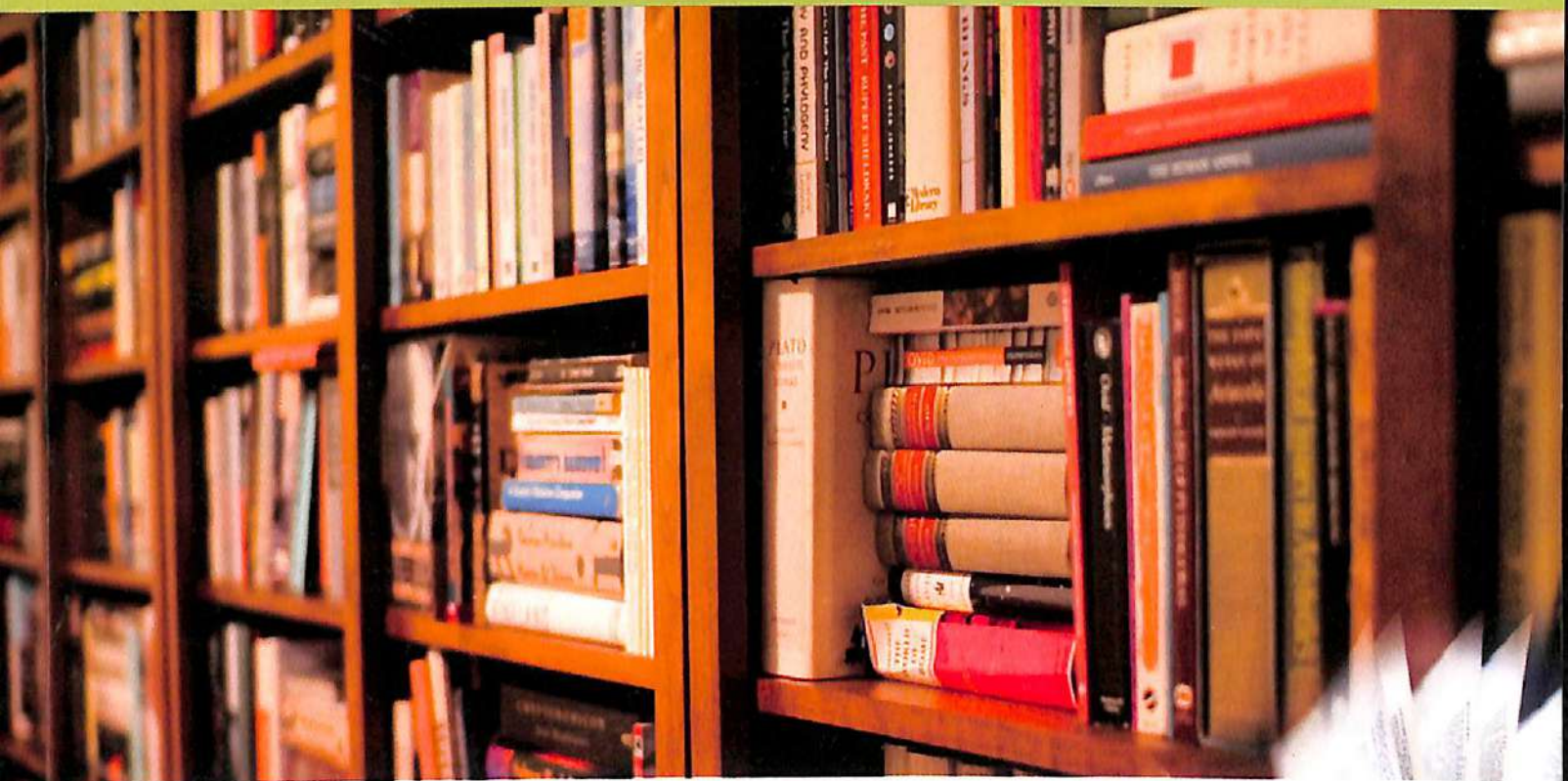


RAJIV GANDHI UNIVERSITY

**ENGLISH
COMPULSORY - III**



English Literary Texts

BA

SECOND YEAR

PAPER - III



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OF DISTANCE
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ENGLISH COMPULSORY – III

(ENGLISH LITERARY TEXTS)

BA

Second Year

Paper-III



RAJIV GANDHI UNIVERSITY

Arunachal Pradesh, INDIA - 791 112

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About the University

Rajiv Gandhi University (formerly Arunachal University) is a premier institution for higher education in the state of Arunachal Pradesh and has completed twenty-five years of its existence. Late Smt. Indira Gandhi, the then Prime Minister of India, laid the foundation stone of the university on 4th February, 1984 at Rono Hills, where the present campus is located.

Ever since its inception, the university has been trying to achieve excellence and fulfill the objectives as envisaged in the University Act. The university received academic recognition under Section 2(f) from the University Grants Commission on 28th March, 1985 and started functioning from 1st April, 1985. It got financial recognition under section 12-B of the UGC on 25th March, 1994. Since then Rajiv Gandhi University, (then Arunachal University) has carved a niche for itself in the educational scenario of the country following its selection as a University with potential for excellence by a high-level expert committee of the University Grants Commission from among universities in India.

The University was converted into a Central University with effect from 9th April, 2007 as per notification of the Ministry of Human Resource Development, Government of India.

The University is located atop Rono Hills on a picturesque tableland of 302 acres overlooking the river Dikrong. It is 6.5 km from the National Highway 52-A and 25 km from Itanagar, the State capital. The campus is linked with the National Highway by the Dikrong bridge.

The teaching and research programmes of the University are designed with a view to play a positive role in the socio-economic and cultural development of the State. The University offers Undergraduate, Post-graduate, M.Phil and Ph.D. programmes. The Department of Education also offers the B.Ed. programme.

There are fifteen colleges affiliated to the University. The University has been extending educational facilities to students from the neighbouring states, particularly Assam. The strength of students in different departments of the University and in affiliated colleges has been steadily increasing.

The faculty members have been actively engaged in research activities with financial support from UGC and other funding agencies. Since inception, a number of proposals on research projects have been sanctioned by various funding agencies to the University. Various departments have organized numerous seminars, workshops and conferences. Many faculty members have participated in national and international conferences and seminars held within the country and abroad. Eminent scholars and distinguished personalities have visited the University and delivered lectures on various disciplines.

The academic year 2000-2001 was a year of consolidation for the University. The switch over from the annual to the semester system took off smoothly and the performance of the students registered a marked improvement. Various syllabi designed by Boards of Post-graduate Studies (BPGS) have been implemented. VSAT facility installed by the ERNET India, New Delhi under the UGC-Infonet program, provides Internet access.

In spite of infrastructural constraints, the University has been maintaining its academic excellence. The University has strictly adhered to the academic calendar, conducted the examinations and declared the results on time. The students from the University have found placements not only in State and Central Government Services, but also in various institutions, industries and organizations. Many students have emerged successful in the National Eligibility Test (NET).

Since inception, the University has made significant progress in teaching, research, innovations in curriculum development and developing infrastructure.

SYLLABI-BOOK MAPPING TABLE

English Compulsory – III (English Literary Texts)

Syllabi	Mapping in Book
Unit-I Importance of Spoken English Indian and Global context, Native and Non-native Accents of English and Issue of Intelligibility; Dictionary Referencing Skill, Phonetic Transcription, Stress & intonations; Speaking politely in English, Use of can, could, may, might, will, would, excuse me, sorry, thanks and please in expressing requests, gratitude, compliments, agreement, Disagreement and Telephonic conversation. Situational conversations: Meeting People, Greetings, Introducing Yourself; Introducing People, Saying Thanks.	Unit 1: Concept of Education (Pages 3-38)
Unit-II Feature Writing Article writing for Newspapers & Magazines; Interpretation of charts/Diagrams/Graphs/Tables	Unit 2: Feature Writing (Pages 39-58)
Unit-III Writing Notice, Memorandum, Agenda, Minutes, advertisements, paragraphs, précis, summary writing.	Unit 3: Written Communication-I (Pages 59-103)
Unit-IV Report writing, Editing, CV writing, e-mails, pamphlet writing, slogan writing.	Unit 4: Written Communication-II (Pages 105-134)
Unit-V Creative writing Poem, Story, Play Dialogue (with given outlines)	Unit 5: Creative Writing (Pages 135-156)

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UNIT 1 IMPORTANCE OF SPOKEN ENGLISH IN VARIOUS CONTEXTS

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Structure

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- 1.1 Unit Objectives
- 1.2 Dictionary Reference Skill: An Introduction
- 1.3 Phonemic and Phonetic Transcription of Simple Words in Common Use in IPA Symbols
 - 1.3.1 Word Stress: Rules for Placement of Primary Stress on Words
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1.0 INTRODUCTION

In this unit, you will learn about dictionary reference skills and conversation skills. The unit highlights the importance of conversation practice in our daily life. It also sheds light on the significance of courtesy in conversations. There are certain basic etiquettes that every person, living in a society, follows. Greeting and responding to a greeting are one of these basic etiquettes. This unit describes the various ways in which we greet a person/group of persons and respond to a greeting when we meet them. It also discusses the use of modals, introducing people, introducing yourself and how to say thanks.

Good communication skills can make a person successful in his/her personal as well as professional life. Communication can be done through speech or through writing.

Conversation is an important part of our daily lives. We use a number of sentences to communicate our thoughts, feelings and opinions. All conversations are different. A variety of words are used to express different feelings and emotions. Good vocabulary can be used to make quality conversations. A conversation involves communication

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between two or more people. Conversations allow us to present different views on a topic and to learn from each other.

A successful conversation includes a mutually interesting interaction between the speaker and the listener. To achieve this, those engaged in a conversation should relate to and understand the topic being discussed. Politeness is an essential quality that we acquire from our friends, family and the people around us. When we meet someone new at a party, a social gathering or a get-together with friends, it is through this quality that we make ourselves seen/heard, and separate ourselves from the people around us. Polite people usually have more friends or acquaintances than others.

Further, this unit introduces you to the concepts and techniques involved in phonetic transcription. The term phonetics is derived from the Greek word, phone, and signifies sound or voice. It is recognized as a branch of linguistics. Phonetics includes the study of the sounds that comprise human speech and also encompasses the various modulations of sign language. As a widely recognized field of study, phonetics has been concerned with the physical properties of speech sounds or signs, and the physiological, acoustic, auditory and neurological capabilities.

Phonetics is involved with the way one produces, represents and perceives the physical sound and discovers the ways in which the mind reads and interprets them.

1.1 UNIT OBJECTIVES

After going through this unit, you will be able to:

- Explain the importance of spoken English
- Understand the concept of dictionary referencing skills
- Discuss the concepts of phonetic transcription, stress and intonations
- Explain how to speak politely in English using 'sorry', 'thanks', 'please' and 'excuse me'
- Examine various modals such as 'can' and 'could' and their usage
- Describe the components of a good telephonic conversation
- Explain the role of politeness markers in conversation
- Discuss situational conversations and what to say and how to behave when meeting people
- Discuss the various stages in greeting and responding to a greeting
- Explain the rules to be followed while greeting or responding to a greeting
- Assess the importance of greeting and responses

1.2 DICTIONARY REFERENCE SKILL: AN INTRODUCTION

Dictionaries are a useful learning tool and there are many specialized dictionaries in the market. The word dictionary has been defined as a reference book in which the words

are arranged alphabetically; it is also used to look up for meanings of a particular word, pronunciation and other information such as usage guidelines, etc. Wikipedia defines dictionary as 'Collection of words in one or specific language, often arranged alphabetically which may include information on definitions, usage, etymologies, phonetics, pronunciations, translations, etc. or a book of words in one language with their equivalents in another, sometimes known as Lexicon.'

(A) Understanding your Dictionary

1. Always purchase specialized dictionary if they are useful in your study. Illustrated dictionaries are good to understand science concepts.
2. Some colleges and universities prefer one particular type of dictionary to ensure consistent style and understanding.
3. Use the right dictionary that is appropriate for your studies, assignments and reports.

Go Through the Introduction

1. The smart way to learn to use a dictionary is thorough browsing of the introduction section. It will give an insight into the usage of abbreviations and pronunciation symbols.
2. This section will explain how entries are arranged and how to search for words.
3. It will also give you information about pronunciation of words with similar sounds. For example: Knight and Night sound similar when pronounced. In the first word the letter K is silent.

Learn the Abbreviations

1. The list of abbreviations are given in the introduction section.
2. 'Adj' denotes adjective whereas 'v' stands for verb and 'advb' is for adverb.

Pronunciation Guide

1. Before you go through the dictionary, familiarize yourself with the pronunciation guide. Having an idea about the guide makes the task easier.
2. The pronunciation of a word will be placed between two oblique (/ /) and will be printed in italics.
3. The main or primary stress of a word is shown by the relevant syllable.

(B) To Find a Word

In order to locate a word in a dictionary, find the section of the dictionary with the first letter of your word.

Dictionaries follow alphabetical order. For example, 'bag' begins with 'b' which means that it will be in the section before 'c'.

- Don't get confused by words like 'psychology' starting with 'p', 'wrought' with a 'w', or 'hour' with 'h' as the first letter.

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- If you are unsure what the first letter is, start with the letter it sounds like. If you can't find the word under that section, then go to other sections. For example if you are unsure that 'wrought' begins with a 'w' you might start looking in the 'r' section. When you cannot locate it there, you look for it in the 'w' section next because you can think along the lines of 'wrong' and 'wrinkle'.
- Some words have similar sound but are spelt differently, for example, 'hair' and 'hare' have similar sound but are spelt differently and have different meanings. Read the sentence carefully and comprehend the context in which the words are used.

Follow the guide words

The two words at the top of the page are referred as guide words; they guide you to locate the word in the dictionary.

- To find the word 'lizard', go to 'B' section. Take help of the guide words situated at the top of the page till you reach the words 'lively, liven', while searching all the words between lively and liven on that page. The word 'lizard' begins with 'l-i-z', and so scan the next section for the same.
- As a matter of fact, the dictionary goes in the alphabetical order, thus, the word lizard (l-i-z) will come after the word liven (l-i-z). For example, in order to look for the word 'charm', move ahead of 'charger' and 'charity'. Since the word begins with 'c-h-a', pass through the words with 'c-h-a-r-g' and 'c-h-a-r-i' in the alphabetical order until you reach the 'c-h-a-r-m' part of the page.

Understand the meaning: As you find the word, it will show up its meanings (and if it has more than one meaning, it will tell you the most popular one first), which syllable to stress upon, what part of speech it is and so on. Sometimes the meaning given may not be understood, because they involve words that are difficult to comprehend and requires further investigation.

- Some of the dictionaries also give the synonyms and the antonyms of a word. For instance, if the word is 'Famous' then some of its meanings are 'famed' or 'celebrated' and its opposite word is 'unknown'.
- You may also come across history, origin and evolution of words and idioms which is called etymology, prefixes and suffixes of the word. Also, though you may not understand French or Ancient Greek, this linguistic information helps you to understand the word.
- Dictionaries often provide spellings in other English derivations (US English, British English, Australian English, etc.).

(C) Learn With Fun

Treasure hunt

Give the students some clues to search for the word, for example, 'I am an eight letter word starting with the sixteenth letter of the alphabet'. My second letter is 'I', my third

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and fourth letters are the same as the letter next to 'm'. The meaning of this word is 'ultimate'. Now tell who am I?

Brainstorming

Students put together their creativity and imagination to work to create new words for class dictionary. This functions as a fun activity for the students while learning.

Dictionary with Images

Create your personal picture dictionary. The dictionary becomes interesting as well as colourful to go through.

1.3 PHONEMIC AND PHONETIC TRANSCRIPTION OF SIMPLE WORDS IN COMMON USE IN IPA SYMBOLS

Let us discuss the phonetic and phonetic transcription of simple words in common use in IPA symbols.

(a) Phonetic Transcription

In phonetic transcription, a larger set of symbols is used to capture more phonetic details regarding the tangible production of the utterance.

There are two types of phonetic transcription: (i) broad phonetic transcription and (ii) narrow phonetic transcription.

Broad Phonetic Transcription

In broad phonetic transcription of speech, it is not attempted to record the huge number of contextual or idiosyncratic variations in pronunciation that take place in normal speech. Further, it attempts to describe the individual variations occurring among the speakers of a dialect or language.

The objective of a broad transcription is to record the phonemes used by a speaker rather than the real spoken variants of those phonemes that get produced when a speaker speaks a word.

We can say that a 'broad phonetic transcription' classifies speech sounds into broad classes of actually spoken sounds. On the other hand, a 'phonemic' transcription classifies speech sounds in terms of the phonemes which a speaker is intending to communicate.

However, in practice, the expressions 'broad phonetic' and 'phonemic' transcriptions are usually used interchangeably and mean the transcription of phonemes.

Narrow Phonetic Transcription

A narrow phonetic transcription comprises phonetic details that can usually be predicted by the 'rules'. There are some key 'rules' to convert a broad transcription to a narrow transcription. It should be remembered that any narrow phonetic transcription should be enclosed in [] brackets.

Check Your Progress

1. State the meaning of dictionary according to wikipedia.
2. What are the guide words in a dictionary?

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Rules for Narrow Transcription

The guidelines to narrow transcription are not really 'rules' but more of predictions, i.e., the uncritical application of such guidelines does not always result in a perfect narrow transcription. In fact, the speakers are at freedom to change their pronunciations in various manners.

Speakers vary from each other in their pronunciation and the same speaker might change the pronunciation of the same word in various contexts.

Therefore, the guidelines for transcription are probabilistic in nature because they suggest the most expected pronunciations.

(b) Phonemic Transcription

In phonemic transcription, a restricted set of symbols is used to capture the meaningful sound contrasts of a language. For example,

'cat' vs 'tat'
/kæt/ vs /tæt/

Symbols for Phonemic Transcription

International Phonetic Alphabet (IPA) is the most comprehensively accepted system of symbols. In normal practice, this alphabet represents both phonemes and allophones even though it is defined in terms of the actual speech sounds.

While the linguists develop a phonemic description of a language or dialect, they generally select the most common or comprehensively distributed allophone of each phoneme as the characteristic allophone of that phoneme and use its phonetic symbol to represent the phoneme as a whole.

Once a symbol is used to represent an actual sound (allophone), it possesses a totally different meaning to the same symbol if used to represent a phoneme. Due to this, the transcriptions are always enclosed in /.../ when we indicate phonemes and in [...] when we mean the actually produced sounds.

Do you know?

The International Phonetic Alphabet (IPA) is the oldest representative organization for phoneticians. It was established in 1886 in Paris. The aim of the IPA is to promote the scientific study of phonetics and the various practical applications of that science. In furtherance of this aim, the IPA provides the academic community world-wide with a notational standard for the phonetic representation of all languages.

THE INTERNATIONAL PHONETIC ALPHABET (revised to 2015)

CONSONANTS (PULMONIC) © 2015 IPA

	Bilabial	Labiodental	Dental	Alveolar	Postalveolar	Retroflex	Palatal	Velar	Uvular	Pharyngeal	Glottal
Plosive	p b			t d		ʈ ɖ	c ɟ	k ɡ	q ɢ		ʔ
Nasal	m	ɱ		n		ɳ	ɲ	ŋ	ɴ		
Trill				r					ʀ		
Tap or Flap		ⱱ		ɾ		ɽ					
Fricative	ɸ β	f v	θ ð	s z	ʃ ʒ	ʂ ʐ	ç ʝ	x ɣ	χ ʁ	ħ ʕ	h ɦ
Lateral fricative				ɬ ɮ							
Approximant		ʋ		ɹ		ɻ	j	ɰ			
Lateral approximant				l		ɭ	ʎ	ʟ			

Symbols to the right in a cell are voiced, to the left are voiceless. Shaded areas denote articulations judged impossible.

CONSONANTS (NON-PULMONIC)

Clicks	Voiced implosives	Ejectives
◌ Bilabial	ɓ Bilabial	◌ Ejectives
Dental	ɗ Dental/alveolar	◌ Bilabial
Postalveolar	ɟ Palatal	◌ Dental/alveolar
≠ Palatoalveolar	ɡ Velar	◌ Velar
Alveolar/lateral	ɠ Uvular	◌ Alveolar fricative

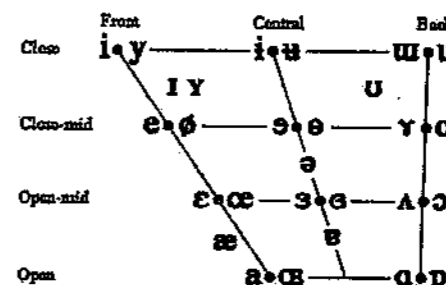
OTHER SYMBOLS

- ◌ Voiceless labial-velar fricative
- ◌ Voiced labial-velar approximant
- ◌ Voiceless labial-palatal approximant
- ◌ Voiceless epiglottal fricative
- ◌ Voiced epiglottal fricative
- ◌ Epiglottal plosive
- ◌ Alveolar-palatal fricative
- ◌ Voiced alveolar lateral flap
- ◌ Simultaneous ʃ and x
- Affricates and double articulations can be represented by two symbols joined by a tie bar if necessary.

DIACRITICS Some diacritics may be placed above a symbol with a descender, e.g. ɲ̥̄

◌ Voiceless	◌ Breathy voiced	◌ Dental
◌ Voiced	◌ Creaky voiced	◌ Apical
◌ Aspirated	◌ Lingualized	◌ Laminar
◌ More rounded	◌ Labialized	◌ Nasalized
◌ Less rounded	◌ Palatalized	◌ Nasal release
◌ Advanced	◌ Velarized	◌ Lateral release
◌ Retracted	◌ Pharyngealized	◌ No audible release
◌ Centralized	◌ Velarized or pharyngealized	
◌ Mid-centralized	◌ Rhotic	
◌ Syllabic	◌ Lowered	
◌ Non-syllabic	◌ Advanced Tongue Root	
◌ Rhoticity	◌ Retracted Tongue Root	

VOWELS



SUPRASEMENTALS

- ◌ Primary stress
- ◌ Secondary stress
- ◌ Long
- ◌ Half-long
- ◌ Extra-short
- ◌ Minor (foot) group
- ◌ Major (intonation) group
- ◌ Syllable break
- ◌ Linking (absence of a break)

TONES AND WORD ACCENTS

LEVEL	CONTOUR
◌ or ˩ Extra High	◌ or ˩ Rising
◌ ˩ High	◌ Falling
◌ ˨ Mid	◌ High rising
◌ ˩ Low	◌ Low rising
◌ ˩ Extra low	◌ Rising-falling
◌ Downstep	◌ Global rise
◌ Upstep	◌ Global fall

Source: https://en.wikipedia.org/wiki/International_Phonetic_Alphabet

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1.3.1 Word Stress: Rules for Placement of Primary Stress on Words

There are ways in which the vowels and consonants in different combinations produce words and are categorized into syllables. Each syllable has an obligatory vowel sound and one, two or more consonantal sounds. These syllables make up a word. When there is merely one syllable, the stress is obviously on that particular syllable. But when there is more than one syllable in a word, then one syllable gets more stress than the other. For example, in the word 'all', which is monosyllabic, the stress is on the syllable 'all'. But when we speak the word, 'almost', there is more stress on 'al' than the syllable 'most'.

Some Definitions of Stress

- 'Stress is the force used in speaking.' - Palmer
- 'Stress is the relative degree of force with which a syllable is uttered.' - Daniel Jones
- 'Stress is the degree of loudness or intensity upon some syllable which makes it louder and more prominent than unstressed syllables.' - Bloch & Trager

Stress is usually studied from two points of view: production and perception. The production of stressed syllables is said to imply a greater muscular energy than the production of unstressed syllables. That is to say that when there is more than one syllable in a word, the speaker of the word gives more prominence to one syllable than the other(s). From the perceptive point of view, stressed syllables are prominent. There are several factors responsible for such prominence or word stress.

- **Loudness:** When you speak, you are breathing out. When the speaker provides greater muscular energy, the syllables are heard with greater loudness or stress. For example, in the word 'calculation', there are four syllables—'cal', 'cu', 'la', 'tion'. Amongst these four syllables, 'la' receives usually the loudest followed by 'cal', while 'cu' and 'tion' are unstressed syllables.
- **Pitch change:** The pattern of accent in a word also becomes clearer when the prominent syllable of the word is associated with a pitch change. For example, in the two syllabic word 'insult', the first syllable is not only louder. But at the same time, there is a pitch change in the first syllable from high to low, resulting in more emphasis on the first syllable.
- **Quality of the vowel:** The prominence of a syllable in a word also depends on the quality of the vowel that the syllable contains in comparison to the vowels of the neighbouring syllables. The syllable which will have a strong vowel sound will be more stressed than the rest.
- **Quantity:** Sometimes, the quantity or the length of the syllable decides the stress of a syllable in a word.

Some Rules for Placement of Primary Stress on Words

Stress is unpredictable, especially in the case of English language. Yet, some general rules can be framed based on certain regularities that are found in providing stress in words. However, it can never be said that these rules are always true in every case. They are significant so as to make us understand that there are certain patterns of stress in English. These rules are as follows:

1. The first rule which can be exemplified is that all English words, more or less, have some stress (whether primary or secondary) on the first or second syllable. For example, in the word 'calculation' which has four syllables, the primary stress is on the third syllable but the first syllable has got the secondary stress.
 - Two-syllable words are normally stressed on the first syllable: *foreign, mountain, legal*
 - Three-syllable words are normally stressed on the first syllable: *character, family*
 - Words of more than three syllables are normally stressed on the antepenultimate: *original, curiosity*
2. The inflectional morphemes or suffixes are not stressed and do not affect the stress on a word. The word 'mistake' becomes 'mistaken' by adding an inflectional morpheme but that does not affect the stress in the word.
3. The following derivational morphemes or suffixes are not stressed and do not affect stress. They are given in Table 1.1.

Table 1.1 Examples of Derivational Morpheme

Derivational morpheme	Example
-age	Postage, breakage
-ance	Appearance, governance
-en	Soften, brighten
-ence	Subsistence
-er	Doer, keeper
-ess	Lioness, goddess
-ful	Dutiful, faithful
-fy	Beautify, classify
-hood	Childhood, manhood
-ice	Cowardice
-ish	Childish, foolish
-ive	Creative, attractive
-less	Aimless, careless
-ly	Faithfully, happily
-ment	Government, postponement
-ness	Boldness, heaviness
-or	Governor
-ship	Scholarship
-ter	Laughter
-ure	Enclosure, failure
-y	Bloody, woolly
-zen	Citizen

4. Some derivational suffixes receive stress and some others affect word stress. In case of these suffixes, the stress is shifted when the suffix is added to the stem. For example, in the word 'employ', the primary stress is in the second syllable '-ploy', but when we add the suffix '-ee' to the stem 'employ', the new word 'employee' is formed where there are three syllables and the primary stress shifts to the third syllable.

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Another important feature related to stress is the 'weak forms'. There are many functional or grammatical words in English which can be pronounced in strong and weak forms. There are about forty such words.

The most common weak-form words are as follows:

- THE
- A
- AND
- BUT
- THAT (as a conjunction of relative pronoun)
- THAN
- AT
- FOR
- FROM
- OF
- TO
- AS
- SOME
- CAN, COULD
- HAVE, HAS, HAD
- SHALL, SHOULD
- MUST
- DO, DOES
- AM, IS, ARE, WAS, WERE

Thus, it can be said that words have as many syllables as there are vowel sounds. In English language, depending on the number of vowel sounds, there can be one syllabic (monosyllabic) word, or word consisting of two or more syllables (sometimes the syllable count can go up to seven). All the syllables in the word do not receive similar kind of prominence or stress which makes the language rhythmic or musical.

1.3.2 Intonation: Introductory Notions about the Uses of Falling and Rising Tone

The voiced and voiceless sounds refer to sounds where the vocal cords are either split wide open or closed while letting the air pass out from our lungs. In his article titled 'How to Learn Another Language', Dr M S Thirumalai states:

Voiced and voiceless sounds

Voiceless Sounds: When the vocal cords are spread apart, the air from the lungs passes between them unimpeded, the sounds produced are described as voiceless sounds. Examples are sounds in English – sit, sheet, fever, think.

Voiced Sounds: When the vocal cords are loosely held together, when the air passes through it, it makes the vocal sound called vibrate. The sounds created in this manner

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are called voiced sounds. For example, the consonantal sounds in English such as veil, these, zoo, me, nose are all voiced sounds.

During the course of our speech, the spoken sounds occur together, one after the other, to produce meaning in terms of what the individual words (morphs) mean. They also create meaning by the music that is created in the tone in which we utter those words. Based on the vibration of the vocal cords, a certain musical rhythm and note is created. This determines the pitch of our voice. The higher the frequency of vibration, the higher is the pitch of the voice; and the lower the frequency, the lower is the pitch.

You must have noticed that the pitch of your voice is not constant as you speak. There is modulation, in the sense that the pitch keeps changing. In every kind of conversation (barring a few, such as the prayers in church which is in a monotone) there is always the modulation of voice. According to Kreidler (1989), English utterances are seldom spoken in monotones. For one, native English speakers produce melodies of varying kinds, with the rising and falling voice. Such melodies are technically called intonation. These patterns of variation are called tones. These tones bring about a change of meaning of an utterance or a change of meaning in a word. Languages in which tones can bring about a change in the meaning of an utterance or word are known as intonation languages.

Many phonologists believe that another important component of intonation is the phenomenon called prominence. Speakers make some syllables more noticeable than others. Such action is usually accomplished by pronouncing syllables louder and longer, assigning them a different pitch, or articulating their phonemes—especially the vowels—more distinctly. Prominence is also referred to as emphasis, focus, main stress, nucleus, or tonic accent. It is equally important to stress that pitch level, pitch movement and prominence are all relative values.

Intonational Functions

Intonational choices made by speakers carry linguistic information and perform a variety of functions. Though researchers of intonation suggest various functions of intonation, yet the common practice is to take Halliday's model of three functions of intonation as a general practice; these are as follows:

- Grammatical
- Informational
- Attitudinal

Grammatical Intonation

Grammatical intonation helps to identify the grammatical structure in speech. This is similar to the role of punctuation in writing. Grammatical intonation also helps us in identifying clause and sentence units and contrasts questions/statements. According to Halliday, grammatical intonation relates to the grammatical mood (question/statement, etc.) as well as the modality (possibility, validity, etc.). Roach believes. 'Grammatical intonation helps language speakers and learners to recognize the grammar and syntactic structures, e.g., boundaries between phrases, clauses and sentences. It also facilitates our knowledge of the differences between questions and statements as well as the intricacies of grammatical subordination.'

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Discourse or Informational Intonation

Discourse or information entails the kind of response to be expected. In normal communication, intonation is used at the place of syntax (sentence). As people communicate primarily through language, intonation should be studied at discourse level. Recent phonological research defines intonation as a speaker's way of organizing and relating meanings throughout the discourse. More significantly, this approach interprets various meanings based on the choices of the speaker. Almost all intonational choices are tied to the context in which they occur. In contrast to the linguistic universality of grammar, it is impossible in the discourse approach to isolate a speech from its context and, hence, make reasonable generalizations about intonational meaning. We can say that discourse intonation provides a tool for the four options associated with tone units: prominence, tone, key and termination. Each one adds a different type of information. These are explained as follows:

- Prominence is a syllable on which there is a major pitch movement.
- Tone pitch movements are distinguished by their particular direction: falling, rising, fall-rise, rise-fall.
- Key is the relative pitch level chosen by speakers for each tone unit. Three choices are proposed: low, middle and high.
- Termination is a low, middle or high pitch level choice made by speakers at the beginning or end of a tone unit.

Gradually, there is a shift in focus towards adopting the discourse view of intonation, particularly in teaching new language learners. Hewings (1995) opines that the discourse view of intonation tends to view speech as 'a purpose-driven activity where speakers and hearers cooperate to reach the desired goal of shared understanding'. It also refers to the common ground that exists between speaker and hearer as the area in which their world views converge.

Although discourse intonation has some difficulties for pedagogical application and its adapted and simplified version for teaching purposes, it seems to be most viable and convincing of all intonational functions available at the moment. Moreover, its well-developed model provides us with a strong systematic framework within which teachers and students can study intonation.

Attitudinal Intonation

We use intonation as the chief means of expressing our attitude, emotions and thoughts. The researchers of intonation point out those patterns with a narrow range of frequency variations. These are the most unpleasant to our ears, while smooth changes in one direction are generally less pleasant. They also point out differences in the judgements according to the grammatical category of the sentence. Statements could be pleasant with either a final rise or fall while questions and commands were pleasant only with a final rise (Fry, 1974). Citing the descriptions from *Nine ways of saying yes* by Crystal and Allen, it can be pointed out that the problems of the attitudinal meaning of tone are as follows:

- The imprecision of the descriptions: It is difficult to be precise about emotional nuances. For example, it is difficult to differentiate the meanings 'detached, unemotional statement of fact' and 'routine, uncommitted comment; detached and unexcited.'

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- It results in the form where any tone can mean anything, depending on the context. This is a serious problem for a systematic description.
- The meaning of an intonation choice may depend on associated gestures or facial expressions.

In fact, almost any emotion can be accompanied by any tone. Without lexical or contextual information or other vocal clues, it becomes almost impossible to reliably label a tone as displaying a particular attitude or emotion. Generally speaking, discussions of the function of intonation in English often centre on the relation between intonation and attitudes. In fact, the main function of intonation is analysed by many phonologists as conveying attitudes. Many other factors, such as loudness, quality of voice, speed of delivery, facial and bodily gestures, etc., also contribute significantly to the conveying of attitude. The result of all this is that we cannot really say anything constructive about intonation and attitude.

Now, let us discuss the four tone pitch movements—falling tone, rising tone, falling-rising tone and rising-falling tone to understand how they work in a day-to-day conversation.

Falling Tone

The following types of sentences are generally said with a falling tone:

Statements (matter of fact, complete and assertive)	He is always punctual
Commands	Shut the door
Invitations	Do come in and sit down
Exclamations	What a beautiful painting
Wh Questions	Where has he gone?
Tag Questions	She is rather late, isn't she?

Rising Tone

The following types of sentences are generally said with a rising tone:

Yes or no type polarity questions	Are they coming for dinner
Alternative questions	Do you like tea or coffee?
Requests	Come here for a moment
Non-terminal tone unit	As soon as he arrives ----- I will let you know
Non-polarity type or Wh questions expressing politeness, friendliness, personal interest	How's your father?
Repetition question	Ram told me about it. Who told you?
Commands intended to sound like request	Shut the door.
Statement intended to be questions	He's not coming.

The Falling-Rising Tone

The following types of sentences are generally said with a falling-rising tone:

One which picks out part of the foregoing context.	(I thought you both spoke Spanish) My brother does.
Statement which shows partial agreement and a kind of reservation on part of the speaker.	She hasn't done very well (you must admit).
Statement intended to be a warning reproach or to express concern	You must not come late (warning).
Statement intended to be a correction of the information received.	(He speaks six languages). He speaks four.
Non-terminal tone-group.	Generally we go out on Saturdays.
Imperative meant to be a pleading request	Do complete this by tomorrow.

The Rising-Falling Tone

The following types of sentences are generally said with a rising-falling tone:

Statements showing enthusiastic agreement	(Do you like this colour?) Yes.
Exclamations expressing sarcasm, irony	Good Morning (Ironical)
Questions showing suspicion, indignation, incredulity or mockery.	What has he been up to? (suspicious)

Thus, it is advantageous to learn the intonation of any language as it performs three functions. These are as follows:

- Present recorded utterances in the target language which learners are to imitate
- Evaluate a learner's response in regard to pitch, volume and tempo
- Display a learner's degree of deviation from agreed-on settings

Check Your Progress

3. What are the types of phonetic transcriptions?
4. Why is it advantageous to learn the intonation of a language?

1.4 SPEAKING POLITELY IN ENGLISH: USING SORRY, THANKS, PLEASE AND EXCUSE ME IN EXPRESSING REQUESTS

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Courtesy means being polite to people. A courteous conversation does not require much; it only needs some common sense. The use of Sir, Madam, Dear, Mr, Mrs, thank you, please, sorry, all are related to courtesy. For example, after you have said 'hello' and introduced yourself by name, you may start by saying, 'Good to see you', 'Nice to meet you', or 'Nice to see you again'.

We meet many people every day. Sometimes we fail to be courteous. Let us now understand common courtesy we can use while talking.

- When introducing ourselves, we do not use 'Mr', 'Miss' or 'Mrs'. People may call us Mr Roy; however, we introduce ourselves as Shiv Roy or Shiv.
- If we have to introduce ourselves to a new person, we can start with 'Hello. My name is Shiv', or 'I'm Shiv (or Shiv Roy)', or 'I would like to introduce myself, I'm Shiv'.
- When in a group, a handshake in addition to the name is acceptable.
- When we are in a military environment, it would be safe if we address both current and retired military, ambassadorial, clerical and judicial people by their profession (Colonel Diwakar, and Justice Gavasker) or simply, 'Sir' or 'Ma'am'.
- When being introduced, make eye contact. Also, offer to shake hands. If the introducer confuses the name, repeat it again clearly.
- When we have to reintroduce ourselves to someone whom we may have met earlier briefly but do not remember the name of, it is better to say, 'Hello, my name is ...'. Then the person will most likely respond with his or her name. If not, we can say, 'I remember you, but I've forgotten your name', or 'You may not remember me; I'm Shiv'.
- When we meet someone who is older than us, it is good manners to say, 'Good morning, Sir. My name is Raghav Nayak; I'm your neighbour'.
- Whenever we are in a group, begin by introducing the older person, or the higher-ranking person.

The following are some more tips to use while talking:

- Show appreciation
- Smile while talking
- Recognize the achievements of others
- Be polite to your family members

Never underrate the power of courtesy. The smallest act of courtesy may light up someone's life.

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Politeness Markers

Politeness markers constitute the use of *Please*, *Thank You*, and *Excuse Me* in our daily conversation. Politeness markers not only reflect good manners but also show the development of our social graces.

We learn to say *Please*, *Thank You*, and *Excuse Me* early in childhood. However, by the time we grow older, very few people remember to use these in conversation. Using politeness markers makes our daily interactions pleasant and friendly. It also represents good upbringing.

An honest and well-timed *Please* shows respect and helps in getting things done efficiently. Saying *Thank You* shows thoughtfulness and consideration. Saying *Excuse Me* reflects concern for the personal space of others. It should be used whenever we wish to catch someone's attention, need to pass someone who comes in our way and want to apologize for interrupting someone.

Politeness markers are universally recognized elements of politeness and good manners. They remain uniform across cultures and regions and make communication effective and pleasant.

Usage of Excuse Me

'Manners makes a man' is a saying that means that we should exhibit respectful behaviour towards all with whom we come in contact as our behaviour is a representation of our personality.

Good manners showcase the up-bringing. The use of phrases like thank you and excuse me are part of good manners. These are not taught but picked up by children from a young age from their environment. Good manners teaches us to be humble and polite. It's a sure shot formula to success.

When to Use 'Excuse Me'

According to the Merriam Webster dictionary, excuse me has different meanings and uses in different situations. Some of them are as follows:

- 'Excuse me is used as a polite apology for a minor fault or offense, such as laughing, coughing, or burping.'
- It is used as 'a polite way of trying to get someone's attention *Excuse me, do you know where I can find Maple Street?*'
- 'A polite way of starting to say something like *Excuse me, but do you mind if I shut the window?*'

It is used as a polite way of starting to interrupt someone, for instance, *Excuse me, please why don't you listen to me?*

1.4.1 Gratitude

When you are grateful for good things your approach becomes positive in every walk of life. Practicing gratitude has shown remarkable health benefits boosting one's lifestyle and overall well-being. Practicing gratitude requires your total involvement and there are different ways to inculcate them. These methods encourage you to integrate gratefulness into your life so now it's time to wear this attitude called gratitude. Everybody needs to develop their own methodology with mix and match.

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How to Practice Gratitude

(a) Begin the day with Positive Affirmations

These affirmations help you set the goal for the day which in turn brings out goodness in you and others. It also gives the strength to deal with unpleasant situations throughout the day.

Some of the affirmations are as follows:

- I am grateful for being alive.
- I am grateful that all me and my loved ones desires are fulfilled.
- I am thankful for the job.
- Thankful for supportive family.

You can pin them up in your room so that you can go through them often.

(b) Make place for 'gratitude chair' in your home

Mark one of the chairs in the house as Gratitude Chair. Once in a day all the family members sit on it one by one and talk about what they are grateful for.

(c) Maintain a gratitude journal

Keeping a track of your life by recording each and every event in the journal gives you an insight and ways to rectify your mistakes at the earliest. You can record your thoughts online also.

(d) Don't take life for granted

We are privileged to lead such a wholesome life. We all take our loved ones for granted especially parents. We overlook their hardships and struggle to meet the ends to keep us going. We ridicule their experiences and ignore their constant support and affection. Adversities are a part of human journey and it can strike anyone anywhere according to its whims and fancies. One must take utmost care of health. We are often in fool's paradise overlooking the warning signals our body flashes at frequent intervals

(e) Acknowledge everybody's efforts

Make sure you give a tinkle to your close friends and relatives on special occasions like birthdays and anniversaries. This gesture of yours touches the inner chord of the person and it also makes the person feel appreciated and important.

Saying *Thank You* for simple things in life is a very courageous act, some of the things for which you can be grateful are as follows:

- Cup of hot tea
- Allowing you to enjoy 'ME TIME'

(f) Vow not to gossip for a week

You can use trial period to notice the changes. Gossip brings out all the negative emotions when done occasionally but when this becomes a habit then the trouble starts. Bringing others down discussing their personal and professional life will leave you exhausted and eventually you will lose your peace of mind. Instead, you put your energies to inspire and transform people's lives.

the sentences 'Jane is here' and 'Jane is not here'; the first is affirmative, while the second is negative.'

What Are Positive and Negative Statements

When you agree with a situation you say 'yes'. For example, 'I like listening to music.'

When you do not agree to the event you say 'no'. For example, 'I do not like listening to music.'

Both the sentences give us information but negative sentences tell us what we don't want to do.

1.4.4 Modals: Usage of Can, Could, May, Might and Would

The modal verbs are as follows:

can	
may	could
shall	might
will	should
Must	would

The modal verbs tell us when something is certain, probable or possible. We also use modals to talk about ability, seeking permission or for requests, etc. They are used before verbs. They express permission, necessity and state certainty. They have no -s in the third person singular and have no -ing and -ed forms. Modals are part of auxiliaries. They are referred as 'modal auxiliaries'.

Usage

(i) Can

- (a) *can* expresses ability
 - I can compose a song.
 - She can easily swim in the deep waters.
- (b) *can* is used to seek permission
 - Can I borrow your laptop for a while?
 - You can leave now.
- (c) *can* is used to express someone's skill or abilities
 - She can run very fast.
 - He can play chess with ease.
- (d) *can* is used to give permission
 - You can bring your cousin to the party.
 - You can walk into my cabin anytime.
- (e) *can* is used to say that someone has permission to do something:
 - I can travel business class whenever I want.
 - Students can consult the teacher anytime.
- (f) *can* is used to ask for permission to do something:
 - Can you excuse us, please?

- Can we bring in the children now?
- (g) *can* is used for Offers and invitations:
 - Can I get some tea for you?
 - Can I sing a song for the guests?

(ii) Could

- (a) *could* is used as the past tense of *can*
 - We could be in prison because of false statement by the witness.
 - You could hone your speaking skills in the Academy.
- (b) *could* is used to express possibility in future, but with uncertainty
 - We pondered over the facts whether it could be true.
- (c) *could* is used to talk about past time:
 - She could juggle her job and home very well.
- (d) *could* denotes formal and politeness:
 - Could I ask you for a favour, please?
 - Could we discuss our business deal now?

(iii) Might or May

- (a) *might* and *may* both express the idea of possibility:
 - We might leave for London tonight.
 - I may leave for London tonight.
- (b) *may* is used to seek permission:
 - May we go to the market?

(This means 'do I have permission to go to the market?')
- (c) using *may* can lead to confusion:

For example:

 - I may go to the market.

This is uncertainty. Does it mean 'I can go to the market' or it means 'I might go to the market'?

When such problem arises one should use *might* to remove confusion.

For example:

 - I might go to the market.
 - We are permitted to go to the market.
- (d) *Might* is used in Past Tense:

In the present scenario *may* and *might* can be used interchangeably with much ease.

For example:

 - We might have finished with assignment if you hadn't fallen sick.
 - We may have finished with assignment if you hadn't fallen sick.

(The second part is also correct but does not sound natural to the ears, it gives the notion of something amiss. Especially when the event did not take place. In this event, the assignment did not complete.)

If one feels comfortable using 'may have' then you should pitch for it without any reservations.

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(iv) Would

(a) Would is used for imaginary situations:

- I would love to play piano at the concert.
- She would like to meet the Obamas at the White House.

(b) Would is used as past tense:

Would and wouldn't are the past tense of will and won't.

- Andrew: I will be late. (Direct speech)
- Andrew said that he would be late. (Reported speech)

(c) Would is used for past actions:

Would is used to express actions that are repeated in the past. Same usage as used to:

- When we were kids we would climb trees to pluck mangoes.
- During holidays I would always head to my grandparents' home.

1.5 TELEPHONIC CONVERSATION

Phones have become a necessary part of our lives. For proper telephone conversation, there are certain rules that should be followed. A good telephone conversation requires practice and skill. Also, for an effective telephone conversation we need to adjust the tone of our voice.

Having a proper conversation over the phone is not an easy task. This is because the person at the other end cannot see our face. Many companies provide training to their employees in telephone speaking skills.

Guidelines for Telephonic Conversation

Telephone conversations can be divided into three stages, these are as follows:

- Receiving
- Speaking
- Closing

The following points should be kept in mind to make telephone talk effective:

1. Receiving a call

When we receive a call, we should:

- **Identify ourselves:** When receiving a call, we should identify our company and then offer assistance. For example, 'Rai Industries. Mahesh Rai. May I help you?'
- **Ask for the caller's identity:** If the caller has not revealed his identity and we do not know who the caller is, we should obtain his name and designation. For example, 'May I know who is calling?'

2. Making a call

When making a call, we should use the following tips:

- **Choose the right time to call:** When calling outside the country, we must also consider the time difference.

Check Your Progress

5. What do you understand by politeness markers?
6. Define the term 'compliment'.
7. What are the characteristics of modal verbs?

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- **Plan the call:** It is a good practice to provide the reason for making the call. Make a list of points. It saves time and money. It is bad manners to keep somebody waiting on the line while searching for information.

- **Avoid interruptions:** We should avoid making calls when we are busy. Instead, calls should be made when chances of distraction are minimum.

- **Have a friendly voice:** As only sound is involved, it is important to make sure that the voice has a friendly tone. A friendly voice is important. Remember, in a telephone only our voice is being heard. Our voice should be cheerful and friendly.

- **Explain the reason for the call:** When calling, we should immediately introduce ourselves and then ask for the person we want to talk to. For example, 'This is Sandip Adhikari from Pune. May I speak with Mr Anuj Nayar?'

3. **During a call:** During a telephonic conversation, the following guidelines should be kept in mind:

- **Be polite:** We should show courtesy. For example, 'How are you today Raman?'; 'Did you enjoy your holiday?'

- **Smile:** Since it is not face-to-face communication, the other person will find it difficult to understand the real meaning of our words. This is because people see facial expressions to understand the meanings of words. Since body language cannot be of help here, try to sound confident, decisive, helpful and interested. Smile while talking. The friendliness will make the voice sound pleasant.

- **Listen carefully:** Do not interrupt. It is advisable to listen with attention, giving feedback like 'I see' and 'yes'.

- **Cover all the points:** We should deliver the message quickly but clearly. This saves time and money. Check the notes to see that everything is covered. If there are a number of things that need to be said, tell the listener by saying: 'I have some things to say. One...'

- **Leaving a message:** When we wish to leave a message, it is important to say so and give a few seconds to the receiver to get ready. Messages should be accurately audible. If it is important, repeat it. Also, the listener should be asked to repeat to confirm that the message has been correctly understood.

- **Obtain feedback:** It is important to ensure that the caller understands the message correctly, especially where deadlines and actions are involved. We should encourage feedback by asking and setting deadlines.

4. Closing a call

- **Close courteously:** We should always finish by thanking the caller for his or her time and trouble.

When closing a call, the following phrases should be used:

- o 'Thank you for calling.'
- o 'Thank you for your concern and help.'
- o 'Thank you for your time.'

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- o 'See you.'
- o 'Good day.'
- **Make notes:** A good communicator makes it a habit to make notes of calls.
- **Take action:** If there is a need to send a letter of confirmation or inform someone in the organization about any details of the call, we should do it immediately. Otherwise, important points may get left out.

Taking messages

Taking telephone messages requires both oral and written communication skills. Therefore:

- **Keep writing material ready:** A pencil and telephone message pad should always be kept near the telephone.
- **Give feedback:** Repeat the given information to check the message, numbers and spellings. Politely ask questions to get the right details.
- **Distribute without delay:** A telephone message should be passed to its recipient immediately, or placed on his or her desk if the recipient is not in the office. Many offices use answering machines to record important messages when the office is closed. These machines have a system for greeting a caller. One can record a message to be played back to the caller. A message will normally consist of a greeting, an apology that no one can take the call in person, an assurance that the caller will be contacted as soon as possible, and an invitation to record a message after the tone. Some people do not like leaving messages on an answering machine. However, it is good getting used to them as they are widely used in the workplace.

Tips for Managers and Secretaries

Most often Managers are extremely busy people. In their routine work, they need to communicate orally with different people within and outside the office. Telephone conversations are commonly used for internal as well as external communication.

Here are a few guidelines for telephonic conversations:

- **Voice:** Use a friendly tone. Speak clearly.
- **Language:** Use simple words and short sentences. If there is a word which is difficult, spell it out. Do not use short forms.
- **Attention:** Show attention. Never sound hurried, flustered or impatient. Listen attentively to the caller.
- **Feedback:** If the message is long, keep reassuring the speaker by saying 'yes', 'okay', etc.
- **Approach:** Be courteous in all situations.
- **Economy:** Do not engage the telephone longer than is necessary.

Tips for secretaries

In corporate offices, managers are supported by secretaries who attend to calls and are well trained in receiving and making calls. They speak in a way that improves the image

of the organization and the manager. Courtesy and honesty are important. Here are a few tips for secretaries:

- **Identify yourself:** Immediately after lifting the phone, identify the company or office. Then in a soft and friendly tone offer help. For example,
'Jay Insurance Company. May I help you?'
'Mr Jay Sharma's office. May I help you?'
- **Know the purpose of the call:** The response of the caller may be 'May I talk to Mr X?' or 'I would like an appointment with Mr X'. A secretary must connect to the appropriate person. In case the executive does not want to take the call, the secretary has to politely divert or postpone the call. The secretary should also offer help by suggesting to talk to another manager who can answer the caller.
- **Be courteous:** Secretaries should always speak in a soft voice and be smiling even while talking. They should never be rude with callers.

Questions such as 'Who is calling?' followed by 'I am sorry, but Mr Sharma is not in' leaves the impression that Mr Sharma may be in but does not want to talk with this particular caller. A better way is to say clearly, 'Mr Sharma is not in right now. May I ask him to return your call?'
- **Be considerate:** Another common mistake is taking more than one phone call at a time. When answering many calls, one of the callers is put on hold for a long time. This is not correct. Do not put the caller on hold for a long time. A caller is not interested in listening to silence or music. Also do not speak on two lines simultaneously, it is confusing to the listeners.

Improving Telephonic Skills

- **Practice:** This is the best way to improve conversational skills over the telephone. An effective way of practicing is by recording a telephone conversation. By doing so we can judge our strengths and weaknesses and accordingly work on them.
- **Observation:** We can also learn by observing others.
- **Training programs:** Many personality development institutes offer programmes on this subject.

The following is an example of a proper telephone conversation:

- A: Hello, Pawan Telecommunications. How may I help you?
B: Good afternoon. My name is _____. May I please speak with Mrs Pillay?
A: I'm sorry, Mrs Pillay is in a meeting right now. May I take a message?
B: Yes. Please tell her that Mr More from the local Chamber of Commerce called, and I would like to set up a meeting with her at her earliest convenience.
A: And may I have your telephone number, please?
B: Of course. It is 123.
A: Thank you. I will give her the message.

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B: Thank you. Good-bye.
A: Good-bye.

Using Cell Phones

Cell phones can cause a lot of disturbance. Every day, people use cell phones while driving, while listening to lectures in classrooms and while sitting in meetings. The following is a list of guidelines for using cell phones:

- Vibration:** Set the ringer of the cell phone to vibration mode when in public places.
- Musical sounds:** Use soft, melodious ring tones. Loud ringtones are disturbing.
- Low, soft voice:** When speaking, do not shout. Lower the voice when speaking and avoid sounding harsh. Do not frown when speaking.
- Right place:** Do not make and receive cell phone calls while in meetings, in a classroom or while driving. Find the right place to talk. If in a busy place like a market or travelling, we should avoid taking or making calls. Wait until in a comfortable place to speak. Step about 20 feet away from people if there is an urgency to answer.
- Confidential talk:** Communicate confidential information in a private place.
- Focus:** Focus on the conversation. Avoid doing many things when talking on a cell phone. It can be dangerous.
- Don't use foul language:** Make sure that whatever you do does not offend others. Never use offensive or foul language.

1.5.1 Situational Conversations: Greetings

Greeting is the act of welcoming or saluting someone on meeting them. A greeting is usually the first verbal communication you make with the person you meet. It could very well set the tone of the ensuing conversation. Some people are very particular about being greeted properly. Older generation find it very disappointing when the younger generation does not aptly show them the respect that they feel they deserve. Similarly, people holding a high position in the society or workplace feel that their subordinates do need to greet them properly in order to reinforce the respect of the office that they hold.

What is a Response?

Response, in this case, is the answer to a greeting. When someone greets you, it becomes your obligation to return the wishes. If it is rude to not greet a person aptly, then it would be ruder to not give a proper response to a greeting.

The importance of greetings in daily life can hardly be overstated. Learning how to greet is important as it helps us to understand how to function in a society, establish and maintain personal relationships.

Table 1.2 Top 25 Greetings and their Expected Responses

Greeting	Expected Response
Good morning	Good Morning to you too
Good evening	Good evening
Good afternoon	Good afternoon
Good day	Good day to you too
Good night	Good night and sweet dreams
Hello	Hello
Hi	Hi there
How do you do?	Fine, thank you
How are you doing?	Fine and how are you doing?
How is everything?	Fine and How is everything at your end?
How's everything going?	Great and what about you?
What's up (man/dude/bro/their name)?	Pretty good (man dude/bro/their name)
Good to see you.	Same here.
How are things (with you)?	Very well, thanks
How's it going?	Fine, thanks.
How's life been treating you?	Not bad. How about you?
What's cracking?	Nothing much
It has been a long time	Indeed, it has been a long time
It's been too long	Yes, it's been too long
What have you been up to all these years?	I've been hanging in there
It's always a pleasure to see	The pleasure is all mine
Long time no see	Yes, No see long time
Where have you been hiding?	That's what I've been wondering about you
It's been ages (since I've seen you)	Yes, I have missed you
How've you been?	I have been well, thanks

Stages in Greeting and Responding To a Greeting

Stage 1: Decide—Decide whether you really wish to greet or respond to the greeting of the person or not. Rather than giving him/her a half unwelcome greeting, it is advisable to ignore him/her completely as if you have not seen or noticed him/her. Ideally, such a situation should not arise.

Stage 2: Content—Be sure of what you are going to say to the person. Do not mix two different greetings or responses. It will cause unneeded pauses or stammering in extreme cases.

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Stage 3: Delivery—Deliver your greeting or response as per what you had decided before. If you fail to do so, then you shall not only appear to be dumb in front of the person but also may lose confidence in greeting or responding to a greeting in future.

Stage 4: Response—You should expect a response to your greeting from the other person. Wait for 5-6 seconds for the person acknowledge your greeting or respond to it.

Stage 5: Conclusion—After you have received an acknowledgement from the other person, you may move on to your path or strike a conversation with the person if you so wish.

Rules To Be Followed While Greeting or Responding To a Greeting

The following rules should be followed while responding to a greeting:

- Approach the person confidently with a genuine smile on your face. A smile is a universal language and understood everywhere. The smile should be broad but not too much. A wry smile or a smirk may actually communicate a negative message such as a scoff, scorn or rebuke.
- Maintain a proper eye contact for at least 5-6 seconds with the person but do not continue to do so for long because this may make him/her conscious. Your eyes should focus on the area of his/her face between his eyes and tip of the nose. Most people are not able to make a proper eye contact. This is an unwanted psychological handicap. One can get over it by practice.
- With a complete stranger, maintain a distance of at least 60 inches. The proximity can decrease with the increase in the closeness of your relationship with him/her. You can be at a distance of 40 inches from a close acquaintance.
- In case you are shaking hands with the person, then ensure that your handshake is firm, straight and confident. A limp handshake or a handshake that is too tight are most unwelcome and thus, avoidable.
- With due respect to the noise pollution around you, your voice should be audible to the person but not too loud. Please avoid talking loudly in a crowded situation. If possible go to the person and greet him.

Importance of Greetings and Responses

We need to understand that when we greet people or respond to their greetings, we are actually wishing for their well-being and hope that they will have a good time. For instance, if you meet a person who responds to your 'good morning,' with a line such as, 'Who said it was good?', the response, if taken seriously, besides being rude, is very hurting. We are not categorizing the morning as 'good', rather we are simply wishing that it should be a good morning.

1.5.2 Meeting People and Introducing Yourself

What would you do when you meet someone for the first time? We usually greet the other person properly as per the demands of good etiquettes.

After greeting the person we tend to introduce ourselves.

What is an Introduction?

An introduction is a formal presentation of one person to another, in which each is told the other person's name and other relevant details.

Why do you need to be good at introductions?

In an introduction, the person you are giving the introduction to, expects you to be honest, knowledgeable and confident. If you show dishonesty, ignorance or lack of confidence then you shall lose credibility that will be very hard to earn back. As the saying goes—'First impression is the last impression.'

What details should be known to you about the person you are introducing?

The details that should be known are as follows:

Name, age, address, contact number, e-mail id, religion, caste, height, weight, qualifications, experience, family background, conveyance, languages known, marital status, number of dependants.

Precautions

Let us study some of the precautions one needs to take in an introduction.

- **Be properly dressed:** There is an old saying, 'Clothes maketh a man'. The person you are introducing yourself to or introducing someone else to should see you and the person you are introducing, properly dressed. Your attire should make a good impression on the person. This will make him/her more receptive towards you and the person you are introducing. A simple attire with limited accessories like ear-rings, bracelets, can make a better impression than an overtly high fashioned and loud coloured clothing. Make sure that your clothes are clean free from any types of cuts torn parts.
- **Physical ailments and deformities:** At the initial stage of the introduction, do not refer to your or the person's (whom you are introducing) deformities or ailments even indirectly. Many people do not find it acceptable if you start with a statement like —'You must be Mr Hardy. Sir, I've heard a lot about you and your rise to success despite your blindness.' This is not a compliment. It is rude and unacceptable. Many people who are physically challenged, want to lead a normal life and not be reminded of their deficiency. Similarly do not start by —'Madam, I know that he is looking a bit dull today because of the cold he has caught but he is quite well qualified otherwise.' Ailments and physical deformities should only be discussed with a physician or Doctor.
- **Avoid untidy habits:** During an introduction, do not engage in untidy habits such as picking your nose, tapping your feet, scratching your hair, rubbing your face. They may appear nauseating and repulsive. Identify such bad habits and try to get rid of them as soon as possible.
- **Keep cool, do not freeze:** We find this advice on top of jam bottles— to keep the jam bottle in a cool place like a refrigerator but not to freeze it in the freezer. The same holds true in case of an introduction. You need to look reserved and confident but if you overdo it then you may appear to be snobbish and rude. One would like to be introduced to or by a gregarious yet respectable person. So, this balance needs to be maintained.
- **Mind your language:** Use of foul language and abusive words are unacceptable in decent society. They should be avoided despite the knowledge that the person to whom you are introducing yourself to is known to use such a language or is comfortable with it.

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- **Open mindedness:** To a great degree, have an open mind for the person you are taking introduction from. Beware if you have been advised from reliable sources regarding the harmful qualities of the person but courtesy demands that you give the person a chance to prove your sources right or wrong.

Formal setting

- Customer to senior executive: Mr Singh, please meet our Senior Executive, Mr Roy.

1.6 INTRODUCING PEOPLE

The chance for people to know each other lies in the way of introduction. It's not just about stating names but developing an instant connect and experiencing the warmth with which you introduce others. The etiquette for introduction differs from person to person and varies with situation.

Keep the introduction simple and give out basic background details without encroaching the privacy. While in a meeting, party or any formal occasion, your introduction etiquette should be right so as to make a powerful impact.

Here are some ways of introducing:

1. Initial steps towards introducing someone:

- A. Know who should be introduced to whom. The common rule is to introduce older or higher ranking person first
- B. If you are not aware of the designation then introduce the person whom you know well.
- C. If it is a business party, the client should be introduced first.
- D. In a causal setting, a gentleman should be introduced to the lady first. If you know them personally use their first names.
- E. In a group set up, introduce the person to the group. For example, Ravi, meet my friends Reema, Shashi, Jyothi and Sagar. Friends this is Ravi.
- F. Make sure to make eye contact with the person. An eye contact and a firm handshake plays a pivotal role in introducing people.

2. Choose the words carefully

When introducing someone be warm, affectionate and have a pleasant tone. For example:

- Please meet
- May I call upon
- I am honoured to introduce
- May I introduce.....

In an informal setting, do not forget to mention their titles like Mr, Mrs, Dr, etc. with full names to show that you know their details.

3. The introduction should be short: Talk about some common interest that they share which will help them to connect and will lead to a healthy relationship in the long run.

4. Some Guidelines which will come handy during the introduction

- Informal setting
 - Guests to host: Mrs Sharma meet my cousin Radha.
 - Friend to colleague: Rohan this is Reena.

5. Keep the gender in mind while introducing: When introducing a man and woman at workplace, always keep in mind their seniority and designations. It is common practice to introduce man to a woman.

6. Appropriate body language: The agility and alertness of mind confirms your interest in the person and it is an indication of genuineness of information. Slouching and yawning indicate non-interesting and boring moments. A confident personality speaks volume about the person and leads to an inspiring introduction.

7. Break the ice: It is important to get them into conversation, a warm session needs to be planned before you leave them in each other's company. Avoid indulging in serious discussion about topics which will lead to embarrassing moments.

8. Go slow when you do not remember a person's name: It sometime happens that you suddenly forget the name and credentials of the person you are going to introduce. There ways to tackle this problem, For example:

- You can always apologize and say 'I am sorry that I am unable to recall your name. Please introduce yourself'. Be humble and polite in handling such situations.
- Here you need make use of your presence of mind, on pretext of some emergency you can request the guest to introduce them.

1.6.1 Saying Thank You

Thank you is a word used to express one's appreciation and gratitude towards the person who helped you in difficult times. You can say thank you in person, over the phone, or in writing. Follow these easy steps to find out how to do it the right way:

Be Genuine. When saying thank you in person, be truthful. It should give the receiver the feeling of genuines, it's not a formality. It can be done in the following manner:

- Speak clearly with an even tone, and show that you mean every word. Don't fumble.
- Use sincere words. Be original and show it with warmth and affection like 'Thank you so much for dropping me home.' I never could have made it without your guidance.
- Be specific.

Correct body language. Maintaining the right body language showcases the fact that you really mean it.

- Eye contact is very necessary.
- Face the person you're thanking.
- Hug the person if he/she is a close friend or a relative.
- Show your emotions.

Make a phone call. It's not easy to communicate over the phone as you are not face to face with the person. You need to pay attention to some important points in such cases, these are as follows:

Check Your Progress

- 8. State the stages into which telephonic conversations can be divided.
- 9. How would you define the term 'greeting'?

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- Clarity in voice: Speak with ease and compose your voice .see to it that the network is clear with no disturbances.
- Choose a suitable time: Make a call at a time when the receiver is not busy and make sure that it's not their resting time. If making long distance call take into account the time difference.
- Keep the conversation short and precise.

Send an email. An email is an informal means for acknowledgement; it may not have the same impact as a telephonic conversation. However, it definitely does put forward the emotions to the receiver. An email can be used to say thank you in the following manner:

- Make it personalized. Begin with 'Dear' and make it precise.
- Choose your words carefully. The person should know that you spent a lot of time crafting complete sentences that clearly state your feelings.
- Make use of the gift. Send some photos of the gift to show the person that how you admire the gift and how valuable it is to you.

Send an SMS. It becomes easy to send text message as you can go ahead without any inhibitions. If you text the person addressing his/her name then it will function as a personalized message, for example 'Amit, thank you so much for the car.'

- Avoid being over enthusiastic. Keep the message to the point and don't beat around the bush, repeating the same thing again and again.
- Send a meaningful text. Be conscious of grammar and punctuation while texting. Don't use too much flowery language; keep it simple.

Mentioned below are some examples:

- That was so thoughtful of you.
- You = awesome. Me = grateful
- You are invaluable to me.
- You're a lifesaver.
- Is there no limit to your awesomeness? Thank you!
- You are an awesome being.
- I highly appreciate your concern.
- You are such a bighearted person.
- Thank you for being there for me.
- You are my parachute.
- Your gestures have touched our lives in many ways.
- Your kind deeds keep me going.
- Thank you for your generosity.
- We are blessed that you are part of us.

Check Your Progress

10. What is the significance of using 'thank you' in a conversation?
11. What are the characteristics of a good phone call?

1.7 SUMMARY

- Wikipedia defines dictionary as 'Collection of words in one or specific language, often arranged alphabetically which may include information on definitions, usage, etymologies, phonetics, pronunciations, translations etc. or a book of words in one language with their equivalents in another, sometimes known as Lexicon.'
- The smart way to learn to use a dictionary is thorough browsing of the introduction section, it will give an insight into the usage of abbreviations and pronunciation symbols.'
- Before you go through the dictionary familiarize yourself with the pronunciation guide. Having an idea about the guide makes the task easier.
- Some of the dictionaries also give the synonyms and the antonyms of a word.
- In phonetic transcription, a larger set of symbols is used to capture more phonetic details regarding the tangible production of the utterance.
- In broad phonetic transcription of speech, it is not attempted to record the huge number of contextual or idiosyncratic variations in pronunciation that take place in normal speech.
- The objective of a broad transcription is to record the phonemes used by a speaker rather than the real spoken variants of those phonemes that get produced when a speaker speaks a word.
- A narrow phonetic transcription comprises phonetic details that can usually be predicted by the 'rules'.
- 'Stress is the relative degree of force with which a syllable is uttered.'
- Stress is usually studied from two points of view: production and perception.
- The inflectional morphemes or suffixes are not stressed and do not affect the stress on a word.
- All the syllables in the word do not receive similar kind of prominence or stress which makes the language rhythmic or musical.
- Intonational choices made by speakers carry linguistic information and perform a variety of functions.
- Grammatical intonation helps to identify the grammatical structure in speech.
- Courtesy means being polite to people.
- Politeness markers constitute the use of *Please*, *Thank You*, and *Excuse Me* in our daily conversation.
- When you are grateful for good things your approach becomes positive in every walk of life. Practicing gratitude has shown remarkable health benefits boosting one's lifestyle and overall well-being.
- Merriam Webster defines a compliment as 'an expression of esteem respect affection or admiration, especially an admiring remark'.
- Compliments are extraordinary expressions which create positive energy.

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- A compliment should be wholesome to have the impact and relevance it deserves. Some of the attributes of a compliment are as follows:
 - (a) Speak your mind.
 - (b) Do not expect anything in return.
 - (c) Do not exaggerate with fancy vocabulary which make no sense.
- According to Wikipedia, 'in linguistics and grammar, affirmative and negative are **terms of opposite meaning which may be applied to statements, verb phrases, clauses, or other utterances.**
- **The modal verbs tell us when something is certain, probable or possible.**
- A good telephone conversation requires practice and skill. Also, for an effective telephone conversation we need to adjust the tone of our voice.
- Greeting is the act of welcoming or saluting someone on meeting them. A greeting is usually the first verbal communication you make with the person you meet.
- Response, in this case, is the answer to a greeting. When someone greets you, it becomes your obligation to return the wishes.
- An introduction is a formal presentation of one person to another, in which each is told the other person's name and other relevant details.
- At the initial stage of the introduction, do not refer to your or the person's (whom you are introducing) deformities or ailments even indirectly.
- Thank you is a word used to express one's appreciation and gratitude towards the person who helped you in difficult times.
- An email is an informal means for acknowledgement; it may not have the same impact as a telephonic conversation.

1.8 KEY TERMS

- **Intonation:** It refers to changes in the tone or frequency of sounds during speech.
- **Stress:** It is the degree of prominence on syllables.
- **Syllable:** It is the smallest unit of speech that normally occurs in isolation, or a distinct sound element within a word.
- **Conversation:** It refers to informal talk involving a small group of people or only two people.
- **Gestures:** These refer to movement of a part of the body (hand, head) to express some meaning.
- **Posture:** It refers to particular position of the body.

1.9 ANSWERS TO 'CHECK YOUR PROGRESS'

1. Wikipedia defines dictionary as 'Collection of words in one or specific language, often arranged alphabetically which may include information on definitions, usage, etymologies, phonetics, pronunciations, translations etc. or a book of words in one language with their equivalents in another, sometimes known as Lexicon.'

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2. The two words at the top of the page are referred as guide words; they guide us to locate the word in the dictionary.
3. There are two types of phonetic transcription : (i) broad phonetic transcription and (ii) narrow phonetic transcription.
4. It is advantageous to learn the intonation of any language as it performs the following three functions.
 - Presenting recorded utterances in the target language which learners are to imitate
 - Evaluating a learner's response in regard to pitch, volume and tempo
 - Displaying a learner's degree of deviation from agreed-on settings
5. Politeness markers constitute the use of *Please, Thank You, and Excuse Me* in our daily conversation. They not only reflect good manners but also show the development of our social graces.
6. Merriam Webster defines a compliment as 'an expression of esteem respect affection or admiration, especially an admiring remark'.
7. The modal verbs tell us when something is certain, probable or possible. We also use modals to talk about ability, seeking permission or for requests etc. They are used before verbs. They express permission, necessity and state certainty.
8. Telephone conversations can be divided into the following three stages:
 - Receiving
 - Speaking
 - Closing
9. Greeting is the act of welcoming or saluting someone on meeting them. A greeting is usually the first verbal communication one makes with the person one meets.
10. 'Thank you' is a word used to express one's appreciation and gratitude towards the person who helped him/her in difficult times.
11. The characteristics of a good phone call are as follows:
 - Voice should be clear.
 - Timing should be suitable.
 - Conversation should be short and precise.

1.10 QUESTIONS AND EXERCISES

Short-Answer Questions

1. How would you follow the guide words in a dictionary?
2. Differentiate between voiced and voiceless sounds.
3. What are the attributes of a compliment?
4. State the guidelines that should be kept in mind during a telephonic conversation.
5. List the steps to be followed while introducing someone.

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Long-Answer Questions

1. Define the term 'stress. Discuss the rules for placement of primary stress on words.
2. Describe the Halliday's Model of functions of intonational.
3. What is the correct way of complementing people? Identify the attributes and advantages of complementing.
4. Discuss the guidelines to be followed by managers and secretaries during telephonic conversations.

1.11 FURTHER READING

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UNIT 2 FEATURE WRITING

Structure

- 2.0 Introduction
- 2.1 Unit Objectives
- 2.2 Article Writing for Magazines
 - 2.2.1 Article Writing
- 2.3 Article Writing for Newspapers
 - 2.3.1 Article Writing
- 2.4 Interpretation of Charts, Diagrams, Graphs and Tables
- 2.5 Summary
- 2.6 Key Terms
- 2.7 Answers to 'Check Your Progress'
- 2.8 Questions and Exercises
- 2.9 Further Reading

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2.0 INTRODUCTION

Article writing for newspapers and magazines requires some specific set of skills to be honed and developed. This unit highlights some of such skills to help students understand the importance of feature writing.

Pictorial or graphical presentation is an extremely valuable component of written communication that often substitutes or complements written statements and makes the communication focused and appealing. Eye catching and expressive graphs and pictures also add value to audio-visual presentations.

2.1 UNIT OBJECTIVES

After going through this unit, you will be able to:

- Discuss the origin and growth of magazines and newspapers
- List the steps and process of article writing for magazines and newspapers
- Describe the process of interpretation of charts and diagrams
- Explain the interpretation of graphs and tables with the help of exhibits

2.2 ARTICLE WRITING FOR MAGAZINES

The first magazine was published in the late eighteenth century in London for the affluent class. It was named 'The Gentleman's Magazine'. The editor was Edward Cave who, for the first time, used the term 'magazine' for his periodical. The term 'magazine' has its roots in the Arabic word 'makhazin' meaning a place to store things or a storehouse. In Russian, shops where things are kept or stored for selling, are known as magazines.

Magazines are media that present opinions and analyses of issues in depth, which is practically not possible in case of newspapers. As they are not published daily, magazines get enough time to work upon the issues to present research-based articles and stories in detail. Magazines help masses in building opinions on specific social, political and cultural issues concerning them and their society.

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Usually, magazines cover a variety of subjects like art, cinema, politics, religion and literature. They cater to the needs of everyone. There are some other magazines that are concerned about specific subjects like politics, cinema, dalits, tribals, literature and so on. Such magazines are targeted towards a specific audience. Magazines for children, women, students, business community, etc., also fall under the same category.

With the growth of industry and various market trends, the taste and needs of the masses have changed in recent years. Publishers understand their market. Hence, today we see a variety of magazines on automobiles, home decoration, real estates, mobiles, computers, etc.

Magazines are also available on the Net. They are known as online magazines. They share some features with blogs and also with online newspapers. The online magazines that are a part of the World Web are called 'webzines'. The suffix 'ezine' here refers to 'their distribution carried out electronically' where 'zine' is an abbreviation of the word magazine.

Though magazines are also kept and preserved in libraries along with other books, there was a time when people collected and preserved the issues of their favourite magazines in their homes. The knowledge and information in them never exhausts with the change of time.

2.2.1 Article Writing

Writing a magazine or feature, article differs from newspaper articles in that most magazines allow more space to develop a story (the article is longer) and more time to research it. Writing for a news magazine most resembles newspaper articles. In any case, it is still important in this form of journalism to answer the six questions:

Who?

What (or what happened)?

When?

Where?

Why?

How?

The rest of a magazine article elaborates on these questions, often in some detail. A feature article in particular will go in depth on a subject, giving readers background and perspective on "the story behind a story" or "the person behind a story." Another type of feature article, the travel article, focuses on a place or event where readers might like to go (or just to know about).

Magazine articles include photos and graphic art more often than newspaper articles. Sometimes a magazine article is an extended interview with a famous person, an important person, or an interesting person.

2.3 ARTICLE WRITING FOR NEWSPAPERS

A newspaper is also a periodical published at regular intervals. Reports, articles, editorials, features, notices, advertisements, cartoons and photos are some of its contents. It is printed on inexpensive, low grade paper known as newsprint.

A newspaper covers a variety of topics. There are some newspapers that concentrate on a specific topic for instance, a business newspaper covers all information

Check Your Progress

1. What are the six essential questions of article writing for magazines?
2. When was the first magazine published and what was it named?

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regarding business and economy and issues that affect the business or are essential for business. A newspaper of general interest caters to the needs of everyone by covering stories on national, international and political as well as social events. It also informs us on business, crime, sports, literature, fashion, films and other entertainments like puzzles, comic strips and features on food, places, personalities and fine arts. Weather reports, forecasts and horoscopes are other attractive features of a newspaper.

A newspaper is known by its editorial writing. In fact, the editorial page reflects the policies and ideology of a newspaper. Editorial page contains editorials written by the editor or by the editorial team on current issues, articles by guest writers expressing their opinions on certain issues and letters to the editor column.

Newspapers can be categorized on the basis of their periodicity. A daily newspaper is issued everyday and a weekly newspaper appears once a week. Weekly newspapers are usually small newspapers appearing from districts or small towns. They depend on mainstream major papers for their contents on international and national issues.

On the basis of their size, newspapers can broadly be classified into two categories namely, broadsheets and tabloids. The size of a broadsheet is 23.5 by 15 inches. Most of the dailies are of this size. A tabloid is 11.75 by 15 inches, i.e. half the size of a broadsheet. There is one more type namely Midi, which is not common in India.

Newspapers that circulate nationwide are known as a national newspaper. Most of the big newspapers have their regional offices at various cities in order to extend their reach. Local newspapers are area specific. There is still another category of international newspaper the contents of which are repackaged as per the needs and taste of foreign readers. This type is uncommon in India but as almost every national newspaper is available on internet, they too can be read worldwide.

In the last decades, due to the growing markets, newspapers have become more colourful with a bundle of advertisements and celebrity news. Most of the newspapers are coming with various types of supplements to cater to the needs of various sections of the society and also to keep up with the recent trend of value addition.

Origin and Growth of Newspapers

The printing press immediately after its invention printed the *Bible*, and later was used to publish books that became the basis of various debates and growth of knowledge. It was many years later that periodicals were published. Though the first ever example of such a periodical was the monthly *Notizie scritte* of government of Venice in 1556. These were handwritten newsletters that conveyed political, military and economic news to Italian cities till seventeenth century.

As has been stated, *Relation aller Furnemmen und gedenckwürdigen Historien* is considered to be the first newspaper. In 1618, the Dutch *Courante* published from Amsterdam was the first to appear in the folio size. The first newspaper of France was *La Gazette* (originally called *Gazette de France*) published in 1631. In Portugal, it was *A Gazeta* (1645) and in Spain it was *Gaceta de Madrid* (1661). The Daily Courant was the first English daily to be published during 1702-1730, though some other sources describe *London Gazette* of 1566 as the first true newspaper in English.

The actual growth of the press or the newspapers started after the Industrial Revolution on one hand and the emergence of democracies in Europe, America and Canada on the other. The press grew in leaps and bounds with the rapid technological growth in the developed world, where the printing technology saw a quick shift from letter typesetting and peddle press to revolutionary desktop publishing in less than a

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century. Print media journalism is still going strong in spite of the popularity of television and the Internet. In fact, all media from print to radio, television and online are included in the term press, as it represents journalism.

The growth of journalism and media has reposed new responsibilities and expectations on this profession. It has been by and large fulfilling its role in creating awareness among citizens by providing them necessary news and information.

Newspaper as the Fourth Estate

In the mid-nineteenth century, the press assumed the status of fourth estate, with most parliaments and other government houses setting aside area specifically for the press.

Edmund Burke, first coined the term Fourth estate in 1787 in a parliamentary debate in the House of Commons, United Kingdom. Earlier writers applied this term while referring to lawyers.

In fact, the press apart from sitting in the lobbies of parliament was seen as a collaborator of the liberal democrats as they wanted it to be vigilant against those who would be eyeing for reversal of the system and they wanted it to be advocating the gains from the ideals of democracy to the interests of certain politicians or economic elite serving as their public relation agent. The notion of press as a watchdog also emerged from the same idea of considering press as a part of the democratic system, where it was supposed to play the role of the balancing and corrective agency for the other three states, i.e., the legislature, the executive and the judiciary.

In the United States, when the freedom of press was being misused for various political and economical interests and biases, a press commission was set up that later promoted the idea of social responsibility of press. Social responsibility was enshrined in the declaration of press as the fourth estate. Dealing with the same notion, M. Gentzkow, E.L. Glaeser and C. Goldin (2004) in their research paper *The Rise of the Fourth Estate: How Newspapers Became Informative and Why it Mattered* writing about the American newspapers say that there was a partisan press in the late nineteenth and early twentieth century which due to the compulsion of growing competition became more informative thereafter. According to them,

...throughout much of the nineteenth century US newspapers were often public relations tools funded by politicians, and newspaper independence was a rarity. The newspaper industry underwent fundamental changes between 1870 and 1920 as the press became more informative and less partisan.

In the present times, we find in India that all the four major components of democracy called *chauhamba* (four pillars) by Ram Manohar Lohia are at logger heads. All are aspiring for special privileges in the name of the constitution. We have seen increasing instances of judicial activism and we have also seen excessive use of the privileged freedom of expression by the press to stall governments to regulate the content on one hand and conduct media trials on matters pertaining to crime. In fact, a balanced approach from all these components of democracy alone can take us closer to the ideals of a democratic society.

The role of press as the fourth estate can only be achieved by exercising the freedom that the press enjoys.

Origin and growth of newspapers in India

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The history of newspapers in India is also very interesting. The spreading sense globalization and the spread of western education amongst many such Indians who wished to be abreast of contemporary developments in the world hastened the introduction of newspapers in India. The first newspaper of the country, *Calcutta General Advertiser* or Hickey's *Bengal Gazette*, was introduced in Calcutta (now Kolkata) during the 1780s. Along with English newspapers, newspapers in regional languages, such as Bengali and Hindi, made its way much later during the second half of the nineteenth century. *Samachar Darpan* and *Bengal Gazette* (both in Bengali) and *Samachar Sudha Varshan* (in Hindi) were the prominent vernacular newspapers. *The Hindu* became the first national newspaper of the country and soon it established itself as the voice of the nation during the establishment period.

Since then, many popular newspapers have been introduced, such as *The Times of India*, *The Telegraph*, *Hindu*, *Hindustan Times*, *The Statesman*, *Economic Times*, *Anadabazar Patrika* and *The Tribune*.

2.3.1 Article Writing

General Information

1. **Collect information:** Once you have decided what you are going to write about, gather the information needed to write the article. Presenting a story to readers who may otherwise have no knowledge of the subject is a big responsibility, so collect as much well-researched and first-hand information as possible.
2. **Conduct interviews:** News stories are enhanced by accounts from first-hand witnesses and people with expert opinions. Identify the main players in the story and ask them short, specific questions so that their answers supplement the information you present in your news article.
3. **Perform a fact check:** When you write a news article, you have a responsibility to your readers to present completely accurate information. Getting a fact wrong may seem insignificant, but it has consequences; aside from trouble that could be caused by misinforming the public, your reliability as a journalist could come into question.

Process and Steps

1. **Write a headline:** The headline of your story should be a sentence fragment that succinctly sums up its main point. Use catchy words to attract attention, but make sure the headline is representative of the actual content of the story.
2. **Create a lead:** The first sentence of a news article is called the lead (also spelled 'lead') and contains the story's most essential details. Even if people don't read past the lead, they should come away from the story knowing the main gist. The lead is written in third person and answers the classic news story questions: who, what, when, where, why and how?
3. **Follow up with details:** Fill out the story with details that provide context, the opinions of people you interviewed, and any other necessary facts that readers should know to completely understand what happened. Each follow-up paragraph has its own main point, and no paragraph is longer than about 50 words.

4. **End with a summary:** The last paragraph brings the article full circle, summarizing the main points and concluding with information readers might need to continue following the story.

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Some examples of newspaper articles

Speed Up Justice

End of Centre-Judiciary impasse should be followed by quick appointment of judges

The deadlock between executive and judiciary may finally have been overcome, with the Supreme Court finalising a Memorandum of Procedure (MoP) for appointment of judges to various courts in the country. The draft MoP had eluded common ground for over a year between the two sides, leading to an impasse over appointments. Long judicial delays place a question mark over all of India's justice system and thereby hurt governance. An end to the deadlock should pave the way for a much-needed filling up of vacancies in higher and lower courts.

If a conciliatory note is now struck between government and judiciary, credit is due to recently appointed Chief Justice of India (CJI) JS Khehar for brokering a compromise. The apex court collegium has reportedly agreed to the clause that gives power to the Centre to reject any appointment to higher courts on the ground of national security. The government in turn will have to give in writing the specific reasons for application of the particular clause. The collegium has also reversed its stance and consented to the setting up of secretariats in the Supreme Court and each high court for maintaining databases on judges, which will assist in selection of judges.

This should end the saga of confrontation that began after a constitution bench headed by Justice Khehar struck down the National Judicial Appointments Commission in October 2015. The bench had directed the Centre to frame a new MoP in consultation with CJI in December 2015. The finalisation of the draft MoP will bring about a semblance of balance between the judiciary's independence and transparency in judicial appointments.

A consensus on MoP should be followed up by quick appointment of judges to deal with the enormous backlog of pending cases. The ministry of law and justice has admitted that as of July last year, 24 high courts were functioning with only 615 out of the total sanctioned strength of 1,079 judges. Centre and state governments account for nearly 70% of cases in courts, they must now chip in and prioritise serious cases over minor ones. The apex court should also usher in more reforms to speed up court cases, such as by creating a system to filter PILs and deter the filing of frivolous cases, or by abolishing the colonial-era practice of long court vacations.

GREEN ALERT

One small step from Calcutta's mayor, it is feared, could become a giant leap for encroachers. Souvik Chatterjee, also the West Bengal housing and environment minister, has tweaked the administrative laws to take over as chairman of the East Calcutta Wetlands Authority. Mr Chatterjee claims his intentions to head the regulatory body are honourable. He would like to use vacant land to build a garbage dump and provide mutation rights to the residents of this fragile ecological zone that is a Ramsar site. He has assured that water bodies would be protected. The innocence of Mr Chatterjee's vision is touching. But there are good reasons for environmentalists to smell a rat. The Ramsar tag and even legal protection have not been enough to save Calcutta's wetlands from the depredations of the land mafia. Waterbodies have been filled up for construction activities. Satellite imagery reveals that in one *manca* — Bhagabanspur — water bodies have shrunk by nearly 77 per cent in the last 14 years. The mayor's proposal to grant mutation rights, which would earn the ruling party political dividends, could end up legitimising such violations.

Mr Chatterjee's plan betrays his ignorance of the wetlands ecology. The plots that the mayor is eyeing are integral to the survival of the ecosystem. The question here is not of ignorance; it is unfair to expect politicians to be knowledgeable. It is that Mr Chatterjee's declared intent cannot be trusted. If what seems to be his plan comes to fruition, some fear that Calcutta would be robbed of its "kidneys" that help in drainage, flood control, ground-water generation besides acting as a carbon sink. The livelihood of an impoverished people who meet the city's need for fresh produce would also be threatened. Calcutta, like other Indian cities, is yet to find a way to strike a balance between development prerogatives and environmental protection. The discrepancy is often attributed to myopic policies. But the problem lies deeper. That the court remains the last resort for activists indicates the absence of public pressure to save the city from imminent renal failure.

THURSDAY, MARCH 21, 2019

NEW DIRECTION

Justice, said a wise judge who practised in England and Wales, "must suffer the scrutiny and outspoken comments of ordinary men". That is seldom the approach in India, where the laws regarding contempt of court and sedition, inherited from the colonial era, are still in use. A lack of knowledge about the purview and intent of the law against contempt creates an atmosphere of fear that results in the suppression of free expression. In case of the sedition law, the Supreme Court reduced its ambit by striking down Section 66A of the Information Technology Act. Recently the court also clarified the law against contempt of court in the context of a case brought before a judicial magistrate in Jammu and Kashmir in 2006. Transparency International India and Centre for Media Studies had published a report based on the responses of litigants from across the state, which recorded people's perceptions about the subordinate courts. Over 90 per cent of the respondents complained of corrupt practices among the lower judiciary. Invoking the Contempt of Court Act, 1971, the magistrate issued notices to the heads of both organizations, followed by warrants of arrest. At that time, the Supreme Court had stayed the warrants as well as further proceedings.

Now the apex court has clearly stated in the context of the same case that a report based on public views does not come within the purview of the contempt law. Besides, such public perceptions may be used to address problems in the judicial system. Public opinion is seen to be in consonance with Section 5 of the Act that talks about fair criticism. This approach is far more meaningful today when courts do not limit themselves to the technicalities of law and the Constitution, and when justice is perceived increasingly as the general concern of the democratic mindset. Self-correction and accountability would increase the stature of the judiciary and the clarification is a step towards both. It has also made clear that the lower court magistrate lacked the authority to invoke the contempt law. By observing that the lower judiciary can only make a reference to the high court for initiating a contempt action, the Supreme Court has resolved ambiguities that have existed since 2006. Without going into the broader question of whether the contempt law is necessary at all, the Supreme Court's statement indicates the necessity for a more liberal interpretation of the contempt of court law.

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TOO MUCH

There is a right reason and a wrong reason for everything. The study of Sanskrit, or any other classical language, is a good thing for schoolchildren: It makes them stronger in the related modern languages they use in everyday life and, if carried on further, introduces them to ancient works in the original for pleasure, research or both. In India, Sanskrit is the natural choice of classical language, and it did exist in the curriculum of many states till a few decades ago. But learning Sanskrit to prevent the impact of the West on Indian culture is not quite the right reason for teaching it. The Assam Sanskrit Sahitya Sabha, however, welcomed the decision of the Bharatiya Janata Party-led state government to make Sanskrit mandatory in state schools till Class VIII for that reason alone. But before going into the ideological issues raised by the government's decision, it is necessary to look at the practical side. Pupils are already learning three languages — Assamese, Bodo or Bengali and English till Class X, and Hindi till Class VII. Making Sanskrit compulsory till Class VIII gives them four languages up to Class VII, something many teachers and parents feel is too difficult. No one is opposing the idea in itself. Many have suggested that Hindi and Sanskrit be made optional, without much hope that the suggestion will be accepted. The All Assam Students' Union has asked that the government clarify its language policy and state whether it is introducing a four-language formula.

The practical problems do not end there. There now will have to be one Sanskrit teacher for each of the 42,396 state-run schools, 4,600 of which, reportedly, have one teacher and 600 no teacher at all. Where are trained teachers going to come from? This question is underscored with the suspicion that the decision is a way to please Nagpur — it was not debated in the assembly — and teachers will be imported. The other question is inevitable in a language-sensitive state: why is the government not encouraging the teaching of the numerous other local languages? That the state government has ignored all these concerns in its haste to make Sanskrit mandatory suggests that fears about the larger design of imposing a homogenous cultural nationalism are not without foundation.

2.4 INTERPRETATION OF CHARTS, DIAGRAMS, GRAPHS AND TABLES

Let us analyse the interpretation of charts, diagrams, graphs and tables.

Introducing Tables, Charts and Pictures

It is necessary to have a clear understanding of the manner in which tables, charts and pictures are introduced in written communication. Business reports constitute an important area amenable to pictorial and graphical presentation. In fact, in today's business world, one can notice extensive or copious use of tables and charts in annual reports and other business reports. Apart from that, tables and charts are used extensively in brochures, sales literature, booklets, advertisements and motivational communication. The positioning of the table or chart has to be carefully decided. In doing so, it is essential to keep in mind the value addition taking place as a result of the insertion of the table or chart. To what extent the table or chart is substituting or complementing the written text is to be borne

Check Your Progress

3. What was the first newspaper of France and when was it published?
4. Name some of the popular newspapers that were introduced after The Hindu.

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in mind. Tables and charts can be inserted along with the text or towards the end as annexures. When the tables are lengthy and constitute additional information, they are carried as an annexure. The skill of the communicator, however, lies in introducing an adequate number and variety of charts, graphs and pictures along with the text in such a way that the overall impact is high.

Choosing the Right Chart

As we have noted, there are many types of charts, graphs and pictures. Each of them has advantages or merits and limitations. Sometimes, there is scope for using any one of the two or three types of charts in the context. The business writer has to decide on the most appropriate one. In doing so, the following guidelines may be kept in view.

The appropriateness of the chart or graph would essentially depend on the context or subject covered and the target group addressed by the communicator. While tables and pictures are widely understood, certain kinds of charts, graphs and diagrams call for extra efforts, and may not go down well with the lay reader. When the target group is the general public, and not a highly literate and well-versed section, simpler tables, charts, graphs and pictures would be appropriate.

The second important aspect relevant to choosing the right graphic is emphasis or forcefulness. A table or a chart is often used both for information and analysis. The table or chart may substitute or complement the written text. The table, chart or picture may be in black and white or colour. It is important to choose the chart which readily brings out the core message. The size of the bar chart, for example, readily brings out the growth aspect. Similarly, the line graph clearly brings out movement or fluctuation. The pie chart gives the share of each component in the table. Choose the graphic that is relevant to show those areas that need emphasis.

Pictures often carry more appeal than words. A good picture appeals to all sections of people—illiterate, semi-literate and highly literate. A good chart or table rivets attention and gets registered in the mind of the reader. When tables, charts and graphs are used effectively, the reader is in a position to remember the message much better. The positioning of the image should also be very appropriate. It should be introduced at the right context in the text. Equally important, it should have the right size and frequency to enhance the value of the written text. Too frequent and repetitive graphics, however, have to be avoided. Well-inserted tables and charts also serve well in breaking the monotony of text reading.

Yet another point to be noted while choosing the right graphic is the specific nature of the subject matter. When the matter is of a technical or scientific nature, and the literature is meant for research organizations, professional or industrial establishments, relevant details will have to be covered. Keeping in view the target sections, more complex charts, graphs, diagrams and drawings may have to be used.

Attention to details

In presenting tables, charts and graphs, due attention should be given to all the relevant details which make the message clear and complete. Every table and chart should have a clear title or caption. The heading should be brief and clear.

The quantity and amount have to be clearly mentioned. Decimal points need to be given only where relevant. Similarly, rounding off figures should be considered whenever there is no need to be very precise. For example, when we refer to the growth in bank deposits, it may not be necessary to say that the deposits grew from ₹ 48,918.6 crore in March 2001 to ₹ 51,641.8 crore in March 2002. On the other hand, it would be appropriate

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to say that the deposit growth of the bank improved from 13.6 per cent in 2000-01 to 18.8 per cent in 2001-02. Such attention to detail makes the table or chart more reader friendly. Similarly, charts, graphs and maps will have to be drawn to scale, and the scale (key) should be mentioned at the bottom. Yet another detail that needs much attention is the source of the data. The source of the data has to be clearly mentioned at the bottom of the table. For example,

1. **Source** Annual Reports of Public Sector Banks.
2. **Source** Report on the Trend and Progress of Banking in India, RBI, June 2002.
3. **Source** Annual Report 2001-02, Coffee Board.

Omission of relevant details like quality, amount and period may often render the entire table or chart meaningless. Similarly, mention of the source will indicate the authenticity or reliability of the data and will also suggest whether it is based on primary or secondary sources of data.

Properly introduced charts, graphs, pictures and other graphics add value to the text and make the business reports and other literature more reader friendly. Specific advantages of such graphics are given below:

1. They break monotony.
2. They simplify and amplify facts and figures.
3. They strengthen the memory and improve recall value.
4. They bring out relativity and time values with greater clarity.
5. They add colour and variety to presentation.
6. They provide scope for creativity in communication.

In the following paragraphs, we will be discussing the uses of various tables, charts and graphics with the help of illustrations.

Tables

A table consists of an orderly arrangement and presentation of relevant data through rows and columns. The systematic arrangement of data in rows and columns in a table facilitates ready reference. Tables are most commonly used in business communication. They may be presented without any heading or caption amidst the text or presented separately as an exhibit with an appropriate heading or title. Tabular presentation may cover not only figures, but also concepts and ideas. Tables can be used gainfully for:

1. Presenting time-series data
2. Presenting details of several products or items
3. Presenting demand-supply-gap position
4. Presenting ranking, volumes and prices
5. Presenting relationships and ratios
6. Presenting several relevant parameters

In drawing tables, attention should be given to (1) columns (2) headings (3) totals and sub-totals (4) decimal points (5) description of amount or quantity and (6) source of data.

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The decadal growth in the number of universities, university-level institutions and colleges in the country during the last 50 years is presented in the table given below:

Exhibit 2.1 Growth of Universities in India

Year	University/ University-level Institutions	Colleges
1950-51	32	695
1960-61	56	1,542
1970-71	102	3,604
1980-81	133	4,722
1990-91	190	7,346
2000-01	256	12,342

Source: Reports of the University Grants Commission.

Exhibit 2.2 All India Growth of Student Enrolment Since 1950-51

Year	Total Enrollment	Increase Over Previous Year (%)
1950-51	1,73,696	—
1960-61	5,56,559	15.6
1970-71	1,953,700	9.0
1980-81	2,752,437	3.9
1990-91	4,924,868	7.0
2000-01	8,399,443	4.3

Source: Reports of the University Grants Commission.

Exhibit 2.3 Branches and ATMs of Scheduled Commercial Banks (as on March 2009)

Bank Group	Number of Bank/Branches					Number of ATMs			Off-site ATMs as percentage of total ATMs	ATMs as percentage of branches
	Rural	Semi-urban	Urban	Metropolitan	Total	On-site	Off-site	Total		
1	2	3	4	5	6	7	8	9	10	11
(a) Nationalized banks	13,381	8,889	8,951	8,375	39,376	10,233	5,705	15,938	35.8	40.2
(b) State Bank group	5,560	4,835	3,043	2,824	16,062	7,146	4,183	11,339	37.0	29.0
(c) Old private sector banks	842	1,554	1,344	833	4,673	1,830	844	2,674	31.6	58.8
(d) New private sector banks	271	1,084	1,371	1,478	4,204	5,165	7,480	12,648	59.2	296.8
(e) Foreign banks	4	4	52	233	283	270	784	1,054	74.4	357.3
Total (a to e)	20,058	16,145	14,761	13,643	64,608	24,845	19,006	43,851	43.5	67.0

Source: Trend and Progress of Banking in India, Reserve Bank of India, 2008-09.

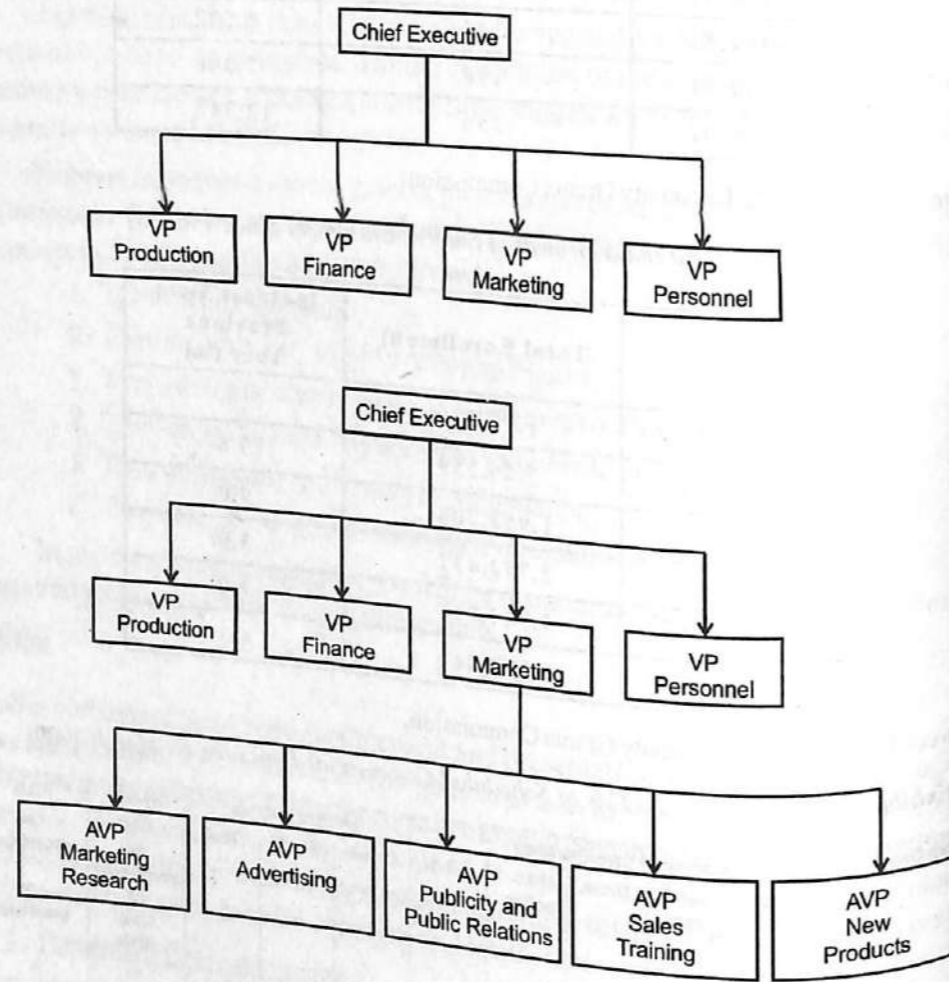
Charts

Charts constitute yet another popular mode of visual communication in business. Charts can be used effectively to depict organizational structure, decision-making process, production process and flow of information. Quite often, authors do not differentiate between charts and graphs and use them interchangeably. In our study, we have discussed charts and graphs under separate headings.

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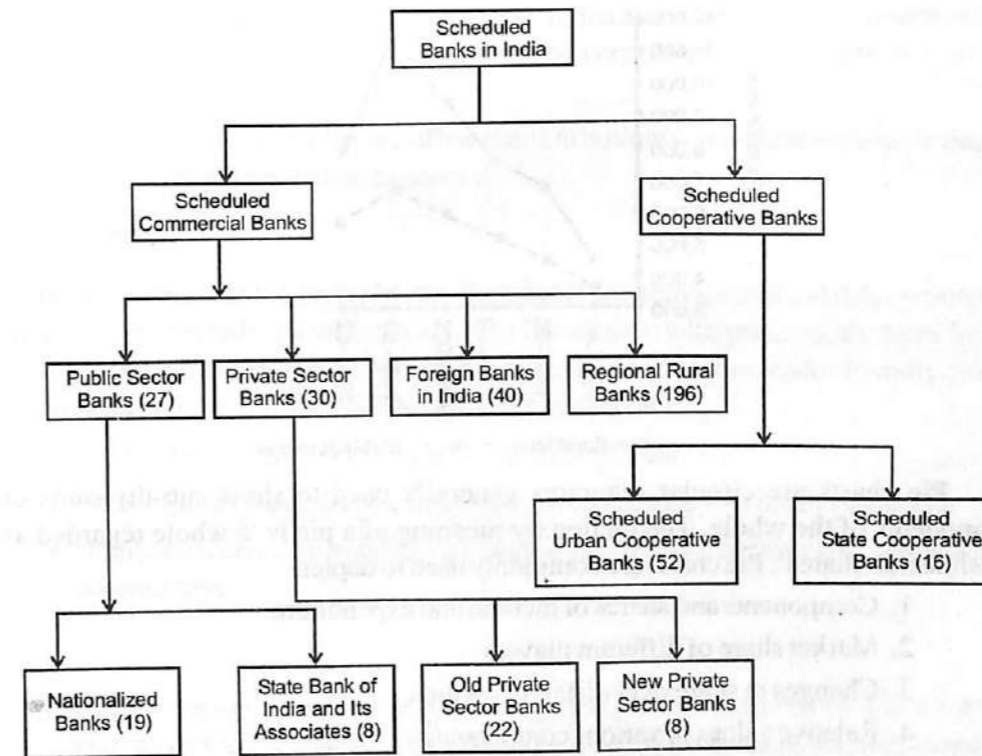
The following organization chart shows the hierarchical position and reporting relationships prevailing in an organization.

Exhibit 2.4 Organization Chart



Similarly, the following chart clearly brings out the scheduled banking structure in India covering the various categories of banks and the number of banks under each category.

Exhibit 2.5 Scheduled Banking Structure in India (As on 31 March 2002)



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Graphs

Graphs are commonly used to present volumes, proportions, ratios and relationships. They can be used gainfully in presenting historical or time-series data. Graphs are of different types, ranging from the simpler and ubiquitous ones to the complicated ones used in technical reports. Graphs commonly used are as follows:

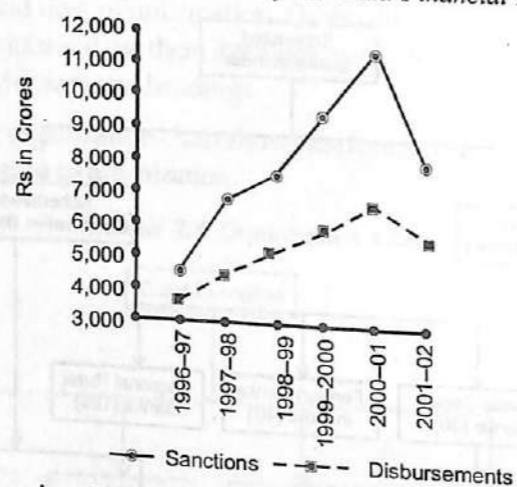
Apart from these, combination graphs (or charts) such as bar chart cum line graph are also used. It should be noted that in presenting the graphs, due attention is given to details such as:

- Heading or caption
- Descriptions of legends
- Neatness and proportion
- Clarity of composition
- Class intervals
- Drawing to scale
- Source acknowledgement

If any of the key details are missing, the graph or chart becomes confusing and useless. For example, if the amount of the figure (₹ lakhs, \$ million) or the quantity (metric tons, lakh bales) or any particular year in a time-series data is missing without any reason, the graph will fail to serve the intended purpose. Further, if need be, a 'note' may be used to elaborate or clarify any specific point relating to the table.

Line graphs are used to show changes over time of one or more variables. The following exhibit illustrates the use of line graphs:

Exhibit 2.6 Financial Assistance by All India Financial Institutions

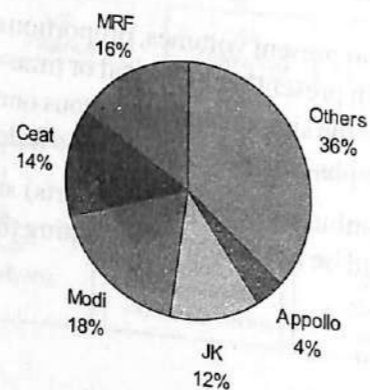


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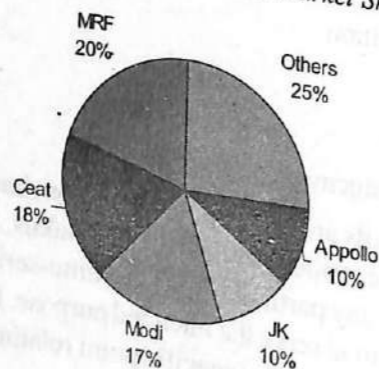
Pie charts are circular diagrams generally used to show sub-divisions of components of the whole. The dictionary meaning of a pie is 'a whole regarded as divisible into shares'. Pie charts are commonly used to depict:

1. Components and shares of income and expenditure
2. Market share of different players
3. Changes in share over different periods
4. Relative values of various components

Exhibit 2.7 Market Share of Tyre Companies in 1985 and 1990 (Sales and Market Share)



Market Share of Tyre Companies in 1985 (Sales and Market Share) Total 150 Million Tyres



Market Share of Tyre Companies in 1990 (Sales and Market Share) Total 200 Million Tyres

Bar charts are perhaps the most commonly used graphs or charts in business communication. They are simple and easy to draw. In view of their versatile feature, they readily fit into almost every context. Pick any annual report or study report relating to any organization or industry and you are more than likely to see a few bar diagrams. Increases and decreases over a period of time, ratios and relationships, proportion and composition and many other such details can be very clearly presented by way of bar charts.

Exhibit 2.8 illustrates the use of bar charts in business communication in particular, and any written communication in general.

Pictograms

Pictograms, also called pictographs, are diagrams representing statistical data by pictorial forms. In other words, pictograms are bar charts made with pictures. Pictures being more eye catching than lines or bars, pictograms tend to be more reader friendly. Some examples relating to the use of pictograms are given below:

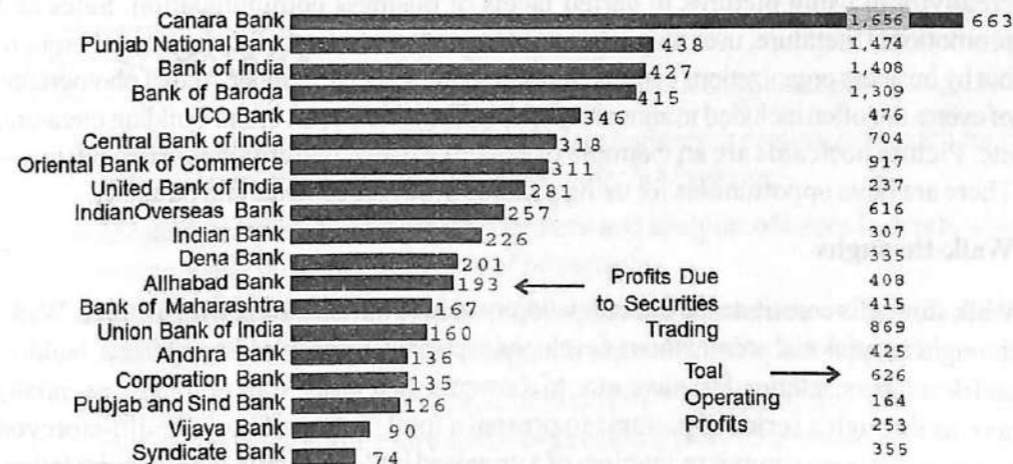
- Production of cars over the years—picture of a car
- Housing units financed by a housing finance company—picture of a house
- Number of coconut plantations planted by horticulture department—picture of a coconut tree

Maps

Maps are used to show geographical positions and locational relationships. Maps help in showing distances and locations. There are road maps, railway maps and tourist maps. Maps may be specific, covering limited aspects such as:

- Maps showing rivers in South India
- Maps showing important tourist places in a state

Exhibit 2.8 Banks' Profits From Securities Trading (₹ in Crore), During 2001-02



- Maps showing holiday resorts
- Maps showing training institutes
- Maps showing bank branches in a city
- Maps showing automated teller machines (ATMs)

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Including too many features may result in crowding and overlapping. When a map shows more than one subject, an appropriate legend will have to be included. Maps have to be drawn to scale and where they are not drawn to scale, a specific mention has to be made.

Diagrams and drawings

Diagrams and drawings are generally used to show how a product works or how to use a gadget and other such elucidation. A diagram may describe a product, a concept or a process. Diagrams and drawings are often used in technical literature, product manuals, do-it-yourself kits and other written communication where a detailed description or exposition is desirable.

A diagram is described as a line drawing that is often labelled with text that does not show all the visible details of an object or process, but only the most important features of its structure or the manner in which it functions. Diagrams help understand a concept or process or flow, and are especially used in teaching material, classroom sessions and technical presentations.

A drawing relates to any picture made up of lines, especially one drawn in pencil. Quite often, drawings involve a high level of accuracy and precision, and need specialized skills. Drawing boards, drawing pins and drawing pencils are used to ensure that the drawings are accurate and precise.

Pictures

A picture is an extremely effective method of written or visual communication. It conveys the message with considerable force and clarity. As the saying goes, 'A picture is worth a thousand words.' A picture may be a drawing, painting or a photograph. It may also be a sketch or a cartoon. There is a certain precision about a picture, which is why we use the expression 'picture perfect'.

Pictures are extensively used in business communication. There is tremendous creativity in using pictures in varied facets of business communication. Sales and promotional literature, user manuals, annual reports and a host of such material brought out by business organizations carry pictures in an imaginative manner. Actual photographs of events are often included in annual reports, coffee table books, brand-building literature, etc. Picture postcards are an example of effective use of pictures in tourism business. There are huge opportunities for using pictures in advertisements and publicity.

Walk-throughs

Walk-throughs constitute the latest development in communicating with pictures. Walk-throughs are pictorial presentations developed especially by people like architects, builders and developers, interior designers, etc., to showcase their ideas. Walk-throughs essentially take us through a series of pictures to present a total picture of how a multi-storeyed building or a large campus or interiors of a proposed building would look on completion. It envisions the final product and takes the target audience literally through the idea. It helps the layman or prospective buyer in visualizing the final product well in advance and helps him/her in suggesting modifications. It is worth mentioning here that a good understanding of computer graphics coupled with creative use of pictures and photographs can certainly bring out the best of pictorial communication in business.

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Other graphics

It is worth noting that although we have covered, in the foregoing paragraphs, most of the methods of visual communication, there are indeed many more which are used in business communication. Presentation of facts and figures through charts, pictures and other graphics has been done with considerable creativity in business literature. In this book, in fact, we have used numerous exhibits and illustrations to make the text reader friendly.

Some more examples of graphical or pictorial presentation are given below:

- Icons
- Cartoons
- Break-even charts
- Fish bone (cause and effect) charts
- Scattered diagrams
- Histogram
- Frequency polygon
- Stochastic
- Circuit diagrams
- Triangular bar diagrams

All the exhibits presented in this unit are in black and white. The addition of colour, it is worth emphasizing, brings a new dimension to graphics and visual communication. Skilful and informed use of colours while presenting charts, graphs and pictures adds further value to the written communication. With the variety of colours being available, the business writer should take care to use colours which are pleasing and not considered harsh or jarring. The combination of colours used should be in harmony with the overall presentation.

2.5 SUMMARY

- The first magazine was published in the late eighteenth century in London for the affluent class. It was named 'The Gentleman's Magazine'.
- Magazines are media that present opinions and analyses of issues in depth, which is practically not possible in case of newspapers.
- Magazines are also available on the Net. They are known as online magazines. They share some features with blogs and also with online newspapers.
- Writing a magazine, or feature, article differs from newspaper articles in that most magazines allow more space to develop a story (the article is longer) and more time to research it.
- A newspaper is also a periodical published at regular intervals. Reports, articles, editorials, features, notices, advertisements, cartoons and photos are some of its contents. It is printed on inexpensive, low grade paper known as newsprint.
- A newspaper is known by its editorial writing. In fact, the editorial page reflects the policies and ideology of a newspaper.

Check Your Progress

5. State five examples of graphical or pictorial representation.
6. What are walk-throughs?
7. What are pictograms?

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- Newspapers can be categorized on the basis of their periodicity. A daily newspaper is issued everyday and a weekly newspaper appears once a week.
- Weekly newspapers are usually small newspapers appearing from districts or small towns. They depend on mainstream major papers for their contents on international and national issues.
- Newspapers that circulate nationwide are known as a national newspaper. Most of the big newspapers have their regional offices at various cities in order to extend their reach. Local newspapers are area specific.
- The printing press immediately after its invention printed the *Bible*, and later was used to publish books that became the basis of various debates and growth of knowledge. It was many years later that periodicals were published.
- In the mid-nineteenth century, the press assumed the status of fourth estate, with most parliaments and other government houses setting aside area specifically for the press.
- In the United States, when the freedom of press was being misused for various political and economical interests and biases, a press commission was set up that later promoted the idea of social responsibility of press.
- The spreading sense globalization and the spread of western education amongst many such Indians who wished to be abreast of contemporary developments in the world hastened the introduction of newspapers in India.
- It is necessary to have a clear understanding of the manner in which tables, charts and pictures are introduced in written communication. Business reports constitute an important area amenable to pictorial and graphical presentation.
- Pictures often carry more appeal than words. A good picture appeals to all sections of people—illiterate, semi-literate and highly literate. A good chart or table rivets attention and gets registered in the mind of the reader.
- In presenting tables, charts and graphs, due attention should be given to all the relevant details which make the message clear and complete. Every table and chart should have a clear title or narration. The heading should be brief and clean.
- A table consists of an orderly arrangement and presentation of relevant data through rows and columns. The systematic arrangement of data in rows and columns in a table facilitates ready reference. Tables are most commonly used in business communication.
- Charts constitute yet another popular mode of visual communication in business. Charts can be used effectively to depict organizational structure, decision-making process, production process and flow of information.
- Graphs are commonly used to present volumes, proportions, ratios and relationships. They can be used gainfully in presenting historical or time-series data.
- Bar charts are perhaps the most commonly used graphs or charts in business communication. They are simple and easy to draw. In view of their versatile feature, they readily fit into almost every context.
- Pictograms, also called pictographs, are diagrams representing statistical data by pictorial forms. In other words, pictograms are bar charts made with pictures.

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- Diagrams and drawings are generally used to show how a product works or how to use a gadget and other such elucidation. A diagram may describe a product, a concept or a process.

2.6 KEY TERMS

- **Pictograms:** Pictograms, also called pictographs, are diagrams representing statistical data by pictorial forms. In other words, pictograms are bar charts made with pictures.
- **Walk-throughs:** Walk-throughs constitute the latest development in communicating with pictures. Walk-throughs are pictorial presentations developed especially by people like architects, builders and developers, interior designers, etc., to showcase their ideas.

2.7 ANSWERS TO 'CHECK YOUR PROGRESS'

1. The six important questions of article writing for magazines are:
 - Who?
 - What (or what happened)?
 - When?
 - Where?
 - Why?
 - How?
2. The first magazine was published in the late eighteenth century in London for the affluent class. It was named 'The Gentleman's Magazine'.
3. The first newspaper of France was *La Gazette* (originally called *Gazette de France*) published in 1631.
4. Many popular newspapers have been introduced after *The Hindu*, such as *The Times of India*, *The Telegraph*, *Hindu*, *Hindustan Times*, *The Statesman*, *Economic Times*, *Anadabazar Patrika* and *The Tribune*.
5. Five examples of graphical or pictorial representation are:
 - Icons
 - Cartoons
 - Break-even charts
 - Fish bone (cause and effect) charts
 - Scattered diagrams
6. Walk-throughs are pictorial presentations developed especially by people like architects, builders and developers, interior designers, etc., to showcase their ideas.
7. Pictograms, also called pictographs, are diagrams representing statistical data by pictorial forms. In other words, pictograms are bar charts made with pictures.

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2.8 QUESTIONS AND EXERCISES**Short-Answer Questions**

1. Which are the various types of pictorial presentations? How do we choose the right graphic?
2. What are tables? When are tables relevant?
3. Give two examples of tables used in your occupation or profession.
4. Write short notes on (a) pictograms (b) maps (c) diagrams and (d) drawings.
5. State the steps required for article writing for magazines.

Long-Answer Questions

1. It is said that omission of certain relevant details renders a table or chart meaningless. Substantiate.
2. Describe various types of charts and graphs used in business.
3. Charts and graphs can be used both as substitutes and supplements to descriptive passages. Discuss.
4. Pictorial presentation with its colour and variety adds a new dimension to the world of written and audio-visual communication. Elucidate.
5. Discuss the origin and growth of newspapers and magazines.

2.9 FURTHER READING

- Berger, A.A. 1991. *Writing for Radio and Television*. London: Sage Publications.
- Miller R and Wilber R. 2003. *Modern Media Writing*. Melbourne: Thomson and Wadsworth.
- Dalgleish, Walter Scott. 2001. *Introductory Text-book of English Composition*. Edinburgh: Simkin Marshall and Company.
- Krahnke, Karl. 1998. *Reading Together: A Reading/Activities Text*. Cambridge: Cambridge University Press.

**UNIT 3 WRITTEN
COMMUNICATION-I**

NOTES

Structure

- 3.0 Introduction
- 3.1 Unit Objectives
- 3.2 Memorandum
 - 3.2.1 Notice, Agenda and Minutes
- 3.3 Advertisements
 - 3.3.1 Types of Advertisements
 - 3.3.2 Examples of Writing for Advertising
- 3.4 Paragraphs and Precis
- 3.5 Summary Writing
- 3.6 Summary
- 3.7 Key Terms
- 3.8 Answers to 'Check Your Progress'
- 3.9 Questions and Exercises
- 3.10 Further Reading

3.0 INTRODUCTION

In this unit, you will learn about the basics of memorandum, advertising and its types, and the importance of paragraph and precis writing in written communication. You would also get acquainted with the use of language and creativity in these fields. The various types of advertisements in different media would also be discussed with examples. The advertising business and the writing of advertisements changed drastically after the emergence of new media technologies in the second half of the twentieth century and the beginning of an era of liberalization and globalization around 1990. Text-based copy writing, which used to be the challenge in earlier days, was replaced by aesthetically designed visual copies with persuasive photographs.

3.1 UNIT OBJECTIVES

After going through this unit, you will be able to:

- Discuss the importance of memorandum, notice and agenda in written communication
- Understand advertising and interpret the different types of advertisements
- Explain paragraph and precis writing
- Discuss the importance of summary writing

3.2 MEMORANDUM

The memorandum (or memo, as it is commonly known) is an important tool of intra-organizational communication. It is only used internally. A memo may be from one officer to another or between juniors and seniors. It travels upward, downward, laterally, and

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diagonally within the organization. It is more informal than a proper letter, and is a quick and precise way of informing people or getting things done. Memos have a twofold purpose—they bring attention to problems and they solve problems. They accomplish their goals by informing the reader about new information like policy changes, price increases, or by persuading the reader to take an action, such as attending a meeting or changing an existing production procedure. Regardless of the specific goal, memos are most effective when they connect the purpose of the sender with the interests and needs of the receiver(s). Some organizations insist that even small events and requests be recorded in the form of memos.

Few of its advantages are mentioned below:

- It is a simplified form of communication so it takes less time to compose than letters.
- It may be addressed to multiple receivers.
- It is less formal (but not casual) than letters. Informal, routine, or brief reports are often distributed within an organization in a memo form.
- It helps in fixing the accountability of the sender and receiver.
- It may be delivered by hand, by the postal service, or through an e-mail.
- The receiver gets time and the facility to think and act.
- It is a legal document setting out the terms of an agreement or contract as in a 'Memorandum of Sale', a 'Memorandum of Shipment', or a 'Memorandum of Understanding'.

Illustration 3.1 Sample of a Business Letter in Semi block (Indented) Format

Sultana Lamps Pvt. Ltd.
338 New Market, Mohali

Tel: xxx xxx Fax: xxx xxx

Sultana Lamps Pvt. Ltd.

Govt. Order Suppliers

338 New Market

Mohali

18 March 2012

M/s Falk & Co

Baugh Bazaar

Jammu

Dear Sirs

Subject: Exploring Business Opportunity

We have come to know from our branch office in Jammu that your firm can best represent our goods in Jammu and other adjoining cities and towns. There is a fair amount of business and it can certainly give you a turnover of INR 2,00,00,000.00 per year with a little publicity. Our product, 'Sultana Lamps', which is available in multiple capacities, is well known in the market and can compete well with other lamps. Our branch at Jammu will help you considerably in giving wide publicity in the areas in which we would like you to distribute them.

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A booklet containing our terms for operating an agency for us is attached. We are sure that you will avail of this opportunity and establish business relations with us. We assure you of our cooperation.

We look forward to hearing from you soon.

Thanking you.

Yours faithfully,

xxx

Satbeer Singh

Manager – Sales

Enc. As above

Parts and Format of a Memo

Memos can be broadly divided into following segments:

- Heading segment
- Opening, context and task segments
- Closing segment (including necessary attachments)
- **Heading segment:** The heading segment follows the general format as given below:

To: (readers' names and job titles)

From: (sender's name and job title)

Date: (complete and current date)

Subject: (what the memo is about)

Here, it is important to address the reader by his or her correct name and job title. You might call the company president 'Anu' on a golf course or in an informal note, but 'Anurag Mittal, President' would be more appropriate for a formal memo. The subject line also needs to be specific and concise. For example, 'Clothes' as a subject line could mean anything from a dress code update to a production issue. Instead, use something like, 'Winter Clothes Line Promotion'.

- **Opening, context and task segments:** The purpose of a memo is usually stated in the opening paragraph to help the reader get a brief overview of what the memo is about before getting to the details. The context is the event, circumstance, or background of the problem one seeks to solve. Here, a paragraph or a few sentences may be used to establish the background and state the problem such as, 'Through market research and analysis...' A task segment, on the other hand, is an essential part of a memo which describes what is being done to help solve the problem. If the action was requested, your task may be indicated by a sentence opening, 'You asked that I look at....' However, if you want to explain your intentions.
- **Closing segment:** After the reader has been given all the information, the memo is closed with a courteous ending stating what action is expected of the reader. For example, you might say, 'I will be glad to discuss this recommendation with you in our Wednesday meeting at the corporate office and follow through on any decisions you make.'

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Necessary attachments (optional) is included only when supporting documents such as lists, graphs, tables, etc. are attached with the memo. It is necessary that one refers to his/her attachments in the memo and add a note about what is being attached (below the closing segment), such as, 'Attached: Focus Group Results, July – November 2007'.

While drafting a memo, the following points should be kept in mind:

- It should be short and to the point.
- It should adopt a direct style of communication.
- Unlike a letter, it should not have a salutation.
- Unlike a letter, it should not have a complimentary close.
- It must be authentic and duly signed by a competent authority.
- It should not be more than a page long.
- It should be single-spaced and left-justified. Instead of using indentation to show new paragraphs, a line should be left after each paragraph.

See Illustration 3.2 for memo format and Illustration 3.3 for a sample of a memo.

Illustration 3.2 Format of an Office Memorandum

Memo

To: (readers' names and job titles)
 From: (your name and job title)
 Date: (complete and current date)
 Subject: (what the memo is about, highlighted in some way)

Body Paragraph

1

Body Paragraph

2

Attachments (optional)

Illustration 3.3 Sample of a Memorandum

Inter-office Memorandum

To: All staff
 From: Devendra Joshi
 Date: 17 February 2012
 Subject: Stopping the Electricity Misuse

It has been observed that staff members are not switching off the electricity switches of lights, fans and air conditioners after their duty hours. This has not only added to the amount of the electricity bills of the company but also contributed towards energy wastage.

All are hereby requested to sensibly make use of electricity and contribute towards the company's campaign: 'Save Energy'.

xxx
 (Signature of the issuing authority)

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3.2.1 Notice, Agenda and Minutes

Notices, agendas and minutes are some formal forms of written communication used in organizations. Though they are primarily intra-organizational in nature, they can also be used for inter-organizational purposes. Let us see how each of these are drafted.

Notice

A notice is a piece of information concerning a fact communicated to person(s)—employee(s), client(s), customer(s), supplier(s) or any other business associate(s)—by an authorized person of an organization. In an intra-organizational communication context, where holding routine, functional, departmental, or board meetings is a frequent phenomenon, notices of meetings along with the agenda are sent to all members in advance.

A notice is also an important requirement in ending legal relationships. For example, the notice given to/by an employee for quitting a job on a certain date is a written notification given either by the employee to the employer, or vice versa. Many kinds of contracts require that similar notice be given to either renew or end the contractual relationship.

While drafting a notice of a meeting, the following points should be kept in mind:

- It should be written/typed on the organizational letter head.
- It should be complete in terms of day, date, time, and venue of the meeting.
- It should mention the name of the members who would participate in the meeting.
- It should mention the name of the members who would preside over the meeting (under whose chairpersonship the meeting would take place).
- It should be single-spaced and left-aligned. Instead of using indentation to show new paragraphs, a line should be left between paragraphs.
- It must include the agenda of the meeting.

See Illustration 3.4 for a possible format of a meeting notice and Illustration 3.5 for sample of a meeting notice.

Agenda

The agenda is a list of issues that need to be taken up in a meeting in a specific order, usually pre-announced. It usually includes one or more specific items that need to be discussed in order to take decisions. It may also include allotment of specific time slots for one or more activities. It is usually distributed to a meeting's participants prior to the meeting along with the notice of the meeting, so that they may be aware of the subjects/topics going to be discussed, and are able to prepare for the meeting accordingly.

While drafting an agenda, these points should be kept in mind:

- It should be concise and complete.
- It should not be more than one page long.
- It should be single-spaced and left-aligned. Instead of using indentation to show new paragraphs, a line should be left between paragraphs.
- It must be signed by its writer with the name and designation below it.

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- It must be clearly marked to the concerned person(s) or department(s) who is/are invited for the meeting.
- It should clearly mention the date, time, and location of the meeting, followed by a series of points outlining the order of the items to be discussed in the meeting.

Illustration 3.4 Format of a Meeting Notice

Mohanlal & Sons Pvt. Ltd.
102, M.A. Road
Mumbai 400 007
Tel: xxx xxx Fax: xxx xxx

Notice

Date:

Subject:

Body Paragraph

1

.....

Body Paragraph

2

.....

Signature Block

Sender's Name (Printed)

Sender's Title

Enclosures (2)

Reference Initials (if required)

Illustration 3.5

Mohanlal & Sons Pvt. Ltd.
102, M.A. Road
Mumbai 400 007
Tel: xxx xxx Fax: xxx xxx

Notice

Date: 14 May 2012

Subject: Sales Staff Meeting to Be Held on Thursday, 17 May 2012

The staff meeting will be held on Thursday, 17 May 2012, from 11:00 a.m. to 12:30 p.m. in the conference room.

The agenda for this meeting is:

- To review the sales target of the previous quarter
- To discuss the problem faced in meeting the target
- To chalk out a robust sales plan for the next quarter
- Any other matter permitted by the Chair

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You are all requested to be present in the meeting.

xxx (Signature of the issuing authority)

Abhay Saxena

Secretary

Minutes

Minutes are the written records of a meeting. They often give an overview of the structure of the meeting, starting with a list of those present, a statement of the various issues before the participants, and their respective responses. They are often drafted by a secretary or personal assistant present at the meeting, who may record the meeting in shorthand, and then type the minutes and send them to all the participants and concerned people afterwards.

The minutes of certain entities such as a corporate board of directors can be used as important legal documents.

While drafting a minute, these points should be kept in mind:

- It should begin with the organization name, place, date, list of people present, and the time when the meeting was held.
- It should mention who presided over the meeting.
- It should mention the names along with designations and departments of all the people present at the meeting.
- It should also mention the names and designations of the people who were *not* present at the meeting in spite of being informed about it.
- Since the primary function of minutes is to record the decisions made, all official decisions taken or resolved to be taken must be included.
- It should record what actually happened at a meeting, usually in the order that it actually happens, regardless of whether the meeting follows (or ignores) any written agenda.
- It may be as detailed and comprehensive as a transcription, or as short and concise as a bare list of the resolutions adopted or decisions made.
- It is written in simple past tense such as: 'The Chairperson informed the members' or 'The meeting ended with a vote of thanks'.
- It may use the passive voice (if required) such as: 'The members were asked to share their experience' or 'The presentation was given by Mr Asit Barua, the Assistant Manager, Marketing'.

See **Illustration 3.6** for the format of a minute and **Illustration 3.7** for a sample of a meeting minute.

Illustration 3.6

Mohanlal & Sons Pvt. Ltd.
102, M.A. Road
Mumbai 400 007
Tel: xxx xxx Fax: xxx xxx

Names and designations of the members present in the meeting

1. A Designation of the Chairperson of the Meeting
2. B Designation

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3. C Designation
4. D Designation
5. E Designation
6. F Secretary

Meeting activity 1

.....

.....

Meeting activity 2

.....

.....

Meeting activity 3

.....

.....

Meeting activity 4

.....

.....

Illustration 3.7 Sample of Minutes of Meeting

Mohanlal & Sons Pvt. Ltd.
102, M.A. Road
Mumbai 400 007
Tel: xxx xxx Fax: xxx xxx

Minutes of the board meeting held on 27 March 2012, from 11:00 a.m. to 12:20 p.m., in the board room.

1. Mr Amit Anand Chief Executive Officer (CEO) and Chairperson of the Meeting
2. Mr Shayam Sethi Vice President – HR
3. Ms Sushil Batra Vice President – Marketing
4. Mr Balakrishna Director – Operations
5. Ms Shruti Garg Director – Finance
6. Mr Alok Kumar Secretary

The following points were discussed during the meeting:

Meeting activity 1 – Mr Amit Anand welcomed the members and invited them to share the problem faced by them in meeting the quarterly target.

Meeting activity 2 – Mr Shayam Sethi, Vice President – HR voiced his concern about the high rate of attrition in the organization.

Meeting activity 3 – Mr Balakrishna, Director – Operations, shared his concerns about the frequent labour strike in the factory.

Meeting activity 4 – In the end, Mr Amit Anand ended the meeting with a vote of thanks.

Illustration 3.8 Sample meeting minutes



Meeting Minutes

ISB Taskforce Orientation

Date: 05/19/2010
 Time: 1:00 p.m. – 4:00 p.m.
 Location: City of Daytona Beach – City Hall – First Floor – Room 149B

Attendees:

Heather Blanck, Rich Walton, Pedro Leon, Becky Mendez, Greg Stubbs, Ken Fischer, Lance Decuir, Mike Marcum, Jean Parlow, Shannon Poritz, R. Sans Lassiter, Naomi Weiss, Peter McCarthy, David Catagnacci, Scott Bullock, Willis Walter, Emory Counts, Lori Campbell Baker (representing Janet Kersey)

Partners:

Lennon Moore, VP of Infrastructure Planning, Ghaybi & Associates, Inc.
 Bill Hartmann, Senior Transportation Engineer, Ghaybi & Associates, Inc.
 Dale Bucalos, Administrative Assistant, Ghaybi & Associates, Inc.

Time Meeting Began: 1:05 p.m.

Introductions of all members.

Agenda: See attached.

Presented by Lennon Moore, Ghaybi & Associates, Inc.:

- Background – ISB Coalition
- Membership
- Mission
- ISB Corridor Study
- Public Involvement Plan

Discussion:

1. How far North & South will this project cover? Will it include Beville Road?
 - a. Yes, it includes Beville Rd. A map of the study boundary was discussed. See attached.
2. Has the policy group defined any goal for the technical group?
 - a. Yes; to define alternative concepts, analyze & compare concepts, collaboration to determine preferred multi-modal concepts, and to recommend decisions to the ISB Coalition.
3. Define Multi-modal transportation.
 - a. Transportation by foot, bicycle, automobile, motorcycle, public transportation, etc.

Illustration 3.9 Example of Meeting Minutes

MEETING MINUTES			
Meeting/Project Name:	Noxious Weed Management Advisory Council Meeting		
Date of Meeting:	January 9, 2012	Time:	9:30 a.m. – 2:00 p.m.
Minutes Prepared By:	Carol Bearden	Location:	Heritage Inn, Great Falls
1. Meeting Objective			
Business Meeting			
2. Attendees			
Council Members: Jim Gordon, Jennifer Anderson Vermilion, Marge Edsall, Dan Jackson, Neo Cantakupo, Todd Wagner, Jack Edde, Dick Zoanni, Jim Olivarez			
Agency Representatives: Joe Weigand, Jim Jacobs (conference call), Larry Benaker, John Gaskin, Steve Shedy, Peter Stevenson, Mike Miter, Steve Siegelin, Tracy Sterling (conference call), John Simons, Dan Dobbler, Gary Adams			
Guests: Taylor Anderson, Joe Merenz, Celestina Duncan			
Montana Dept. of Agriculture (MDA) Staff: Greg Ames, Donna Reese, Dave Burch, Kim Johnson, Carol Bearden, Jeremy Soutz, Craig McLane			

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3. Agenda and Minutes, Resolutions, Issues	
Topic	Discussion
Welcome New Council Members	Greg Ames opened the meeting and welcomed new council members, Jim Obvarez, Dick Zorani, and Jack Edde. Introductions were made.
Review June 22, 2011 Minutes	The minutes from the June 22, 2011 council meeting were reviewed. Margie Edsall moved to accept the minutes as written. Todd Wagner seconded the motion, which was approved unanimously.
Review November 21, 2011 Minutes	The minutes from the November 21, 2011 council meeting were reviewed. Margie Edsall moved to accept the minutes as written. Nico Cardalupo seconded the motion, which was approved unanimously.
Noxious Weed Trust Fund Budget Report	<p>Greg Ames provided information on the funding estimated to be available for the 2012 Noxious Weed Trust Fund (NWTFF) grant hearings. Greg stated that the NWTFF grant budget for fiscal year 2012 included \$1,250,000 in Initial State Special Revenue Funding, \$101,159 in General Fund dollars, and \$685,000 from the United States Forest Service (USFS) Cooperative Forestry Assistance/Forest Health Program.</p> <p>Greg advised the council that the Missouri River Watershed Coalition Project (\$40,000) and the Weed Free Borders Project (\$40,000), both specifically designated for funding by the Forest Service, had already been awarded. Greg said that \$18,150 of the USFS funding had been committed for a summer intern cost share, and \$18,840 (three percent of grant funding) was allocated for operating expenses within the MDA Central Services Division.</p> <p>Greg reported that other budgeted expenditures for the year included \$450,000 that has been awarded for the FY12 Special County/Preservation Grants, (\$7,500 per grant), and \$100,000 of Department of Transportation funding that is passed through the Montana Department of Agriculture (MDA) to the counties.</p>

3.3 ADVERTISEMENTS

An advertisement is a form of communication through which an audience is influenced and persuaded to buy a particular product or follow a particular message. Advertisements or ads, as they are popularly called, are usually found in mass media, such as television, newspapers, radio and billboards. It is not necessary that it has to be only for the purpose of selling but it can also be a medium of persuasion through which the behaviour of the public could be changed.

- While preparing advertisements, certain factors need to be taken into consideration.
- First and foremost, an advertisement should be successful in catching the attention of the viewers and to do that, interesting logos, slogans or jingles can be included.
 - Second, the advertisement should not only catch the attention of the people but should also maintain the interest of the public.
 - Third, it should be able to stimulate the desire of the public so that they consider buying that particular product.
 - Last but not the least, the ad should invite the public to take action, for instance, contact the one who had put up the advertisement, or change a behaviour they need to change.

There are different definitions for the term. The most significant perspective is one which differentiates the term 'advertising' from the term 'advertisement'. It has been observed that advertising is a process of not only making people aware of the products and services; it is also an art of persuading and creating dreams in the minds of the consumers. An advertisement in this sense, could be seen as a product of this process. However, for the purpose of understanding the meaning of advertisement, we need some basic definition.

Winston Fletcher in his book *Advertising: A Very Short Introduction*, has tried to give a workable definition of advertisement. He says:

Check Your Progress

1. What are the segments of a memo?
2. What is an agenda?

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"An advertisement is a paid-for communication intended to inform and/or persuade one or more people".

A definition of advertising is found in the *Communication Glossary* by Corporate Communication Product Group of Commission on Education and Communication, and The World Conservation Union explains advertising in a much more comprehensive way:

"Those forms of PR and marketing communication aimed at influencing and/or promoting purchasing behaviour with regard to the services and products of the organization. Successful advertising is based on principles such as 'perception is the only reality', 'one picture is more powerful than a thousand words', 'emotion is what triggers action'."

(*Communication Glossary* Ed. Frits Hesselink, Utrecht, April 2003)

Copywriting

Copywriting is the main activity of writing in the advertising industry. Copywriting is the act of writing copy for the purpose of advertising or marketing a product, business, person, opinion or idea. The addressee (reader, listener, viewer, etc.) of the copy is meant to be persuaded to buy the product advertised for, or subscribe to the viewpoint and the text shares. The role of a copywriter is to work as a part of a creative team, and ultimately be responsible for writing the text or content of an advertisement. The responsibility of telling the story and presenting it in a manner that is appealing enough for viewers; and effective enough to produce an emotional response rests with the copywriter. With the Internet, the range of copywriting opportunities has only expanded to include web content, advertisements, e-mails and other online media. It has also brought new opportunities for copywriters to learn their craft and conduct research.

Copywriting in advertising is in a way the most difficult of all types of writing. It not only involves creative thinking, but it also demands the shortest and most effective message capable of not just interesting a consumer but also influencing him. This is, in fact, the biggest challenge for a copywriter. This is exactly what the famous copywriter and advertising mastermind, David Ogilvy has also admitted in one of his interviews:

'One of the difficult things about writing advertising copy is that it is so short. Print ads and TV commercials are short. You can't write much more than 100 words in a TV commercial, and that in itself, the brevity of the form, doesn't make it any easier to do. If you've written a lot of advertisements, you train yourself to write very short and tight, so if you try to write a longer thing it's difficult to do.'

The creativity required in advertisement writing is entirely different from what we find in literary writing. It is for this reason that writers like Hemingway and Shaw were not successful in writing advertisements. Of course, it isn't every competent writer who wants to write ads in the first place. It is very difficult to write a good advertisement. It was perhaps Aldus Huxley who stated that writing a passable sonnet is easier than writing a passable advertisement.

Creativity in copywriting

Creativity is the soul of advertising. The creativity used in advertising is quite different from the creativity as we understand in literature. However, the creativity and understanding of aesthetics as we find them in literature, art, music, dance and other art form is always very useful for any copywriter, visualizer or designer in advertising.

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creativity in advertising is a habit of looking at alternatives, breaking away from the cage of set patterns of thinking and the capacity of taking unimaginable flights of fancy. There are many great copywriters who have shown enough of these qualities.

If the copywriting is not creative, the products won't sell. Every brand is different and needs unique and fresh ideas to sell its product. Therefore, it is necessary for the writer to know the intricacies of buyer behaviour, and also the type of message that would reach the buyers to make them take favourable decisions. Before writing a new piece, a copywriter must first gather information about the market and then start with the basic selling idea. Copywriting also needs to be simple, humorous and appealing to the buyers.

Activity 3.1

Suppose you are a copywriter, what are the factors that you would consider while writing?

Hints:

- Copywriting is the act of writing copy for the purpose of advertising or marketing a product, business, person, opinion or idea.
- Analyse the content of different advertisements that you see on the television.

3.3.1 Types of Advertisements

While describing the growth of advertising in Europe, Julian Petley, in her book, *Advertising* writes:

At the beginning of the 19th century, the main printed media—newspapers and magazines—were less important to advertisers than posters, handbills, trades people's 'cards' listing their wares, 'advertising engines' (horse drawn wooden towers covered in posters), and the 'sandwich men' who walked the streets with poster boards strapped to their bodies.

However, if we look back in history, advertising was even more different. It was in the oral form in the feudal societies where the producer of the goods, who was also his own salesman, used to sing or tell loudly about his product. It was not very old when an Indian writer Bharatendu Harishchandra wrote a play *Andher Nagari* where he has shown a *chanewala* (seller of roasted gram) selling his *chanas* (grams) while singing a creative piece of poetry.

However, in the last century, newspapers and magazines had become the main sources for advertisers, and the focus shifted a lot after the emergence of television and radio in the 20th century, which eroded the prospects of print media and grabbed a larger pie of commercial revenue.

The concept of advertising has not changed over the centuries, but the forms and types have changed. We now have the print media advertisements with dominant visuals. We have radio jingles and advertisements, we have television advertisements, and recently we have added another major type of advertisement called new media advertisements. The posters, handbills and bill boards on highways still remain. Neon signs as advertisements in the city not only work wonderfully to advertise the product, they also add to the glitter of metropolitan cities and towns.

Print media advertisements

Print media advertisements are the oldest of all forms of advertisements. In the initial days, the print media advertisements used to be published in newspapers and magazines

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and they were loaded with a heavy body copy. The picture elements were mainly the line arts and there were no photographs. Later, with the inclusion of black and white photography in newspapers and magazines, the advertisements also began to change their formats. Then, the era of coloured photography began that changed the print media advertisements all together. The place of body copy was almost taken over by photographs of products and models. Let us now take a look at different kinds of print media advertisements. If you wish to learn about copywriting or creating advertisements, the best way is to look at as many advertisements as possible and analyse the significant elements that comprise them.

Images of two advertisements from the very early days of the newspaper are furnished as follows:



Fig 3.1 (MERETO AND ROJOUX WATCH-MAKERS AND JEWELLERS
The Memphis Daily Eagle and Enquirer Memphis, Tennessee Shelby County
February 23, 1858)
(Tennessee Shelby County February 23, 1858)

As is clear from the figure, it is a very basic type of copy writing. Longer copies were unknown then.



Fig 3.2 (THE INTERNATIONAL HOTEL is Fireproof S. A. TOMPKINS,
Proprietor "Prices to Suit the Times!" The Lyon County Times Silver City,
Nevada September 15, 1874)

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Then readers began to find a combination of long body copies and line art in advertisements. This era lasted for a long time, till the emergence of black and white and coloured photography. Let us take a look at some examples:

THE LISTENER MAY 17 1956

What exactly is a Tape Recorder?

Let's start by saying what it is not...
A tape recorder is not a machine which ticks out Stock Market prices. It does not provide the ticker tape which is such a feature of the New York exchange to famous people.

A tape recorder is a machine which records sounds: happy sounds, musical sounds, living sounds. And plays them back absolutely true to life. In fact, a tape recorder is something that can be either very useful, absolutely essential, or just downright good entertainment for practically every person you can think of.

The tape on which the music is recorded can be stored easily and is 'unbreakable'. All tape is 'long-playing'—and it doesn't wear out. For the family man a tape recorder provides a family album in sound, from Baby's first word to young John's party piece. And speaking of parties—a tape recorder can join in anything, from 'Consequences' to 'Musical Chairs'. It can give you music for dancing or even provide the accompaniment for 'Knees Up Mother Brown' (if you feel that way inclined).

For the business man a tape recorder brings more efficiency. It helps him save time, helps him by recording important meetings, verbatim, takes dictation, reduces routine trivialities. The truth is, that whatever your walk of life, a tape recorder is an asset, either socially, or in business, or at home. Possibly all three combined.

**Illustrated above is the Model TK 1
52 gms. including microphone
Attractive H.P. Terms**

**Get the most out of life
... get a GRUNDIG**
—THE FINEST TAPE RECORDERS IN THE WORLD
OFFICIALLY DESIGNATED GERMANY'S EXPORT PRODUCT

Write for this descriptive Folder to—
GRUNDIG (G.L. BRITAIN) LIMITED, Dept. L
Grundig House, 29/31 New Oxford Street, London, W.C1
Please send me a copy of your Folder and details of Model TK 1

Name: _____
Address: _____

Fig 3.3

While writing for the print media, a copywriter should ensure that the headline of the advertisement is well-targeted, the text is well-written and the design is clear. The writer should also keep in mind the material as well as the target audience. For instance, if you want to put an advertisement about decorative items in a home-design magazine, the advertisement can be quite a long one because the targeted readers are people who are obviously interested in the subject.

The first step is to attract the attention of the readers for which a good headline is of utmost importance. If the headline is interesting enough, the readers will be attracted towards the content of the advertisement. However, it is also not advised to exaggerate while creating the headline because the readers may have to face some disappointment once they start reading further. The design of the advertisement also plays a major role in attracting the readers. It is best to keep it clear and uncluttered as too much of elements would make the design look messy and might let down the readers.

The amount of text to be included in an advertisement should also be considered. It generally depends on the purpose and size of the advertisement. If a lot of text is to be included, it should be arranged logically with enough facts. The copywriter should also think from the point of view of the reader and try to make the ad as reader-friendly and readable as possible.

Photography

The arrival of black and white photography changed the field of advertising altogether. The headlines and photographs became the major signifying elements and the body copy was slowly relegated to the background. However, wherever it was felt necessary, long body copies were also written.

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"I'm not a bad girl!
You're a bad mommy!"



1. "You're a bad mommy!" I could hardly believe my ears! Was this my little girl talking to me? Why, I tried so hard to be a good and wise mother. But here was my little Mary looking at me as if she hated me!

"PLEASE, DAVE.. PLEASE DON'T LET ME BE LOCKED OUT FROM YOU!"



Often a wife fails to realize that doubts due to one intimate neglect shut her out from happy married love

A man marries a woman because he loves her. He instead of blaming her if married love begins to fade, should question himself. It is the truly effective way to safeguard her delicate nerves, happy married love of our most precious possessions by practicing complete fidelity to her as provided by original Lysol. So easy a way to break the impasse that often keeps married love apart.

Overcome delayed rivalry
"Lysol" has amazing power to kill germs. It is the only disinfectant that is safe even in the presence of sensitive matter. Thus "Lysol" acts in a way that makes it...

Use whenever needed!
Yet gentle, non-corrosive "Lysol" will not harm delicate tissues. Simple directions give correct dosing solutions. Many doctors advise their patients to disinfect regularly with "Lysol" based disinfectant, just to insure feminine delicacies clean, and to use it as often as necessary. No guesswork!

For complete feminine hygiene only on...
Lysol
A Concentrated Germ-Killer

NEVER... FEMININE HYGIENE FACTS!
FREE! New booklet of information by leading gynecological authorities. Mail coupon to Lysol & Co., 100 Broadway, New York, N. Y.

Fig 3.4

With the development of coloured printing and offset printing, the use of photography became more frequent and common. This led to the possibility of advertisements with less and less of text/language in terms of headlines and body copy. Visuals became the significant components, doubling up as teasers. The readers of newspapers or magazines had to decode the meaning of the photograph in order to get persuaded.

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Relax while working.
Caddy with complete service repair included. 

Fig 3.5



Fig 3.6

Typography

Typography has always been an important component of advertisements. At times, it is the typography that makes the message. Again, as we had discussed earlier, creativity has no frontiers. Many copy writers and art designers sometimes come up with brilliant advertisements using typography. However, the main test of typography is to provide ease of reading, be it the headline or the body copy. Let us take a look at some examples:

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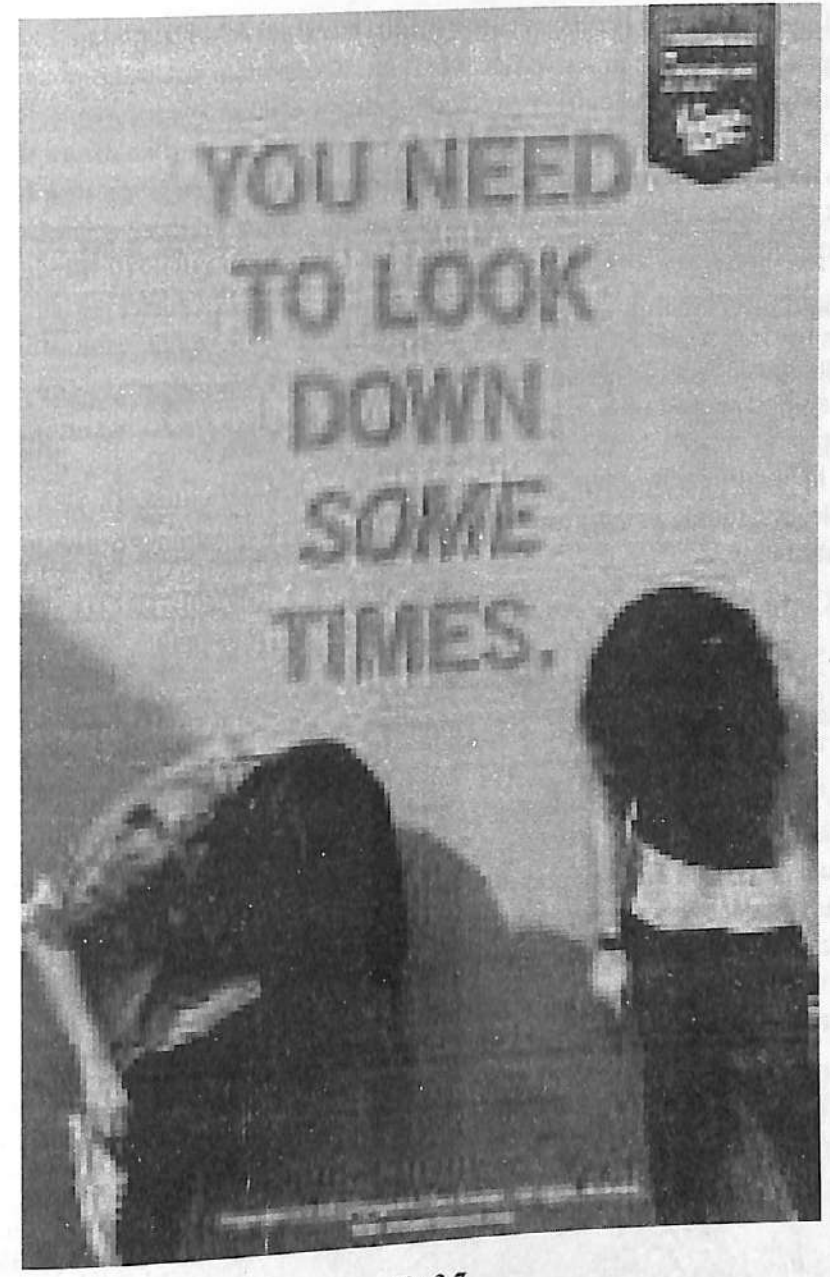


Fig 3.7

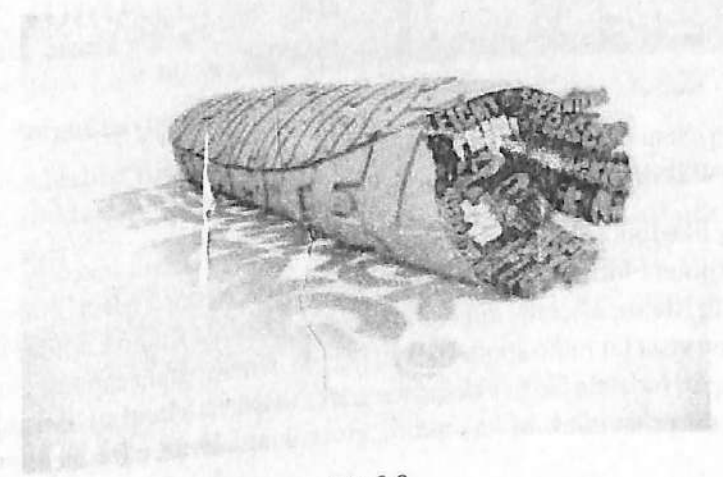


Fig 3.8

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Typography has been a very significant element of publishing from the beginning of the printing press. Similar work was done earlier with the help of calligraphy. Calligraphy has a rich tradition in Latin-based scripts as well as Arabic languages. Chinese, Japanese and Korean languages have a special relationship with calligraphy though there is no such tradition of calligraphy. These languages are written with the help of strokes and are so rich as far as the visual quality of the scripts is concerned that sometimes their writing looks like a painting.

Billboard advertising

Billboards are large structures put up in public places displaying advertisements to passing motorists and pedestrians. Though, most often, they are located on main roads with a large amount of pedestrian traffic and passing vehicular traffic. However, they can be put up in any location, where the number of viewers passing by would be large, for example, at stations, on mass transit vehicles, inside office buildings or shopping malls, and in stadiums.

Copywriting for billboards should be:

- Short
- Crisp
- Precise

A few words scattered here and there should be able to carry the message. An example of an interesting billboard series is that of Amul Butter. These billboard messages are usually based on films, political happenings, celebrities and popular events, and are changed almost every week.



Fig 3.9

Radio advertisement

In a country like India, where the literacy rate was very low till recently, the Radio had been a very potent form of advertising. All India Radio started its commercial service called Vividh Bharti, after the big commercial success of Radio Ceylon. Vividh Bharti opened a new vista for radio spots. In fact, people in many state capitals and other major cities having All India Radio's stations, were able to listen to local advertising in the initial days. After the emergence of FM radio, advertising on radio has become even more significant.

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Radio spots are also used very successfully to communicate social messages. The pulse polio campaign and recently the AIDS awareness campaign are good examples of such social advertising.

Effective radio copy writing

Before you embark on writing a copy for the radio, you must understand a few things that go into the making of a good copy. You must decide what will be the duration of your spot or jingle. The duration of radio advertising ranges from 15 seconds to 1 minute. You must know that for a spot of one minute you see, always remember that the beginning of any communication decides the success or failure of that communication and that is true for radio advertising too. You must spend time and creative energy to think and write a strong opening sentence. What is very important is to understand that you should begin with something which allows the listener to relate himself with the message.

- Are you fed up with high electricity bills?
- Are you ashamed of your receding hairline?
- Are you struggling to fit into your favourite dresses?

These are few opening lines that are sure to attract listeners. Once they come to listen to you go straight to what you want to say to sell your product and give a punch line at the end.

Television Advertisement

The most difficult type of writing and visualization is the one done for television advertisements. It is difficult simply because these spots have to be generally made for 30 seconds. In the terminology of television production, one second has 24 frames which means that a 30 second advertisement would have 720 frames. Therefore, the whole story has to be told and the persuasive message has to be given within these 720 frames.

The language in such advertisements really matters more than anywhere else. Some spots depend heavily on visuals and the language is in the form of slogans, songs or jingles. Some spots require short and crisp dialogues as well as a catch line. A story board is prepared before shooting the advertisement, which contains the visual profile and the dialogue or body copy.

Here are a few examples of catchwords that add to the recall value of the advertisement:

- 'Dag achche hein' (Surf Excel)
- 'Har ghar apne se kuch kahata hai' (Asian Paints)
- 'Dhoondte rah jaoge' (Surf)

Some jingles that you hear often on the radio, can also be seen in the print media. They are then aired as TV spots too. A good example is the 'Doodh si safedi Nirma se aye.....' jingle that plays on radio, appears in magazines and can also be seen on TV.

Here is an example of a story board of a television commercial (for a biscuit). One could write around 13-15 typed lines in 12 point font and for a copy of 15 seconds you can only write about 4 or 5 lines.

After having decided the length of the spot, you should plan out the strategy for advertisement. It could be a problem solving format or story telling format or celebrity

endorsement for the product to be sold. If you are writing an ad for a retail store sale, for example, you simply have to announce the sale.

Here is an example of a story board of a television commercial (for a biscuit).

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<p>A small girl playing with her teddy says, "Ek Oreo tumhara, ek mera".</p>	<p>She continues to play saying "Chalo, pehle twist karo". Receiving no response, she proceeds to ask the teddy bear whether she should twist for him.</p>
	
<p>The girls' father decides to entertain her. He hides behind the teddy bear and follows her instructions.</p>	<p>The happy child instructs the teddy to lick the biscuit. Her father secretly licks the Oreo peeping from the side of the teddy without revealing himself.</p>
	
<p>The child gets excited on seeing her father playing like a child. She laughs and says, 'Very good'.</p>	<p>She then instructs the teddy (dad) to dip the Oreo biscuit in the milk. The man tries to find the glass but she makes it difficult for him by moving the glass.</p>
	
<p>Finally, she holds her father's hand and dips the biscuit in the milk. She takes it close to his mouth and then pulls it back to eat it herself.</p>	<p>Her father realizes his daughter's trick, and jumps from behind the teddy to play with her.</p>

Fig 3.10

New Media Advertisements

New media, especially the Internet opened up new vistas for advertisements. It has started using different kinds of advertisements with the advances of Internet technology.

Writing advertisement copies for the Internet is quite different than those in other media. On the one hand, you need to write in a very crispy form. The message must have very few words. On the other hand, the copywriters can do a wonderful job if they are also fluent in Java, Visual Basic, C Visual, and software like Dream Weaver, Flash Player and many other software that are helpful in creating animated '.gif files'.

There are two major types of web advertisements, i.e. banner and side bar types apart from the other smaller banners that appear on the side bars.

Here are some of the examples of such advertising:



Fig 3.11

Advertisement in yahoo.

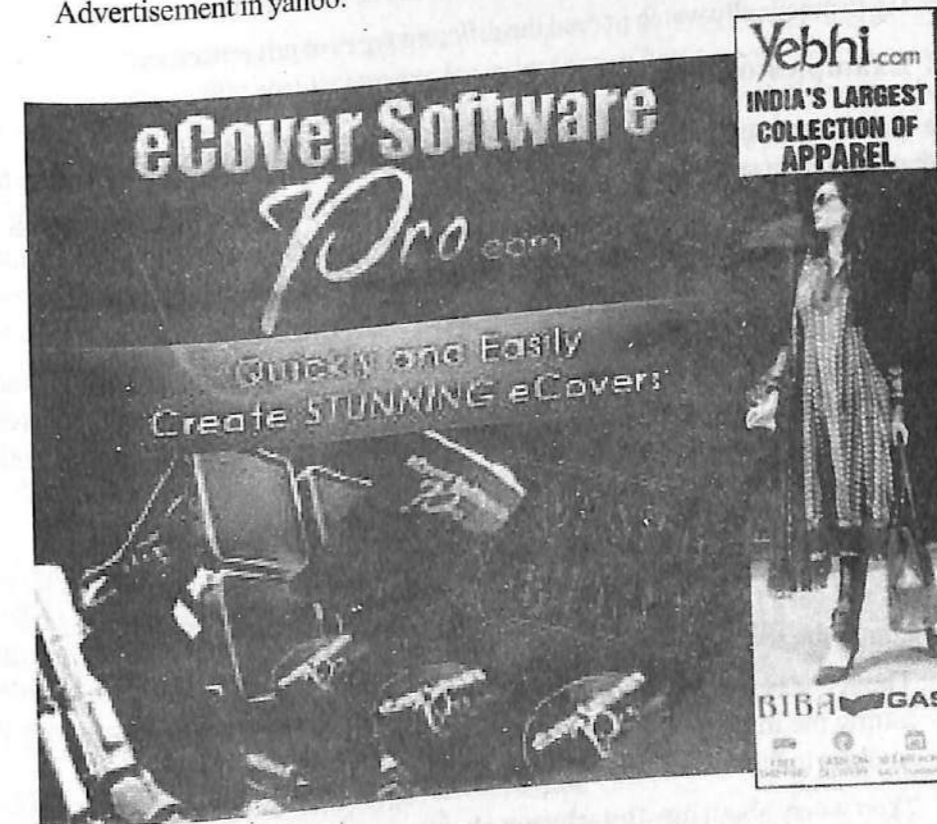


Fig 3.12

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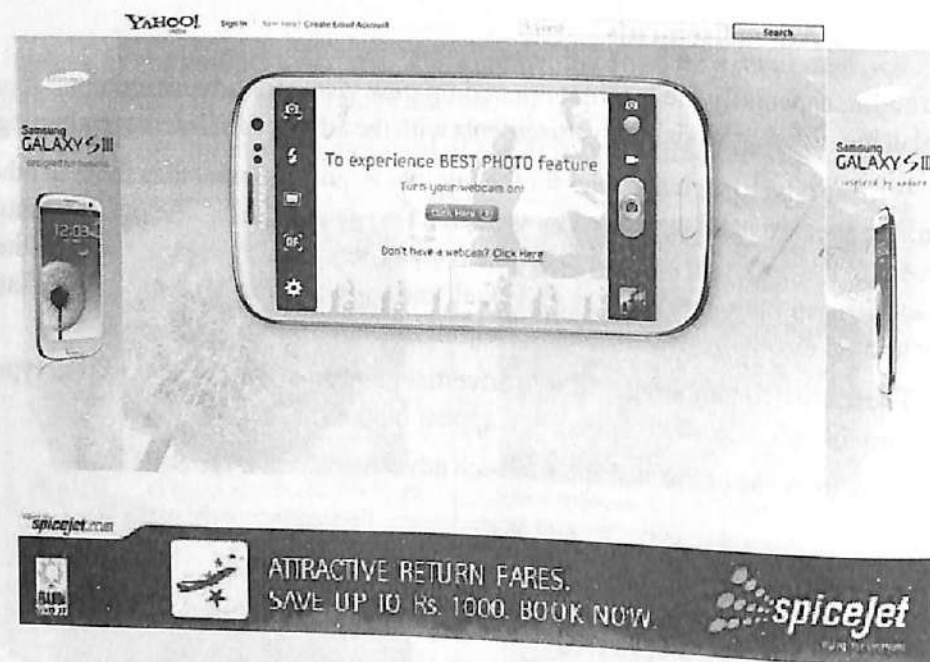


Fig 3.13

Activity 3.2

Make a report of the writing style of the different types of advertisements.

Hints:

- The different types of advertisement are photography, typography, print media advertisements, television advertisements and new media advertisements.
- Try to practically watch or read the different types of advertisements.

3.3.2 Examples of Writing for Advertising

There is a huge treasure of advertisements in India itself. It is practically impossible to talk about different strategies and methods of creating an advertisement or writing a copy for them. However, the advertisements given in this unit are only indicative and have been included here for the purpose of creating an interest. These will help you watch out for meaningful advertisements.

An anti-smoking advertisement launched by Thailand health care prepared by ad makers Ogilvy Thailand, was in the news not long back. It is actually said to have prompted around 13 million smokers to quit smoking. Given below is the news item from Reuters as it appeared on Yahoo:

Bangkok 'Smoking Kid' lights up Internet with quit message

A child casually approaches an office worker on a cigarette break. "Can I get a light?" asks the boy. "Don't you want to live and play?" comes the shocked reply.

The scene is part of a Thai anti-smoking ad that has gone viral since hitting the Internet last week, jolting some of Thailand's 13 million smokers to think about kicking the habit.

"You worry about me. But why not about yourself?" says a brochure handed out by the kids at the end of each exchange.

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The ad uses children to 'trick' unsuspecting smokers in the streets of Bangkok into telling them how bad smoking is, and may prove more effective than shock campaigns used in the West or the cigarette packets sold in Thailand that come with gruesome images of advanced mouth, lung and throat cancer.

'Smoking Kid', created by Ogilvy Asia, has seen over 580,000 hits since it was posted on video-sharing website YouTube last week.

The national "quit smoking" hot line has had a 40 per cent rise in calls since it went up.

Source: <http://www.aabc.co.in/latest-news/4482-international-health-thailand-s-moking-bangkok-smoking-kid-lights-up-internet-with-quit-message>. (Accessed on 15.07.12)

This news is about a good example of advertisement. It is successful as it has already got 580,000 hits in around a week and it is effective because it has made people think and consider changing their behaviour. The video of this advertisement can be seen on 'YouTube'.

There is a vast treasure of print media advertisements in India and the world over. The best way to learn about print media advertisement and its copy writing would be to collect at least a dozen advertisements which you like and then study and analyse them instead of merely watching and appreciating them.

3.4 PARAGRAPHS AND PRECIS

The definition of a paragraph to a layman can be given as a series of coherent and organized sentences that are all connected to a single specific theme/topic. As a writer, your attempt should be to organize into paragraphs, any piece of writing that comprises more than a couple of sentences. Paragraphs help the reader identify the various parts of a piece of prose or an essay; they help identify where the essay begins and where it ends.

Whether a paragraph contains a series of events, compares two incidents or things, describes a place, discusses an individual or an opinion, one thing it will definitely have is a topic sentence. You will read about this and other elements in the following paragraphs.

A paragraph is a specific portion of written or printed text that deals with a specific idea. This portion usually begins on a new line with an indentation.

It usually forms a part of a large piece of text or composition, such as an essay, a prose chapter or a story. However, we can also treat a paragraph as a separate, complete and stand-alone unit. It is a short literary composition comprising a continuous series of meaningful sentences that are properly linked and together bring out a systematically developed unit of thought. The basic purpose of a paragraph is to not only widen the perspective of the learner but also expand his mental horizon and help hone his writing skill.

Paragraphs can be of many types as discussed:

1. **Narrative paragraphs:** This type of paragraph records an event or happening in a chronological manner. The event or incident could be real or a figment of the imagination. The main idea is highlighted in the beginning,

Check Your Progress

3. Which factors should be considered while preparing advertisements?
4. Name a few types of advertisements.

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2. Physical Barriers That Hamper Effective Listening

Noise, poor acoustics, malfunctioning of the mechanical devices being used, frequent interruptions and uncomfortable seating arrangements are physical barriers that hamper effective listening. The first step of the listening process is hearing and extraneous noise disturbs the hearing process. Extraneous noise disturbs both the listener and the speaker. In case a device like microphone or telephone is being used, then the malfunctioning of the device will act as a hurdle or it may also result in the failure of transmission of the message from the speaker to the listener. Poor acoustics of the room or uncomfortable seating arrangements may make it difficult for the listener to concentrate on the speaker. Interruptions by other people or by the telephone while someone is speaking disturb the concentration of the listener, frustrate the speaker and make the listening process less effective. Message overload, which involves listening to a lot of information one after another also makes it impossible to listen attentively after a certain point.

3. Group Discussion: A General Overview

Group discussions are a very important aspect of group communication. Group discussion is a creative and dynamic activity which stimulates reflective thinking among the members. Group discussion may be defined as an activity in which a small number of persons meet face to face and exchange and share ideas freely or attempt to reach a decision on a common issue. Group discussions are unstructured and less formal compared to meetings or conferences wherein specific roles are assigned to the participants. In a group discussion, an individual's thought process is influenced by the views and opinions of the other members. It also depends on where and in which direction the mood of the discussion moves. In a group discussion, each participant is free to speak his views. A successful discussion involves both listening and speaking.

4. Effective Speaking Skills

As presentations are delivered orally, under relatively public circumstances, they require some special communication techniques. A presentation is a one-time event. Though the audience may have a chance to listen to the recorded speech, they miss the opportunity of exchanging their views and appreciating the speaker. Therefore, you must make sure that each member of the audience hears what you say and remembers it. To do so, you must capture their attention immediately and keep them interested. Effective speaking requires voice control, good presence of mind, and ability to use body language.

5. Relationship between Meetings and Conferences: Similarities and Differences

Meetings and conferences have become an integral part of business life. They facilitate exchange of views and as such constitute an important means of interactive communication. Both conferences and meetings refer to an assembly of persons who come together and deliberate on topics and issues of communicable interest.

So common are they in today's business and organizational environment that it is inconceivable to think of any person associated with business organizations who has not been in a meeting or conference. Both these interactive forums facilitate face-to-face discussions that take place at various levels. They may be employer-employee meetings, employee-employee meetings and conferences, employee-customer meetings, and so on. Meetings take place more often than conferences, and also relate to fewer persons. While there can be a meeting of even two persons, a conference normally connotes an assembly of a large number of people. Similarly, meetings may take place any number of times during a day or a week, while conferences are normally scheduled annually, bi-annually, and so on. While meetings can be both pre-planned and impromptu, conferences

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While some distinction has been made here between meetings and conferences as commonly followed in practice, the distinction is by no means very rigid. There is a certain overlap between the two in actual practice. One may say, for example, that the Chief Executive is in conference with the General Managers. The dictionary refers to a meeting as an assembly of persons, especially for entertainment, workshop, etc. whereas a conference is described as a meeting of any organization, association, etc. for consultation, deliberation, and so on. Meetings and conferences, when effectively organized and conducted, can play a significant role in business communication.

6. Publicity as a Key Factor of Promotional Strategy

Publicity relates to the efforts an organization makes to be constantly in the public eye. In contrast to advertising, publicity is normally 'free', in the sense that no media costs are involved. Unlike advertising, publicity is not paid for in terms of newspaper space or radio and TV time. Publicity is an important facet of any promotional strategy, and is a must for any organization keen on sustaining its image and market presence. Business organizations resort to a wide variety of publicity measures such as exhibitions, demonstrations, seminars, sponsorships, bus panels, maintenance of fountains and parks, posters and banners, sports events, stickers and balloons, neon lights, pamphlets and brochures, gift articles, press conferences and meets, traffic umbrellas, trade fairs and competitions. Every such opportunity is used to take a message to the public. Larger business organizations have dedicated publicity departments or teams working out varied publicity campaigns and initiatives. The adage 'out of sight, out of mind' is very relevant in today's competitive environment. Publicity efforts endeavour to create and sustain high visibility to the business organization across all relevant sections of the public.

7. Direct Marketing

Direct marketing has emerged to be a very significant area of the range of promotional efforts made by an organization. Direct marketing refers to direct mailing or delivery of product and company-related literature to the target groups.

Pamphlets, brochures, charts, booklets and other such material are made available directly by the business organization. The objective here is to communicate and gain attention and response from the target sections. Specialized agencies are also often hired by the businesses to develop effective direct marketing strategies. This would involve attractive designing of the direct marketing literature, creation of a database of target sections, timely delivery and follow-up efforts. The response to direct mailing is, however, often quite limited. Nevertheless, since it is cost effective, there is a growing interest in this method of business to public communication.

8. Questionnaires: Meaning and Purpose

Questionnaires are formal, written communication consisting of a series of relevant and structured questions sent by the researcher to the target groups for eliciting the required information. The Questionnaire method of obtaining data is widely used for conducting product studies, market studies, impact studies, etc. The Questionnaires may be administered by post (postal questionnaire) or by means of person-to-person interviews by calling on the respondent (personal interview).

The business communicator should learn the skill of designing the questionnaire so that they elicit the required information in a sequential, unambiguous and reader-friendly manner. The replies sought through the questionnaire should be amenable to manual and mechanized tabulation and meaningful interpretation.

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9. Mass Communication

Mass communication is essentially a game of numbers. The objective here is to reach out with the purpose of providing specific or general information, influencing the thinking of the target group, and eliciting a certain action or response.

Newspapers, periodicals and other products of journalism essentially seek to inform and influence. On the other hand, advertisements, hoardings, posters, etc. strive to inform, influence and also elicit response or action. Questionnaires, observational methods and research studies are other types of communication that aim at eliciting information from numerous target individuals, towards making well-defined assessments. These are interrogatory in nature.

10. Communication Design

Communication design is a mixed discipline between design and information development which is concerned with how media intermission such as printed, crafted, electronic media or presentations communicate with people. A communication design approach is not only concerned with developing the message aside from the aesthetics in media, but also with creating new media channels to ensure the message reaches the target audience. Communication design seeks to attract, inspire, create desires and motivate the people to respond to messages, with a view to making a favourable impact on the bottom line of the commissioning body, which can be either to build a brand, move sales, or for some humanitarian purposes. Its process involves strategic business thinking, utilizing market research, creativity, and problem-solving.

11. Perception: Its Several Interpretations

The word 'perception' has many shades of meanings according to the dictionary. It can mean 'an act or power of perceiving', or 'discernment' or 'appreciation of any modification of consciousness'. It could also be used to indicate 'the combining of sensations into a recognition of an object', 'reception of a stimulus' or 'action by which the mind refers its sensations to external objects as cause' and so on. Perception implies discernment, reception of a stimulus and an act by which the mind refers its sensations to an external object as cause. In other words, perception is a process of making sense out of events. It is a process by which we perceive the meaning of any event. In the organizational context, the commonly used word is 'role perception.' As against a defined role, there is a perceived role. The definition may or may not be adequate. It is the attitude of an individual that will influence the perception of the role—whether to confine to the defined role or to go beyond it. Great leaders and achievers bring their own perceptions to the legally or organizationally defined roles. It is such positive perception that helps people become more creative and makes human endeavour much more meaningful.

12. Definition and Significance of Narrative Writing

Narrative writing is a means of telling a story. However, it is poles apart from telling a story loudly. You have to remember that narrating a story is not the same as writing down the same story. During narration, the narrator may forget certain points or highlight certain sections more than the rest or may even add some points. While writing a story, on the other hand, the narrative writer has to keep in mind the characters of the story, as well as the roles played by each one of them, the theme of the story, the tone used by the characters and their expressions, etc. Most importantly, the writer should ensure that a certain flow is maintained in the story for the sake of sustaining the interest of the readers. Creative writing is known as narrative writing. A narrative writer writes with

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the aim of entertaining the reader. Hence, most completely developed narrative fiction or non-fiction should begin with an introduction to the central theme. This theme should then be developed followed by an engrossing and action-packed middle before coming to a memorable end.

13. Importance of Public Relations

Public Relations (PR) is the practice of managing the flow of information between an organization and the public. Public relations gains an organizational or individual exposure to their audiences using topics of public interest and news items that do not require direct payment. Because public relations places exposure in credible third-party outlets, it offers a third-party legitimacy that advertising does not have.

Common activities include speaking at conferences, working with the press and employee communication. PR can be used to build rapport with employees, customers, investors, voters, or the general public. An organization that is portrayed in the public arena employs some level of public relations. A number of specialties exist within the field of public relations, such as analyst relations, media relations, investor relations or labour relations.

14. Working Pattern of an Advertising Agency

Like any other organization, an advertising agency works in a team format basis. The people who create the actual ads form the core of an advertising agency.

Next comes the account management department. Account management is the sales arm of the advertising agency. They are responsible for coordinating the creative, media, and production staff behind the campaign. Next is the creative services team or the production team. This department consists of those employees who are responsible for coordinating the creative, media, and production staff behind the campaign. An often forgotten, but still very important, department within an advertising agency is traffic. The traffic department regulates the flow of work in the agency. It is typically headed by a traffic manager (or system administrator).

Traffic increases an agency's efficiency and profitability through the reduction of false job starts, inappropriate job initiation, incomplete information sharing, over and under-cost estimation, and the need for media extensions. Some of the biggest commercial advertising companies in India include Mudra Communication, Pressman India, Thomson Associates, Lintas, and Percept Holdings. They boast of having the best of clients with excellent reputation attached to them.

15. Relevance of Speech in Everyday Scenario

Speeches can be delivered as an extempore or impromptu or they can be prepared and delivered. A person may be invited to speak as a guest at a seminar; a subject matter expert or professor can be asked to speak on his subject and explain certain issues related to his subject to a lot of interested students; one of the invitees at an official dinner may be casually called upon to say a few words at the end of the dinner; a team member may be asked to give a speech to welcome a new entrant to the group or to thank, praise or bid farewell to an old member of the team; a director may be asked to deliver a speech about the progress of a company at a board meeting, a CEO may be asked to speak to the media about his company at a press conference. Whatever be the situation or occasion, in order to be effective, speeches need to be structured. They can be structured in many ways; it is up to the speaker to decide on a structure that he finds most convenient or suitable.

NOTES

Précis Writing

A précis is a shortened version of a long passage. While writing a précis, one has to take care that the meaning of the original passage has been effectively conveyed. According to the Oxford dictionary, précis is defined as 'a summary or abstract of a text or speech'.

How to Write a Précis

To write a good précis, go through the following steps:

- Read the passage carefully and try to understand what the writer is trying to say. Read the passage more than once if you have not been able to understand the writer's meaning the first time.
- Form a clear idea of the author's meaning.
- Frame a title for the précis. Even if the original passage does not have a title, you must give a short title to the précis.
- Go through the passage once again and make a note of the main points.
- From the points you have noted, write a short passage which covers all the points. Remember to use your own words and not copy the language of the original.
- While writing the précis, omit any examples or illustrations that the original contains.
- Compare the précis with the original passage to make sure that all the important points have been included.
- Count the words in the original and in the précis you have written. The précis should be roughly one-third the length of the original.
- Write the final précis neatly on another sheet of paper.
- At the end of the précis, mention in brackets the number of words it contains.

Points to Remember

While writing a précis, some important points should be kept in mind. These are:

- Whatever the person or form of speech of the original, write the précis in third person in indirect speech.
- Write the précis in one tense only.
- Make sure that the précis is contained in one paragraph, even if the original passage has more than one paragraph.
- The opinion of the original author should be conveyed in the précis, not that of the writer of the précis. Do not express your own opinion or make any comment of your own in the précis.

3.5 SUMMARY WRITING

Summary writing is the process of reading a text, identifying the main ideas and then writing these ideas in a few words. It should always be written in our own words and should contain all the important points.

A summary or précis is the shortened form of a passage. A good summary should be complete in itself. It should be able to convey the ideas expressed in the original

Check Your Progress

5. Define paragraph.
6. Which points should be kept in mind while writing a précis?

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passage so that a reader who does not have enough time to read the original should have no trouble getting the message.

The following are some points to keep in mind while writing a summary. A good summary:

- Should be brief, clear and precise
- Should give ideas, facts or points in the order in which they appear in the original
- Should not contain points not mentioned in the original
- Should be written in simple language; avoid lengthy sentences
- Should be written in the fewest words possible
- Should mention only the important points and leave out all unnecessary details

The following are some examples of summary writing:

1. The bent old lady with the tattered saree slowly shuffled across the crowded road.

The old lady crossed the road.

2. He crawled slowly, sometimes on his stomach, sometimes on his side, weaving himself a path through the heather down to the stream. Once there, he decided that he had ample cover and started to run. But he had erred, for bullets were soon whistling past him. He dropped flat on the ground, counted up to a hundred and then began crawling again. He moved tortuously and as silently as he could to his camp at the foot of the hill.

Very stealthily, he moved towards the foothill camp.

There are two ways of writing a summary. These are as follows:

1. Reducing the number of words of the whole passage to about one-third its length
 2. Writing a specific number of words on the basis of the questions asked
- Modern summary writing is generally of the second type.

Exercise 3.1

Write a summary of the following passage about the origin of folk tales.

Nine hundred years ago, a remarkable collection of stories called *Kathasaritsagara*, the 'Ocean of Stories', was produced in Kashmir. Somadeva, its author, is said to have included in this book many stories which he had heard from others and which, in fact, had their origin in folk literature. The *Kathasaritsagara*, which may justly be called a treasure of folk tales, has had considerable influence on countries which were in close touch with India during the middle-ages.

The first collection of Kashmiri folk tales in English was brought out by the late Rev. John Hinton Knowles towards the end of the last century. Sometime later, a renowned scholar, the late Sir Auriel Stein, published another collection of this kind. *Hatim's Tales*, is a collection of tales in verse and prose recited in Kashmiri for the Hatim who was an oilman by profession. These two works can by no means be said to exhaust the harvest of tales garnered in the fertile minds of the people. The present editor has endeavoured to collect some of the more interesting tales in the valley of Kashmir which, but for two exceptions, have not appeared earlier.

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Tales, myths, sagas and other narratives comprise perhaps the most interesting part of the literature named 'Folklore', a term coined in 1846 by W.J. Thoms to designate the traditional learning of the uncultured classes of civilized nations. This is not the place to go into minute details on the subject. Suffice to say that folk tales comprise a respectable volume of literature in all languages which is being explored with increasing interest everywhere. The earliest tales of this kind are traced to about 2800 B.C. in Egypt.

There is an unmistakable similarity in many folk tales of countries as far apart as Kashmir and France or China and Sweden. The obvious conclusion is that they have all been influenced by a common stock of tales which appear as variants in different languages. Apart from this there is the same affinity between the folk tales of different countries as in their fables, legends, myths, apologues, etc. Therefore, it is not surprising if some of the folk tales of Kashmir are found to have close parallels in other countries.

Several tales in this section are based on incidents centering on real persons. By and large, however, the tales portray a large variety of men and women, both individuals and types, and project peoples' beliefs, customs, ideals, preferences and prejudices in all their rich variety as few other literary forms can do. As a matter of fact, they impart meaning and substance to culture as it is crystallized in our day-to-day living. In this sense, they are allied to myths. 'Myths,' according to the Encyclopaedia of Religion and Ethics, 'are not created out of nothing... It (a myth) is always the covering, the shell, to a kernel of truth contained inside... Folk tales are the myths of the race.'

Answer the following question:

Write about the journey of the Kashmiri folk tale. (Your answer must not be more than 60 words)

Exercise 3.2

Read the following passage and answer the question that follows.

Sita went to her grandfather and sat down beside him. 'When you are hungry, tell me,' she said, 'and I will make the bread.'

'Is your grandmother asleep?' 'Yes. But she will wake soon. The pain is deep.' The old man stared across the river, at the dark green of the forest, at the leaden sky, and said, 'If she is not better by morning, I will take her to the hospital, in Shahgunj. They will know how to make her well. You may be on your own for two or three days. You have been on your own before.'

Sita nodded gravely—she had been alone before; but not in the middle of the rains with the river so high. But she knew that someone must stay behind. She wanted Grandmother to get well and she knew only Grandfather could take the small boat across the river when the current was so strong.

Sita was not afraid of being left alone but she did not like the look of the river. That evening it began to rain again. Big pellets of rain were scarring the surface of the river. But it was warm rain and Sita could move about in it. She was not afraid of getting wet, she rather liked it. In the previous month, when the monsoon showers had arrived, washing the dusty leaves of the trees and bringing up the good smell of the earth, she had exulted in it, had run about shouting for joy. She was used to it now, even a little tired of the rain, but she did not mind getting wet. It was steamy indoors and her thin dress would soon dry in the heat of the kitchen fire.

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She walked about barefooted, bare legged. She was very sure on her feet. Her toes had grown accustomed to gripping all kinds of rocks, slippery or sharp, and though thin, she was surprisingly strong.

Brown hair streaming across her face. Black eyes. Slim brown arms. A scar on her thigh; when she was small, visiting her mother's village, a hyena had entered the house where she was sleeping, fastened on to her leg and tried to drag her away but her screams had roused the villagers and the hyena had run off.

She moved about in the pouring rain, chasing the hens into a shelter behind the hut. A harmless brown snake, flooded out of its hole, was moving across the open ground. Sita took a stick, picked the snake up with it, and dropped it behind a cluster of rocks. She had no quarrel with snakes. They kept down the frogs and the rats. She wondered how the rats had first come to the island—probably in someone's boat or in a sack of grain.

She disliked the huge black scorpions that left their waterlogged dwellings and tried to take shelter in the hut. It was so easy to step on one and the sting could be very painful. She had been bitten by a scorpion the previous monsoon and for a day and night, she had known fever and great pain. Sita had never killed living creatures but now, whenever she found a scorpion, she crushed it with a rock! When, finally, she went indoors, she was hungry. She ate some parched gram and warmed up some goat's milk.

Grandmother woke once and asked for water, and Grandfather held the brass tumbler to her lips.

The roof was leaking and a small puddle formed on the floor. Grandfather kept the kerosene lamps alight. They did not need the light but somehow it made them feel safer.

It rained all night.

Answer the following question:

What kind of girl was Sita? Describe her in 60 words.

3.6 SUMMARY

- The memorandum (or memo, as it is commonly known) is an important tool of intra organizational communication.
- Necessary attachments (optional) is included in a memo only when supporting documents such as lists, graphs, tables, etc. are attached with the memo.
- Notices, agendas and minutes are some formal forms of written communication used in organizations. Though they are primarily intra-organizational in nature, they can also be used for inter-organizational purposes.
- A notice is a piece of information concerning a fact communicated to person(s)—employee(s), client(s), customer(s), supplier(s) or any other business associate(s)—by an authorized person of an organization.
- The agenda is a list of issues that need to be taken up in a meeting in a specific order, usually pre-announced. It usually includes one or more specific items that need to be discussed in order to take decisions.

Check Your Progress

7. State the process of summary writing.
8. Which are the two ways of writing a summary?

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- Minutes are the written records of a meeting. They often give an overview of the structure of the meeting, starting with a list of those present, a statement of the various issues before the participants, and their respective responses.
- An advertisement is a form of communication through which an audience is influenced and persuaded to buy a particular product or follow a particular message. Advertisements or ads, as they are popularly called, are usually found in the mass media, such as television, newspapers, radio and billboards.
- Copywriting is the act of writing copy for the purpose of advertising or marketing a product, business, person, opinion or idea. The addressee (reader, listener, viewer, etc.) of the copy is meant to be persuaded to buy the product advertised for, or subscribe to the viewpoint the text shares.
- The creativity and understanding of aesthetics as we find them in literature, art, music, dance and other art form is always very useful for any copywriter, visualizer or designer in advertising.
- The arrival of black and white photography changed the field of advertising altogether. The headlines and photographs became the major signifying elements and the body copy was slowly relegated to the background.
- All India Radio started its commercial service called Vividh Bharti, after the big commercial success of Radio Ceylon.
- In the terminology of television production, one second has 24 frames which means that a 30 second advertisement would have 720 frames. Therefore, the whole story has to be told and the persuasive message has to be given within these 720 frames.
- Writing advertisement copies for the Internet is quite different than those in other media. On the one hand, you need to write in a very crispy form. The message must have very few words.
- Whether a paragraph contains a series of events, compares two incidents or things, describes a place, discusses an individual or an opinion, one thing it will definitely have is a topic sentence.
- A paragraph is a short literary composition comprising a continuous series of meaningful sentences that are properly linked and together bring out a systematically developed unit of thought.
- According to the Oxford dictionary, précis is defined as 'a summary or abstract of a text or speech'.
- A summary or précis is the shortened form of a passage. A good summary should be complete in itself. It should be able to convey the ideas expressed in the original passage so that a reader who does not have enough time to read the original should have no trouble getting the message.

3.7 KEY TERMS

- **Memo:** A usually brief written message from one person or department in an organization, company, etc., to another.
- **Designation:** An official name, description, or title; the action of choosing a place for a special purpose or giving it a special status.

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- **Handbills:** A small printed advertisement or other notice distributed by hand.
- **Sandwich man:** A human billboard who wears a sandwich board.
- **Jingle:** A short slogan, verse, or tune designed to be easily remembered, especially as used in advertising.
- **Endorsement:** The action of endorsing someone or something.
- **Target audience:** In advertising, the segment of the population for whom the product or service has an appeal.

3.8 ANSWERS TO 'CHECK YOUR PROGRESS'

1. Memos can be broadly divided into the following segments:
 - Heading segment
 - Opening, context and task segments
 - Closing segment (including necessary attachments)
2. Agenda is a list of issues that need to be taken up in a meeting in a specific order, usually pre-announced. It usually includes one or more specific items that need to be discussed in order to take decisions. It may also include allotment of specific time slots for one or more activities. It is usually distributed to a meeting's participants prior to the meeting along with the notice of the meeting, so that they may be aware of the subjects/topics going to be discussed, and are able to prepare for the meeting accordingly.
3. While preparing advertisements, certain factors need to be taken into consideration.
 - First and foremost, an advertisement should be successful in catching the attention of the viewers and to do that, interesting logos, slogans or jingles can be included.
 - Second, the advertisement should not only catch the attention of the people but should also maintain the interest of the public.
 - Third, it should be able to stimulate the desire of the public so that they consider buying that particular product.
 - Last but not the least, the ad should invite the public to take action, for instance, contact the one who had put up the advertisement, or change a behaviour they need to change.
4. Different types of advertisements are:
 - Print media advertisements
 - Photography
 - Typography
 - Billboard advertising
 - Radio advertisement
 - Television Advertisement
 - New Media Advertisements
5. The definition of a paragraph to a layman can be given as a series of coherent and organized sentences that are all connected to a single specific theme/topic.

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6. While writing a précis, some important points should be kept in mind. These are:
 - Whatever the person or form of speech of the original, write the précis in third person in indirect speech.
 - Write the précis in one tense only.
 - Make sure that the précis is contained in one paragraph, even if the original passage has more than one paragraph.
 - The opinion of the original author should be conveyed in the précis, not that of the writer of the précis. Do not express your own opinion or make any comment of your own in the précis.
7. Summary writing is the process of reading a text, identifying the main ideas and then writing these ideas in a few words. It should always be written in our own words and should contain all the important points.
8. There are two ways of writing a summary. These are as follows:
 - Reducing the number of words of the whole passage to about one-third its length
 - Writing a specific number of words on the basis of the questions asked. Modern summary writing is generally of the second type.

3.9 QUESTIONS AND EXERCISES

Short-Answer Questions

1. What is a memorandum? What are its advantages?
2. What is creative copywriting?
3. Write a short note on the process of paragraph writing.
4. State the procedure to write précis.
5. What are radio spots?

Long-Answer Questions

1. Explain notice, agenda and minutes along with their samples.
2. 'An advertisement is a paid-for communication intended to inform and/or persuade one or more people'. Elaborate the statement. Explain the different types of advertisements.
3. Evaluate the characteristics of a good paragraph along with a suitable example.
4. What are the different types of paragraphs?
5. What is summary writing? Explain in detail.
6. Discuss the development of print media advertisements throughout time.

Practical Exercises

1. Create separate précis for the following pieces of information.

(a) Tourism Growth in Major Regions

A geographical area or a region especially devoted to the purpose of tourism is generally called a tourism region. Government of a country or its tourism bureau, on the basis of some cultural, environmental or historic traits designates such

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regions. Those regions either are named after its administrative or geographical identities or are given special names for the purpose of tourism. The names suggest some unique or positive traits inherent to the area or may give rise to some sensitive idea attached to travel or journey. The tourism authorities of those areas, apart from drawing the attention of potential tourists to those regions provide those travellers who have no idea of the region with some explorable options helping them to better know the place.

Tuscany in Italy and Yucatan in Mexico are some of the famous tourism regions of the world named after their current administrative or historical identities. Important examples of tourism regions created by the government of the country or its tourism bureau are Lake District of the United Kingdom or the Wine Country of California.

Jaarko Saarinen, a tourism scholar, has come up with the term "discourse of region" in which the social and geographical qualities of a region are combined with the traditional and familiar facts and attributes of the region and that gives shape to a discourse on the place. This dialogue on discussion on the region is given proper shape and advertisements are formed on its basis and released to promote the place. Moreover, travelogues and regional literature are developed on the basis of the discourse, which is 'produced and reproduced' several times. More often than not a tourism region is part of a parent region and according to Saarinen the administration of the parent region develops the discourse and comes up with a marketable product aimed at promoting the place as a tourist spot, and phase of development of any tourism region is marked by flurry of development, construction, ad spends, which in turn increases footfalls in the region. If the region becomes a tourism success story a mature stage of economic development is reached wherein the "meaning and history of the destination are continually produced anew" in cycles of decline, rejuvenation, growth and stability.

If one looks at history one would see that tourism regions are often developed around or in areas that have historical, cultural or natural significance, such as the Niagara Falls area of Canada and the USA, the Lake District of the Great Britain, the Italian and the French Riviera. Other tourist hot spots are built around important cities, such as Paris or around notable structures, such as the Pyramids of Giza. The tourist places have existed for thousands of years to give men and women an opportunity to relax and explore as also to give them an avenue to vent their religious feelings. The ancient Romans used to go to the hot springs of Bath in Roman Britain. Santiago de Compostela had been a pilgrim spot for Christians and was supported by medieval tourism industry, which arranged for accommodation of the pilgrims along the route of the pilgrimage.

The present day tourism regions started to develop post Industrial Revolution as cities began to expand, pollution increased, and the ever expanding middle class acquired disposable income. The Enlightenment that swept through the entire nineteenth century sprang the idea of the Grand Tour that became fashionable among the wealthy young men who toured continental Europe for leisure. Slowly leisure travel took its roots and English and American families started to explore places, but that was on a local scale. Spurred by industrialization and its accompanying benefits alongside its ill effect, namely pollution, the wealthy city dwellers began to frequent places, such as Roman resort town of Bath, especially during summer days that made the industrializing cities unpleasant.

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The travellers, however, thanks to the development of faster mode of transportation and started to explore longer distances in the 19th century. During this period sea sides also began to be developed as space for "mass tourism" that saw the development of some coastal regions as tourist hot spots. The mountains began to grow popular among in the winters among elite groups. Tyrol in Austria turned out to be one of the most popular regions. Tourism however, became class conscious and acquired a class identity when upper class elites abandoned places, such as the Catskill Mountains of New York and Bath in England, when those places started to attract more and more middle class visitors.

With the advent of the Romantic Movement in the 19th century appreciation of places of scenic beauty led to the flourishing of nature tourism or scenic tourism with tourism regions, such as the English Lake District and the Niagara Falls region becoming popular among travellers. As per Peter Murphy, "increased competition" led to the establishment of private hotels, resorts, and facilities to provide entertainment, such as "municipal investments in parades, parks, piers and baths. The other aspect of this phase in tourism development is that the intervention of state to further the cause of establishing a tourism region became more and more evident.

By the end of the 19th century and the beginning of the 20th century governments of various countries started to take interest in developing tourism in their countries. The Federal and the State governments of the United States with help from conservation groups, as also the European countries along with their colonies started to set up tourism regions. Even on a smaller scale they started to establish parks and monuments and initiated the preservation work with future scope of tourism in mind. While some tourism regions, such as the Niagara Falls were already there parks such as the Yellowstone National Park were identified by state organizations to be developed as tourism regions of the future.

Around this time regions, started to become increasingly important aspects of the nation and the growth of a sense of nationalism gave tourism a boost. It was around this time that the English phrase "tourist region" came into vogue. Eric Storm had then argued that during the later part of the 19th century regions were made to understand that an intimate bond existed between everyone's own community and the nation. He went on to add that only by remaining faithful to its inherent character a region could contribute to the wellbeing of the whole nation. The idea that the region was part of the whole nation became extremely popular during the first years of the 20th century, especially after the World War I. It was accepted that every region had a soul, and was an organic part of the nation. It was during this time that regional officials and businesses started to promote regions as tourist destinations. Through this process the promoters of various tourism regions attempted to provide a balance among the various involved concepts and identities that a regional tourist spot as - local, state, regional and national. They made the travellers understand that a region's social, political and economic fates were entwined to its landscape and geography, and the tourists were portrayed as important figures in history who played an important role in shaping the future of the region by promoting the bond that existed among the people and various identities of the tourism region.

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(b) Contemporary Trends in International Tourism

There has been an up-trend in tourism over the last few decades, especially in Europe, where international travel for short breaks is common. Tourists have a wide range of budgets and tastes, and a wide variety of resorts and hotels have developed to cater for them. For example, some people prefer simple beach vacations, while others want more specialized holidays, quieter resorts, family-oriented holidays or niche market-targeted destination hotels.

The developments in technology and transport infrastructure, such as jumbo jets, low-cost airlines and more accessible airports have made many types of tourism more affordable. The WHO estimated, in 2009, that there are around half a million people on board aircraft at any given time. There have also been changes in lifestyle, for example some retirement-age people sustain year round tourism. This is facilitated by the Internet sales of tourist services. Some sites have now started to offer dynamic packaging, in which an inclusive price is quoted for a tailor-made package requested by the customer upon impulse.

There have been a few setbacks in tourism, such as the September 11 attacks and terrorist threats to tourist destinations, such as in Bali and several European cities. Also, on 26 December 2004, a tsunami, caused by the 2004 Indian Ocean earthquake, hit the Asian countries on the Indian Ocean, including the Maldives. Thousands of lives were lost including many tourists. This, together with the vast clean-up operations, stopped or severely hampered tourism in the area for a time.

Individual low-price or even zero-price overnight stays have become more popular in the 2000s, especially with a strong growth in the hostel market and services like CouchSurfing and Airbnb being established.

Sustainable Tourism: Sustainable tourism can be explained with regard to ecological and socio-cultural carrying capacities and includes involving the community of the destination in tourism development planning. It also involves integrating tourism to match current economic and growth policies so as to mitigate some of the negative economic and social impacts of 'mass tourism'. Murphy (1985) advocates the use of an 'ecological approach', to consider both 'plants' and 'people' when implementing the sustainable tourism development process. This is in contrast to the 'boosterism' and 'economic' approaches to tourism planning, neither of which considers the detrimental ecological or sociological impacts of tourism development to a destination.

"Sustainable tourism is envisaged as leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems." (World Tourism Organization)

Sustainable development implies, *"Meeting the needs of the present without compromising the ability of future generations to meet their own needs."* (World Commission on Environment and Development, 1987)

However, Butler questions the exposition of the term 'sustainable' in the context of tourism, citing its ambiguity and stating that, *"The emerging sustainable development philosophy of the 1990s can be viewed as an extension of the broader realization that a preoccupation with economic growth without regard to its social and environmental consequences is self-defeating in the*

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long term." Thus, 'sustainable tourism development' is seldom considered as an autonomous function of economic regeneration as separate from general economic growth.

Ecotourism: Ecotourism, also known as ecological tourism, is travel responsible for fragile, pristine, and usually protected areas that strives to be low impact and (often) small scale. It helps educate the traveller; provides funds for conservation; directly benefits the economic development and political empowerment of local communities; and fosters respect for different cultures and for human rights. Take only memories and leave only footprints are a very common slogan in protected areas. Tourist destinations are shifting to low carbon emissions following the trend of visitors more focused in being environmental responsible adopting a sustainable behavior.

Pro-Poor Tourism: Pro-poor tourism, which seeks to help the poorest people in developing countries, has been receiving increasing attention by those involved in development; the issue has been addressed through small-scale projects in local communities and through attempts by Ministries of Tourism to attract large numbers of tourists. Research by the Overseas Development Institute suggests that neither is the best way to encourage tourists' money to reach the poorest as only 25% or less (far less in some cases) ever reaches the poor; successful examples of money reaching the poor include mountain-climbing in Tanzania and cultural tourism in Luang Prabang, Laos.

Recession Tourism: Recession tourism is a travel trend, which evolved by way of the world economic crisis. Identified by American entrepreneur Matt Landau (2007), recession tourism is defined by low-cost, high-value experiences taking place of once-popular generic retreats. Various recession tourism hotspots have seen business boom during the recession thanks to comparatively low costs of living and a slow world job market suggesting travellers are elongating trips where their money travels further.

Medical Tourism: When there is a significant price difference between countries for a given medical procedure, particularly in Southeast Asia, India, Eastern Europe and where there are different regulatory regimes, in relation to particular medical procedures (e.g. dentistry), travelling to take advantage of the price or regulatory differences is often referred to as "medical tourism".

Educational Tourism: Educational tourism developed, because of the growing popularity of teaching and learning of knowledge and the enhancing of technical competency outside of the classroom environment. In educational tourism, the main focus of the tour or leisure activity includes visiting another country to learn about the culture Study Tours, or to work and apply skills learned inside the classroom in a different environment, such as in the International Practicum Training Program.

Creative Tourism: Creative tourism has existed as a form of cultural tourism, since the early beginnings of tourism itself. Its European roots date back to the time of the Grand Tour, which saw the sons of aristocratic families travelling for the purpose of mostly interactive, educational experiences. More recently, creative tourism has been given its own name by Crispin Raymond and Greg Richards, who as members of the Association for Tourism and Leisure Education (ATLAS), have directed a number of projects for the European Commission, including cultural

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and crafts tourism, known as sustainable tourism. They have defined "creative tourism" as tourism related to the active participation of travellers in the culture of the host community, through interactive workshops and informal learning experiences.

2. Write the summaries for the following two sections of information.

(a) Centralization and Decentralization of Management

Considerable debate has taken place over the years over the issue of 'centralization' that means that the authority for most decisions is concentrated at the top of the managerial hierarchy versus 'decentralization' that requires such authority to be dispersed by extension and delegation throughout all levels of management. There are advantages as well as disadvantages of both types of structures. A pure form of centralization is not practical except in small companies and pure form of decentralization almost never exists. However, the type of organizational structure would determine the degree of centralization or the degree of decentralization.

As the organizations grow bigger by expansion, mergers or acquisitions, decentralization becomes both necessary and practical. For example, if an automobile company acquires a company that makes refrigerators, then decentralization would be the natural outcome since policies and decisions in these two distinctly different areas may not be similar. The important question is not whether there should be decentralization, but decentralization to what degree. In addition to decentralization being logistically superior, it is also advocated by most behavioural scientists as being more democratic and hence highly morale boosting that positively affects productivity. Secondly, if all decisions are made at the top then the lower level organizational members end up only as workers and not as innovators or thinkers and that inhibits the growth and development of personnel.

On the other hand, decentralization tends to create a climate, whereby taking additional responsibilities and challenges, the organizational members receive executive training for growth and development. Whether centralization or decentralization would be more effective would depend upon the organizational structure and situational factors. Studies have isolated certain variables as being primary in determining the need for a centralized or decentralized structure. Some of these variables are:

- **Mission, goals and objectives of the organization:** Certain types of organizations such as universities and hospitals have a democratic power sharing structure and hence, a decentralized form. On the other hand, the goals and purposes of small business and small-scale industries would require a more centralized structure.
- **Size and complexity of the organization:** Large organizations with diverse product lines and conglomerates with companies involved in different fields would find decentralization to be more effective due to limitations in managerial expertise as well as increased executive work load.
- **Location of target market:** If the customers of an organization are located far apart geographically, then decentralization would be more appropriate, because in such a case the appropriate management resources would be placed close to the customers allowing quicker decisions and faster customer service.

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- **Competency of top level management:** If the top level managers are more knowledgeable and highly experienced as compared to lower level subordinates, then the tendency of the organization would be towards consolidation of decision making power at the central management level.
- **Competency of subordinates:** The prerequisite of effective decentralization is the availability of trained, experienced and knowledgeable subordinates who can be entrusted to evaluate the situation objectively and make necessary decisions. If subordinates are not sufficiently trained in this area then decentralization would not be advisable.
- **Desirability of creativity in the organization:** If creativity and innovation at all levels of the organization is desirable and necessary, then decentralization would be more appropriate because it gives the subordinates freedom to be innovative and develop better ways of doing things. This freedom is a highly motivational factor that encourages creativity.
- **The time frame of decisions:** The time frame for making decisions is different in different situations. For example, an airline pilot has to make decisions in a much shorter time frame than a committee establishing long range planning policies. Where quick on-the-spot decisions must be made, the authority to make them must be delegated, thus encouraging decentralization. It is understood that such subordinates must be trained to make such decisions before the authority is delegated. In addition, the significance of the decision is an equally important consideration. Major policy decisions may have to be referred to the central management even if the time frame is very short. For example, allowing a hostile plane for emergency landing may have to be checked with the superiors and may or may not be within the authority of the air controllers themselves.
- **Adequacy of communication system:** If the communication system provides for speedy and accurate transfer of information on which decisions are based, then centralization could be more effective. The introduction of computers and electronic data processing has created a feasibility of making quick on-the-spot decisions and hence a good argument for centralization.
- **Type of tasks:** Certain tasks require so much coordination and precision integration that it is more effective if such coordination is conducted from a central point such as production control or central purchasing. Some tasks tend to be more independent such as selling and these can be decentralized.
- **Existence of standing plans:** If there exists a clear description of clear cut goals and objectives and precisely structured procedures and plans for solving routine problems and making certain situational and operational decisions, then the outcome of a subordinate's decision can be easily predicted and hence decentralization would be more effective.
- **External factors:** Certain policies and activities that deal with the external environment must remain the prerogative of central management. These policies relate to dealing with labour unions, community officials, lobbying in the government, matters relating to defence contracts and so on. These factors necessitate centralization.

From organizational behaviour point of view, decentralized responsibilities are highly motivational and morale boosting. It gives the junior level managers and supervisors the authority to make decisions relative to their roles and within the

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general organizational policy guidelines and generally their decisions are highly relevant because they are close to the theatre of operations. Subordinates usually respond to delegation of authority with favourable attitude. They become more responsible and more dedicated to their work and they feel proud of being given the authority. They also feel that such decision making authority prepares them for upper level executive positions and if they are able to handle problems at the lower level successfully, their chances of promotions to higher levels become higher. The freedom to make decisions also gives the subordinates a feeling of status and recognition and this result in loyalty, commitment and belonging. The behavioural scientists argue that such commitment leads to higher productivity.

(b) Rural Leadership

It is rightly said 'India lives in its villages'. More than 70 per cent population lives in rural areas. There is more pressure on land, with reference to employment. At present over fifty percent of the people in rural areas live below the poverty line. In developing countries like India, where majority of the population lives in rural areas and is dependent on agriculture for its livelihood and where problems like poverty, unemployment, social and economic inequality exist more pronouncedly in the countryside, the role of public development administration in rural transformation is vital. In India, rural transformation has been one of the most spectacular features during the post-independence period. The process generally implies a change for the overall betterment of rural conditions.

Rural leadership creates a very strong link between the policy makers, government administration and the society, as well the rural masses. Many researches were aimed at identifying new and emerging leadership trends in the rural Indian society. Sociologists have examined the impact and influence of a few selected social, educational and cultural developments in area of rural leadership.

There are several projects and programmes being operated by the government, to evaluate the effect of a leadership training programmes in many Indian states, with the help of state governments, Department of Panchayati Raj, attitude of the village people towards female leadership, and effectiveness of female leadership in rural areas and decision-making. These programmes seek to design and evaluate additional negotiation training module to further empower female leadership and equip new leaders by strengthening their working efficiency for better leadership and improve the perception of women as good leaders.

The key objectives of these programmes are limited to:

- Improvement process and quality of decision-making
- Efficiency in implementation of public programmes at the village level, including the quality and quantity of public goods provided and villagers' reported satisfaction with public programmes
- Creating a good image of women as leaders
- Better provision of goods preferred specifically by women
- Intervention at ground level

Development is an overall outcome of multiple factors promoting and encouraging change. It is, therefore, affected by the overall situation which exists wherever development is sought. In fact, if viewed with a broad (and perhaps more realistic) perspective, development administration does not include only those institutions

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which are working directly for it, rather Regulatory Administration, Management for Infrastructure Institution and Agriculture Administration are also integral parts of it. Relatively, the authoritative functioning of the *Patwari* and the police, have been relatively less successful in the field of electrification, transportation and communication, mutual trust and distrust relationship between the co-operative agriculture and administration functionaries (the VEW and the co-operative societies) and the people itself is a matter of concern in the field of development administration. During the 1950s and 1960s, development administration was influenced by the early theoretical approaches to development.

Administration believed that:

- Development was desirable
- Development could be planned, directed, and controlled by public agencies
- Poverty could be eliminated by improving the quality of public goods and services
- Obstacles to development could be overcome

Development and administration were primarily viewed as economic, with little concern for equitable distribution of social benefits. Today, development administration is less bound to western approaches of development. The focus is an indigenous development that is sustainable and that meets the basic needs of the people. During the British rule in India, the system of administration was involved in keeping up with needs of the rules. However, it did not take the needs of development administration into consideration, with the results that it could not be established as an agent of socio-economic change. With the advent of independence, when the nature and size of bureaucracy underwent a noticeable turn, the massive onus of development which was so far convened merely with non-development duties like maintaining law and order or collecting revenues from the people. While viewing the problem from this angle, one wonders whether a colonial system of administration, which came into existence for the purpose of carrying out non-development work, was capable of shouldering the responsibility of organizing and executing various programmes connected with development of rural leadership and projects by imbibing the spirit of democratic values and mobilization.

One of the important elements of the Indian social structure is the caste system. This system has also put restrictions on inter caste marriages and performances of religious sacraments and deeds have been defined into terms of the castes system. One of the important features of the caste system in traditional India has been its close association with occupation. Occupations have been categorized as pure and impure and these have been hierarchically grouped. The information on castes, ethnic groups and major occupations reveals that an overwhelming majority, if respondent and belonging to different castes, is associated with agricultural activities which occupy a predominant place in the agrarian economy of the region where the last study was carried out.

As a result of Green Revolution in the area, the scheduled castes and other backward castes no more work for their landowner masters on payment in kind. This is due to the introduction of the green revolution as the traditional *Jajmani* system is on the decline.

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The striking feature of information on castes, ethnic groups and major occupations indicates that the majority of respondents are concerned with agricultural operations, one way or the other, while respondents concerned with service, carpentry, tailoring, etc., are the lowest in number. The joint family system has been a very common feature in the rural society of India. In recent decades, the phenomena of modernization and urbanization have brought out many changes in the social scene. The rapid growth of population has put unbearable strain on the agricultural sector, the main source of sustenance for the rural masses. In turn, it causes breakdown of the joint family system.

3.10 FURTHER READING

- Berger, A.A. 1991. *Writing for Radio and Television*. London: Sage Publications.
- Miller R and Wilber R. 2003. *Modern Media Writing*. Melbourne: Thomson and Wadsworth.
- Dalgleish, Walter Scott. 2001. *Introductory Text-book of English Composition*. Edinburgh: Simkin Marshall and Company.
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UNIT 4 WRITTEN COMMUNICATION-II

NOTES

Structure

- 4.0 Introduction
- 4.1 Unit Objectives
- 4.2 Report Writing and Editing
- 4.3 CV Writing
- 4.4 E-mails
- 4.5 Pamphlet and Slogan Writing
- 4.6 Summary
- 4.7 Key Terms
- 4.8 Answers to 'Check Your Progress'
- 4.9 Questions and Exercises
- 4.10 Further Reading

4.0 INTRODUCTION

A report is a 'structured written document' in which a specific issue is examined for the purpose of conveying information in order to report findings, to answer a request, to put forward ideas and make recommendations or to offer solutions. In simpler words, a report is a document characterized by information or other content reflective of inquiry or investigation, tailored to the context of a given situation and audience. This unit will explain the various stages which are involved in formulating a report. It will also discuss the main structural components of a report.

A curriculum vita, popularly known as CV provides a detailed and comprehensive description of your academic credentials and achievements. An individual should present his qualifications and achievements in a clear, concise and organized manner. One generally, begins with one's academic preparation, drawing attention to the degrees. Also, an individual needs to avoid grammatical errors while writing a CV. In this unit, you will study about the preparation of curriculum vitae and its various types. The types of CVs along with their examples are discussed here in this unit.

E-mail is one of the most important means of communication in which digital messages are exchanged through the help of computers, mobile phones and tablets. It is considered as an easy way which helps to communicate in a fast and effective way. The features of an e-mail and a few examples of e-mails have been highlighted in this unit. Pamphlet and slogan writing has been discussed. Pamphlet is defined as a small booklet which contains information about a particular topic or an issue. It is a cost effective method which helps in the promotion of products and services. On the other hand, a slogan is defined as a memorable phrase which is used mainly for advertisement purposes. The steps involved in writing a slogan are also discussed.

4.1 UNIT OBJECTIVES

After going through this unit, you will be able to:

- Identify the stages involved in writing a report
- Explain the importance of a CV
- Discuss the aspects related to the preparation of a CV
- Identify the main types of CVs
- Explain the importance of e-mails in the existing times
- Discuss the concept of pamphlet writing and slogan writing

4.2 REPORT WRITING AND EDITING

The following are the five stages involved in writing an effective report. It makes sense to follow each of these stages for the systematic development of your report. The stages have been discussed as follows:

1. Planning stage: It requires careful planning to help one write a clear, concise and effective report.

The four areas worth considering at the planning stage are enumerated in table 4.1.

Table 4.1 Four Areas worth Considering at the Planning Stage of Report Writing

1. Defining the purpose	Read/understand the brief carefully Identify key words
2. Defining the audience	Make sure you know what is really being asked to do Determine your reader's level of understanding
3. Establishing parameters	Determine what your reader needs to know Determine the scope and level of detail required
4. Gathering information	Determine the length of the report and what can be covered in that length Make sure the information you gather is relevant, contemporary and factually correct Make sure that you transcribe facts and figures correctly.

2. Data collection stage: In order to produce a high-quality report, it is essential to include accurate, relevant and up-to-date information which can be collected from a wide variety of sources. Primary source information can be collected by conducting interviews or discussions with experts, surveys, observations, compiling statistics and studying company or industry data. With the advancement in technology, online surveys can also be done for free with the help of websites, such as www.surveyplanet.com, www.kwiksurveys.com and www.limesurvey.org. Besides, Google and Microsoft also offer such facilities as <http://drive.google.com> and <http://skydrive.live.com>. The information which is collected from such sources is called primary data. One may also collect secondary source information from books, theses, the Internet, journals or newspapers, reports, conference papers and brochures. This type of information is known

as secondary data. It is always useful to not only quote secondary sources but also refer to them directly in the body of the report.

3. Organizing stage: In order to organize your collected data, one should begin with an outline. The list of the topics should be jotted down which one wants to add in the report. The following points should be kept in mind while creating an outline:

- Give structure to your brainstorming by deciding on the topics you wish to cover
- Create sub topics under your main headings
- Arrange the topics and sub topics in a logical sequence
- Add appropriate introduction and conclusion to your structure

Table 4.2 Different Orders to Organize Data in Reports

Chronological	Adopting the approach: <ul style="list-style-type: none"> • From one point in time until another
Inductive	Adopting the approach: <ul style="list-style-type: none"> • From the particular to general
Deductive	Adopting the approach: <ul style="list-style-type: none"> • From general to the particular
Topic based	Adopting the approach: <ul style="list-style-type: none"> • From one subject or item of discussion to the next
Problem/solution based	Adopting the approach: <ul style="list-style-type: none"> • 'the problem is...solutions/options are...the outcome will be...' • 'the problem was...the action taken was...the result was...'
Pros/cons based	Adopting the approach: <ul style="list-style-type: none"> • Advantages are... • Disadvantages are...
Location based	Adopting the approach: <ul style="list-style-type: none"> • from one area/campus/section/state/country to another
Query based	Adopting the approach <ul style="list-style-type: none"> • Explaining the 'what', 'where', 'when', 'why', 'who', and 'how' of the issue
Ideal/reality based	Adopting the approach: <ul style="list-style-type: none"> • 'our current reality is...' • 'our vision is...'

Next, arrange the headings into a logical sequence by following any of the below given orders depending on the 'flow of presentation' of your report (see Table 4.2):

4. First draft stage: Once you have created an outline, the next step is to create a draft. It has been observed that too much emphasis should not be given to minute details such as punctuation or spellings at this stage. Rather, it is important to keep in mind that the content should have a logical flow and one should have sufficient evidences to

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support the ideas one is presenting. For each section and sub-section, ensure a summary sentence that delivers value to the readers. For this, your report should be organized in a clear and logical structure distinctly differentiating the three main structural components: the opening, the middle, and the closing. The main structural components are discussed as follows:

- **Opening:** The opening should orient the readers to the detailed discussion that follows in the middle of the message. Determine the kind of preliminary information the readers need. What information should you provide upfront to guide the readers to the detailed information that follows? Depending on how familiar the readers are with the subject of the report, one may meet your readers' opening needs by addressing four features: the circumstances that prompted you to write, your purpose for writing, your main point, and a preview of the main topics you will address in the ensuing discussion.
- **Middle:** The middle, or body, is where one should develop your discussion of key topics. The challenge in the middle is to shape the message by selecting and sequencing the topics in such a way that the readers can easily understand the logical relationship between topics; and differentiate the main topics and main points from sub-topics, sub-points, and supporting detail and elaboration. Generate a tentative outline for the segments in the middle of your report. After giving your tentative answer to your governing question (the main issue that your report addresses), determine how best to state, shape, and support that answer. Create an audience-centric message by structuring your topics according to the needs of the readers. In other words, one should not structure the report by sequencing your topics in the order you thought of them or in the order in which you discovered them. Instead, structure your report by sequencing your topics so that your readers may understand, accept, and act on your key ideas.
- **Closing:** The closing should provide the readers with a sense of closure or completion. Rather than merely stopping when you are through discussing the key topics in the middle of your message, the report can be concluded in a variety of ways such as: closing by addressing next steps; mentioning who does what next; addressing general courtesies such as thanking and/or offering further assistance to your reader; or securing emphasis by restating the importance of your key ideas.

5. Checking and re-drafting stage: Once you have completed your first draft, it should be reviewed and if necessary, it should be revised too. This is done by:

- Considering how you might improve your report's *substantive features* such as content, structure, and conclusion orientation.
- Considering how you might improve your report's *surface features* such as language accuracy, sentence-level style, and correctness.

Review the *substantive features* of your first draft by getting a convincing answer to the following:

- Does your report present appropriate evidence to support and illustrate your chief conclusions and recommendations?
- Does your report have any significant content gaps?
- Does it address irrelevant topics or provide unnecessary details and examples?
- Do different segments of your report overlap?

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- Is the sequence of topics appropriate to your reader's expectation?
- Is each unit coherent in your report?
- Do you guide your readers through your discussion in each unit?

Depending on the answers one gets for the above questions, consider adding to, deleting from, or rearranging the concerned segments of your report.

Review the *surface features* of your first draft by getting a convincing answer to the following:

- Do you use segment headings, lists, topic sentences, and manageable-sized paragraphs throughout your report?
- Do you use format features consistently?
- Can your readers distill your key topics and points by reading the message?
- Does each sentence of your report convey the core idea clearly and concisely?

In addition to these, text citation and the bibliographic reference indicate where an idea comes from and guides the readers to locate that information. Clearly, distinguishing between original and borrowed ideas is an important responsibility of the report writers. One can ensure this by making it clear to your readers which ideas are your own and which are borrowed from primary or secondary source. For example, say a reader wants to know from where you have acquired information about emotional intelligence. You can indicate the source of that information by citing the author in the text and including a matching reference in the bibliography of the appended part of your report.

The first step in creating a complete textual citation is referencing the source at the end of the sentence. The following example shows a textual citation on emotional intelligence:

... was first introduced in the *Harvard Business Review* (Goleman, 1998).

The textual reference to Goleman indicates to your readers that a complete source citation can be found elsewhere in the bibliography. A corresponding bibliographic reference should be presented as:

Goleman, Daniel (1998). What Makes a Leader? *Harvard Business Review*, 76(6), 92-102.

Likewise, quotations can also be used in the reports to uphold an argument by providing a detailed, formal reference to an authorized piece of writing and/or research. If your quote is less than four lines of text, simply incorporate the quote into the body of the report and set off the quoted material in quotation marks such as: According to Mohrman *et al*, 'The concept of matrix structure evolved in aerospace and was used where people with functional expertise needed to be temporarily assigned to a project, and once the project got over, they would be reassigned to another project'.

However, if you are quoting more than four lines of text, lead into the quotation with a colon, leave two lines, indent at least ten spaces and run the quote as a block separate to your text such as:

Sophisticated communication skills contribute to effectiveness in work and organizational contexts in several ways. Many of the same skills that are valuable in childrearing and marriage have their place on the job, too. In addition, being able to inform clearly and persuade effectively, provide and attend to feedback in performance appraisals, and regulating and motivating others are demonstrably valuable in work settings.

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Individuals with these skills more effectively manage the performance of others and advance through the organizational ranks more successfully.

In this example, quotation marks are unnecessary. They should only be used when the quotation is quoted within the body of the text.

After you have included/revised the report on all the areas mentioned, proofread a printed copy of the report, and correct grammar or mechanics related errors (if any).

4.3 CV WRITING

A CV is an abbreviated form of Curriculum Vitae. Curriculum vitae (Latin) means 'list of life'. It is a detailed outline of your qualifications, education and work experience intended to tell a prospective employer about yourself. A CV is an essential tool in your job search. Generally, while applying for a vacancy one should send a CV along with a covering letter. It is important that while writing a CV, it should be written from the point of view of the employer.

Curriculum Vitae vis-à-vis Résumé

Very often the term curriculum vitae and résumé are used interchangeably. Though both serve the same purpose and the same principles are applicable while writing both of them, there is a slight difference between the two. The length of a CV is longer than a résumé. A résumé is a short account of one's qualifications, career and position. It is generally restricted to a page.

On the other hand, a CV is a detailed account of one's qualification, job-related experience, the responsibilities shouldered, skills, and so on. It also includes details such as research paper publications, conferences and seminars attended, short-term courses attended and projects undertaken. A CV may extend to two or three pages. Thus, a CV is used when applying for an academic or research-oriented position.

Purpose of preparing a CV

A CV is the primary document which is used to assess one's suitability for a job position. It helps you project yourself as an appropriate candidate for a particular job by describing your academic qualifications, work experience, skills, and so on. A good CV should serve the following purposes:

- A CV should help you to promote yourself in the job market.
- A good CV brings out the basic strengths of the individual which should catch the attention of the receiver.
- On most occasions, a CV is the first form of contact with the potential employers and should, therefore, be impressive in its presentation as well.
- If you are invited for an interview, you get an opportunity to explain and expand on what is on your CV.
- From an employer's point of view, it helps shortlist the candidates who meet the job requirements, thereby reducing the time that is wasted on interviewing candidates whose profile does not match the job requirement.

Preparation of a CV

Your CV is the only thing that the employer has in hand which will give her/him an impression about you. Hence, everything in a CV such as the paper, the presentation,

Check Your Progress

1. What are the main structural components of a report?
2. State the parameters which should be kept in mind while creating an outline of a report.

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the language, and the overall looks describes you. It is generally believed that the employers spend less than 30 seconds scanning your CV before deciding whether to put it aside or review it further. Thus, it is important that the CV creates a favourable impression on the receiver, and for this utmost care should be taken in preparing a CV. It is therefore, necessary that your CV should stand out in relation to the numerous other CVs that the employer receives.

While preparing a CV, the following are two of the most important aspects that need to be considered while preparing a CV:

- Contents/essential components of the CV
- Appearance of the CV

These two aspects have been discussed in detail.

Essential components of a CV

Broadly speaking, there are two types of CVs, first is a general purpose CV, which fits with the requirements of a number of companies and jobs and second is a custom-made or specific purpose CV that is made to suit a particular organization, job or purpose. The contents are considered as an essential component of the CV as they describe you. It is therefore, necessary that the content should be accurate and updated. It is also essential that the person should be honest while mentioning about his or her qualifications and achievements. While framing the contents of your CV, use key words which are specific to your area or industry. It is equally important to ensure that the CV should be completely error-free in terms of content, format, spelling and grammar.

The following are the essential components of a CV irrespective of whether it is a general purpose CV or a specific purpose CV.

Personal details: This includes the following:

- Name
- Date of birth
- Address and contact details (telephone, e-mail address, and so on.)
- Nationality (if required)

Objective (optional): This may include the nature of job sought, position sought and the type of organization in which the job is sought. This gives the employer an idea of your career goal. The objective may be very specific as given in sample objective one or may be comparatively general as given in sample objective two.

Sample Objective One

To seek a position as a Director/ Counsellor/ Educator/ Coordinator

Sample Objective Two

To seek a position in which financial planning skills can be used to help clients increase wealth over the long term through the use of appropriate investment strategies

Academic / Educational Qualifications: Here one provide a list of various degrees (high school onwards), the names of the schools, colleges/universities or other educational establishments, details of examination boards, the subjects and the grades attained along with the dates you took the examinations and the year of passing out. Providing the grades attained and the details of subjects is more relevant for entry level candidates. In case of experienced professionals, mentioning the degree, the university and the year of

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passing is sufficient. It is desirable to do the listing in reverse chronological order. Details of any other courses or training modules attended can also be provided.

Sample of Educational Qualifications

Ph.D. Indian Institute of Science, Bangalore, in 2001.

Master's degree in Speech and Hearing in 1986 from All India Speech and Hearing Institute, Bangalore, India, with 69 per cent.

Bachelor's degree in Speech and Hearing in 1986 from All India Speech and Hearing Institute, Bangalore, India, with 69 per cent.

Academic distinction (Optional): Include this, if you have some significant academic achievement to convey like medals won, scholarships received, and so on.

Sample of Academic Distinctions

Gold medal for standing first in order of merit during MBA

Best Academic Achiever award for record marks in BBA

Best paper award for presenting a paper in a National Conference organized by School of Management Studies, Nagpur

Work experience: This section is likely to attract the maximum attention of the prospective employer. Thus, it should be written carefully and well-presented. It is necessary to mention whether the prior job experience was full-time and part-time.

Brief details about each job, the period you held the position, the job title, the name and address of the employer and a brief outline of your responsibilities should be enlisted in this section. It has been generally observed that while stating the work experience, it is desirable to begin with your current job and move backwards.

Sample of Work Experience

WORK EXPERIENCE: About 8 years

Currently working since June 2003 as a **faculty** in Institute of Management Studies, Ghaziabad. The job involves teaching undergraduate (BBA) and post-graduate students (MBA).

Worked as a **Research Associate** in Indian Institute of Technology, Roorkee from April 2001 to June 2003. The job involved a wide range of organizational and administrative work such as social and community work, conducting surveys and technical and general correspondence.

Worked as a Sales Executive in Midwest Automobiles, Dehradun from February 1999 to March 2001. The job involved controlling and coordinating a team of sales representatives and achieving sales targets.

Additional information: This will include anything that you feel is relevant and will help sell yourself like, membership of professional bodies, voluntary work undertaken, publications, and so on.

References: This will include two names and addresses of people who will verify your suitability for the job, preferably people you have worked with or somebody who has taught you. The people who hold important positions are the referees. It is also essential to check with your referees whether they are prepared to give you a reference before you include their names in your CV.

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Testimonials: Testimonials refer to letters of recommendation or appreciation. Testimonials are different from references. References are in response to a specific request by an employer whereas a testimonial is not specifically addressed. It is in the form of a certificate. These increase the credibility of the candidate and help him in seeking employment.

Sample of a Testimonial

To whom so ever it may concern

Mr Aditya Chopra has served in our organization as Chief Information Officer for the last five years. He joined as Assistant Librarian in June 2002 and because of his high performance he was promoted to the post of Chief Information Officer.

Mr Aditya Chopra is a very sincere and hardworking. He has a pleasing personality and willingly shoulders additional responsibilities if need be. He took the initiative to successfully computerize the library. He is a good team worker and actively cooperates with both his superiors and subordinates to take the task to successful completion.

Mr Chopra is leaving the organization due to personal reasons. He will be an asset to any organization he joins.

I wish him success in all his future endeavours.

H. S. Bedi

Director

Appearance of the CV

The appearance of the CV is as important as its contents. It is important that the CV has some amount of eye appeal so that it gets selected from among the many CVs received by the prospective employer. To make a CV distinctive an attractive the following aspects need to be considered:

Length of the CV: An employer is probably looking at hundreds of CVs; therefore, it is important that the CV should be brief and focused. However, brevity at the cost of completeness is also not desirable. The CV should contain all relevant details which are essential for the prospective employer. The desirable length of the CV will vary depending on the following:

- Qualification and experience of the individual
- Nature of the position applied for

Candidates who have little or no experience may have shorter CVs as compared to those who have years of experience behind them. In case of fresher's, the CV should generally be restricted to less than two pages. For experienced candidates who have lots of information to give and whose CV may run into several pages, it is advisable to provide a brief one page summary of the major contents of their CV. A summary saves the reader's time and if there is any detail the reader wishes to have, he can go to the page containing the detailed information related to that aspect in the CV.

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Sample of a Summary

Dr Sujata Mehta, Director, College of Engineering and Management, Noida, has a rich experience of 25 years in the academic field. Starting her career as a lecturer in management with LMS School of Management, Jaipur, she has served in some of the leading institutions of the country like FMS, Delhi, XLRI, Jamshedpur, and Bajaj School of Management, Mumbai.

Dr Mehta has a doctoral degree in management from Queens University, Canada. She has an MBA degree from FMS, Delhi, and a Bachelor of Engineering degree from IIT Roorkee (formerly University of Roorkee). Her area of work and interest include business planning, vision building, strategy formulation, knowledge management and public relations. She is the author of two books on knowledge management. She has over 30 publications in leading journals of national and international repute.

Dr Mehta is a Fellow of IIM, Ahmedabad, and is in the Advisory Board of the Indian (ii)

Format and Layout of a CV: As it has already been mentioned, the first impression is formed in half a minute spent on the initial screening of the resume. The space should be attractively used and the resume should be extremely legible, neat and clearly readable. The following general rules can contribute towards making a resume attractive:

- Leave at least one inch margin on all sides of the page.
- Use fonts which are clearly readable. Do not use more than two font styles on a page. Do not use fonts with embellishments.
- Limit the font size to ten to twelve for the body of the text and to fourteen for headings.
- Avoid using colours and special effects to decorate the CV.
- Use bullets to arrange the subparts of a heading clearly.
- Leave a lot of white space on the CV, otherwise it appears cramped.

For emphasizing key information, one may use a bold/ italic font style or may highlight it using a highlighter. However, it is important to remember that the areas highlighted using a highlighter do not appear highlighted in a photocopy.

Stationery used: The paper used, the quality of printing and the envelope all add to making a CV appealing. The CV should always be formatted on standard A-4 size paper. One should not use an odd size paper as that will make it difficult to fit the CV in a standard size envelope and will also create problems later on while filing at the receiver's end. It is thus, important to use a good quality bond paper which is clean and wrinkle-free. It is advisable to use white paper as it photocopies well and dark coloured paper should not be used as they do not photocopy clearly or fax well.

The printing quality should also be good as printing is what eventually makes your CV readable. Use high quality laser printing so as to give the CV a professional look. Avoid coloured inks and restrict yourself to black coloured ink. In case you have sent your CV through e-mail, it is advisable to carry a hard copy with you when you go to meet the concerned employer.

Use a standard-sized envelope and it should not be stapled. In a few cases, it is advisable to use a large-sized envelope of size 9"X12" in which the CV can be mailed unfolded. This is especially useful if the CV is lengthy and has other enclosures. Moreover,

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if the paper that has been used for printing the CV is heavy, it may cause creases along fold lines making the print illegible in that area. If you are sending the CV by post make sure to write the correct address clearly and legibly.

Types of CVs

CVs are of various types such as the chronological CV, functional CV, combination CV and scannable CV. These CVs serve a different function and have different impacts on the receiver. It is essential to keep their characteristics in mind before choosing any of them. For example, broadly speaking, a functional CV would typically emphasize skills rather than experience and would be thus, better suited to a person with less experience.

The major types of CVs are discussed as follows:

4. Chronological CV

This is also called the traditional format of a CV. Most of the CVs follow this format. The chronological CV shows the progression and growth of your career. The information moves from the beginning of your career to the present situation. This kind of CV is easy to read and one can easily go through the career history. Your most recent job is given first at the start of the CV, that is, a reverse chronology is followed. However, it may appear routine and tends to reveal gaps in the career path easily.

It is advised to have this kind of CV in the following cases:

- You have a continuous career history within the same area.
- There are no major gaps in your career path.
- Your responsibilities have increased in each career change.
- The job advertisement specifies this kind of CV.

Sample of a CV in Chronological Format

Ritika Mishra

A 1 Rajender Nagar
Hyderabad 500034
Mobile 9849620505
E-mail ritmis@yahoo.co.in

Summary

6 years of experience in teaching
3 research publications in journals of repute
Well-versed in statistical software
Conducted MDPs for 4 organizations

Experience

Organization

Duration

Designation

Responsibilities

: Institute of Management, Banjara Hills, Hyderabad
: Aug 2004 till date
: Senior Lecturer
: Teaching financial management to MBA students

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Chairperson of the BBA programme Editor of the institute journal 'SYNERGY'

Organization : IIT Roorkee
Duration : Jan 2001–Aug 2004
Designation : Lecturer
Responsibilities : Teaching financial management to MBA students
Administrative responsibilities

Member of a research team carrying out a nation-wide study on dividend capture strategy, preparing reports, organizing short-term courses and seminars.

Academic qualification

MBA (Finance) (78%) from Osmania University, Hyderabad, 2000
B.Com(75%) UTKAL University, Bhubneshwar, 1997
XIIth (74%) CBSE Board, Orissa, 1994

Personal Details

Date of Birth : 29th June 1979
Marital Status : Married

References

Available on request

B. Functional CV

This type of CV organizes your experience based on the functions performed or skills developed from a number of different job positions held. It focuses on what you have done rather than when and where, that is, it describes your strengths and suitability for the job. Your career history will generally come at the end of the CV. It is particularly useful in the following cases:

- If there are gaps in your career path.
- If you do not have too much of work experience.
- For people making career changes.
- For those who need to highlight the skills and achievements they have developed away from work. For example, someone may have developed most of the skills needed for a particular position through volunteer work or part-time work or through irregular freelance assignments.

Sample of a CV in Functional Format

Pankaj Sharma
Flat No 453
Gandhi Nagar
Pune
0123-456372
E-mail ps@gmail.com

OBJECTIVE

To obtain a position where I can utilize my technical know-how and which will offer a high level of challenge, opportunity and continued career growth and stability

SKILLS

COMPUTER

Languages: Java, C++, XML, PL/SQL

OS: UNIX and Windows

Database: Oracle, MS SQL Server

Bug tracking tools: Perfect Tracker, Star team, Silk Radar

Prepared a report on Virtual Classrooms for NIIT

Designed a Web site for an IT organization

MANAGEMENT

Majored in marketing management: Minored in International Business

Carried out a survey on customer needs for NIIT

Was part of the team that organized several conferences, seminars and workshops of national importance.

Have worked on multiple concurrent projects

ADMINISTRATION

Assisted in organizing training programmes in IT for professionals from the industry

Was the editor for the newsletter

Was a member in the execution of an international project for creating awareness of IT for the rural population

Possess the ability to work independently or as a part of a team

EDUCATION

Post-graduate Programme in Management (MBA) from International Management Institute, Lucknow, in 2000.

Honours Diploma in System Management from National Institute of Information Technology, New Delhi, in 2003.

EXPERIENCE

More than 2 years in the IT industry

Currently working with HCL technologies Noida as a Technical Coordinator

Experienced in Quality Assurance of Software on various applications

Possess experience in interacting with customers

REFERENCES

Available on request

C. Combination CV (Hybrid CV)

It is a combination of the best of both chronological as well as functional CV. It includes your education and experience and also your accomplishments and skills. You can also use it when each position or job had unique responsibilities and a shorter type of CV

would not be sufficient. It tends to be longer than both chronological and functional. It can also be repetitive.

Sample of a CV in Combination Format

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AMRITA KAPOOR

Address:

H No 369, Sector 37, Arun Vihar

Noida (Uttar Pradesh)

Phone: 91—120-2430707, 09313366363

E-mail: kapoor@yahoo.com

DATE OF BIRTH: 25 April 1974

EDUCATIONAL QUALIFICATION :

- Bachelor's degree in Engineering (B.E., Mech.) from Osmania University, Hyderabad, India in 1995 with Distinction (75%)
- Master's degree in Business Administration (M.B.A.) from Rohilkhand University (now MJP University), Bareilly, India in 1997 with Ist Division.

Major area of specialization: *Human Resource Management*

Minor area of specialization: *Marketing Management.*

WORK EXPERIENCE: *About 7 years*

- Currently working (Since April 2005) as faculty in Institute of Technology and Science, Ghaziabad.
- Worked as Research Fellow 'A' in QIP Centre, IIT, Roorkee, (formerly University of Roorkee) from February 2000 to June 2003 under an AICTE project. The project is a nation-wide survey covering degree-level engineering institutions in the country.
- Worked as a Lecturer in B.R. Institute of Professional Management, Roorkee, from January 1999 to January 2000. The job involved teaching M.B.A. Students and shouldering various administrative responsibilities in the Institute. Worked as a Sales Executive in Commercial Motors, Bareilly, from December 1997 to December 1998. The job involved controlling and coordinating a team of sales representatives and achieving the sales target.

Responsibilities Undertaken

Research and Administrative responsibilities:

- Carried out a live project on Competency Profiling of Senior Level Managers at Continental Carbon India Limited.
- Undertaken a comprehensive survey of 18 National Institutes of Technology (formerly Regional Engineering Colleges).
- Prepared a report on 'Virtual Classrooms' for IIT Roorkee.
- Undertook a project on 'Intramural Research in Technical Institutions' and prepared a proposal for the same.
- Organized a National Level event 'A Date with Disability' on the campus of IIT, Roorkee.

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- Had been a team member in the organization of several Conferences/Seminars / Workshops of national importance.
- Have assisted in the organization of several short-term training courses, especially in the area of Educational Technology.

Teaching Responsibilities

- Taught management subjects to B.B.A and M.B.A. level students.
- Taken lectures during short-term courses organized by IIT Roorkee for teachers of various degree-level engineering institutions in the country.
- Taken lectures during a faculty development programme organized by IIT, Roorkee, for teachers of Hindustan College of Science and Technology, Agra.
- Part-time trainer for GRE, GMAT, TOEFL, IELTS and other competitive exams.

Additional Activities

- Was the editor for the souvenir taken out by the National Conference on India's Emergence as a Global Hub: The March Ahead, organized by ITS, Ghaziabad, at India Habitat Centre, New Delhi, on 16-17 March 2007.
- On the advisory panel of Sigma HR Solutions Pvt. Ltd, Noida.
- Associated as a volunteer with Roorkee School for the Deaf located on the campus of IIT, Roorkee and was involved in various activities of the school including management, administration and fund raising.
- Was a team member in the execution of a Rotary Project on "Cooking and Catering" for deaf children
- Have assisted in the coordination of north zone participants of the Regional Abilympics, National Abilympics and International Abilympics (Abilympics is an Olympic of Abilities)
- Have been the Master of Ceremony for many national-level events organized in IIT, Roorkee, and other universities

PAPER PRESENTATIONS / PUBLICATIONS

- Paper entitled 'Performance Management—A Holistic View' was published in *The Chanakya*, the journal brought out by Rourkela Institute of Management Studies, Orissa, Vol VI, Issue 1, Jan-June 2006.
- Presented a paper entitled 'Knowledge Creation through Research in Educational Institutes' at SMVD University, Jammu, on 6-7 January 2007.
- Got the best paper award for the paper entitled 'Modus Operandi of Competency Profiling in a Manufacturing Concern' at the National Conference on India's Emergence as a Global Hub: The March Ahead, organized by ITS, Ghaziabad, at India Habitat Centre, New Delhi, on 16-17 March 2007.

ADDITIONAL INFORMATION

Attended the following:

- National Conference on 'Human Values in Technical Education' organized by IIT, Roorkee
- Short-term course on 'Human Values and Professional Ethics' organized by IIT, Roorkee
- Short-term course on Structural Steel Design organized by IIT, Roorkee
- National Conference of Indian Geotechnical Society—2003 organized by IIT, Roorkee

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D. Electronic/ Scannable CV
Electronic CV is a CV sent through e-mail attached as part of an online application. An e-CV is stored in a computer database. An e-CV can be accessed by a large number of employers based on the requirement of the job positions. In an e-CV, it is important to put the keywords in proper context, weaving them throughout the CV. The keywords help employers to pair CVs with available positions and scan CVs for words that the employer wants to see, say, for example, marketing, willing to travel, analytic, written and oral communication, knowledge of Hindi and French, Flash MX. One should use nouns instead of verbs as keywords because users rarely search for verbs, and acronyms should also be used to specific to your industry. Remember that keywords which are misspelt are not found in the keyword search, so be doubly sure that you have used the correct spelling. It is also important to observe that E-CVs should not have more than sixty-five characters per line.

A scannable CV refers to a CV which can be easily scanned. It is scanned as a graphic image and then converted into text. The important thing in a scannable CV is that the formatting need to be simple. One should not use italics or underlining in your scannable CV and even bullets, instead dashes or asterisks can be used. The file should also be saved in ASCII or rich-text format.

Sample of a Scannable CV

SUDHIR S. MALIK
13/21, East Patel Nagar,
NEW DELHI-110008
Tel.: +11 25781448
malik_sudhir@e-mail.com
OBJECTIVE
A position in marketing which will lead to work as a marketing head for e-business.
EDUCATION
Bachelor of Business Administration
School of Management Studies,
University of Delhi, Delhi.
RELATED COURSEWORK
Strategic Marketing, Research Marketing, Communications and Promotion Global Marketing Interpersonal Communication Statistical Analysis Consumer and Buyer Behaviour Social Psychology
Research Projects: Cultural Influence on Purchasing, Customer Brand Preference, and Motivating Subordinates with Effective Performance Appraisals.
EXPERIENCE
Marketing Manager, Enterprise E-Ware, New Delhi; 2005-present
Group Head-Marketing, Web Crafts, New Delhi; 2004-2005
Marketing Executive, Busy-E-Ness Data Systems Pvt. Ltd, New Delhi; 2002-2004.

PERSONAL QUALITIES

Interests: Tennis, Swimming, Music and Theatre
Memberships: Institute of Marketing Professionals; Heritage Club; and Arya Samaj Patel Nagar.

REFERENCES

Personal and professional references will be gladly furnished upon request.

4.4 E-MAILS

E-mails, as they are popularly called, are messages that are composed, transmitted and usually read on the computer screens. They have virtually replaced the traditional letters and will probably replace the telephone as the preferred means of communication. In fact, e-mails have become so popular in the existing times, that there is a substantial increase in the amount of information we are flooded with through this medium. Due to their speed and cost benefit, e-mails are virtually sent without giving much thought to the urgency of the message and the quality of the written communication which at times creates problems. The following are the main features and parameters which should be considered while composing e-mails:

- E-mails are different from traditional forms of written business communication like letters.
E-mails are extensively preferred for their speed and broadcasting power.
Their quick turnaround time makes them a preferred means of communication in today's jet age. The quick turnaround time also makes it more 'conversational' than paper.
This conversational aspect also makes it less formal than the traditional letters even in business related e-mails.
In fact, people generally do not follow netiquettes-an informal code of conduct or set of rules that e-mail users are expected to follow while sending messages on the Internet.
E-mail language also tends to be informal and one needs to keep in mind the language one uses while sending out mails to superiors.
Difference in hardware and software between the sender and the receiver can result in the mail looking very different from how it was sent.
In composing e-mails, one should keep in mind the subject lines, page layout, emphasis, status, language and attachments.
You should ensure that you write brief descriptive subject lines for your messages as people often choose to open or ignore mails after reading the subject lines. It should, therefore, give a clear idea of the content of the message.
Avoid sending messages with the subject line blank.
Restrict the paragraph length of your mails to two-three sentences.
Unnecessary marking of CC should also be avoided.

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Check Your Progress
3. What are the factors which determine the length of a CV?
4. State one difference between a resume and a CV.
5. How can one make an attractive resume?

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- All capital letters are perceived as shouting and the excessive use of the uppercase is considered bad netiquette.
- E-mails need to be specifically checked for grammatical mistakes as a lot of people feel offended if they receive mails which are full of errors.
- E-mails are a permanent record of what one has written and can easily be forwarded to other people. Therefore, one has to be extremely cautious about what and how one is writing.
- Another major advantage of e-mails is the ease at which different types of files (Word, Excel and JPEG) can be attached.
- Check if it is all right to send very heavy files before you actually go about sending them as they take long to download and use a lot of disk space.
- While forwarding messages, put a couple of comments on top of the message.
- Overuse of acronyms should be avoided.

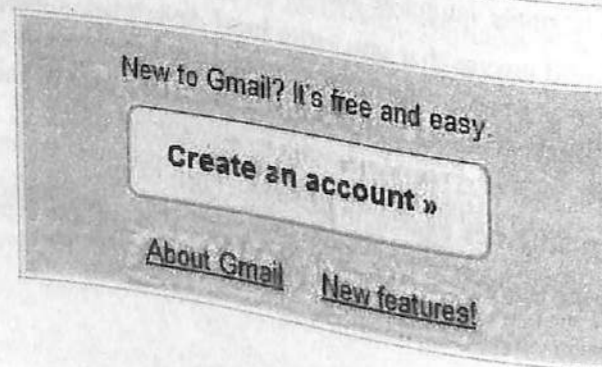
Reading and Writing an E-mail

E-mail is extensively used by people across the world. The procedure of reading and writing an e-mail is not a very sophisticated one. The steps involved are as follows:

Reading an e-mail message

The e-mail account can be accessed at any time and from anywhere by logging on to the particular e-mail account, as mentioned earlier. To read or write an e-mail, you need to perform the following steps:

- Type the URL 'http://www.google.com' in the address bar of a Web browser.
- Enter your user ID and the password as shown in the following figure.



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Once you have signed in successfully, you can access your e-mail account as shown in the following figure.

Add a mail account

Enter the mail settings for you@yourdomain.com. [Learn more](#)

Email address: you@yourdomain.com

Username: you@yourdomain.com

Password:

POP Server: mail.yourdomain.com Port: 995

Leave a copy of retrieved message on the server. [Learn more](#)

Always use a secure connection (SSL) when retrieving mail. [Learn more](#)

Label incoming messages: you@yourdomain.com

Archive incoming messages (Skip the Inbox)

Cancel < Back Add Account >

Clicking on the Inbox icon lets you open your Inbox. The inbox folder contains all your previous e-mail messages and also enables you to read the new ones. You also have an option of deleting the previous messages or transferring them to some other folders also. An e-mail message in the inbox can be read by clicking on the e-mail subject or any other clickable item therein. This displays the contents of the message to be read and allows you to take appropriate action accordingly. Some e-mail messages are delivered along with attachments. Attachments may comprise of textual messages, graphics, pictures, videos, sounds or a combination of these types.

The e-mail message depicts an attachment button within the message itself, which on being clicked enables you to either open the attachment in relevant applications or save it on your computer to be opened separately.

Writing an E-mail message

As mentioned, e-mail account can be accessed by logging on to e-mail account. To write an e-mail, you need to perform the following steps:

The Compose option on the left hand side of the screen enables you to write an e-mail message. Attachments can also be appended along with the e-mail messages wherever they are required. On selection of the compose option, a screen will appear:

The following steps are to be followed for writing and sending an e-mail message:

- **To:** It is a field in which the valid e-mail address of the recipient like User ID@domain.com is typed in, so that the message can be delivered correctly. In case of multiple recipients, e-mail address of each recipient is typed in the same box separated by commas.
- **Cc:** It signifies the e-mail address/(s) of the recipient/(s) to whom a carbon copy of the message is to be transmitted. The recipient/(s) specified in 'To' field also receives the e-mail address/(s) of the recipients in their messages indicating that e-mail address/(s) in the Cc field also receive/(s) the same message.

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- **Bcc:** It denotes the e-mail address/(s) of the recipient/(s) to whom a copy of the message is transmitted. However, in this case, the recipient/(s) in both 'To' and 'Cc' field remain oblivious of the other e-mail addresses, to which the message is sent. Bcc stands for blind carbon copy.
- **Subject:** This box enables the sender to write the subject of the message, so that recipient/(s) on receiving the message, could have a clear idea of what the e-mail message is about.
- **Message box:** It is the field in which you type your message which is to be transmitted.

An attachment can also be appended to the e-mail message before sending it. There exists an 'Attachment button' within the compose mail box. On clicking on the Attachment button, you are asked to provide the location of the desired file to be attached. One then clicks on the Browse button which enables you to select the desired file from your computer. Finally, clicking on the Attach or OK button attaches the document along with your e-mail message.

Your message with or without attachment is now ready to be transmitted. The following steps needs to be followed:

- If you want to postpone transmitting of your message, you have another option called Draft in which you can save your message to be transmitted later. The message saved in the Draft can also be modified before transmission. The Draft webpage provides you a Send button. On clicking on it, your message is transmitted and a copy of the message is saved in your Sent mailbox, provided the send and save option has been set.
- If you do not want to postpone the transmission of your message, then just click on the Send button. On clicking on it, your message will be transmitted and a copy of the message will be saved in your Sent mailbox.

Making, Accepting and Turning Down Offers

Making Offers

Of late, e-mail facility has been used commonly for correspondence by businesses and various organizations to make offers. The offers could be regarding jobs or products.

A job offer on e-mail is usually a precursor to the formal letter of offer on the company's letterhead. Such an offer e-mail should contain details like the job title, date when the employment will start, probation period if any, the terms of offer and the action required (in terms of furnishing additional information, qualification proofs or other documents).

The e-mail should state that the formal letter of offer would be handed over to the concerned candidate (on a specified date) when he/she gives a positive response. The concerned employer may even scan the hard copy of the offer letter on the company's letterhead and send it as an attachment.

Accepting Offers

If the offer letter comes via e-mail, you will be expected to send an acceptance via e-mail itself. Even if the offer letter has come to you in hard copy, it will be a good idea to send an e-mail to confirm receipt of the written form of the job offer and also to inform that you have signed it and sent it back. This serves the purpose of informing the employer that the process of employment is moving in the right direction or is making progress.

Sample of an E-mail Accepting a Job Offer

Dear Mr Sharma,

I received your formal job offer earlier today. I have carefully gone through the mail and am sending you this mail as acceptance of the same.

I thank you for giving me this wonderful opportunity and look forward to joining A-One Ltd. on 26 November 2008.

Please let me know if you need any other information from my end or if there is any paperwork to be completed.

Regards

Anita Nayar

9818853006

a.nayar@gmail.com

Declining Offers

Offers may not always be accepted. If you have to decline a job offer, make sure you do it gracefully. This helps to maintain good relations with the company which will be of use to you in your professional career.

The letter should not be too long. You should also ensure that no negative statement against the organization or the post is made in the letter. It is not necessary for you to focus on or explain why you have declined. If you have another offer in hand, you could mention it but even that is not really necessary. All you need to do is thank the sender for the offer and for their effort and decline the offer in a formal manner.

Sample of an E-mail Declining a Job Offer

Dear Mr Sharma,

Thank you very much for offering the position of Executive Assistant with A-One Ltd. While I am quite sure that the position at A-One offers a lot to a prospective employee, I happen to have another offer in hand that matches my profile better. Therefore, after much thought, I have decided to decline this offer.

I thank you for your time and effort and wish you and your company well.

Yours sincerely

Meera M.

Placing Orders

While placing orders via e-mail, care has to be taken about including all relevant details. Details regarding the product or service required should be stated clearly. The quantity and quality should be specified too.

Sample of an E-Mail Placing an Order

Dear Ms Sharma,

I have gone through the catalogue on your website and would like to order the following books via COD.

The details of the titles I require are as follows:

- Lessons on Cartooning by Kevin Ken (ABC Publishing House)

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- Cartooning with A. Nayar (XYZ Publishing Company)
- How to Draw Cartoons (A-One Publishing Ltd)

You are requested to ship them to the address mentioned below. Kindly let me know by when the parcel would arrive.

Regards

Meera M.
A-32, Sector 5, Noida
Mobile no. 9817742005

Most of the online shopping sites provide a form wherein all details regarding the requirement can be filled. Such forms contain fields for providing information about the payment mode, shipping process/details and expected date of delivery which make it very convenient for the customer to place his order.

Responses

If you, as a candidate, are contacted by the employer on e-mail, it is alright for you to respond via e-mail itself because it is quite an accepted norm nowadays. Just make sure that you read the mail carefully and follow the instructions given. If there is certain information that you have been asked to provide or certain clarifications that have been sought; and the same is stated in the form of a bulleted list, make sure that you respond to each of those points in a similar list and in the same order.

Sometimes, the sender of the e-mail wants you to actually send a response to somebody else. The Assistant Human Resource Manager of A-One Ltd, for example, may send you an offer letter as an attachment (usually a scanned copy of the offer on the company's letter head) and instruct you in the mail to send your acceptance to the Sr. Human Resource Manager. Therefore, one should not be in any kind of hurry while replying to an e-mail. It is necessary to read the mail carefully and respond to the e-mail address that you have been asked to respond to. Responding to a forwarded mail requires time. If the mail has been forwarded many times, it will take a while for you to understand or interpret the message and the reactions by going through the trail mail. One should not just respond to the sender of the mail instead should read the mails carefully and then, respond to the right person.

While responding to e-mails, ensure that the subject of the mail remains the same. It is also advisable to retain the content of the previous mail. This will save the receiver the trouble of checking his old mails to understand what you are replying to.

The following is the sample of an e-mail.

From: Anita Nayar

To: Rahul S.

Sent: Monday, 30 April, 2008 12:25 PM

Subject: Résumés for suitable position

Attachments: Résumé1.doc; Résumé 2.doc

Hello Rahul,

I am enclosing two résumés that were forwarded to me by some friends. Please take a look and call them for an interview if you find them suitable.

Regards

Anita

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The following is an example of the response to the mentioned mail:

From: Rahul S[srahul@aone.com]

Sent: Mon 4/30/2008 12:50

To: a.nayar@aone.com

CC: Virendra Singh

Subject: Re: Résumés for suitable positions

Anita, thanks for the résumés.

Virendra, please call them for an interview if they are found suitable for any of the vacancies we have currently. We need one secretary, one administration assistant and one receptionist.

Thanks,

Rahul

Conveying regrets

Mails which convey regret can be written to job seekers who cannot be absorbed by the organization for some reason or other; they can be written to express regret at the inconvenience caused to customers who have complained about a particular service or product; letters can be written by organizations regretting some slip on their part such as a magazine failing to send a particular issue to a subscriber, and so on.

Here is a sample mail written to a hopeful candidate by an organization regretting their inability to appoint him/her.

Dear Ms Anita,

On behalf of the hiring team, I want to thank you for your interest in joining A-One Ltd. However, we would be unable to employ you right away.

All the same, we would like to inform you that we are quite impressed by your qualifications and experience and have placed your name at the top of the eligibility list of ten candidates that we have prepared for similar vacancies. We will definitely inform you if a vacancy comes up in any of our branches in the next couple of months. If you wish to have your name deleted from this eligibility list for any reasons, please let us know at the earliest.

You could also check our website www.aoneltd.com regularly for information on vacancies.

Thanking you for your cooperation,

Yours sincerely,

Rohit Mehta

Sr. Manager HRM

011-2222678

Sending Firm Reminders

In any business organization, the need for sending reminder letters crops up quite often. The credit collection department may have to send letters to customers to remind them

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of pending payments, customers may have to be reminded about renewing their annual maintenance contracts, and so on. Reminder letters may have to be sent internally to employees of an organization. The human resource department, for instance, may have to send reminder letters to employees regarding documents to be submitted by them, a senior manager may write to an executive reminding him about a pending report, team leaders may write reminder letters to their team members about various tasks and their deadlines.

When a reminder is sent for the first time, it is not difficult to compose the letter as it would be like any other letter. It would be in the form of a request. However, when the reminder has to be sent a second time, it would have to be crisp and firm. The idea is to sound polite and at the same time strict and firm. While writing to a customer, a reminder letter has to be worded very cautiously. However, use of e-mail is rare when it comes to writing to customers.

It is necessary that the customers should take you seriously and also respond positively. At the same time, you cannot afford to offend or make the customer angry. Any foul or offensive language can lead to the loss of a valuable customer.

E-mail reminders are most commonly used within the organizations.

Let us now look at the points that one should keep in mind while writing reminder letters:

- Your letter should sound confident and authoritative so that the letter is seriously read and not ignored at any cost by the receiver or addressee.
- Your instructions should be clear. The readers should know and understand exactly what he/she is required to do.
- The mail should have a tone of urgency.
- If it is a reminder for late payment or pending payment, let the reader know what the consequences of late or non-payment will be in a simple manner without using legal language.
- Reminders sent to a customer or external entity should contain all contact details of the sender. The e-mail address will go to the receiver automatically, but it would be a good idea to send the phone numbers as well as the complete postal address.
- Attach all relevant documents with the reminder mail so that the receiver knows what is being referred to. In case of payments, a copy of the original bill can be attached.
- In case of a third reminder, you can afford to be less polite. Get to the topic directly and state the consequences of ignoring the mail. One should, thus, bring more urgency into your tone.

Sometimes, you may send a reminder to a person who may have already responded to your earlier reminder or done the needful. In such situations, the mail should contain a request to ignore the contents if the addressee has already sent the payment or done the needful.

If you find that the addressee has taken the appropriate action after you have sent off the mail, ensure that you send an apology without a delay requesting the addressee to ignore the mail and thanking him for his response or action.

Acknowledging Receipt

It is very important to acknowledge receipt of any mail that you receive, whether in the written form or in the electronic form. Acknowledgements are especially significant in the service industry where customer service is of utmost importance.

Similarly, you should acknowledge the receipt of a job offer or an interview call. It is always courteous to send a receipt of acknowledgement to a friend on e-mail on receiving a gift, or an invitation to a wedding or birthday party. Within an organization, acknowledgement of receipt is sent on receiving the agenda for an important meeting or on being informed of the last date for submitting certain documents.

4.5 PAMPHLET AND SLOGAN WRITING

Let us analyse the essentials of pamphlet and slogan writing.

Pamphlet Writing

UNESCO's Institute of Statistics defines a pamphlet as a non-periodic printed publication of at least forty-nine pages exclusive of the cover pages. A pamphlet is an unbound booklet which does not have a hard cover. It may consist of a single sheet of paper, printed on both sides and folded usually in half. According to the volume of the matter and size of the paper, it may be folded in thirds or in fourths. It contains the information about a product or service.

When we buy an electric appliance, medicines, computers or mobiles, we get a folded sheet of paper mentioning on it 'how to use' instructions, such an advertisement is a pamphlet. Pamphlets play an important role in marketing business. They do not require much money in their production and can be distributed easily to customers. They are also used in political campaigning. Pamphlets are also known as leaflets.

Slogan Writing

Slogan is defined as the motto of the company, establishments and educational institutions. According to Cambridge dictionary, 'a slogan is a short easily remembered phrase, especially one used to advertise an idea or a product'. The following steps should be considered while composing a slogan:

Getting Ideas Together

One should think about the positive attributes of the product and then follow these steps:

- Take feedback about the product/ company from employees. This would highlight some kind of attribute which would not have been highlighted before and would bring more creativity too.
- Investigate the circumstances in which the company/product came into being and this story can lead to a slogan.
- Focus on the key benefits and enhance it with a solid punchline for the product.

Go Through Other Slogans

This includes the following:

- One should keep in mind the fact that the most popular slogans are the ones with catchy phrases. It is thus, necessary that you need to think out of box to create a fantastic tagline.

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Check Your Progress

6. What are the steps to be followed in order to compose or read an e-mail?
7. State the purpose of the Message box in an e-mail.
8. What are the parameters that should be kept in mind while writing reminder letters?

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- KFC'S 'Finger licking Good' resonates the positive feeling that you will come back for it again and again.
- Similarly Pepsi's tagline 'Pepsi Thi Pi Gaya' denotes the fact that the product is so irresistible you gulp it without thinking at all.

Narrow Down On Self Written Slogans

This step includes the following procedural:

- Once you shortlist your observations, then start working on them. This will initiate new ideas which will help in the promotion of the brand.
- Scribble the new found knowledge and try to associate with your work. This will help you to build interesting slogans.

Tips To Write a Slogan

The following guidelines will help you to write a perfect slogan:

- **Tell the advantage of the product:** The slogan /tagline helps you promote the product. One needs to aggressively showcase the benefits of the product.
- **Short and sweet:** The thumb rule while composing a slogan is that a slogan should not exceed three to seven words and at the same, the creative aspect should also not be compromised. One should, therefore, work hard to find the most appealing part of the product/company in the best possible way. It has been generally observed that the shorter the tagline, it is more convenient to recall.
- **Make the emotional bond:** It is necessary to build an emotional connect which will help to establish a bond with the consumers. For instance, the tagline of Vodaphone Company says, 'Follows You Everywhere' or the concept of dog in the advertisement symbolizes the loyalty and dedication of the company, this advertisement was not only liked by elders but even children felt connected with such kind of advertisement. Thus, a company should form such a tagline which connects with everyone.
- **Strike the right balance:** It is necessary that right kind of balance should be there in the tagline, so emphasis should be placed on the word count, the message intended, the rhyme and rhythm. However, ambiguous language should not be used as it may lead to confusion among the customers.
- **Make it sayable:** The rhyme and rhythm of the slogan makes it hummable, for instance, the wordings of Airtel advertisement, 'Har Ek Friend Zarori Hota Hai' is so popular that one often finds people singing it. Such kind of taglines should thus, be made as it makes the product more popular.

Different Styles of Taglines

We will now observe the taglines of various products.

Some taglines talk about the product service, for instance:

- LIC's 'zindagi ke saath bhi zindagi ke baad bhi'
- Deebears Diamonds 'diamonds are forever'.

Some convey action, for example:

- Red Bull's 'gives you wings'
- Nike's 'just do it'
- Snapdeal's 'unbox zindagi'

Besides these, advertisements showcase leadership qualities, or are thought provoking and some of them are filled with humour too, for instance 'centerfresh candy dimag ki batti jala de'.

4.6 SUMMARY

- The planning stage requires careful planning to help one write a clear, concise and effective report.
- Primary source information can be collected by conducting interviews or discussions with experts, surveys, observations, compiling statistics and studying company or industry data.
- One may also collect secondary source information from books, theses, the Internet, journals or newspapers, reports, conference papers and brochures.
- In order to organize your collected data, one should begin with an outline.
- The report should be organized in a clear and logical structure distinctly differentiating the three main structural components: the opening, the middle, and the closing.
- The opening should orient the readers to the detailed discussion that follows in the middle of the message.
- The middle, or body, is where one should develop your discussion of key topics.
- The closing should provide the readers with a sense of closure or completion.
- In addition to these, text citation and the bibliographic reference indicate where an idea comes from and guides the readers to locate that information.
- You can indicate the source of that information by citing the author in the text and including a matching reference in the bibliography of the appended part of your report.
- Likewise, quotations can also be used in the reports to uphold an argument by providing a detailed, formal reference to an authorized piece of writing and/or research.
- Sophisticated communication skills contribute to effectiveness in work and organizational contexts in several ways.
- A CV is an abbreviated form of Curriculum Vitae. Curriculum vitae (Latin) means 'list of life'.
- It is important that while writing a CV, it should be written from the point of view of the employer.
- A résumé is a short account of one's qualifications, career and position.
- On the other hand, a CV is a detailed account of one's qualification, job-related experience, the responsibilities shouldered, skills, and so on.

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Check Your Progress

9. What is a pamphlet?
10. How has the Cambridge dictionary defined slogan?

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- A CV is the primary document which is used to assess one's suitability for a job position.
- Broadly speaking, there are two type of CVs, first is a general purpose CV, which fits with the requirements of a number of companies and jobs and second is a custom-made or specific purpose CV that is made to suit a particular organization, job or purpose.
- Testimonials refer to letters of recommendation or appreciation. Testimonials are different from references.
- It is important that the CV has some amount of eye appeal so that it gets selected from among the many CVs received by the prospective employer.
- CVs are of various types such as the chronological CV, functional CV, combination CV and scannable CV.
- Electronic CV is a CV sent through e-mail attached as part of an online application. An e-CV is stored in a computer database.
- A scannable CV refers to a CV which can be easily scanned. It is scanned as a graphic image and then converted into text
- E-mails, as they are popularly called, are messages that are composed, transmitted and usually read on the computer screens.
- The e-mail account can be accessed at any time and from anywhere by logging on to the particular e-mail account, as mentioned earlier.
- The e-mail message depicts an attachment button within the message itself, which on being clicked enables you to either open the attachment in relevant applications or save it on your computer to be opened separately.
- A job offer on e-mail is usually a precursor to the formal letter of offer on the company's letterhead.
- UNESCO's Institute of Statistics defines a pamphlet as a non-periodic printed publication of at least forty-nine pages exclusive of the cover pages.
- According to Cambridge dictionary, 'a slogan is a short easily remembered phrase, especially one used to advertise an idea or a product'.
- The thumb rule while composing a slogan is that a slogan should not exceed three to seven words and at the same, the creative aspect should also not be compromised.

4.7 KEY TERMS

- **E-mails:** It refers to messages that are composed, transmitted and usually read on the computer screens.
- **Electronic CV:** It refers to a type of CV which is sent through e-mail attached as part of an online application.
- **Secondary data:** It refers to a type of data which is collected from secondary source information such as books, theses, the Internet, journals or newspapers, reports, conference papers and brochures.

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4.8 ANSWERS TO 'CHECK YOUR PROGRESS'

1. The main structural components of a report are as follows:
 - The opening
 - The middle
 - The closing
2. The parameters which should be kept in mind while creating an outline of a report are as follows:
 - Give structure to your brainstorming by deciding on the topics you wish to cover
 - Create sub topics under your main headings
 - Arrange the topics and sub topics in a logical sequence
 - Add appropriate introduction and conclusion to your structure
3. The factors which determine the length of a CV are qualification and experience of the individual and the nature of the position applied for.
4. A résumé is a short account of one's qualifications, career and position. It is generally restricted to a page. On the other hand, a CV is a detailed account of one's qualification, job-related experience, the responsibilities shouldered, skills, and so on.
5. The following points should be kept in mind while making an attractive resume:
 - Leave at least one inch margin on all sides of the page.
 - Limit the font size to ten to twelve for the body of the text and to fourteen for headings.
 - Avoid using colours and special effects to decorate the CV.
 - Use bullets to arrange the subparts of a heading clearly.
 - Leave a lot of white space on the CV, otherwise it appears cramped.
6. The following steps will help to compose or read an e-mail:
 - Type the URL 'http://www.google.com' in the address bar of a Web browser.
 - Enter your user ID and the password as shown in the following figure.
7. The purpose of the Message box in an e-mail is that it is the field in which you type your message which is to be transmitted.
8. The parameters that should be kept in mind while writing reminder letters are enumerated as follows:
 - Your letter should sound confident and authoritative so that the letter is seriously read and not ignored at any cost by the receiver or addressee.
 - The mail should have a tone of urgency.
 - Your instructions should be clear. The readers should know and understand exactly what he/she is required to do.
9. A pamphlet is a non-periodic printed publication of at least forty-nine pages exclusive of the cover pages. It is an unbound booklet which does not have a hard cover.
10. The Cambridge dictionary has defined slogan as a short easily remembered phrase, especially one used to advertise an idea or a product.

4.9 QUESTIONS AND EXERCISES

Short-Answer Questions

1. Why is it important to use quotations in a report?
2. What are the various features of an e-mail?
3. What are the steps involved while preparing a slogan?

Long-Answer Questions

1. Discuss the importance of a CV.
2. Explain the important aspects that need to be considered while preparing a CV.
3. Explain the main types of CVs.
4. Explain how regret e-mails are written.
5. Identify the uses and purposes of writing e-mails.
6. Identify and explain the various stages of writing a report.

4.10 FURTHER READING

- Thomson, A.K., Martinet, M.V. 1986. *A Practical English Grammar*. USA: Oxford University Press.
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UNIT 5 CREATIVE WRITING

Structure

- 5.0 Introduction
- 5.1 Unit Objectives
- 5.2 Creative Writing: An Introduction
 - 5.2.1 Necessity of Creative Writing
 - 5.2.2 Tips to Develop, Improve and Excel in Creative Writing
- 5.3 Types of Creative Writing
 - 5.3.1 Fiction (Story)
 - 5.3.2 Non-Fiction
- 5.4 Poetry
- 5.5 Play and Dialogue
 - 5.5.1 Comedy
 - 5.5.2 Tragedy
 - 5.5.3 Farce
 - 5.5.4 Musical Drama
- 5.6 Other Forms of Creative Writing
- 5.7 Summary
- 5.8 Key Terms
- 5.9 Answers to 'Check Your Progress'
- 5.10 Questions and Exercises
- 5.11 Further Reading

5.0 INTRODUCTION

From times unknown, stories have been a vital part of our lives and it is this aspect that makes us human. We crave for them in all shapes and sizes. It is said that since man is a social animal, they like to hear stories. Such is the importance of stories that they tell us the truth even when they are totally made up or fabricated.

Creative writing is the art of written expression which conveys ideas and thoughts in an imaginative way. It includes presenting feelings, imagination and emotions instead of mere facts and figures to express something in a form which could be novels, poems, short stories, screenplays, songs, scripts, etc.

Think of a white canvas and any form of art could be termed creative. Similarly creative writing knows no boundaries like the white canvas and depending on thoughts and intellect of the writer and his or her scope of imagination, anything and everything is possible in the world of creative writing.

Here it is to be noted that an academic research work, textbooks, journalism (it is to be noted here that journalism is not a part of creative writing but creative writing is a part of journalism), and technical writing are not included in creative writing. Creative writing is not dependent on language or medium and hence has a very large scope. The world of creative writing is huge. Different forms of creative writing is being churned out these days through various sources, written by different people who may be professionals, amateurs, bloggers or maybe freelancers who use their literary and creative juices to mould the words and language in such a way that it leaves an impact on the minds of the reader by offering them something of their interest.

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5.1 UNIT OBJECTIVES

After going through this unit, you will be able to,

- Understand the essentials of creative writing
- Analyse the style of various creative writing forms
- Evaluate the important tips to develop a good style of writing
- Discuss the various forms of creative writing like, story, poetry, drama, etc.

5.2 CREATIVE WRITING: AN INTRODUCTION

We come across all sorts of examples of creative writing starting from our experience in school as well as in our professional life. These days a lot of importance is given to project based learning where students are made aware about the importance of presentation and clear communication at an early age at school. At college, business communication is embedded in different courses wherein students are made aware of the practical use of their learning. This serves many purposes – the students have clarity about their field of study or specialization, they are able to promote their course to others, they become aware of the opportunities available to them during and after the completion of their course. Sharing this knowledge with the students at different stages is not just about sharing advantages and disadvantages in black and white but requires the ability of the writer to get across the audience for whom the text is intended. Getting across somebody means the ability to communicate the message in a way, which the reader can relate to, which ignites the interest of the reader to learn further, and it encourages them to read further. It involves thinking outside the box, stepping outside the existing norms to explain any given point of view or to present the facts in the form of a story with sufficient examples and parallels to explain the content to the reader. But have you ever wondered why so much importance is given to presentation of the content these days? Because it is not a requirement, but more of a necessity these days.

5.2.1 Necessity of Creative Writing

Creative writing is required in all walks of life be it in school or higher studies, at the work place or at the market place. If you pay attention to the written content you come across from morning till evening be it inside your house when you sit and have your breakfast with a newspaper in hand to when you step out and walk on the road, look at all the text you can read on your way, you will realize that creativity is delivered to you in different forms. It is indeed a part and parcel of our day to day life. To sum up creative writing is required:

- To communicate
- To entertain
- To sell a product
- To create awareness
- To grab your attention
- To bring up artistic expression
- To stimulate new ideas and imagination
- To clarify the thought process

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- To search for identity
- To read and write

These days creative writing is offered as a full time course at few universities across the globe. Few other courses may include creative writing as a part of their curriculum such as mass media and communication, but what is important is that this should not be seen like just any other subject. A proper environment of learning, practicing, discussion, feedback and assessment process should be in place so as to hone the skills for creative writing.

You may have come across student publications in schools from children and also newsletters in work places. They are good platforms for one to express and communicate to a larger group. While at one hand for a student writing in a school publication gives a sense of pride and achievement to him/her, on the other hand it also gives an opportunity to do an extra bit of revision, proofreading, etc. which they otherwise might be not like to do.

Importance of Creative Writing

Creative writing is the foundation stone of innovation and ideas which goes on to prove the famous saying, 'It was impossible until someone did it'.

Creative writing is an important skill as it develops the individual's powers of expression, empathy and critical thinking. While some may be of the idea that the skill of creative writing is needed only for the ones in the liberal arts field, well that may be untrue because to communicate effectively it is important in all aspects of life be it in the business or the non-business world.

Many people, especially in the business world, appreciate information shared with them in a concise way as much as they would appreciate a well worded creatively written newsletter. Be it internal memos, emails or any other form of corporate communication, it will be appreciated more when it is tailored to their requirement.

On a very individual level, creative writing is used to explore and magnify writing skills that you never knew you had and the process of writing itself makes you a "balanced" human being. While some education systems tend to work more towards developing the left side of the brain with numbers and logic and neglect the right side which leans more towards the creativity and emotions. This discrimination creates an imbalance and hence creative writing is important.

When students pursuing higher education take creative writing as a subject, it inculcates so many emotions and creative aspects in them and not just builds their creative writing skills. It produces historians, researchers, critical thinkers, commentators, problem solvers and communicators. It helps us to analyze human nature so intimately. For a better reception to one's creative writing it is important to be original, authentic and relatable.

5.2.2 Tips to Develop, Improve and Excel in Creative Writing

Most writers who intend to do creative writing will take off with the work the moment they think they have a pen and a paper. While they are of the idea that they are born geniuses at work and hence need no preparation. However they would have no idea as to what they would be writing upon. This approach plagues most of the writers today who would start abruptly and would soon be worn out.

Planning and Getting started: If you are planning to start with an assignment, which is short term but still demands high on creative index then it requires planning. First and foremost we have to think about the reader and what would it take to keep them interested.

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- (a) For example if you are writing for an exam, an essay that would be read by the teacher and evaluated, you have to bear in mind that if you write the same routine stuff then there are chances that you would be marked averagely. For you to stand out you have to write something different which awakens the teacher because she is going to read multiple pieces of writing. If the style is different and the language is simple, the plot is catchy and the message is clear chances are that you would be marked better than the rest of the usual crowd.
- (b) Since the teachers would also be pressed for time, they would also be impressed with short, clear, precise, and well written pieces of rich content.
- **Create time for reading and writing:** As a young budding creative writer, we need to develop a habit of reading literary works; to develop a taste for literature and creative writing. Nothing can better feed creativity than reading books. We need not be selective about the genre. But at the same time we should read books that drive our imagination, and make us think about life and people.
 - **Gather experiences:** If we get stuck in the monotony of our lives and the routines that come along with it free then we fail to gather experiences. The more risks we take, newer experiences we create, the more we will have to write about.
 - **Interacting with people:** While it may seem difficult to interact with varied walks to life, it's advisable to have a versatile group of people in our lives that will introduce us to various aspects in our life and hone our writing skills as a whole.
 - **Watch movies:** Nowadays with the onset of the digital age, movies have a lot of impact on our lives and they are easily accessible as well. We should be able to choose those with good vocabulary and dialogues with high quality dramatic content.
 - **Live with it:** No matter how good you are at writing, you will not be able to connect with the audience until and unless we are able to relate with it. Live with each character you create.

Tips for Quality Creative Writing

Usage of language and the styles of writing are ever changing and hence good creative writing not merely a matter of talent. We also need to learn good creative writing skills. This could be achieved either by proactive apprentice or by organized learning institutions.

The selective quality of good creative writing or the lack of it to express whether one is in the field of journalism advertising or any corporate position makes one a good or a bad communicator. Since the requirement and the toning required for each position is unique, any trained communicator or writing even if one is trained, has to undergo training in a unique way. Thus industries like publishing, journalism, creative communication, advertising requires special skills and orientation. Hence it becomes necessary to take them through a special training.

Good creative writing gives a lot of rewards as a person and as a professional. However you need to take care of certain things. For example in creative fiction writing:

- **Long paragraph and rich details:** Short paragraphs are easier to read and understand but a skilled writer used long and detailed picturisation.

Over the weekend the vultures got into the presidential palace by pecking through the screens on the balcony windows and the flapping of their wings stirred up the stagnant time inside, and at dawn on Monday the city awoke out of its lethargy of centuries with the warm, soft breeze of a great man

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dead and rotting grandeur. Only then did we dare go in without attacking the crumbling walls of reinforced stone, as the more resolute had wished, and without using oxbows to knock the main door off its hinges, as others had proposed, because all that was needed was for someone to give a push and the great armored doors that had resisted the lombards of William Dampier during the building's heroic days gave way.

Abridged from Nobel laureate Gabriel Garcia Marquez' *Autumn of the Patriarch*

- **Breaking the punctuation rule:** At times you can break the punctuation rule and still be a good writer.
- **Poetic Justice:** At times you may not understand the language and the meaning that you are reading or writing. But you should learn to enjoy the beauty of the language.

Self-Evaluation of Creative Writing

Many a times you need not have someone else to tell you how good your current piece of work is or how it could have been better. There are many pointers along the journey of your creative writing which will show them their improvements. Often writers have a feeling that they are not good enough. This is especially self-discouraging as they fail to see the merits and the strengths in their own words. But the point is they have conquered them again and again.

Here are some pointers that can reassure that you are a good writer or you are on a definite path of improvement.

1. **Positive peer review:** If you come across any peer and friends who have been impressed with your writing and have congratulated on your piece of creative writing you can rest assured that you are on the path of progress. This can also be sought by showing a piece of work to your fellow writers and seek an opinion. It could be a risky proposition but this can be one of surest way to seek impartial feedback.
2. **Look back and compare:** Whether you are a poet, composer, blogger or a prose writer, from time to time you need to compare your old work with the newer ones to see how you have written in the past and how you are writing today. You may not see that there is a paradigm change but you can always compare to check for improvements in the overall structure of your work or basic things like sentence construction.
3. **Better grasp of basics:** One of the surest signs of improvement is that if you have improved grammar spelling and punctuation which are an important part of a good piece of writing. You need not always be formally instructed about the usage but if you approach them with an intuitive manner, that it will be enough. Most writers concentrate on the creative bit while the editors with their sharp eyes look for the grammar spelling and punctuation.
4. **Police yourself for sloppy work:** We are smart at finding faults at others and tend to overlook our own badly written pieces of work. Any time you get a chance to critically evaluate your own bit of work, do not hold back and wear the editor's hat. You will find that you can be your own critique and see for improvements yourself.
5. **Your guest post is published:** Here is a big one. We all read the web blogs and tend to comment and write critically. If you follow a big and a famous blog and you in your natural instincts, post some comment as a

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guest and this guest post gets published, consider that your writing skills have improved so much so that it is being acknowledged by others. Famous blogs just don't take comments from anyone and publish them. It takes some finesse to be published.

6. **Shortlisted in a competition:** They say – you can't win, or get shortlisted – if you don't enter. There are plenty of writing competitions from major national ones to focused writers competitions. Many magazines call for monthly entries at various levels. You might not win – in the first few attempts but even if you reach the shortlist, forget worrying about how tough the competition is, or how good other writers are, you put your best piece forward.
7. **Get paid:** None of the professional would hire you as a writer or pay off your piece of work if your piece is not worth it and you are not confident about it. You need not always make a living from your creative writing; you can also be a freelance who can make some extra income from which will be a revalidation that you are a good writer.

Distinguishing: Good from Ordinary

As a reader of literature or fiction, one does not look for a great writing style; he or she is looking for a great story. Well, that does not mean that making an extra effort to meticulously check for grammar, diction, and syntax should ever be regarded redundant.

What differentiates the amateur from professional writing is that professional writers go that extra mile by conceiving, planning, and drafting, writing, rewriting, editing, proofreading and so on.

Here is an example of how the author is describing the interior settings of a church.

".....It had hat shelves and coat racks along both sides. There were double doors leading into the sanctuary, which was plain but neat. There was a carpeted main aisle that ran from the doors to the altar. There were neat rows of oak pews on both sides of the aisle. Secondary aisles ran along both sides of the church between the pews and the windows. On the raised platform in front, there was an altar, a lectern, and behind that were two rows of chairs for the choir. There was a fairly new piano on the left side of the platform..."

Taken from *Gotcha! A Murder in Warrensburg* by Wayne Hancock
<http://bit.ly/2kfzi8T>

This is a piece of ordinary writing because of the simple reason because the larger picture for the reader is not kept in mind while writing the piece but just the words written are in focus.

This excerpt contains ten clauses, eight of which have has or have for the main verb. There have been lot of word repetitions and the sentence opening like "... it had hat shelves." is abrupt. I do not say that such paragraphs once in a while in the whole book will spoil the entire mood of the reader but this can lead to the writer being underrated. Since the word choice is imaginative and passages just contain words and nothing to connect the scenes in the book.

This is one just concrete example. There could be many instances which differences a great piece from ordinary.

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In a drama, dialogues are the blood and characters are brought to life and depending on the scene readers can be in tears. In prose, the words, the perspective, the characters, and how closely the story is knitted. So as a writer of fiction or nonfiction, your focus should not only be on your subject but also on the reader.

Here are some common pitfalls that you can avoid to take yourself away from the ordinary.

1. **Repetition:** Repetition of words, sounds, letter combinations and word forms can lead to disinterest and permanent rejection from the readers.
2. **Direct dialogue:** Sometimes in a creative piece of work where you want to portray the characters through dialogue. It is a good idea that you can avoid direct questions and answers in a straight forward manner. This is the biggest distraction for the reader. Rather it is sometimes a good idea to be subtle, indirect and deliberate antagonism between characters. But only sometimes and in perspective
3. **Uninterrupted dialogue:** Stories succeed because they are a mix of action, dialogue, exposition, conflict and so on. When any element takes over or is stretched then this is noticed by readers and becomes a drag.
4. **Usage of flowery language:** Usage of adverbs, adjectives and lofty words in place of simple language where it is not required is not advised. This does not appeal to the readers today.
5. **Avoiding fillers:** If the story or the plot is simple and straight forward, it has been noticed that the writers tend to use a lot of fillers. Simple and straight if we want to differentiate the good from the ordinary then we will have to put the dialogue to work. Avoid the fillers and go for the substance with purposeful talk.
6. **Words that don't fit the era:** Many contemporary writers in modern day times are able to churn quality literature because they have used a modern style of writing which the readers are used to hearing and reading. Also the choice of words has to be relevant rather than archaic.
7. **Freedom to characters:** A good writer would let the characters be as they are supposed to be and not curb for the want of political correctness. The characters should have the freedom to express whatever it is.
8. **Dialogue with a subtext:** A good writer will always understand that importance of dialogues with an underling meaning. If it is all surface then the charm of the creative writing is lost and readers will quickly get bored.
9. **Preaching political /religious beliefs:** One of the surest ways to limit the readers and ensure that they don't come back is when you start making the characters your mouthpiece of the political and the religious beliefs that you carry. That could be done through the dialogues that we use and the setting that can be done with our piece of writing. You will have readers who may agree with your theories but then you will have a hard time convincing your unbiased genuine readers. This is similar to the spiritual gurus preaching their pet theories. You definitely want the readers to experience that you are teaching or preaching.

While the above was more focused to fictional writing, some of them are also applicable to non-fiction writing as well. However here are some caveats that can help us producing some great nonfiction work.

1. **Spontaneity:** While this could be a great plus for fiction writing, it is not so welcome in non-fiction writing. Non-fiction requires lot of research and planning and hence it is a good idea to be well-planned and calculated.

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2. **Lack of purpose:** Many a times writers start with a great focused target, while on the way they lose sight of the original purpose. This is an easy pitfall. Writers in genres of journalism and memoirs should try and write to the point and not let the plot go haywire. Things like the plot, the points that the writer is trying to convince the readers should be kept in mind. Each portion of the writing should be well planned so that readers don't lose interest while reading it. For example, while planning an autobiography it is important to plan each chapter and do justice to the chronological layout of the events.
3. **Unconvincing statement and poor arguments:** Lot of non-fiction research work and essays are all flat because of the simple fact that they present loosely bound statements and unconvincing arguments. Such a piece is bound to be less appreciated by the readers, especially, when all such statements should be backed by knowledge, research and validity. It is better to be conservative in the claims that present poor arguments which can be outrightly rejected by the readers.
4. **Lifeless writing:** Though the genre is non-fiction, even a straight forward email or a well-researched essay can be lifeless if this is not well worded and lifeless.
5. **Illogical confusing and nonexistent transitions:** Be it a book, chapter, article from a magazine, blogpost, or an email, nothing is more confusing for the readers if the ideas are that aren't clearly explained. That is why editing is important to bring about a considerable quality in the writing so that readers are not left confused and don't jump the ship.

Above all, every writer needs to discover his or her niche while attempting to succeed because the generalist writers' arena is flooded with freelance writers, bloggers and content creators. One needs to discover their own specialty and expertise that they have that sets him or her apart from other writers. Knowing ones strengths and weaknesses can also help decide what work to take and what to avoid. By this they would do a great service to the readers. It is also important that they realize this because they have to play an important role in opinion building.

5.3 TYPES OF CREATIVE WRITING

Commonly referred forms of creative writing are prose and poetry. However, given the endless scope of creative writing, there are different types of creative writing. Some of them are mentioned below:

- Story Telling
 - o Fiction and Non-fiction
 - o Novels
 - o Essays
 - o Diaries / Journals
 - o Essays
 - o Memoirs / Biographies
- Poetry
 - o Poems

Check Your Progress

1. What is the importance of creative writing?
2. Why do writers need to discover their niches?

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- Drama
 - o Comedy
 - o Tragedy
 - o Farce
 - o Musical Drama
- Translation
 - o Literary
 - o Technical
- Others
 - o Blogging
 - o Journalism

5.3.1 Fiction (Story)

This form of writing is generally the most lucrative form of writing. It is mostly an outpour of imagination and creativity. This is often a description of events that are not true, of people and things crafted out of an unreal world. This involves imaginary events and places. The writer needs to master the art of weaving 'daydreams' in such a manner that the readers / audience are often 'lost in the book'. Here the writer should create such an experience while reading that the reader should be lost in the book.

Often this is very subjective whether the writer is able to cast a magical spell on the readers or not. It also depends a lot on the writer's ability and his/her command over the subject, how powerful the plot is, whether the writer has been able to develop the characters into the plot, and the form and style of writing that has been adopted to narrate the story. It depends on how effectively the writer has described his plot and controlled the settings of his plot to influence the readers mind and let them understand the way he wants them to.

Within fiction there is a world of genres for the readers to enjoy.

- **Novels:** Modern drawing rooms are witnesses to a rack full of novels. Hence we assume that they do not need any introduction. But that just stays a mere assumption given the vast open scope of this genre of creative writing presentations. Novels are the most popular form of fiction writing and quite difficult to define. This form, by and large, is a long narrative sequential prose with characters personified. These stories may or may not have any connection with the real life. The writer has the freedom to paint, predict, presume, present, and plot the entire story.

Normally novels have lengthy storylines presented in the form of chapters. Some people say that the length of a novel should be upwards of 40000 words. Romance, mystery, science fiction, fantasy and crime thrillers are all examples of novel genres.

Some of the famous contemporary Indian novelists and their works are mentioned below:

- o Kiran Desai – *The Inheritance Of Loss*
- o Arundhati Roy – *The God of Small Things*
- o RK Narayan – *The Guide*
- o Arvind Adiga – *The White Tiger*
- o Chetan Bhagat – *Revolution 2020*

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- **Essays and Story Telling:** These are other forms of fiction writing which are popularly used to bring about some point of view across. Historically, almost all cultures have used story telling form of fiction work very effectively. This has been used to make an emotional connect and organize our thoughts properly. Instructions to large societies are usually made in the form of essays and storytelling.

5.3.2 Non-Fiction

Non-fiction writing are literary forms of work which are based on real events. These events / facts may not be portrayed in total truth but helps one understand the world around them. Most non-fiction writers use their work to express, inform or analyze certain events or facts but one thing that necessary stands out is that they involve real around person's, places or events.

Almost everyone has access to the internet these days. This means that people have easy access to information such as newspapers, journals, documentaries, biography etc at almost every step in life.

Forms of Non-fiction Writing

Literary non-fiction which is more popularly termed as Creative non-fiction is the style adopted by writers to use literary techniques to create factually correct narratives.

This form of writing uses narrative prose and deals with facts and reality. All biographies, autobiographies, memoirs, diaries, travelogues, food blogs, literary journalisms, chronicles, and personal essays fall under the category creative nonfiction.

So in a way, creative non-fiction is almost similar to reporting where the writer adopts a creative literary style to communicate information. Let's look at each form one by one:

- **Biography:** A detailed account of someone's / person's life written by someone else. This includes not just his education works and life facts but a vivid description of his overall persona weaved around the subject's life events. The person who writes the biography is called the biographer.

Some of the famous work of biographies are

- o Narendra Modi: *A Political Biography* by Andy Marino
- o Amitabh Bachchan: *The Living Legend* by Bhawana Somaaya
- o *Beyond The Last Blue Mountain: The Life Of J. R. D. Tata* by R.M. Lala
- o *Steve Jobs* by Walter Isaacson
- o Shakespeare: *The World as Stage* by Bill Bryson

- **Autobiography:** This form of non-fiction is the one where the writer pens his own account of his life himself. Meaning to say, if you write your own story in form of a big and include events, incidences, experiences knitted around the milestones and facts, this is called Autobiography. One typical characteristic is that it is usually chronologically based and usually starts from the very beginning onwards. Say for example if a doctor wants to write his autobiography, he would usually start recounting his initial formative years and then his schooling and then his higher education and the hardships that he might have faced, then a bit about this personal life going own to professional experiences to sharing his career highlights. So there is a chronological order of events that he would be following. This is usually written late in life when a person thinks that this is the opportune time to pen down an autobiography.

- o *Long Walk to Freedom* – Nelson Mandela
- o *Dreams from My Father* – Barack Obama
- o *An Autobiography* – Jawaharlal Nehru
- o *Truth Love and a Little Malice* – Khushwant Singh
- o *The Race of My Life* – Milkha Singh

- **Memoirs:** Memoirs are events written or recorded by an individual who is believed to have complete knowledge about the subject. This includes more of memories and remembrances. This could be one part or small episode of the entire set of events that could have taken place. Readers might confuse memoir with an autobiography.

Taking the same example of the doctor. If he wrote just a book – My Autobiography which is an end to end narrative of the sequence of events, then this is a real autobiography. However if he chooses to write only about his experience in fighting an epidemic in a remote area for two years, then this piece becomes a Memoir and not an Autobiography. This piece of memoir could be a part of his Autography.

- o *Nine Lives* by William Dalrymple
- o *Maximum City – Bombay Lost and Found* by Suketu Mehta
- o *Climbing the Mango Trees: A Memoir of a Childhood in India* by Madhur Jaffrey

- **Travelogues:** One of the most popular styles of non-fiction writing and is greatly enjoyed by the readers of all ages across generations. A travelogue is a person's account of a journey or a travel experience to another place, new region, unfamiliar territory, or a new territory.

This can be in form of a detailed factual report or a narrative story about self-impressions and rejoinders of the travel appended with pictures. With an objective of absorbing the readers so much so that they reader lives the experience first-hand.

For a good travelogue, it is important that the writer researches about the place through local people and it legends, or self-travel to unravel all the hidden truth and secrets that could ignite an interest among the tourists. Pictures, local information, things to do and things to avoid tips will be useful and handy for possible tourists and visitors reading the travelogue.

While writers are painters through words, there is a very old saying that a picture is worth a thousand words. If the writer is able to include some pictures which is best to attract readers and get immersed in the experience. These pictures could also help highlight various attractions and could guide the reader to reach the destination all the way.

What stand out in a travelogue, is the fact that this could become a ready reckoner for readers or people to follow / visit to the place. If the writer could give a cultural background of the place, weather conditions, guide readers to reach the place, mention a few good hotels on the way, highlight the various top most visited interest points, for the readers to explore if they are interested and not to mention some does and don'ts.

Some examples of famous travelogues are as follows

- o *Around India in 80 Trains* by Monisha Rajesh
- o *City of Djinn: A Year in Delhi* by William Dalrymple

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- o *Goa-Reason to Return* by Rajiv Butalia
- o *Tibet: Kailash Mansarovar Yatra* by Sumanta Roy Chowdhury
- **Literary Journalism:** Literary journalism is a form of non-fiction where fact based reporting is combined with narration included in it. Literary journalism is a journalistic text which almost reads like a novel. In this style the author needs to handle the subject like any journalist would have handled this subject but the differentiator would be how he uses the literary techniques so that it reads like a novel and is as interest engrossed like any novel would be.

However every sentence and every word used in any piece of literary journalism should necessarily be true. No dialogue should be made up and no scene invented. Like any newspaper journalism, literary journalism depicts moments in time as opposed to the traditional way of just addressing who, what, where, when, and how. While a memoir is written in first persons "I was..." a literary journalism should be written as (He / she...) based on another person's life or events or experiences external to the writer's own life story.

What makes a literary journalist stand out is the how well he can write "literature of facts". One can choose from an array of topics including persons, places, events or idea like Jallikattu or Indian elections or any other mundane topic, but the key ingredient is that in a literary journalism write up, facts should be verifiable. Observations, personal interviews, quotes, dramatized presentations, strong use of figures of speech, and key ingredients for a strong and impactful literary journalism.

Some of the finest examples of literary journalism are as follows:

- o *Another Day of Life* by Ryszard Kapuściński
- o *The Emperor* by Ryszard Kapuściński
- o *India After Gandhi: The History of the World's Largest Democracy* by Ramachandra Guha
- o *The Idea of India* by Sunil Khilnani
- **Chronicles:** Chronicle is an account written about events important and historical, both in chronological sequence of their occurrence. These are detailed and factual in form of a dossier or register.
 - o *The Lord of the Rings* by J R R Tolkien
 - o *The Shawshank Redemption* by Stephen King

5.4 POETRY

The term 'Poetry' comes from the Greek word 'poiesis' which means 'making'.

This form of literature uses a group of words or phrases which applies rhythmic and aesthetic qualities of the language to express ideas or emotions. This form uses free verse or a rhyming pattern to present the bouquets of expressions. This form is path breaking for the simple reason that it serves as a lighthouse with a moral embedded in the language used.

The key idea of poetry is to convey an idea or a thought in the most beautiful language. Attention span of the readers is grabbed by the uses of imagery, figurative language and rhetoric. The canvas of poetry is pretty large in itself. Hundreds of poets and hundreds of writers would have definitely adopted hundreds of styles. It is very difficult to encompass all the forms into models.

Check Your Progress

3. Name the different forms of non-fiction writing.
4. What are chronicles?

Here are some of the different forms of poetry that are commonly written in literature

- **Epic:** A long narrative poem in a flamboyant language celebrating the achievements of a legend or a hero.
Example – *The Ramayana* in Sanskrit, *Ramcharitamanas* and *Mahabharata*
John Milton - *Paradise Lost*
- **Free Verse:** A form of poetry where the lines rhyme without any pattern but follows a natural rhythm.
- **Ballad:** It is a form of narrative poem which narrates a story on folk or legendary tales. It may take a form of moral lesson or a song.

Example

The Rime of the Ancient Mariner

PART I

It is an ancient Mariner,
And he stoppeth one of three.
'By thy long grey beard and glittering eye,
Now wherefore stopp'st thou me?

The Bridegroom's doors are opened wide,
And I am next of kin;
The guests are met, the feast is set:
May'st hear the merry din.'

- **Sonnet:** A lyrical poem containing fourteen lines with using any number of formal rhyming schemes.

Example

Down By The River

*She told me to meet her by the river
Down in the gentle streets of San Antone
I had a young cowboy's love to give her
Now I stand here in the rain all alone*

*She has a heart of purest gold they say
But be warned she is fickle through and through
I said doesn't matter much either way
My heart tells me my lovin' time is due*

*Now I stand here by the rollin' river
Wet and cold as a young cowboy can be
And I have to chuckle when I shiver
I guess this heart of gold weren't meant for me*

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Beware of the fickle woman, my friend,

Broken hearts are slow -oh, so slow - to mend

- **Elegy:** A sad poem which is a serious reflection in which poet laments the death of a subject, however, consoles towards the end is called an elegy.

Example

O Captain! My Captain!

Walt Whitman

O Captain! my Captain! our fearful trip is done,
The ship has weather'd every rack, the prize we sought is won,
The port is near, the bells I hear, the people all exulting,
While follow eyes the steady keel, the vessel grim and daring;
But O heart! heart! heart!
O the bleeding drops of red,
Where on the deck my Captain lies,
Fallen cold and dead.

- **Epitaph:** It generally means short text honoring a deceased person but in literature it is a small poem used as an inscription on tombstone of a dead person.

Example

May 14, 2014

May 14, 2014

He went away,

on a beautiful spring day,
not a cloud in the sky,
and I often wonder why,
the weather was so nice and dry,
with the flowers all in bloom,
and the birds singing their
cheerful tune,

You see the cancer had invaded
his lungs and brain,
his vocal chords were paralyzed,
it should have rained...

Yes, it should have been raining,
and cloudy and gray,
the day Dad left us,
and passed away.

Taken from (<http://www.poetrysoup.com/poems/best/epitaph>)

- **Hymn:** This type of a poem praises spirituality or God's splendor.

Example

An Hymn in Honour Of Beauty

AH whither, Love, wilt thou now carry me?

What wantless fury dost thou now inspire

Into my feeble breast, too full of thee?

Whilst seeking to aslake thy raging fire,

Thou in me kindlest much more great desire,

And up aloft above my strength dost raise

The wondrous matter of my fire to praise.

- **Limerick:** A short five line poem generally humorous where the first third and fifth line rhyme and the shorter third and the fourth line rhyme with each other.

Example

There was an old man with a beard

Who said, "it's just how I feared!

Two owls and a hen

Four larks and a wren

Have all built their nests in my beard.

- Anonymous

5.5 PLAY AND DIALOGUE

This form of creative writing is the most impressive creative writing technique. Drama is a fictional composition in verse or prose presenting a story in monologue or dialogue imitating some action. This word is derived from Greek word 'drao' which means 'to do'. This is often referred to as play in colloquial English which means the same as drama. There are characters which enact the play in front of the audience and the one who writes the play and directs it on the stage is known as the playwright or dramatist. The form is generally represented by the commonly recognized black and white masks which is a representative of comedy and tragedy.

Let us see a few genres / types of drama.

5.5.1 Comedy

This aims to provide a lighter environment and laughter to the audience by using quaint circumstances unusual characters and witty comical dialogues. This usually has a happy and good ending. The more the fun and the laughter quotient, the better it is for the playwright.

Some of the famous works of Shakespearean comedy are:

- **All's Well That Ends Well:** A play by William Shakespeare. With its unusual plot and odd resolution, it switches the line between comedy and tragedy, and is considered to be one of Shakespeare's "problem plays". The action of the play is set in France (Roussillon and Paris, to be exact), as well as Italy.

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- Beware of the fickle woman, my friend,
Broken hearts are slow -oh, so slow - to mend
- **Elegy:** A sad poem which is a serious reflection in which poet laments the death of a subject, however, consoles towards the end is called an elegy.

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Check Your Progress

5. What is a hymn?
6. What are the different types of poetry?

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- **As You Like It:** It is known for the dramatic characterization and wit. The play, a splendid comedy on love and life, consists of many elements, and the readers can also enjoy some of Shakespeare's loveliest poetry. *As You Like It* aptly lives up to the promise of its title. Its characters have a great admiration for love, for one another, and themselves. The play has freshness and vitality and, although adapted from an older story full of artifice, suggests a world of spontaneity and life.
- **The Comedy of Errors:** *The Comedy of Errors* is one of Shakespeare's shortest and fastest-paced plays, relying heavily on double entendre words, slapstick comedy and wordplay to bring out humour. A funny idea of mistaken identity is the key driving plot and is the foundation for most of the play's humor and wordplay. *The Comedy of Errors* depends on impossible situations and bizarre humor.

5.5.2 Tragedy

This form of drama uses darker themes such as disaster, pain or death. In this form of drama, it is the characters that have some kind of imperfection which leads to their failure. This often leads to the unfavorable situations to which the main protagonist fails to cope with.

Example of the famous tragedy dramas in this genre are:

Romeo and Juliet: It is a romantic tragedy set in Verona, Italy, where there is an ongoing fight between the Montague and Capulet families. The play starts with servants from both houses engaged in a street fight that eventually draws in the family patriarchs and the city officials, including Prince Escalus. This fight causes sad ending results for the main characters in the play, Romeo and Juliet. The events contrast hatred and revenge with love and a secret marriage, forcing the young star-crossed couple lovers to grow up quickly and sadly die in despair.

5.5.3 Farce

A farce is a literary genre and is a type of a comedy that makes the use of highly funny and long stretched situations to entertain the audience. Farce, a subcategory of dramatic comedy is different from other forms of comedy, as it only aims at making the audience laugh. This genre of comedy needs characters to be full of energy, and require quick physical movements. Often humour is derived from mistaken identities and confusion or misunderstandings.

- **Noises Off by Michael Frayn:** The play deals with the mistakes of the theatres folks and he decides that he would make a good deal out of it to showcase it to the audience. Set with an idea of a 'play within a play' the author of this farce genre of drama shows the behind the scenes events in the theatre arising from missed cues of dialogues which leads to fights between the cast of the drama. This leaves the audience with a plethora of laughter in the audience gallery.
- **What the Butler Saw by Joe Orton:** The play consists of two acts—though the action is continuous—and revolves around a character, Dr. Prentice, a psychiatrist attempting to seduce his attractive interviewing secretary, with comedy, and the only aim of this comedy is to make the audience roll with laughter.

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5.5.4 Musical Drama

Normally referred to as an Opera, in this form the dramatic elements and the musical overtones are equally important and together they make as one offering.

Some of the examples of the Musical Drama are as follows:

- **Oliver!** is a 1968 British musical drama film directed by Carol Reed and based on the stage musical of the same name, with book, music and lyrics written by Lionel Bart.
- **Les Misérables** is a 2012 British-American musical drama film directed by Tom Hooper.

5.6 OTHER FORMS OF CREATIVE WRITING

Let us analyse some other/arms of creative writing.

Translation

Translation is considered a form of non-fiction writing because it involves re-writing an existing form of writing wherein the translator has to convert a pre-existing write-up from one language into another by retaining the form, order, sequence, presentation, etc. of the original work of writing. In the world of translators, the original text is referred to as the source text or the source language. After the source text is translated it is said to be converted into the target language. In today's world translation can be done either manually or automatically using various linguistic tools integrated into computer software. However, the accuracy of machine translation needs to be manually verified and depending upon the type and complexity of the text being translated, it involves considerable amount of re-work.

When we talk about translation as a form of non-fiction writing, we are referring to the process of conversion of a text from one language into another language. For example, translation of a book or a document from German into English or vice versa. The purpose of translation is to make available the written content of one language to readers of another language so that they are able to read and understand the foreign language. Literary translation involves translating both fiction or non-fiction work into another language whereas, the focus of technical translation primarily involves translating facts and figures into another language by retaining the meaning of the original text to the extent possible without localizing the content. The word localization is often used while defining any form of translation.

Types of translations

- **Literary translation:** Literary translation consists of the translation of poetry, plays, literary books, literary texts, as well as songs, rhymes, literary articles, fiction novels, novels, short stories, poems, etc. A good translator should have a thorough knowledge of the source and target languages, be able to identify with the author of the book or poem, understand his culture and country, and employ a good method for translating literary texts.

The literary translator has to take into account the beauty of the text, its style, the lexical, grammatical and phonological features. Some of these may not be the same in the target language.

Check Your Progress

7. Give examples of the Shakespearean comedies.
8. What is a musical drama?

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In general, in literary translation we translate messages, not meanings. The text must be seen as an integral and coherent piece of work.

Cultural nuances and nitty gritty needs to be taken into account while translating a literary text.

- **Translation of Poetry and Prose:** Translation of poetry is more complicated than other literary forms as it involves retaining the original form of the poem such as form, rhythm, register, meter, tone etc. It is important to maintain the flavor of the source text. Similarly while translating prose, the translator must try to retain the original form to the extent possible, however it is often quite a task to do so without getting influenced by the style of the target language. The translators need to maintain the original expression as far as possible.

- **Technical Translation:** Technical translation is a type of specialized translation. It involves high level of subject knowledge and mastery of the relevant terminology and writing conventions. A common form of technical translation is the conversion of a user manual, users' guide, instructions manual, product description, or a catalogue.

In order to translate a literary piece of work from one language to another, the translator is required to would

For our purpose, to understand translation as a form of non-fiction form of creative writing we will elaborate only manual translation and it involves which is then converted into and the translated text is called the target language

Blogging

A blog is an expression or discussion on the web consisting of discrete and diary style text entries. Some people use it as an avenue for personal diaries while others publish their thoughts for readers to follow subscribe and respond. These blogs often reflect the personality of the blogger wherein they foster their online identity.

Blogging presents a huge area to choose from. From Food blogs to technology to travel to films, the range is endless. While blogging presents an endless audience scope, for the author it is a medium and a platform of expression, for the audience it is a no brainer to be abreast of the latest trends in the industry. This also inspires the readers and followers to start something new.

There are various kinds of blogs that can be written:

- **Food Blogs**

1. Holy Cow Vegan <http://holycowvegan.net/>
2. Culinary Express <http://www.culinaryxpress.com/>

- **Travel Blogs**

1. Travelure <http://www.travelure.in/>
2. India Travel and Photography Blog <http://travel.paintedstork.com/blog/>

- **Tech Blogs in India**

1. Sahil Parikh Tech Blog <http://www.sahilparikh.com/>
2. Media Nama <http://www.medianama.com/>

- **You Tube Blogs**

<https://indianbloggers.org/youtube/fashion/>

Journalism

A hot cup of tea often goes with newspaper; a typical morning setting in almost every household! Isn't it? We are too impressed with the breaking news variety that is presented to us. However, this is not restricted to just breaking news. The activity of collecting, collating, writing, editing, and presenting for newspapers and television and other media put together forms good journalism.

Journalism is that form of writing or profession where individuals, often professionals write for newspapers, magazines, or news websites to be published or broadcasted. The purpose of journalism is to provide information that needs to be free and self-governing.

Journalism is very important as this is considered as one of the pillars of democracy to make it function properly on the principles of accuracy, balance, and credibility which is important while reporting. Now you may ask why is it considered as a form of creative writing. Well, this is because journalism is presentation on news and views and if this is not done properly the objective is lost.

Journalism drives public critical thinking discourse and knowledge. Unfortunately modern day journalism doesn't represent these qualities at all. While the good and the bad always coexist, some journo's do not believe in the values and want the world to burn which is very sad in the modern day journalism. There are forms of journalism that often sensitize the audience and the priorities shift from information to entertainment.

A comedian, Bill Hicks has very aptly said that the 'there is an agenda mainstream media to keep the people stupid, docile and apathetic.'

Some of the types of journalism are as follows

- **Broadcast journalism:** mainly for the air, online, and the TV media
- **Foreign correspondent:** as the name suggests this is often done as offsite, offshore foreign correspondents.
- **Freelance writing:** this is done by individuals without any bias out of sheer interest for the subject or expertise on the same.
- **Investigative journalist:** form of journalism where going to the base of the issue to unearth which is otherwise not known to the world at large.
- **Newspaper reporter:** one of the most common types of journalism where the print media newspapers, journals, magazines benefit.
- **Photojournalism:** specialized field of media where pictures are a medium of reporting. Since, there are pictures that speak or make up for the words, it is very impactful where the understanding and absorption is far better among the audience.

5.7 SUMMARY

- Creative writing is the art of written expression which conveys ideas and thoughts in an imaginative way.
- Creative Writing knows no boundaries like the white canvas and depending on thoughts and intellect of the writer and his or her scope of imagination, anything and everything is possible in the world of creative writing.
- Different forms of creative writing is being churned out these days through various sources, written by different people who may be professionals, amateurs, bloggers or maybe freelancers who use their literary and creative juices to mould the

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Check Your Progress

9. How many kinds of blogs are available nowadays?
10. What do you understand by literary translation?

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- words and language in such a way that it leaves an impact on the minds of the reader by offering them something of their interest.
- It involves thinking outside the box, stepping outside the existing norms to explain any given point of view or to present the facts in the form of a story with sufficient examples and parallels to explain the content to the reader.
 - Creative writing is required in all walks of life be it in school or higher studies, at the work place or at the market place.
 - A proper environment of learning, practicing, discussion, feedback and assessment process should be in place so as to hone the skills for creative writing.
 - Many people, especially in the business world, appreciate information shared with them in a concise way as much as they would appreciate a well worded creatively written newsletter.
 - Usage of language and the styles of writing are ever changing and hence good creative writing is not merely a matter of talent. We also need to learn good creative writing skills. This could be achieved either by proactive apprentice or by organized learning institutions.
 - What differentiates the amateur from professional writing is that professional writers go that extra mile by conceiving, planning, and drafting, writing, rewriting, editing, proofreading and so on.
 - Every writer needs to discover his or her niche while attempting to succeed because the generalist writers' arena is flooded with freelance writers, bloggers and content creators.
 - Commonly referred forms of creative writing are prose and poetry. However given the endless scope of creative writing, there are different types of creative writing.
 - Fiction is often a description of events that are not true, of people and things crafted out of an unreal world. It involves imaginary events and places.
 - Novels are the most popular form of fiction writing and quite difficult to define. This form, by and large, is a long narrative sequential prose with characters personified.
 - Most Non Fiction writers use their work to express, inform or analyze certain events or facts but one thing that necessary stands out is that they involve real around person's, places or events.
 - Poetry is a form of literature which uses a group of words or phrases which applies rhythmic and aesthetic qualities of the language to express ideas or emotions.
 - Drama is a fictional composition in verse or prose presenting a story in monologue or dialogue imitating some action.
 - When we talk about translation as a form of non-fiction writing, we are referring to the process of conversion of a text from one language into another language.
 - A blog is an expression or discussion on the web consisting of discrete and diary style text entries. Some people use it as an avenue for personal diaries while others publish their thoughts for readers to follow subscribe and respond.
 - Journalism is that form of writing or profession where individuals, often professionals write for newspapers, magazines, or news websites to be published or broadcasted. The purpose of journalism is to provide information that needs to be free and self-governing.

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5.8 KEY TERMS

- **Screenplay:** The script of a film, including acting instructions and scene directions
- **Feedback:** Information about reactions to a product, a person's performance of a task, etc. which is used as a basis for improvement
- **Freelance:** A person who works as a writer, designer, performer, or the like, selling work or services by the hour, day, job, etc., rather than working on a regular salary basis for one employer.

5.9 ANSWERS TO 'CHECK YOUR PROGRESS'

1. Creative writing is an important skill as it develops the individual's powers of expression, empathy and critical thinking. While some may be of the idea that the skill of creative writing is needed only for the ones in the liberal arts field, well that may be untrue because to communicate effectively it is important in all aspects of life be it in the business or the non-business world.
2. Every writer needs to discover his or her niche while attempting to succeed because the generalist writers' arena is flooded with freelance writers, bloggers and content creators. One needs to discover their own specialty and expertise that they have that sets him or her apart from other writers. Knowing ones strengths and weaknesses can also help decide what work to take and what to avoid. By this they would do a great service to the readers. It is also important that they realize this because they have to play an important role in opinion building.
3. Different types of non-fiction writings are:
 - Biography
 - Autobiography
 - Memoirs
 - Travelogues
 - Literary journalism
 - Chronicles
4. Chronicle is an account written about events important and historical, both in chronological sequence of their occurrence. These are detailed and factual in form of a dossier or register.
5. A hymn is a type of a poem which praises spirituality or God's splendor.
6. The different types of poetry that can be enlisted are:
 - Epic
 - Free verse
 - Ballad
 - Sonnet
 - Elegy
 - Epitaph
 - Hymn
 - Limerick
7. Some of the Shakespearean comedies are: *As You Like It, All's Well That Ends Well, The Comedy Of Errors.*

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8. Musical drama is normally referred to as an Opera where the drama is set to the music. Here in this format the dramatic elements and the musical overtones are equally important and together they make as one offering.
9. The different kinds of blogs that are available nowadays are:
 - Food blogs
 - Travel blogs
 - Tech blogs
 - Youtube blogs, etc.
10. Literary translation consists of the translation of poetry, plays, literary books, literary texts, as well as songs, rhymes, literary articles, fiction novels, novels, short stories, poems, etc. from a source language into another.

5.10 QUESTIONS AND EXERCISES

Short-Answer Questions

1. What is creative writing?
2. How can one distinguish a good piece of writing from an ordinary one?
3. Why is poetry said to be the language of expression and emotions?
4. Write a short note on farce.
5. State in brief the benefits of blogging.

Long-Answer Questions

1. 'It was impossible until someone did it.' Explain the statement with reference to creative writing.
2. Differentiate between fiction and non-fiction stories with examples.
3. What are the different kinds of poetry? Elaborate with suitable examples.
4. Analyse the different genres of drama.
5. Explain the importance of translation. Why is it important?

5.11 FURTHER READING

- Gut kind, Lee. 1997. *The Art of Creative Nonfiction: Writing and Selling the Literature of Reality*. New York: Wiley.
- Adler, Rodman. 2011. *Understanding Human Communication*. Oxford University Press.
- Bansal, R.K; Harrison, J.B. 1988. *Spoken English for India: a Manual of Speech and Phonetics*. New Delhi: Orient Longman Limited.
- Gerard, Philip. 2001. *Writing Creative Nonfiction*. Wilmington: University of North Carolina.

Websites

- <http://literarydevices.net/>
- https://en.wikipedia.org/wiki/Technical_translation
- https://www.creativenonfiction.org/brevity/craft/craft_goedde.htm
- <https://blog.udemy.com>