotes features that assist speakers to 'think standing up'; constructions are looser; repetitions are frequent; and filler phrases such as 'you know', 'let me see', 'well...umm', etc., are used. Pauses and intonation (rise and fall of voice) are used to divide utterances into parts.

Written language displays several unique features such as punctuation, capitalization, spatial organization, colour, font size, typeface, etc. Speech can use pause, stress, loudness and different intonation patterns. Writers can use innovative ways to indicate these too.

Exercise
4.1

HELP BOX

space-bound; time-bound; transient; permanent; allows repeated readings and analysis; reduces the chances of complex preplanning; static; dynamic; can use pause, stress, loudness and different intonation patterns; uses features like punctuation, capitalization, spatial organization, colour, font size, etc.

| Speech | Writing |
|--------|---------|
| 1. | 1. |
| 2. | 2. |
| 3. | 3. |
| 4. | 4. |
| 5. | 5. |

Answers 4.1

| Speech | Writing |
|---|---|
| <ol style="list-style-type: none">1. Time-bound2. Dynamic3. Transient4. Reduces the chance of complex preplanning5. Can use pause, stress, loudness and different intonation patterns | <ol style="list-style-type: none">1. Space-bound2. Static3. Permanent4. Allows repeated readings and analysis5. Uses features like punctuation, capitalization, spatial organization, colour, font size, etc. |



Picture 22

<http://fernandoexperiences.blogspot.in/2011/01/552-writing-in-latin-you-asked.html>

Accessed on 01/04/11 at 11:25 am.

WRITING A QUESTIONNAIRE (4.2)

Time: 15
mins

Have you ever gone through the exercise of preparing a questionnaire. You may ask here "What is a questionnaire?" and "What are the features of a good questionnaire?". A questionnaire is a form that contains a series of questions with space provided for the replies to be filled in by those who respond to it.

Its essential features are given below:

- ✦ All the questions should relate to the final objectives of the study.
- ✦ It should be brief and it should not contain questions outside the experience of the respondents.
- ✦ The questions should be simple and clear.
- ✦ The structure of the question should be according to the form in which the responses are to be recorded. For example, basic questions like name, address and marital status would be asked initially, while questions specific to the purpose for which the survey is being carried out would be asked later in the form.
- ✦ The sequence of questions must be logical.
- ✦ In asking questions about past events too much reliance should not be placed upon the respondent's memory.

For further details refer to C.B Gupta, Basic Business Communication.2004. Rpt. Delhi: Sultan Chand & Sons, 2007.

Exercise 4.2

You have to conduct a survey as a marketing manager of the performance of the Nokia mobile phone to assess its demand and desirability in the market. Prepare a questionnaire to see how well it is received by the consumers in the market.

A Possible Answer 4.2

Dear Sir/ Madam,

You represent the modern day consumer who is conscious of the products that you use. Here is a questionnaire that we request you to fill up to help us assess the rating of our product Nokia, in the market. Your feedback will be extremely valuable for us. We assure you that it will be kept completely confidential and will only help us to provide better services you and our other customers in the future.

NOKIA

Questionnaire: Consumer Preferences

Note: Please put a tick mark (✓) in the square wherever necessary.

A. General:

Name:

Address:

Age:

Occupation: Service Business Other

Sex: Male Female

Marital Status: Married Unmarried

B. Number of members in the family (excluding yourself):

One to four Four to seven More than seven

Your Monthly income in Rupees:

Below 5,000 5,000-20,000 20,000-50,000 Above 50,000

C. Do you use a Nokia mobile phone? Yes No

D. Are you satisfied with the services of your Nokia mobile? Yes No

E. Do you keep a look out for the latest Nokia mobile that is launched in the market?

Yes No

F. Do you prefer your Nokia mobile for its:

(i) Quality? Yes No

(ii) Style? Yes No

(iii) Performance? Yes No

(iv) Wider range available to choose from? Yes No

G. Do you find the customer care section for your Nokia mobile helpful in answering your queries? Yes No

H. Would you recommend the New Nokia Series to your friends/relatives?

Yes No

I. (i) What is the rating that you would give to your Nokia mobile out of 10?

(ii) What rating would you give to other brands out of 10?

(Please give your rating, with 1 being the highest and 10 the lowest, in the squares given)

WRITING E-MAILS AND
SMSes (4.3)

Time: 10
mins

In the twenty-first century computers and mobiles have technologically accelerated our growth in the field of technology. Connectivity between two or more people living at two ends of the globe has also become not only possible

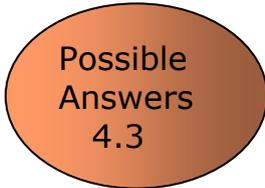
but fast as well. Have you ever wondered what life would have been without these inventions? It seems impossible to imagine, doesn't it? Now try to think of the different purposes e-mails and sms'es can be put to depending on the message one is trying to convey to the other person and on its urgency. Attempting the exercise below will make your understanding of this clearer.



Exercise
4.3

Here is a list of messages and situations given below. Decide whether it would be better to e-mail it or to sms it. In some cases both can be done.

1. You have to send a draft of your book to your publisher to get his approval.
2. You have to send New Year greetings to a very close friend.
3. You have to send Diwali greetings to ten people who work with you.
4. You have to tell your boss that you cannot come for work the next two days.
5. You have to ask your friend if you can visit him the same day in the evening after work.



Possible
Answers
4.3

1. An e-mail would be a better choice since to get an approval from the publisher the complete text would have to be sent and in an e-mail you can send it as an attached file.

2. Both sms and e-mail would be fine here. If you want to send a greeting card an e-mail would be a better idea, but sms would be better if the message isn't too long.

3. An e-mail would be better since it would be more economical than sending an sms to all of them.

4. Here sending an sms would be better since your boss may not necessarily see the e-mail that very day and you want an approval for the next two days so the urgency is more. However sms is more informal than an e-mail so you would also need to base your choice on what kind of work environment you have in the office.

5. You would send sms here since you want your friend to intimate you immediately as to whether he would be available in the evening that very day.

WRITING A BUSINESS
LETTER (4.4)

Time: 15
mins

Letter writing is a form or mode of business communication. What is more important to note is that despite the development in modern modes of communication skill in letter writing still remains vital and indispensable.

You may ask then what is the importance of business/official letters?

The four main reasons for writing business letters as cited by Gartside in C.B Gupta's book, Basic Business Communication, op. cit. are given below:

- To provide a convenient and inexpensive means of communication without personal contact.
- To seek or give information.
- To furnish evidence of transactions entered into.
- To provide a record for future reference.
-

Some of the essential requirements for effective business letter writing are mentioned below, following which you can attempt the exercise given below.

Refer to this book if required. Dr C.B Gupta, Basic Business Communication. 2004. Rpt. Delhi: Sultan Chand & Sons, 2007.

- ❖ The message contained in a letter must be clear at the first reading.
- ❖ Good business letters are written in lucid and clear language.
- ❖ The letter should be conversational yet official in tone.
- ❖ The letter should be correct in its content, layout, spelling and grammar and in its structure.
- ❖ The tone of a good business letter is polite and courteous.
- ❖ The letter should reflect the writer's interest in the receiver.

Exercise 4.4

On behalf of the librarian of your college write a letter to a local book-seller reminding him to send you a consignment of books that you have ordered and request him to send it at the earliest.

A Possible Answer 4.4

Delhi College of Arts and Commerce
Netaji Nagar,
New Delhi-110023.

Date: January 4, 2011

Reference No.: DCAC/Lib/2011/0732

Messrs Joshi & Co,
34, Nai Sarak, Delhi.

Dear Sirs,

Please refer to our letter No.DCAC/Lib/2011/0731 of December 8, 2010.

I would like to remind you of our earlier request for a set of books for our college library. The list of the books was sent to you along with the previous letter. For your convenience, I am enclosing a copy of this letter as an Enclosure.

It would be appreciated if you kindly send us the books we had ordered for at the earliest.

Thanking you,
Yours sincerely,

R.L Gupta
Librarian.

Enclosure:1

WRITING YOUR **CV** FOR A
JOB (4.5)

Time: 15
mins

When you apply for jobs that have been advertised, one of the most crucial steps to be taken care of is preparing your **CV (Curriculum Vitae)** correctly and without any errors. Since the first impression that you make on the company/employer who has advertised definitely makes an impact, so you should always try to put in the best, in terms of the content besides being as honest as you can. Of course, it has to be framed well, structured systematically and proof-read carefully. I will lead you through the first exercise and the second exercise under this section has to be attempted by you.

Exercise
4.5.1

Given below is a job advertisement. You want to apply for the job. So, prepare your **CV** to be submitted to the concerned company.

**SILVER BELLS
PUBLIC SCHOOL**
(Affiliated to CBSE)
4/Pocket A, Karol Bagh,
New Delhi.
Require Teachers
TGT's & PGT's
English, Maths, Biology,
Physics, Chemistry, Hindi,
History, Geography,
Economics
All major subject teachers
with excellent spoken and
written skills
QUALIFICATION
As per CBSE rules
Trained, Experienced
candidates preferred.
Salary according to fixed
scales.
Apply within 10 days
to Principal with CV and
photograph

A Possible
Answer
4.5.1

CURRICULUM VITAE

Name: Anita Srivastava

Date of Birth: 6/12/1977

Marital Status: Married

Spouse's Name: S.N.Manchanda

Father's Name: Shri Sandeep Srivastava

Mother's Name: Smt. Sundari Srivastava

Father's Occupation: Manager, State Bank, Connaught Place, NewDelhi

Address for Correspondence: M-77, Godavari Apartments, Kalkaji, New Delhi.

Permanent Address: M-77, Godavari Apartments, Kalkaji, New Delhi.

| Degree/Diploma-Year | Name of School/College | Subjects | Division |
|-----------------------------|---|--------------------------------------|----------|
| Diploma in Computers - 2010 | NIIT | MS Office and MS Word | II |
| B.Ed. - 2004 | Jamia University | Mathematics and Teaching Methodology | I |
| BA (Honours) - 2003 | Kamala Nehru Collge, Delhi University | Mathematics | I |
| AISSCE - 2000 | Bal Bharti Public School, Rajinder Nagar, Delhi | Science | I |

Work Experience:

| Position | School | Period | |
|-------------------|---|------------|------------|
| | | From | To |
| TGT grade teacher | DPS, Mathura Road, New Delhi. | June 2008 | April 2010 |
| TGT grade teacher | DAV Public School, Karol Bagh, New Delhi. | April 2004 | May 2008 |

Hobbies: Reading and Listening to music

References:

1. Mr Anoop Mehra
Principal, DAV Public
Principal, DPS,
Mathura Road, New
Mathura Road, New Delhi.

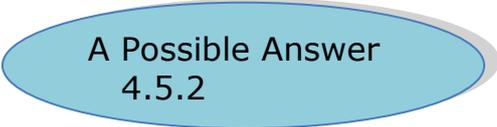
2. Mrs Kavita Narang
School
Delhi.

Vice-

Exercise
4.5.2

Now here's an exercise for you to attempt.

You have to apply for admission to a language course in the college where you are presently studying as an additional course required to be done by you, other than the regular course that you are pursuing there. You are also required to give a statement about yourself and state why you want to apply for that course.



A Possible Answer
4.5.2

CURRICULUM VITAE

Name: Sanjay Mehra

Date of Birth: 4/01/1992

Gender: Male

Category: General

Father's Name: Shri Kaushal Mehra

Mother's Name: Smt. Sunita Mehra

Father's Occupation: Asst Architect, Hemkunt Builders, Kalkaji, South Delhi

Address for Correspondence: H-23, South Extension, Part-I, New Delhi.

Permanent Address: H-23, South Extension, Part-I, New Delhi.

About Myself: I have been a bright student throughout my school days and have always done well in academics. Besides this, I have been an active participant in debates and writing competitions in inter and intra school events. My interest in languages has always proved to be an asset for me, which is why I would like to pursue it further by applying for a language course in Spanish, besides the regular course that I have taken admission in college. This is my first year of B.A History (Hons) in Ramjas College, University of Delhi.

| Examination | Year | Name of School | Board/ University | Subjects | Marks Obtained | Division |
|-------------|------|---|-------------------|---|----------------|----------|
| AISSCE | 2010 | Modern School, Barakhamba Road, New Delhi | CBSE | Maths, English, Political Science, History, Economics | 405/500 | I |
| SSC | 2008 | Modern School, Barakhamba Road, New Delhi | CBSE | Maths, English, Science, Social Studies, Hindi | 395/500 | I |

WHAT HAVE YOU LEARNT?

Having completed this Unit on Writing you would have learnt the following things:

- ❖ The differences between speech and writing.
- ❖ Writing a questionnaire, a CV, a business letter are amongst some of the modes of formal writing which enable us to write better for formal purposes.
- ❖ Whether to use an sms or an e-mail for a given situation and also to know which one is suitable for the specific purpose.

Links for Images

Picture 21

| <http://www.imagesbazaar.com/preview.aspx?id=157510&s=3>

Picture 22

<http://valeriefioravanti.com/images/writing-man1.jpg>