

Lesson- 17

Writing Skills

1. Drafting/writing Invitations (Formal & Informal) and Replies: accepting and refusing

In our social life, we have various events and occasions which we celebrate in the company of our relatives, friends, other family members and human groups. Such occasions may include marriage ceremonies, birth days, inaugurals, openings of offices and exhibitions or swearing in and oath taking ceremonies of different public or private body office-bearers etc. On such occasions we wish and need the company of those who are related to us. In order that these people related to us should come to join us on these important/special occasions, we need to send them a formal or an informal request as the case may be. These requests are known as invitations. A carefully drafted invitation contains the request to the person concerned and adequate information related to the occasion. Formal invitations can be of two types.

Type one is a printed invitation card to invite guests and relatives to be present on that occasion. Such invitations do not bear the names of the addressee. The other type is used for inviting a VIP as a guest to preside over a socio-cultural or educational function. Such an invitation is written in the form of a formal letter bearing the name of the addressee.

An informal note of invitation, acceptance or refusal is often in the form of a personal letter. It is written to close friends and relatives addressing them by name. The Salutation and the Close are as under:

The Salutation : My dear so and so (i.e. My dear Nalini, My dear Shri Sharma etc.)

The close:

Yours sincerely

Or

Sincerely yours,

SAMPLE 1: A FORMAL INVITATION (printed)

Mr. & Mrs. A.K. Mishra

request the pleasure of your company
on the auspicious occasion of the marriage
of their daughter

SMITA

With

ANIMESH

(S/o Mr. & Mrs. B.K. Kaushik of Delhi)

On Friday, the 9th December 2016 at 8.00 p.m.

at

Hotel Ramada, Jaipur

RSVP

R.K. Mishra

Mob. No. 9196686667

With best compliments from

All Relatives

and

Friends

REPLY TO AN INVITATION:

In certain situations it is expected of the person invited to send a formal reply in the form of an acceptance or a refusal letter as the case may be to avoid unnecessary embarrassment or inconvenience that may be caused to the person-in-charge or the organizer of the event. People who are supposed to be guests of honour or are invited to preside over the functions and give away prizes or inaugurate some public function or event generally observe this courtesy of replying in response to the invitations. These letters are brief and polite. Some examples of such replies are as under:

Accepting invitation

Sample 1:

101, Shivaji Terminus
Mumbai
10th November, 2016

My dear Mr. Purohit,

Thanks a lot for your invitation to preside over the Cultural Night and Prize Distribution Function of The City Cultural Society on Sunday, the 20th of November 2016. I will definitely be there to be a witness to the great performances by some of the finest artists you have invited.

With best wishes,

Sincerely yours

Manish Bahal

Sample 2:

151, Greater Kailash,
New Delhi
21 November, 2016

Dear Mr. and Mrs. Malik,

It is really pleasant to know that your loving daughter Suchitra's marriage is being solemnized at Udaipur on December 15, 2016. Thanks a lot for inviting us to attend the wedding. I will be present on the auspicious occasion with my better half to wish the newly wed couple a very happy married life. We shall reach Udaipur by the Chetak Express which leaves Delhi at 8.00 a.m.

Yours sincerely
Vipul Bhatia

Refusing invitation

Sample 1:

55 V.T. Road,
Mansarovar
Jaipur
5th October 2016

My dear Mr. Jain,

Thanks for inviting me to inaugurate the XI Inter-School Hockey Tournament to be held in your school from the 15th of October. However, I am sorry to express my inability to be present on the given date. My several previous engagements on that day will not permit me to accept your invitation.

Inconvenience caused is regretted.

Yours sincerely
S. Kulkarni

Sample 2:

C-17/4K
Sahukarpur,
Chennai
18th March, 2016

Dear Ravi,

I am indeed thankful to you for inviting me to attend the wedding of your elder brother Sumit. It is an auspicious occasion both for you and your family. But, unfortunately, due to some unavoidable and urgent engagements, I will not be able to attend it. Kindly give my heartiest congratulations and accept a small gift that I am sending for the newly wed couple.

Yours sincerely
Shrikant

Invitation:

Exercises:

1. Draft a reply, accepting an invitation to attend the wedding ceremony of your friend.
2. Write a reply to the Principal Govt. S.S. School, Raja Park, Jaipur, accepting the invitation to inaugurate a Seminar on Value-Based Education on 5th Sept. 2015.
3. Your friend Varun has invited you to celebrate Diwali with his family. Reply by expressing your inability to be present with him.
4. Send a reply to your friend accepting his invitation to spend the summer vacation with him at Mt. Abu.

NOTICES

A notice is a printed or written announcement to inform, or caution or warn people. Some notices are in the form of information of public importance or a caution sounded in advance against some impending threat of natural calamity like an earthquake or volcanic eruption or cyclone. These notices are used to inform a particular section of society or people at large. Printed notices generally appear in news-papers or magazines. Departmental and educational notices are displayed on the notice-boards meant for the purpose in the schools, colleges or offices. Notices are very effective tools of information to reach a large number of individuals in a very short time. Notices should be brief but clear and effective in communicating the message. School students are mainly required to write notices for displaying information about the activities or events to be organized by the Students Union/Cultural Club/Debate Society and Alumni Association or such other bodies.

Important points to bear in mind while writing notices:

1. Notices are written in a simple and formal language.
2. Notices for school notice-boards are meant to inform students about important activities to be held or they are in the form of important announcements.
3. These notices or announcements should be to the point and brief. At the same time they should contain all necessary information.
4. The date of displaying the notice should be clearly written either at the right hand top or bottom of the notice.
5. The notice should bear the signature of the person/authority issuing it along with his designation written below.

Exercise: Write notices on each of the following topics informing students to participate:

- (i) Notice to inform about a meeting of the Students Union
- (ii) To inform students about the Annual Prize Distribution Function
- (iii) Celebration of cultural week
- (iv) Inter-class debate competition
- (v) Educational Tour
- (vi) International Yoga Day Celebration on 21 June
- (vii) Quiz-competition
- (viii) Friendly Cricket Match with the Lions Club
- (ix) Clean India/Swachchha Bharat Awareness Camp in a nearby village

Note - making and Abstract writing.

Note - making : Note making is a useful and important study skill. It requires a

discriminating mind to quickly identify and gather the important and relevant information from the large mass of the given subject matter. This can be done by quickly moving over the irrelevant material and concentrating on the pertinent information. These two processes work together to give you the idea of the main subject. The subject head can be divided into sub sections and further into sub - sub sections to cover all the aspects of the subject. The Notes are taken in the form of points and not in full sentences so that they are brief and to the point.

Guidelines for Note - making:

- (1) Develop the habit/knack of skimming the study material to quickly move over the impertinent material.
- (2) Concentrate on pertinent information.
- (3) Identify the central idea.
- (4) Extract and record the important sub-topics and supporting ideas of the main topic.
- (5) Notice the careful selection of details. Ensure that you have included all the aspects you wish to cover.
- (6) Give a subject heading to cover all the sub-headings/topics under this appropriate subject heading.
- (7) Information extracted is divided and subdivided under main and sub sections or sub-sub-sections.
- (8) To divide information, main sections can be shown by using the Roman numbers i.e. I, II, III etc.
For sub sections: (i), (ii), (iii) etc.
For sub-sub-sections: (a), (b), (c), etc.
- (9) This division can also be shown by using Arabic numbers with decimal.
Main sections: 1, 2, 3 etc
Sub-sections: 1.1, 1.2, 1.3 etc.
Sub-sub-sections: 1.1.1, 1.1.2, 1.1.3, 1.2.1, 1.2.2, 1.2.3 etc.
- (10) Use abbreviated forms of long words.

ABSTRACT WRITING: Note-making is followed by Abstraction or summarizing. Collins Cobuild Dictionary defines abstract as a short piece of writing that summarizes the main points of a given article, speech or passage. It is a condensed account of a given piece of writing prepared by careful selection and arranging of important ideas contained in it. Abstraction or summarizing develops the skill of differentiating between the important and unimportant / impertinent information and aspects of the subject matter. It contains all the main ideas present in the original passage in a condensed form.

The following steps are recommended for Abstraction or Summarizing:

1. Understanding and extracting important ideas
2. Noting down the ideas and arranging them in proper sequence
3. Omitting words of the original passage, illustrations, similes, comparisons and examples etc.
5. Preparing a coherent and logically connected final draft
6. Making sure that no important point is left out
7. Reducing the passage to the required word limit as prescribed

Sample passage for Note-making and Abstraction:

The great advantage of early rising is the good start it gives us in our day's work. The early riser has done a large amount of hard work before other men have got out of bed. In the early morning the mind is fresh, and there are few sounds or other distractions, so that work done at that time is generally well done. In many cases the early riser also finds time to take some exercise in the fresh morning air, and this exercise supplies him with a fund of energy that will last until the evening. By beginning so early, he knows that he has plenty of time to do thoroughly all the work he can be expected to do, and is not tempted to hurry over any part of it. All his work being finished in good time, he has a long interval of rest in the evening before the timely hour when he goes to bed. He gets a sleep several hours before midnight, at the time when sleep is most refreshing and after a sound night's rest, rises early next morning in good health and spirits for the labours of a new day.

It is very plain that such a life as this is far more conducive to health than that of the man who shortens his waking hours by rising late, and so can afford in the course of the day little leisure for necessary rest. Anyone who lies in bed late, must, if he wishes to do a full day's work, go on working to a correspondingly late hour, and deny himself the hour or two of evening exercise that he ought to take for the benefits of his health. But, in spite of all his efforts, he will probably produce as good results as the early riser, because he misses the best working hours of the day.

It may be objected that some find the perfect quiet of midnight by far the best time for working. This is no doubt true in certain cases. Several great thinkers have found by experience that their intellect is clearest, and they can write best, when they burn the midnight oil. But even in such cases the practice of working late at night cannot be commended. Few men, if any, can exert the full power of their intellect at the time when nature prescribes sleep, without ruining their health thereby; and of course the injury done to the health must in the long run have a bad effect on the quality of the work done.

I. Early rising is advantageous.

1. A good start to a day's work
 - 1.1 large amount of hard work done
 - 1.1 the mind is fresh.
 - 1.2 few sounds or little distraction
 - 2.3 the work done is generally well finished
3. the early riser finds time
 - 3.1 for exercise in fresh air.
 - 3.1.1 exercise supplies funds of energy.
 - 3.1.2 energy lasts till evening.

II. The early riser not tempted to hurry over any work.

1. begins early.
 - 1.1 knows has plenty of time.
 - 1.2 finishes all work in good time.
2. has a long interval of rest in the evening.
 - 2.1 goes to bed timely
 - 2.2 gets several hours of sound sleep
 - 2.2.1 when sleep is most refreshing.
3. rises early next morning.
 - 3.1 in good health and spirits
 - 3.2 ready for labours of a new day.

III. The early riser versus the late riser

1. the early riser's life more conducive to good health
2. the late riser's life
 - 2.1 shortens his waking hours
 - 2.2 can afford little leisure
 - 2.2.1 for necessary rest
3. to do full day's work the late riser
 - 3.1 must work till late hours
 - 3.2 denies him evening exercise.
 - 3.3 denies benefit of health
4. producing good results
 - 4.1. sometimes late risers produce results
 - 4.2 as good as early risers

IV. Is the quiet of the midnight the best time for working?

1. true in some cases

2. several great thinkers found by experience
 - 2.1 their intellect clearest in late hours
3. can write best
 - 3.1 burning mid night oil
4. but practice of working late at night
 - 4.1 not commended
 - 4.2 few men can exert full power of intellect
 - 4.2.1 late at night
 - 4.3 nature prescribes night for sleep
 - 4.4 late night working ruins health.
 - 4.5 in the long run affects quality of work adversely.

Title: Advantages of early rising

Abstraction: Early rising has great advantages. It gives a good start to the day's work. Early morning air is fresh, noise and distractions are the minimum and the work done is generally well done. An early riser finds time for exercise which gives energy to last till evening. He is not tempted to hurry over any part of work so work is done thoroughly and it is finished timely. He gets long intervals of rest, goes to bed timely and gets sound sleep. Next morning he rises refreshed and full of spirits ready for a new day's work. An early riser's life is more conducive to health as compared to late risers. On the other hand, some find the quiet of midnight as the best time for working. Several great thinkers have found that their intellect works and they can write best when they burn the mid-night oil. But this practice of working late at night can't be praised. It injures health and working late hours in the long run also has adverse effect on the quality of the work done.

Exercise:

1. Write notes on the lesson 'Reading in Relation to Literature' and suggest an alternative title to the lesson.
2. Write an abstract or summary based on the above notes of the lesson in your own words.

Report - Writing

A report is a written or spoken account of something that has happened. It contains the essence of what one observes, witnesses, experiences or participates in. It is written/submitted or published with a specific purpose of sharing information with others. A report is, therefore, expected to present a detailed examination and analysis of the issue/issues involved and investigated. It is also supposed to suggest

the remedial steps to deal with the issue effectively and timely. A report should present a factual picture of the problem. Its conclusion must be clearly stated.

A report should have a heading. The place and the date of writing or submitting the report should also be mentioned.

Features of a good report:

1. A good report should have first hand information about the incident or event.
2. It must be objective and factual.
3. A report should fulfill its specific purpose.
4. A good report should be precise, coherent and free from ambiguities.
5. It must contain all the necessary facts and relevant information.
6. Documentary evidences if any should also be presented with the description.
7. Past tense and passive structures are generally used in writing reports.
8. A report can be long or short depending upon the issue involved but if a word limit is prescribed, one must stick to it.

Report writing can include a wide variety of topics, almost any topic. One may be required to write about a natural calamity, an accident, an activity, an incident, about meetings or news events etc.

Look at the following news paper report on T.B. for instance:

After 6 Decades, Govt. to hold Nationwide Survey on TB

New Delhi, Oct. 16: A nationwide survey to determine the number of patients suffering from tuberculosis will be carried out next year after a gap of nearly six decades.

The Central Government made the announcement in this regard on Friday, a day after a World Health Organization (WHO) report revealed that the tuberculosis epidemic in India was "larger" than what was previously estimated.

A senior official of the health and family welfare ministry said such a survey was last conducted in 1966.

According to the Global Tuberculosis Report 2016, "The TB epidemic is larger than previously estimated, reflecting new surveillance and survey data from India.... Six countries accounted for 60 percent of the new cases - India, Indonesia, China, Nigeria, Pakistan and South Africa."

Health and family welfare minister J P Nadda said,

"New cases of TB as well as deaths due to the disease have reduced. However, the number of cases notified have increased. All these cases were so far going undetected and were not being reported. After our Revised National Tuberculosis Control Programme (RNTCP), which brought private hospitals under its ambit, the notification has increased."

The Ministry official said, "Until the implementation of RNTCP, While 60 percent of the patients were going to private hospitals, only 15 per cent were being notified. The increase in the number of cases is because of good, robust data. Now these cases are being detected, notified and addressed."

According to the WHO report, in 2015, there were an estimated 10.4 million new TB cases world-wide, of which 5.9 million (56 percent) were among men, 3.5 million (34 per cent) among women and 1.0 million (10 percent) among children, while people living with HIV accounted for 1.2 million (11 per cent) of all new TB Cases.

Exercise: Prepare a report based on the survey of Dengue and Chikangunia to be submitted to the district collector, Jaipur.

Use the following input for writing the report: (seasonal viral fever breaks out, hundreds suffer, mosquitoes carriers of virus, water logging in streets and colonies, fresh water and green plants breeding grounds for mosquitoes, large number of patients reported, many deaths caused, urgent preventive action required)

Topics for report writing :

- (i) One-Day International Cricket matches between India and England
- (ii) Devastating floods in your city
- (iii) A Boat tragedy - Report by a survivor
- (iv) Report on Independence Day Celebrations 15th Aug., 2016 at Patel Maidan, Ajmer
- (v) As a T.V. news reporter write a report on the surgical strike by the Indian Army on terrorist camps in P.O.K.
- (vi) You are the Cultural Secretary of your school. Write a report to be published in the Times of India on the Annual Cultural Function and Prize Distribution Ceremony of your school
- (vii) A road-accident
- (viii) Impact of Swachhha Bharat Campaign in Rajasthan
- (ix) Cruelty to animals
- (x) Report on a Seminar on 'No Detention Policy up to VIII standard'

- (xi) Prepare a report on the Blood donation Camp organized by your School
- (xii) Massive earthquake in Nepal

Composition based on visual and/or verbal input

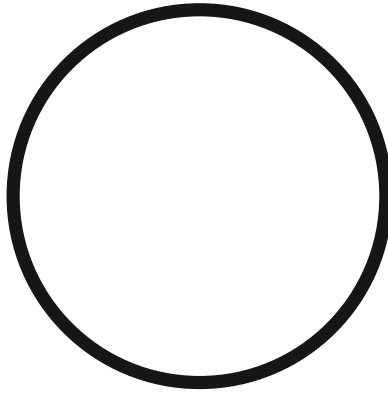
Human eye is not separate from human brain. Therefore visuals help a learner, particularly a second language learner, to see a meaning in a reproduction, symbol, picture, model, image, figure or likeness. Reading is an active search for extraction of meaning from the text. Alphabet or words of a language are symbols for communication and understanding a situation, event etc.

It is generally considered that a picture or a visual is worth a 1000 words. We can see before we think. Perception affects our learning process. How a learner views any object, text or symbols can affect his or her written or oral communication or composition. Using visual images helps in the foreign language classroom teaching. Visuals affect the learning process of non- native speakers. Visual positions affect the learner's chances for improving and developing language skills. Pictures have a universal appeal and should be relevant to education, culture and geo sociological background of the learner. When selecting a picture to enhance language learning the age, standard, growth and other factors may be taken into consideration. For a learner in a desert area the visual of a polar bear in an ice field may be an unsuitable and unfair practice.

Visuals can be interpreted according to the vision of the learners.



One of the viewers may say that the glass is half empty and is not sufficient to quench the thirst or somebody has drunk half glass of water of his share and left the other half. Another viewer might say that the glass is half full of water, a very optimistic point of view. She/he might think it is sufficient for the time- being and might get more after some time. This picture can be interpreted by different viewers differently as follows:



1. a ball for a small child
 2. a circle for a student of mathematics
 3. the earth for a geography student
 4. the moon for understanding the solar system
 5. a cycle wheel for a shop-keeper
 6. alphabet O or annotation zero for a learner
- so on and so forth.

Students are expected to write an article or a speech based on the visual and/or verbal impact given to them.

For example:



It is a traffic signal usually found at big crossings in a city to monitor and control traffic in the absence of traffic police. The colours have symbolic meanings and must be known to the drivers literate or illiterate. Red stands for stop, yellow to start and green to go. If someone does not follow this rule, it may be a hazard for all; an accident might take place. A driver needs patience to wait for his or her turn to speed up without risking a life. Before getting a driving license at the appropriate age, one must know the rules of the road.

Activity: Prepare an article based on the visual and/or verbal input.

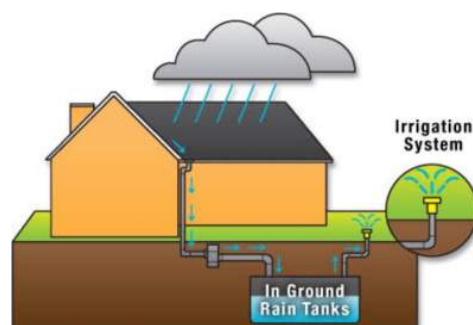
1. cities..... vehicles.....carbon dioxide
lungs..... breath..... diseases
jams..... time management tension
honking.....patience

2. **Deforestation - desert -**
erosion - vegetation -
animal habitatRajasthan
single tree
sand
.....



3. **Rain Water Harvesting**

save, collect.
preserve



4. Before taking meal

food

hands contaminated / dirty

microbes..... soap / sand

ringe, dry Towel



Arguments: for or against a topic

An argument is a discussion in which reasons are put forward in support or against a proposition, proposal, case, topic or an idea or issue.

First of all, before describing or speaking you must have a thorough overview of the topic or the issue under consideration. All aspects concerning the topic must be covered and a speaker or a debater may jot down several good reasons in his/her own favour. Before making an attempt to persuade or convince readers/audience/listeners you should familiarize the issue with the existing opinion or views. Explain the meaning of the proposition, elaborate the view point of the opposite party with all the counter arguments, then put forth your own point of view, put all logical arguments in your favour and reach obvious logical conclusions. Systematically, one by one address and refute the claims of the opposite party before producing strong reasons to support your point of view.

During all this process one must keep the audience/listeners/spectators in mind. One must not speak with a difference of level, knowledge, cultural background, language and patience, purpose, setting, number of listeners; time-frame must be kept in mind while speaking.

Accurate and apt quotes in support of your point of view may be used with exact data, up-to-date information and accuracy. Too many quotes may mar your own impression upon the audience. Your matter and method must be suitable to the occasion and the audience to win their trust in favour of your point of view. This art of putting forth arguments in favour or against a topic or a proposition can be improved

with the help of practice. Given below is a description of arguments against the topic:

Internet can replace a teacher

Invention of internet has amazed the world by its usage. Its technology has minimized the whole planet and provides information with the touch of the screen or click of a key. Study materials and answers to questions are available at the net. People think that one day modern technology can replace the teacher and teaching system.

But people ignore the fact that internet uses electronic machines and they are devoid of human emotions. The mutual understanding between the teacher and the student cannot take place in computer. The flexibility of the teacher or the student concerning level of knowledge, handles at intervals, the deadlines, love, care, affection, moral support during failures and such other things cannot be provided by machines. No machine can teach a child to crawl, walk, run or such other activity except a mother teacher. Therefore it is strongly argued that internet cannot replace a teacher.

Activities:

Prepare arguments for or against the following ideas / topics:

1. Science is God.
2. Internet is a panacea.
3. Hard work pays in the long run.
4. Destiny favours the brave.
5. If you want peace, be prepared for war.
6. Your freedom ends where my nose begins.
7. Money makes the mare go.
8. Health is wealth.
9. Man purposes, God disposes.
10. As you sow, so shall you reap.
11. Salute your duty and you need not salute anyone else.
12. Old age is the best part of life.
13. Spare the rod, spoil the child.
14. Weigh before you speak.

Letter Writing:

Letters are broadly of two types: Personal and Formal or Official letters.

Personal letters are those which we write to our friends and relations. Such letters deal with personal matters therefore should be written in an easy, conversational style. The subject matter may include views, news and ideas or feelings to be conveyed. They are also written to invite, to thank and to congratulate. Their tone should be courteous and marked with familiarity.

Formal or Official letters are quite different in tone. They are written with a practical business or official purpose. Letters of this type mainly include job applications, complaints, purchase orders, letters to editors of newspapers and so on. Such letters should therefore be clear, to the point and courteous.

Most letters have three sections: beginning of the letter, body of the letter and the complimentary close and signature.

1. beginning includes (heading, inside address and salutation)
2. body of the letter
3. the close is mostly governed by the salutation
4. signature

The letter writer's address should be written at the top right hand corner of the page and the date should be written just below it. This part is known as the heading. Heading in most modern letters is written in the block form - that is each line begins at the same place as the line above it. In a Formal letter the inner address includes the name and address of the person the letter is written to. The salutation or greeting is put on the left hand side of the page. The form of salutation depends on the relation in which the writer of the letter stands to the person to receive the letter. In formal letters the salutation begins with Sir/Madam or Dear sir/Dear madam. In personal letters it begins with My dear.....(Uncle, Mother, Father, Brother etc.), My dear Mr. / Mrs. (Gupta, Saxena, Sharma, Sundaram etc.) or Dear Mr./Mrs. Bansal, Ravindran, Kumar etc.

The body of the letter begins below the salutation part. It includes the purpose and the main content or subject matter of the letter.

The complementary close begins below the Body of the letter. The first word of the close begins with a capital letter and the last word of the close ends with a comma. The close or the subscription should be suitable to the person to whom the letter is written. A safe ending to a letter to a friend is, Yours sincerely; with a very close friend, Yours affectionately, may be used. With relations - Yours affectionately/loving daughter, son etc. are more common. The usual close in formal letters is Yours faithfully. Sometimes, Yours truly is used in place of Yours faithfully.

The complimentary close is followed by legible signature. In a business letter the name of the Business Company or firm is also mentioned below the signature.

1. Letter of congratulations to a friend

85, Rajath Path
Jaipur-302009
18 January, 2016

My dear Vikas,

I am highly delighted to hear that you have topped the All India Medical Entrance Examination for admission to the medical colleges. Heartiest congratulations!

I know your passion for medical studies. A doctor's profession is a noble one. I hope you will excel in your study of medicine and become an eminent doctor.

Yours affectionately,
Nikunj Vohra

2. Application for leave of absence.

N. Residency Road
Bangluru- 560025
December 9, 2015
The Principal
Govt. Model School
Bangluru -560025
Dear sir/Dear Madam

As I am suffering from high fever I am unable to attend school. I should be highly grateful if you would grant me leave of absence for two days.

Yours faithfully,
Gaurav Bajaj
Class XII, No. 21

Application for a job with C.V. (curriculum vitae)/Resume

Application for a job is a formal request generally in response to an advertisement for a vacancy. It, therefore, demands a formal treatment. An application of this nature should present the request in a courteous and precise manner. In most cases it is accompanied by a Bio-data of the applicant. The Bio-data or Resume includes the basic information such as his name, date of birth and address, educational qualification, marital status, job experience, references and so on.

Example 1. Write an application for the post of a PGT in English. Apply to the Principal, DAV Public School, New Delhi with your detailed resume (an adv. in The Times of India).

Application with Resume.

21, Ram Gali
Raja Park
Jaipur-302001
26 August, 2016

The Principal
DAV Public School
New Delhi-110002

Sub:- PGT IN ENGLISH

Sir/Madam,

This is in response to your advertisement in 'The Times of India' dated 25th July, 2016, for the post of a PGT in English. I am applying for the post as one of the candidates. My academic qualifications, latest teaching skills, experience of teaching and a pleasing personality make me a suitable candidate for the job.

I am sending my detailed resume for your perusal and kind consideration.

Name	- Raj Kumar Sharma
Father's Name	- Sh. A.K. Sharma
Mother's Name	- Smt. Mridula Sharma
Permanent Address	- 21, Ram Gali, Raja Park, Jaipur-302001
Postal Address	- 15, Alkapuri, Alwar Pin-301001

Academic Qualifications-(i) Passed X from CBSE with 80% marks in 2001

(ii) XII from CBSE 85% marks, in 2003

(iii) B.A. from Rajasthan University, Jaipur,
75% marks, in 2006.

(iv) M.A. in English from Rajasthan University
Jaipur with 61% marks, in 2008

(v) B.Ed. from Rajasthan University, Jaipur with

70% marks in 2010.

Extra-curricular Activities-1. Secretary School Debate Society, MPS Jaipur

2. Secretary Literary Club, MPS, Jaipur

Hobbies -Reading, Writing and Painting

Teaching Experience-5 years (2011 to June 2016)

Salary Expected-PGT Grade

References-

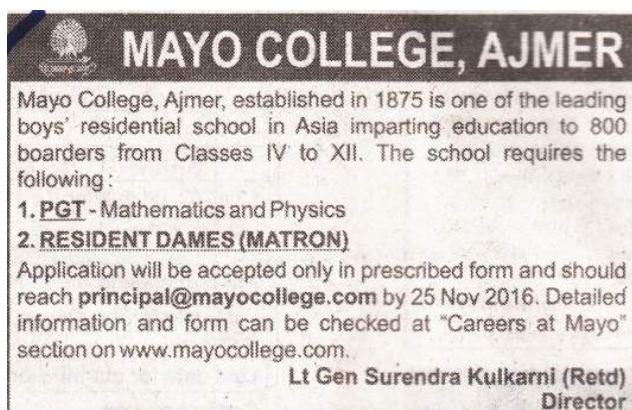
1.Sh.R.P.Joshi, Principal Govt. S.S.School,
Gandhi Nagar, Jaipur

2. Smt. Lalita Kumar, Lecturer, Govt. Sr. Sec. School,
Adarsh Nagar, Ajmer

ADVERTISEMENT

Various Dictionaries of the English language define advertisement as an announcement in a newspaper, on television or on a poster about a product, event, or job vacancy etc. Advertisements seek to make goods and services generally or widely known. They help in promoting goods or services publically by showing their advantages and benefits that are likely to convince people that something is really good. Sometimes, advertisement of a particular event also announces that something is happening so that people know about it and can go to it or take part in it. Newspaper advertisements are the commonest means of advertising. In newspapers different types of advertisements are put under different categories or classes. They are, therefore, also called classified advertisements. For example, we have Tours and Travels adds, Matrimonial adds, Hot jobs adds, Situation Vacant adds, For-Sale, To-Let, Finance & Loans, Business and Residential accommodation adds etc. to mention a few of them. An advertiser has to pay for these advertisements to the medium in which they appear. Corporate and manufacturers of goods utilize the services of advertisement agencies and celebrities to promote sales of their products and services. An advertisement must be worded carefully with catchy words and phrases to attract public attention.

Samples from newspaper advertisements:



Job & Product ads.



POSTER - WRITING

A poster is a large notice often with a picture to display some important information to a large number of people. Posters are mainly drafted to announce an event or to create awareness about social, cultural, political, environmental and other current events and issues. A poster usually conveys precise and relevant message, appeal, invitation or warning etc. to the target - audience. A poster must bear an attractive heading, an appropriate picture and an impressive concluding slogan line. The main body or content part of a poster must use impressive phrases or meaning packed words. Avoid using full or complete sentences as far as possible but not at the cost of the thematic message to be conveyed. The size, print and the colours are equally important ingredients of a good poster.

Sample Posters :

1. ROAD SAFETY WEEK

Follow Road Safety Rules
Do's and Don'ts for Safe Driving.

- | | |
|---------------------------|------------------------------------|
| 1. Use seat belts | 1. Don't mix Drinking with Driving |
| 2. Wear Helmet | 2. Don't ignore traffic signals |
| 3. Observe Speed limits | 3. Don't overtake on wrong side |
| 4. Save lives | 4. Don't use Mobiles while driving |
| 5. Better late than never | 5. Don't drive rashly |

REACH HOME SAFE

Issued by: The Road Safety Authority of Rajasthan.

Sample 2:
JOIN
INDIA INTERNATIONAL HEALTH CARE
(AN NGO FOR HEALTH CARE, NEW DELHI)

to fight
DENGUE AND CHIKUNGUNYA
(fevers caused by mosquito biting during day time)



SYMPTOMS:-

HIGH FEVER
BODY RASHES
SEVERE JOINT PAIN

BE CAREFUL

KEEP ACs AND COOLERS CLEAN
KEEP YOUR GARDEN CLEAN AND TRIMMED
NO STAGNATION OF WATER
WEAR FULL CLOTHES
TAKE PROMPT MEDICAL AID
DO NOT PANIC
USE MOSQUITO REPELLENTS / NETS

KEEP YOUR PREMISES

CLEAN
DAMP FREE
MOSQUITO FREE

Prevent Mosquito Breeding - Prevent Dengue And Chikungunya

Issued by : Secretary India International Health Care