

STRATEGIES FOR WRITING SECTION

NOTICE

INTRODUCTION-Notices-where used: schools, organisations, government boards.

-why used- to inform people about various events, issue, & public instructions.

Important points to be followed:

*Use the word "NOTICE" followed by the name of the organization/institute.

*Write the date on the left hand side.(eg.18th July 2016)

*Give a suitable heading to the notice.

*Content should contain the following-event, date, place, time)

*Conclude the notice with name (signature),&post(designation)

*Write it in a box

*Follow 50 words -limit.

MAIN CHARACTERISTICS:

*Format-must include the word "NOTICE,"Date, Heading,Writer'sname,&post

*Content-answers the question "What", "When", "Where"& "How"etc.

*Expression-relates to the overall organization &relevance of the content besides grammatical accuracy & fluency.

POSTER

A poster is used to spread awareness regarding a social issue, an event or a product.

IMPORTANT POINTS TO REMEMBER:

1. Give a heading.
2. Write a catchy line/slogan.
3. Remember to illustrate your poster with a sketch.
4. There is no fixed lay out.
5. Use convincing language.
6. Follow the word limit.(50 words)

CONTENT: should convey the message clearly.

1. For awareness of a Social Problem:

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- * heading
- * the problem& its causes.
- * effects of the problem.
- * solutions to the problem.
- * any other additional information.

2. For an Event:

- *name of event
- *purpose
- *date , time, venue
- *organiser's name
- *entry ticket
- *highlights of the event
- *any other relevant information

ADVERTISEMENT

TYPES OF ADVERTISEMENT

1. Classified Display
2. General

Main Characteristics of Classified Advertisements:

1. They are categorised into columns according to different classes. The category is stated at the top.
2. They are written in short catchy phrases and words.
3. The language used is simple, factual and formal.
4. They are short, concise and to the point.
5. All the relevant information is provided.
6. Contact name and address is given.
7. They are written in a box to attract attention.

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DISPLAY/GENERAL ADVERTISEMENTS

Main Characteristics of Commercial Advertisements:

1. Designed for display purpose.
2. More space, more expensive in terms of the advertising costs.
3. Visually attractive- varying font size or shape.
4. Language colourful and lucid, catchy slogans, punch lines, witty expressions and pictures or sketches.

Necessary Details:

1. Name of the company/ institute/ organisers, etc.
2. Details regarding the product/ event/ educational course etc.
3. Special offers of discount, if any
4. Address of the company/ institute/organisers, etc.

FORMAL INVITATIONS AND REPLIES

Invitations are extended to relatives, friends, acquaintances and clients on a number of social occasions like marriages, births, engagements, deaths or other public functions.

Invitations are of two types. - 1) Formal Invitations 2) Informal Invitation

While formal invitations are sent for the above mentioned occasions, many people also send a handwritten informal invitation beforehand to make these occasions more personal, cordial and intimate as is appropriate to their relationship.

Replying to invitations is essential. It is an essential courtesy to the host who has extended an invitation and also helps the host know how many guests will arrive so that he she may make arrangements accordingly.

Like the invitations, replies to invitations also may be:-

- formal replies
- Informal replies

Formal Invitations:-

Formal invitations are sent in official capacity for public functions except in the case of Marriage/ Anniversaries.

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- A simple yet elegant printed card is preferred.
- Invitations are written in the third person.

Example:- Mr. and Mrs .S Surendran request the pleasure of the company of Mr. and Mrs. Rajkumar.....

- Note that the English etiquette requires the husband's name to be written first.

Example:- Mr and Mrs G Joseph

- Avoid use of abbreviations for the names of guests, days, dates. However, the abbreviations RSVP. (Repondez s'il vous plait) which means 'Please Reply' is put at the bottom.
- The subject matter is written in the centre setting. Details like address, dress code or any other instructions are written at the bottom to the left or the right as per choice or convenience.

Important Points

The invitation is laid out so that each of the following is in a separate line:

- the name(s) of the host (s) issuing the invitation
- the standard expression 'request the pleasure of the company of!'
- the reason for the invitation.
- the time and date of the event.
- the venue of event
- In case a VIP is to be invited (at an official function), his/her name appears prominently
- In case of Printed cards, the name of the invitee may not figure in the invitation.
- The date of issuing the invitation is not mentioned.
- No punctuation is required at the end of a line.
- The simple present tense is used.

LETTER WRITING

FORMAL LETTERS

Formal Letters have a variety of purposes. Formal Letters are written to:

- Ask for/give information
- Apply for a job

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- Make inquiries
- Register complaints about inadequate goods or services
- Place orders/send appropriate replies
- Apologize for behaviour
- Solicit new customers for grievances
- Persuade others
- Make an appeal for help
- Send a recommendation

However, all of these letters have a common goal, which is to get the results you want from someone you may or may not know personally.

IMPORTANT POINTS

- The formal letter is written in formal language. Try to avoid starting with 'I'. Keep sentence short and to the point. Do not use contractions.
- End with a short sentence that anticipates the response of the addressee.
- The tone in formal letter is polite and impersonal.
- Use passive voice where possible.
- Be brief and to the point; do not beat about the bush.
- Be clear and specific; state the purpose clearly and concisely.
- Be positive and polite even if you are writing a complaint. Remember on the receiving end of your letter is a human being!

Business letters

These include:

- (i) Letters of enquiry/asking for information
- (ii) Replying to enquiry/giving information
- (iii) Placing orders and sending replies
- (iv) Cancelling orders

A business letter is the basic means of communication between two companies. It is a document typically sent externally to those outside a company, but is also sent internally to those within a

company.

A business letter should be written whenever you need a permanent record that you have sent the information requested for, because business letters are generally sent to other professionals.

A formal salutation and closing must be added. They are different from personal letters in form, tone and content. Most business letters have a

formal tone as opposed to the informal, friendly or personal tone, content and style of the personal letter. The treatment of the subject has to be simple, systematic and formal.

IMPORTANT POINTS

- begin by identifying yourself
- clearly state the purpose of writing
- give relevant details
- make a request for appropriate action
- be positive and polite - even if you are making a complaint
- use polite language and a pleasant tone
- Quote reference numbers, order number, cheque/demand draft number, file numbers, etc.
- convey message briefly and in a straightforward manner

Official Letters

These include:

- i. Letters of complaint
- ii. Making inquiries
- iii. Making requests/appeals

Official letters are written to various public or civil servants who generally head their respective departments, sections, branches or zones.

Important points

- Show due respect but do not flatter or sound too servile
- Clearly state the purpose of writing
- Use polite language and a pleasant tone

Letters to the Editors

These letters give suggestions/create awareness on an issue of public interest or an issue already raised in an article/write-up/published letter.

Important Points

- Begin with reference to the recent development/event/issue
- Give details of the topic bringing out cause-effect relationship
- Offer suggestions/solutions
- Do not ask the editor to solve the problem as he can only voice your views and ideas.

Job Applications

These types of letters demand a very formal and precise treatment. Their format is almost the same as that of the forwarding cover letter and is usually accompanied by a curriculum vitae/resume. The curriculum vitae/resume ought to include the name, address, name, date of birth, educational qualifications, experience, hobbies, expected salary and signature.

ARTICLE WRITING

Articles and speeches express the personal opinion of the writer and present information on a variety of themes.

FORMAT:

1. Write the HEADING/TITLE at the top.
2. Write the name of the writer below it.
3. Split your subject matter into 3-4 paragraphs.
 - (i) Paragraph-1: Introduction-briefly tell what the Article is about, giving some startling fact or quotation to arouse interest.
 - (ii) Paragraph-2&3: Develop the cause and effect of the problem. Give statistical data to support your views. Compare and contrast.
 - (iii) Paragraph-4 : Conclusion.Briefly offer suggestions and solutions to improve the situation.

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Predictions and personal observation may be included.

4. Systematic presentation of ideas is a must.
5. Pay attention to grammatical accuracy and use of good vocabulary.
6. Use sentence linkers to ensure continuity-eg .consequently, similarly, finally, moreover, etc.
7. Avoid irrelevant information and repetition.
8. Follow word limit (150-200 words)

DEBATE/SPEECH

DEBATE

The purpose of making a debate/ speech is to convey information orally to a large gathering of people strongly and convincingly.

FORMAT Includes the topic (For/Against) SALUTATION, greeting the chief guest and fellow speakers or listeners.

-Begin with "Honourable Chairperson, judges, teachers and my dear friends, I stand before you to express my views for/against the motion on the topic....."

CONTENT: Express your views about the topic .

-Compare, contrast and sum up highlighting your viewpoint.

-use LANGUAGE that is persuasive and powerful using the expressions like-I vehemently disapprove of, I strongly feel, in my opinion, may I ask.....etc.

SPEECH: must reflect CLARITY of thought, accuracy of facts and balanced view.

At the end write "THANK YOU".

Follow the word limit.

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Report Writing

A report can be a brief note or a complete detailed information about an event that has taken place in the past.

Types of Reports

- For News Paper

- For Magazine

POINTS to Remember

- Be brief and to the point.

- Report an event in the order in which things happen.

- Should be always written in Past Tense (Magazine) and a mixture of tenses (for News Paper).

Format for Magazine

Heading by

Content Split into 3-4 paragraph.

1st Para :-What/Where/When/for Whom, who is invited.

2nd Para :- Sequence of the event to be described.

3rd Para : - Quote excerpts from Chief Guests Speech and Conclusion.

FORMAT FOR NEWS PAPER

HEADLINE

BY _____

Date : _____

Place : _____

1st Para :-Expansion of the headline.

2nd Para :- Detailed description of the event/ happening.

3rd Para : - Remarks of the witness/people present at the event.

4th Para : - Action taken so far/will be taken