

21/4/21

* Sentences

→ Denotative

Ex →

He was an honest officer.

* Known as Layman's sentence bcz these are used by common man in day to day life

→ Connotative

* Very easy to understand. The words are used in dictionary sense

→ Evocative

* Connotative

→ * called as scholar's sentence.

* Need a lot of skills to decode it.

* Bcz difficult to understand.

* Some of the words of it carry a bigger meaning than the dictionary meaning.

[Ex] → If winter comes, can spring be far behind.

* Here → winter → substitute of hardship

• spring → substitute of joyful nature

⇒ It means, after our hardship, we get our good days.

* Evocative

⇒ * Lost nowadays due to change in the reader's habit.

* Need special skills

* Have to refer to the notes of the writer (Personal touch hota hai writer)

* Kal hoga

Human communication

** HW

Search & read about

Process of Human communication

22/4/21

MOD-1

* Human communication → Dynamic in nature.

↳ One way ⇒ ^{once of listener.} not possible (when person is overdunk / gone mad / drunk)
= non-effective

↳ Two way comm ⇒ U have to confirm whether there is another person to listen or not.

* Effective communication.

* Here, there will be a listener and a speaker.

* Speaker $\xrightleftharpoons{\text{Interchangeable}}$ Listener

* One way → Speaker (+)nt, Listener (-)nt
↳ Listener (+)nt with negligible role

↳ ~~Effective example~~ → ~~Not~~

* Min^m requirement for an effective communication

↳ There should be atleast once.

Imp

Stages of Human Communication :-

① Ideation ⇒

* Perceptⁿ of an idea on the part of receiver.

* The idea which is to be transmitted by transmitter.

② Code ⇒

* Language = Its a means used to transmit our emotions / feelings, ideas

↳ Technical defⁿ → Set of sounds & symbols that a grp of people commonly use!

* U have to confirm, that the language u r delivering must be easily understandable.

* In business communication, always go for official language. (Eng).

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(1011)

③ Message ⇒

- * Speaker become ^{bec aware} about grammatical competency of the language.
- * whatever u speak, it should be grammatically accepted.

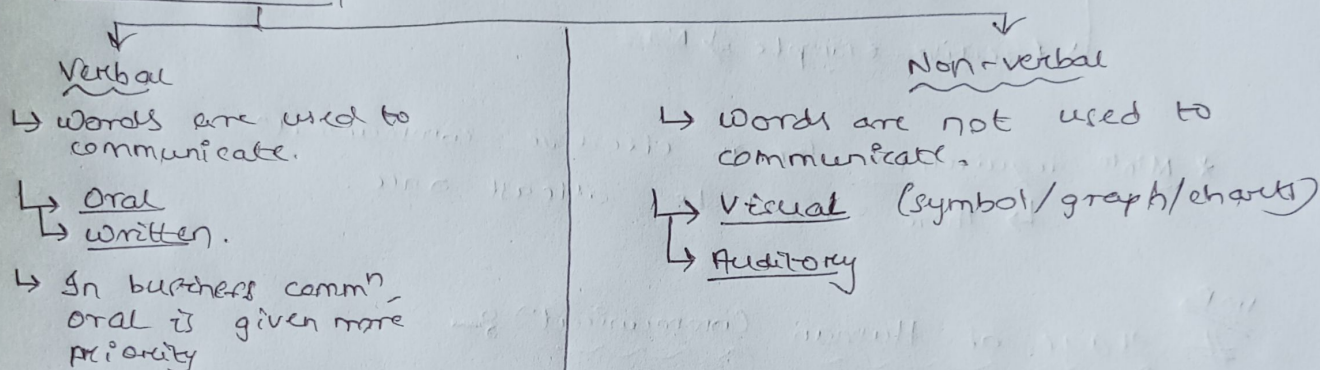
④ Encoding ⇒ VVVImp

- * It is a sender's job.
- + It is transformⁿ of idea into the code selected.
- * At this stage, u have the full fledged msg. u want to transmit.

⑤ Channel ⇒

- * It's a medium, through which msg. is transmitted.

+ Diff. channels



channel & Encoding are Interdependent.

- * When we encode the msg., we consider the recipient. (it varies).
- * when the channel changes, the shape of msg. altogether changes, though the content remain same.

(Ex) → 1) Informal (to friend) → Going school.
2) Formal (to father) → I'm going to the school.

⑥ Context ⇒

- * Every human commⁿ is highly context dependent. (corporate commⁿ).
- * Context is the time, place, situatⁿ where commⁿ takes place.
- Good commⁿ → Here, the transmitter focuses more on successful decoding of subject. (easily understandable msg).
- Effective commⁿ → Priority is purpose or his commⁿ need to be achieved.
- * All effective commⁿ needs to be good commⁿ, but all good commⁿs need not to be effective one.

⑦ Decoding ⇒ (Receiver's Job)

- * Receiver tries to understand the msg.
- * Clarificatⁿ is done when receiver is unable to understand.

⑧ Feedback ⇒ It confirms the effectiveness of commⁿ. (Integral part). (Professional case)

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Barriers & Filters of Communication :-

- * Bcz of these 2 things, the receiver is unable to decode the msg which is transmitted by the sender.
- * **BARRIER** = Complete breakdown in communication
- * It's a obstruction in the process of successful decoding
- * Receiver is unable to decode the msg completely
- * **FILTER**
- * Partial barrier. / breakdown in communication.
- * The receiver understands the msg but in a different/alterred way, than that of speaker.

* Types of Barrier →

① Language →

- * Selectⁿ of code is very imp. (many a time, act as barrier).
- * Due to wrong selectⁿ of language, it acts as a barrier.
- * It is one of the first & foremost barrier.

② Vocabulary / Vocab →

- * Receiver many a time unable to decode the msg. due to some lacuna in the vocab knowledge.
- * Range of vocab for common man = 9K to 12K words (avg).
Power house of Eng

• Basic obj of effective commn

= successful decoding of msg., not using various difficult vocab to impress.

③ Jargon →

- * There are the typical words which are used in a particular field which are understood by the person belonging to that particular field only.

④ Ambiguous →

- * These statement has multiple meaning. (acts as barrier)
- * In a communicatⁿ, words having a single meaning should be preferred.

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⑤ Background Knowledge → (Broad spectra)

* Reading is a vital part of it.

* Background knowledge helps us to decode the msg in a very effective way, otherwise it acts as a barrier / filter.

⑥ Concept →

* These are compressed words, (word loaded with meaning).

* Acts as barrier, as many a time, receiver is unable to understand.

⑦ Pronunciation & accent & intonation →

* Pronunciation :- deals with articulation of a sound of a particular language.

• Eng = 44 sounds

• Odia = 49 sounds.

* Accent :- way we pronounce any language.
• Varies from region to region.

Eng → British accent
↳ American accent. (not popular)

* Intonation :- Modulation of the words.

• Rise & Fall of voice in speaking.

• Plays a very imp. role in process of communication.

Ex → Intonation makes a diff. b/w assertive and interrogative sentence.

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* ⑧ Cultural Barrier → VV Imp

- * Cross culture = Communicatⁿ b/w two cultures.
- * Ethnocentrism = Psychological term used for a very common behaviour of humans, i.e. highly esteemed for their culture. (Humans feel that their culture is THE BEST).
- * Whatever behaviour we do with others, we expect the same behaviour from them too.
- * Non-verbal Gesture →
 - * Every individual have their own personal space.
 - * 3 spaces →
 - Public space (3 feet)
 - Personal space (2-3 feet) = Friends
 - Intimate space (1 foot) = Parents, siblings.
- * In Japan, they have only 1 space.
- * Whenever we are using abstract words in a communicatⁿ, we must be aware, so that people don't misunderstand you.
- * Bypassing ⇒ Use of abstract words, which have diff. connotatⁿ in diff. culture.
Ex ⇒ Arab & Indian friend communicatⁿ case.
- * Time → Time management varies from region to region.

⑨ Physical Barrier →

- * Psychological :- Anxiety.
Ex ⇒ Tumhare bday mein Papa paire nhi diye celebrate karne ke liye, & then maths class mein dimaag kaam nhi kar raha, even if bahut achhe se padhaya ja raha hai.
- * Hearing = Casual attitude.
- * Listening = Intensive hearing.
- * Informatⁿ overload →
 - (a) New info = The info, communicator adds to the old info.
 - (b) Old info = If the receiver has perceived some idea about a particular topic of communicatⁿ before hand.
= Background knowledge.
- ⇒ Info gap principle :-
 - * You have to judge, how much info the receiver has already got about ur topic.
 - * Judge on the basis of → Educational background
→ Social background
 - * Its a guess work basically.
- * Your communicatⁿ should have a proper combⁿ of old and new info.
- Excessive transmission of new info to the receiver, leads to info ~~bad~~, overload.
- Excessive transmission of old info to the receiver, leads to boredom.

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* Environmental Barrier →

- * The time, place & situatⁿ must be perfect.
- * But many a time, due to conducive environment, these act as a barrier.

LEVELS OF HUMAN COMMUNICATION :-

* Human being normally communicates in 5 diff aspects.

- ① Interpersonal communicatⁿ
- ② Intrapersonal commⁿ
- ③ Extrapersonal commⁿ
- ④ Mass commⁿ
- ⑤ Organisational commⁿ.

① Interpersonal communicatⁿ → (Inter means between)

* It is the commⁿ b/w 2 (or) more persons.

* Most frequently done commⁿ.

* Mostly related to corporate areas, campus placements, etc.

* It is done at different levels.

* One of the most requisite skill.

* This is conscious in nature.

② Intrapersonal comm → (Intra means within)

* This comm takes place within yourself.

* Both inter & intrapersonal are spontaneous.

* Intrapersonal comm is unconscious.

↳ Ex → Praying, Thinking, Dreaming, self talks, etc.
writing an own diary etc.

③ Extrapersonal comm →

* Never spontaneous to human beings.

* It is not related to human beings comm.

* It is the comm, to if a human has the ability to communicate with non-human creatures.

Ex → comm of humans with their pets.

④ Mass comm →

* It has its own limitation. Here, the recipient is not defined.

* It is the comm, we are communicating with a large audience without knowing to whom we are communicating.

* Not a suitable mode of human comm.

Ex → Writing a book.

⑤ Organisational comm → (Very very formal)

* Most so structured mode of comm.

* Very disciplined & organised.

* Protocols, rules & regulations are very defined.

(a) Internal operational comm

↳ Takes place within the same organisation

(b) External operational comm

↳ B/w diff. organisations

Ex → Formal letters, emails, reports, etc.

~~Imp~~ * Memorandum → Ex. of INTERNAL operational comm.

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Flow of organisational commⁿ :-

- * Money making is the first & foremost motive of a business, but social service is the most imp. part of a business.
- * Building a long term relationship with the customer is the true motive of a businessman.
- * Every human being by nature is EMOTIONAL. So, businessmen generally think of the emotions of their customer by applying a hell lot of techniques.
- * Man management is one of the most difficult thing in the earth.
So, to solve this issue, the businessmen developed a hierarchy $\Rightarrow$ (of Entrepreneurship)

* 1st requirement = Finance / money

- Businessman never spends 100% money of his, generally he should invest 50-60% of money. (obtained by share marketing & all).
- The share market gives enormous return.
- In 1981 $\rightarrow$ "Infosys" was started.

* We have to decide how many people are going to run the business.

- To maintain discipline, a hierarchy is developed
- ① CEO/MD (Generally the Entrepreneur)
(Sometimes hired CEO is there).

② General manager

- of
- $\rightarrow$ Producer = inspects the manufacturing activity
 - $\rightarrow$ Customer care = inspects the complaints of customers
 - $\rightarrow$ R & D = One of the prime focus in a business house
= Full form $\rightarrow$ Research & Development.
= Adopt latest tech. to obtain maxm profit by less investment
 - $\rightarrow$ Office = calculation of profit & loss.
 - $\rightarrow$ Personal dept/PR dept = Manpower of organisation
 $\downarrow$
(Public relatⁿ) = Recruits people.

- ③ Assistant manager
- ④ Regional manager
- ⑤ Area manager.
- ⑥ Sales representative

- * To work in these diff. levels, people are selected on the basis of $\rightarrow$ Educatⁿ & Experience.
 $\downarrow$
(varies as per hierarchy)

- * Each & every employee is assigned with some responsibility, & authority.
- * Authority may get lesser as we go down the hierarchy.

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Patterns of Business Commⁿ :-

↓
Vertical commⁿ

↓
Horizontal commⁿ

↓
Diagonal commⁿ

↓
Grapevine commⁿ

Formal commⁿ

- It takes place b/w strangers.
- Used in all sort of business/organizational commⁿ.
- We are very much conscious while using a particular language.
- Str. = Formal is very structured & disciplined.
- Rules are made to follow.
- Certain expressions are imp. for formal commⁿ.

Informal commⁿ

- Takes place b/w known people.
- We are not that much selective while choosing a language.
- Not that much structured.
- Rules are made to be broken.
- No specific expression is required.

① Vertical commⁿ →

* In a business, all the employees must communicate with each other & follow rules & regulatⁿ.

Downward commⁿ

- Very frequently used in org.
- The commⁿ from higher positioned person to the lower one.
Ex → CEO to General manager, etc.
- While comparing, in business, downward is more imp. than that of upward.

Upward commⁿ

- Vice versa of downward commⁿ i.e. lower to higher hierarchy commⁿ.
- In India, it is not taken in a wholehearted way.
- But this should be given importance as people at lower hierarchy can give more valuable opinion comparatively.

② Horizontal commⁿ →

- * Decision making is very imp. in a business life.
- * Commⁿ that takes place in the same hierarchy level.
- * Also called Lateral commⁿ (or) Peer level commⁿ.

③ Diagonal commⁿ → (Latest trend in business)

- * Communication where no rules & regulations are followed.
- * No business protocols are followed.
- * The source can directly talk to the person destination.
- Merits → 100% msg is delivered w/o any manipulation.
- Demerits → It can increase competitiveness as more info of ongoing production is given. & may consume time of the employees.

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④ Grapevine communication →

- * It is the only recognised informal commⁿ that exist in business commⁿ.
- * Rumours, gossips related to work only done during breaktime.
- * Helps the organisatⁿ to take lot of decisions to solve different problems.
- * Your success as a manager depends upon your extent of grapevine commⁿ.
- * The manager must use the principle of divide & rule.
- * Management / Leadership qualities can be nurtured, but it may be inborn quality.
- * By using a grapevine channel, we can pass our message to the targeted person indirectly.

(In a lab ghuma firake apni baat ko manwana!! 😊)

8/5/21

Bias free Language :-

- * This concept is initiated due to the movement called Feminism.
- * Feminism started with a punch line :-
"Why men include women"

* Aspects of Bias free Language :-

① Racial biased Language →

- * A majority community of America constitutes the Negro (the black community).
↳ (slavery)

So, it created a cove mindset for them.
So, they objected to be being called Negro, but liked to be called "Black american".

Thereafter, the disliked also the term "black american" & finally liked to be called "Afro american". It may also change in future.

- * The Scotland disliked to be called as "Scotch" as it is basically related to a brand of wine. So, afterwards they were called "Scottish".

- * Muslims are previously called as "Moham-adams" but now it is changed to be called as "Muslim".

② Caste biased Language →

- * Untouchability in India.

- * Mahatma Gandhi named them as "Harijans". But nowadays they are called "Dalits".

③ Social & Physical biased Language →

- * Concept of adopted child
- * "Bastard" word is also criticized, instead of these they should be called children of unmarried couple.

- * The biased substitute of "Peon" is "Office attendant".
- * The biased substitute of "Clerk" is "Office assistant".

* Physically biased Language →

- * In European subcontinents, if you call a person "Blind" directly, then it is considered biased.

- * Visually handicapped → Visually challenged → Visually impaired
(Nowadays used)

* People who have some deformities are called as "differently abled" or "Otherwise blessed".

* Don't call anyone "fat", rather call "overweight".

④ Age biased Language →

* In European subcontinents, 18+ yrs age boy should be called as man & 18+ yrs girl should be called as women.

* Old man = considered as age sensitive language
= Nowadays, addressed as Senior citizen.

⑤ Politically biased Language →

* It has been a major concern in European subcontinent.

* There, people don't like to be called as politicians as nowadays politicians are synonym to corruption, so, they loved to be called as "social worker".

* It is unfair to call someone a criminal until & unless his/her crime is proved.

* Whenever someone is arrested, we may call them as "suspect", not criminal.

* "Terrorist" word is also another example.

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⑥ Sexually biased language / Gender sensitive language →

* "Why men include women" → Punch line.

↳ meaning →

- why policeman / chairman is used, even this post can also be handled by a woman.
- Better to go with a neutral substitute like Police officer / corp & chairperson respectively.

Ex →

- Postman → mail person
- Middle man → mediator
- Weather man → meteorologist
- Manmade → artificial.

* We should not use "his/her" for a particular profession, "their" is more appropriate.

* Don't use "she" word.

Ex →

- If a man is working as waiter & even a female is working as waiter, call them "waiter" only, not "waitress".

- Use "actor" for both male & female

Indian English :-

Ex → Chapatti (now even found in dictionary).

* We should always avoid regional eng words.

* Another example → almirah, instead of this use cupboard.

* Pure eng. word for → socks → stockings.

* Pure eng. word for → bogey → compartment.

* Hotel → provides lodging + food.

* Restaurant → only food.

* Half pant → shorts & Full pant → trousers.

ASSIGNMENT-1 (Deadline $\Rightarrow$ 18/5/21 [Tue])

* Mention ur Name, Regd. No. & section at the end of HW

- 1) Discuss the different barriers and filters of human communication & suggest measures to overcome them?
- 2) Discuss the advantages & disadvantages of written communication?
- 3) What is bias free language? Discuss with suitable examples.
- 4) Discuss various advantages & disadvantages of Grapevine communication?
- 5) Write short notes on $\rightarrow$ (one paragraph/8-10 sentences)
 - (a) Encoding
 - (b) Feedback
 - (c) Intra personal communication
 - (d) Bypassing
 - (e) Descriptive language function.
 - (f) Difference b/w general commⁿ & business commⁿ.
 - (g) Vertical communication.

* Q.1 to Q.4 $\Rightarrow$ max^m 200 words (1.5 page).

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MODULE - 3

ENG PHONETICS

- * Phonetics is basically the articulation of sound.
- * Language = combⁿ of sounds and symbols.
Phonetics ← ↳ writing part.

- * Phonetics = deals with how a particular statement of a language has to be pronounced.
- * All languages don't have same no. of sounds.
- * Every language has its own phonetics.

Q. Explain why Eng. is considered as an unphonetic language?

Ans. Majority of Indian languages are phonetic because a particular letter represents the same sound.

- But in case of Eng., it's not the case, we will be in dilemma that which letter represents what sound.
- That's why it is said that Eng. is very difficult language to master. (No letter to sound correspondence).

- * Phonetics is the technical aspect of a particular language.
- * Phonetics is the study of speech sounds.

#

ODIA

- It is a phonetic language
↳ 49 alphabets
↳ 49 sounds

ENGLISH

- Unphonetic language
↳ 26 alphabets
↳ 44 sounds

- * Eng. spoken by Indians is understandable as we follow the British accent.
- * Sound system varies from language to language.

Sound System :-

Egressive sound

- * Air is exerted through the nostrils (or) oral passage to produce sound.
- * Majority use this.
- Ex → All Eng sounds.

Ingressive sound

- * We have to inhale air through nostrils (or) oral passage to produce these sound.
- * Very few sounds.
- Ex → Some sounds in Africa.

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- * 2 accents of Eng → British accent / RP = Received Pronunciation
↳ GAE = General American English
↳ Gen GE = General English
- * Indian accent → EIE = Educated Indian English
↳ It is 70% of RP.
↳ Rest 30% is due to mother tongue interference.
- * Neutral Eng → Eng which is free from mother tongue interferences.

* The prime objective of learning Eng phonetics is to speak Eng without any mother tongue interference. We should speak Eng in such a way that, the person on the other hand cannot guess that where are you from.

* In India, we speak Eng as a 2nd language. Here, mother tongue is taught & given more priority from childhood itself.

(a) 1st language $\Rightarrow$ Mother tongue

(b) 2nd language $\Rightarrow$ The language ^(Eng) used in education, communication, interaction, etc.
Ex $\rightarrow$ India

(c) 3rd language $\Rightarrow$ Eng used for international relationship only.
Ex $\rightarrow$ Highly developed countries

* In India, a child who has learnt the mother tongue from childhood, He/she generally mixes the pronunciation of both languages & create a mess, as a result pronouncing a statement in a wrong way.

* Another reason of not speaking world class Eng in India is **IGNORANCE OF TEACHERS**. At many places, even the teacher is teaching wrongly, and then it is obvious that the student will learn in a wrong way. And this issue should be resolved.

✓ **MTI $\Rightarrow$ Mother Tongue Interference**

* It is a major concern.

* We should try to speak Eng which is neutral means which is free from MTI.

English Sound System :-

* Pulmonic Eggressive Airstream

mechanism $\Rightarrow$

* Air is generated from lungs vocal cords & it in trachea comes either from oral or

and passes to the nasal passage, then air normally

• Active articulators $\Rightarrow$

1) Tongue $\rightarrow$ Tip, blade, front & back of tongue

2) Lips $\rightarrow$ Lower & upper lips

3) Upper teeth ridge $\rightarrow$ Last part of it has "Uvula", it keeps moving up & down & regulates the passage of air through oral or nasal passage.

* **(HW)** $\rightarrow$ Read about active & passive articulators.

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* Phoneme $\Rightarrow$ Independent sounds.

OP (Odia Phoneme)

- 49 alphabets.
- 49 phonemes.

So, odia is a phonetic language

- Letter to sound correspondence (1:1).

sound system.

EP (English Phoneme)

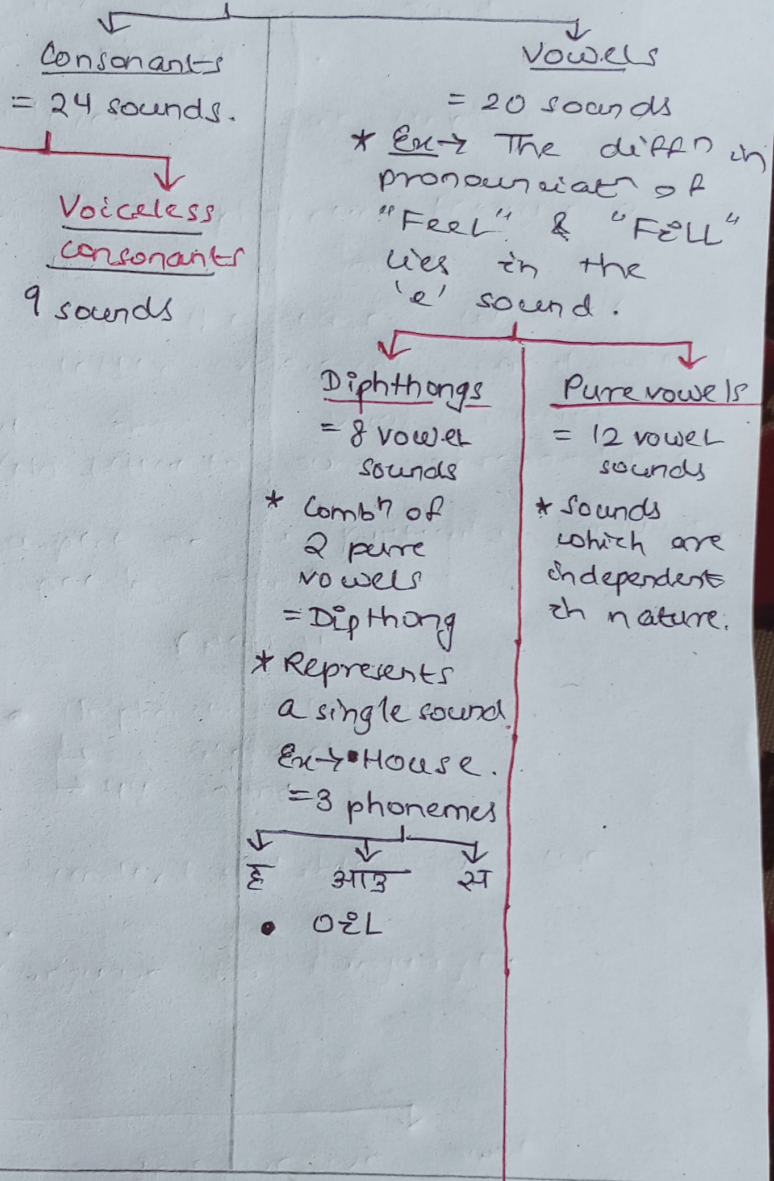
- 26 alphabets.

- 44 phonemes.

So, Eng is unphonetic language.

- No letter to sound correspondence (1:1).

- 44 phonemes



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- * Vowel sounds = Air is not obstructed by tongue & lips.
- * Consonant sounds = Air is obstructed by tongue & lips.

Phonemes →

- * Each phoneme is represented by a graphical and symbolic representation, called as Phonetic Transcription.
- * Eng learner must have adequate knowledge about phonetic transcription.
- * These are mainly found in dictionary.
Ex ⇒ car (k a:).

- * IPA → International Phonetic Association (Research organization)
↳ It has divided phonemes into divisions, called as, (44 symbols)
again, IPA → International Phonetic Alphabet.

SMT
(Sound of
mother tongue)

* IPA
(Phonetic
Transcription)

Example of words
where the sound occurs

* 9 voiceless
consonants ⇒

1) प

/p/

2) ट

/t/

3) क

/k/

4) च

/tʃ/

5) फ

/f/

6) थ

/θ/

7) स (1st)

/s/

↳ Clue → whenever english alphabet 's' represents स sound

8) श (2nd)

/ʃ/

↳ Clue → whenever 'sh' represents श sound.

** Except ⇒ Sugar → 2nd one, not 1st श.

9) ह

/h/

* Pen, Paste, hopper, cough, gap.

* Text, tongue, mutton, hat, cat.

* King, kite, making, joke, rock.

* Check, chest, catching, match, hatch

* Fast, Father, Muffler, Laugh, half

* Think, thirsty, worthless, worth.

* silk, sand, sign, sun.

* Shell, shine, shock

* Hen, hand, cohesive, hat.

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* Voiced consonants →

- | | |
|------------|-----|
| 1) ब | /b/ |
| 2) ड | /d/ |
| 3) ग | /g/ |
| 4) ज (1st) | /z/ |

= high friction
in voice.

↳ Clue → Whenever 'z' represents 'ज' sound, then it is 1st ज.

- | | |
|------------|------|
| 5) झ | /v/ |
| 6) ढ | /ð/ |
| 7) ण (2nd) | /dʒ/ |

↳ Clue → Whenever 'j' represents 'ज' sound
= comparatively lesser friction in voice.

- | | |
|-------------|-----|
| 8) ञ (3rd) | /ʒ/ |
| (Minimal ञ) | |

= friction in voice is almost negligible.

* Nasal sounds

- | | |
|-------|-----|
| 9) म | /m/ |
| 10) न | /n/ |
| 11) ङ | /ɳ/ |
| 12) ल | /l/ |
| 13) र | /r/ |

* Box, bell, ambulance, hub

* Dog, door, middle, handle, mad

* Ghost, garbage, beggar, bag.

* Zinc, zebra

* Vampire, ~~cover~~ cover, love, move.

* Brother, mother.

* Jeep, jungle, jug, major

* measure, pleasure

* Mug, machine, man, common, form.

* Next, name, canone, hen, wɛn.

* Coming, talking, young, lung.

* Lake, caller, doll

* Red, rubber, market, wrong, ~~rock~~ rock.

SMT

• Semivowels

14) २T

15) व

IPA

/j/

/w/

Examples

* Young, yatch.

* Worry, watch, world, cow.

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* Pure vowels ⇒

1) इ (short इ)

/ɪ/

* Fill, fit, sit, bit

2) ई (long ई)

/i/

* Beat, feel, seat

3) ए

/e/

* Pen (/pen/)

4) आ

/æ/

* Cat, pan, Mat, bat

5) Long आ

/ɑ:/

* Arm, car, father, alarm

6) Short अ

/ʌ/

* Office, pot, cross, hot

↳ clue → When eng alphabet 'o' represent 'अ' sound

7) Long अ

/ɔ:/

* All, ball, saw, call.

↳ clue → Long pronunciation of अ sound. ('a' represent अ sound)

8) उ (short)

/u/

* Pull, full, foot, book.

9) Long उ

/u:/

* Pool, fool, cool.

10) Certain form of अ
(most typical sound)

/ʌ/

* Bus, under, bun, cup, sun, blood

↳ clue → When 'u' represents 'अ' sound.

~~↳ Example~~

11) Long अ

/ɜ:/

* Bird, word, burn.

↳ clue → When 'अ' sound is preceded by 'अ' sound.

12) अ

/ə/

* above, again, alone

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* Diphthongs →

1) एइ

2) अउ

3) आइ

4) आउ

5) अइ

6) इअ

/eɪ/

/əʊ/

/aɪ/

/aʊ/

/ɔɪ/

/ɪə/

* Pain, Late, eight, say.

* Old, hope, home, Boat.

* Bite, Idea, Buy, cry, Five

* Out, cow, How, Town.

* Boy, oil

* Dear, Deer, Fear, Hear, Ear

• Homophones → Words of diff. spellings, having same pronunciation.

(Ex) → Dear & Deer.

• Homographs → Words of → same spelling, meaning is diff. and pronunciation may be diff. or same.

(Ex) → Fast & Fast

related to speed ←

↳ Upwaas (Eating nothing)

7) एअ

/eə/

* Air, chair, care

8) उअ

/ʊə/

* Poor, Tour

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SYLLABLE oo =

* English word is a combination of phonemes.

		<u>No. of Phoneme</u>	
1) House	→	3	= single syllable (as there is no pause)
2) Absent	→	6	= 2 syllables (1 pause i.e. ab-sent)
3) Argument	→	8	= 3 syllables (2 pauses i.e. ar-gu-ment)
4) Military	→	8	= 4 syllables (3 pauses i.e. mi-li-ta-ry)
5) Communication	→	12	= 5 syllables (4 pauses i.e. com-mu-ni-ca-tion)

* A syllable is a group of sounds ordered with a single breath.

Imp * Identification of No. of Syllables :-

① Presence of a vowel is very essential in a syllable, and that vowel must be preceded (or) succeeded by a consonant.

↳ Max^m no. of consonant that can precede a vowel = 3
Ex → Street - 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100 101 102 103 104 105 106 107 108 109 110 111 112 113 114 115 116 117 118 119 120 121 122 123 124 125 126 127 128 129 130 131 132 133 134 135 136 137 138 139 140 141 142 143 144 145 146 147 148 149 150 151 152 153 154 155 156 157 158 159 160 161 162 163 164 165 166 167 168 169 170 171 172 173 174 175 176 177 178 179 180 181 182 183 184 185 186 187 188 189 190 191 192 193 194 195 196 197 198 199 200 201 202 203 204 205 206 207 208 209 210 211 212 213 214 215 216 217 218 219 220 221 222 223 224 225 226 227 228 229 230 231 232 233 234 235 236 237 238 239 240 241 242 243 244 245 246 247 248 249 250 251 252 253 254 255 256 257 258 259 260 261 262 263 264 265 266 267 268 269 270 271 272 273 274 275 276 277 278 279 280 281 282 283 284 285 286 287 288 289 290 291 292 293 294 295 296 297 298 299 300 301 302 303 304 305 306 307 308 309 310 311 312 313 314 315 316 317 318 319 320 321 322 323 324 325 326 327 328 329 330 331 332 333 334 335 336 337 338 339 340 341 342 343 344 345 346 347 348 349 350 351 352 353 354 355 356 357 358 359 360 361 362 363 364 365 366 367 368 369 370 371 372 373 374 375 376 377 378 379 380 381 382 383 384 385 386 387 388 389 390 391 392 393 394 395 396 397 398 399 400 401 402 403 404 405 406 407 408 409 410 411 412 413 414 415 416 417 418 419 420 421 422 423 424 425 426 427 428 429 430 431 432 433 434 435 436 437 438 439 440 441 442 443 444 445 446 447 448 449 450 451 452 453 454 455 456 457 458 459 460 461 462 463 464 465 466 467 468 469 470 471 472 473 474 475 476 477 478 479 480 481 482 483 484 485 486 487 488 489 490 491 492 493 494 495 496 497 498 499 500 501 502 503 504 505 506 507 508 509 510 511 512 513 514 515 516 517 518 519 520 521 522 523 524 525 526 527 528 529 530 531 532 533 534 535 536 537 538 539 540 541 542 543 544 545 546 547 548 549 550 551 552 553 554 555 556 557 558 559 560 561 562 563 564 565 566 567 568 569 570 571 572 573 574 575 576 577 578 579 580 581 582 583 584 585 586 587 588 589 590 591 592 593 594 595 596 597 598 599 600 601 602 603 604 605 606 607 608 609 610 611 612 613 614 615 616 617 618 619 620 621 622 623 624 625 626 627 628 629 630 631 632 633 634 635 636 637 638 639 640 641 642 643 644 645 646 647 648 649 650 651 652 653 654 655 656 657 658 659 660 661 662 663 664 665 666 667 668 669 670 671 672 673 674 675 676 677 678 679 680 681 682 683 684 685 686 687 688 689 690 691 692 693 694 695 696 697 698 699 700 701 702 703 704 705 706 707 708 709 710 711 712 713 714 715 716 717 718 719 720 721 722 723 724 725 726 727 728 729 730 731 732 733 734 735 736 737 738 739 740 741 742 743 744 745 746 747 748 749 750 751 752 753 754 755 756 757 758 759 760 761 762 763 764 765 766 767 768 769 770 771 772 773 774 775 776 777 778 779 780 781 782 783 784 785 786 787 788 789 790 791 792 793 794 795 796 797 798 799 800 801 802 803 804 805 806 807 808 809 810 811 812 813 814 815 816 817 818 819 820 821 822 823 824 825 826 827 828 829 830 831 832 833 834 835 836 837 838 839 840 841 842 843 844 845 846 847 848 849 850 851 852 853 854 855 856 857 858 859 860 861 862 863 864 865 866 867 868 869 870 871 872 873 874 875 876 877 878 879 880 881 882 883 884 885 886 887 888 889 890 891 892 893 894 895 896 897 898 899 900 901 902 903 904 905 906 907 908 909 910 911 912 913 914 915 916 917 918 919 920 921 922 923 924 925 926 927 928 929 930 931 932 933 934 935 936 937 938 939 940 941 942 943 944 945 946 947 948 949 950 951 952 953 954 955 956 957 958 959 960 961 962 963 964 965 966 967 968 969 970 971 972 973 974 975 976 977 978 979 980 981 982 983 984 985 986 987 988 989 990 991 992 993 994 995 996 997 998 999 1000

Ex → Street = 1 syllable (Syllable str. ⇒ $c \ c \ c \ v \ c$)

$$\left\{ \begin{array}{l} * \text{ } c = \text{consonant} \\ * \text{ } v = \text{vowel} \end{array} \right\}$$

Ex → Texts = 1 syllable

Ex → Texts = 1 syllable (Syllable structure → C V C C C C)

② Some words are there, where a vowel without any consonant preceding (or) succeeding it.

Ex → Argument Above

$E_x \Rightarrow$ Argument, Above

Imp ③ Syllabic Consonant → (Very rare examples).

* There are 3 consonant sounds

→	ṁ	/L/
→	ṡ	/m/
→	ṣ	/n/

because, they have the ability to structure a syllable, even if there is no vowel.

Ex → Table (T + a + b + n) = 2 syllables (syllable str. → cvcc)

• Button (b + u + t + n) = 2 syllables (syllable str. → cvcc)

- Button (ब + अ + ट + त्) = 2 syllables (syllable str. $\rightarrow$ cvcc)

31/5/21

Wordstress :-

* Whenever we speak a word, the degree of prominence which is given to a particular sound is known as Wordstress.

* Different emphasis is given to diff. sounds while speaking a word.

Ex → • Enter → 4 phonemes, 2 syllables (En-ter)
↳ 1st syllable will be stressed here.

* The initial phoneme of any of the syllable is always emphasised.

• Hotel → 5 phonemes, 2 syllables (Ho-tel)
↳ 2nd syllable will be stressed here.

• Pretend → 7 phonemes, 2 syllables (Pre-tend)
↳ 2nd syllable will be stressed here.

• Resolution → 10 phonemes, 4 syllables (Re-so-lu-tion)
↳ 3rd syllable (ot) will be stressed here.

• Select → 2 syllables (Se-lect)
↳ 2nd syllable is stressed.

• Rectify → 3 syllables (Rec-ti-fy)
↳ 1st syllable is stressed.

• Sensitive → 3 syllables (Sen-si-tive)
↳ 1st syllable is stressed.

* Stress-shift →

* There are lot of words which are used in 2 classes.

Ex → • Record → used both as a Noun and Verb.

• Present → used both as a Noun & Verb.

* Here there is a shift of stress from one syllable to the other, when a word is used in 2 different classes.

Ex → • Photograph → 3 syllables
↳ 1st syllable is stressed

• Photography → 4 syllables
↳ 2nd syllable is stressed.

1/6/21

Sentence Stress :-

- * We speak an Eng. sentence by the help of diff. types of words.
 - Lexical word
 - Structural word
- * While speaking a sentence, all the lexical words need to be emphasised / stressed & all the structural words should have very lesser stress comparatively.
- * All the lexical words will be stressed, but at the last lexical word, the intonation will take place.
 - Rise (or) fall in voice.

Imp

* Tone Group →

- * A tone group is basically a "Clause".
 - Independent clause (Main clause)
 - Dependent clause (Coordinate clause)
- clause → subject & verb must be (t)nt.

Ex → • He is playing cricket.
 • When I reached there, she had left for her office.

1st clause

2nd clause

2 tone groups

1st lexical word
 <1> He is playing cricket. → 2nd lexical word.

(stressed)

→ single syllable
= 1st syllable (T)
is stressed.

→ (Intonation taken)

→ Falling tone → Pitch falls from high to low

→ Rising tone → Pitch rises from low to high.

→ Fall-rising tone → Pitch falls from high to low, then, rises from low to high.

* Here "cricket" is spoken in a Falling Tone.

<2> When I reached there, she had left for her office.

- 1 lexical word (Intonation)
- Rising tone.

- 1st lexical word (stressed).

- 2nd lexical word (Intonation)
- Falling tone

* A sentence may have more than 1 tone group.

Imp # Contrastive stress →

- * It is a normal deviation to the rules & regulations of a sentence stress.
- * Sometimes, the intonation (t)nt in the last lexical word can be shifted to the other, without changing the meaning.

Ex ⇒ • I am leaving for Mumbai tomorrow morning.

↳ single tone group.

↳ Lexical words ⇒ leaving, Mumbai, tomorrow, morning

(stressed)

↳ Intonation
↳ Falling tone.

↳ Contrastive stress → The meaning of the sentence changes, in this case.

* Sometimes structural words also take Intonation, which may lead to contrastive stress.

* In a tone group, only one word takes the intonation.

* HW ⇒ Read about formal letter.

3/6/21

MODULE - 4 & 5

BUSINESS WRITING

Formal Letter :-

- 1) Block style
- 2) Hanging indent
- 3) NOMA (National office Management Association).

* FORMAL LETTER

- Written to unknown person.
- ↳ All business writing comes under formal category.
- We have to adhere to a particular style. That exact style has to be followed throughout the entire letter.
- Subject is mandatory
- Language used should be polished, sophisticated & very selective.
- Specific expressions are used, to maintain the cordiality b/w the sender & the receiver.

INFORMAL LETTER

- Written to a known person.
- In this case, style does not matter that much.
- Subject is not mandatory
- Language is conversational in nature.
- Expressions are not that much imp.

Imp

* Formal Letter

- Solicitate Letter.
- Unsolicitate Letter.

① Solicitate Letter

- Here, only a response/reply is written.

Ex → After receiving my letter, now the publisher replies me through a solicitate letter.

② Unsolicitate Letter

- Here, the writer initiated the communication.

Ex → I am writing a letter to a book publisher to give me books.

- * All the stationaries used while writing a letter, reflects the status of the organisation in front of the reader.
- * In business, they directly mention "to the point" in a very minimal way, without using any unnecessary information.
- * While writing a ~~formal~~ formal letter, margins in all the 4 sides should be used.

Block Style :-

- * The entire letter needs to be written in block style (i.e. in one particular style only).
- * All the info. are written from left corner.
- * Block style is basically the "Root style".

* Full block with open punctuation → (Latest Trend)

■ It has 13 parts. (Structure of letter)

- 1) Sender's address (C)
 - 2) Date (C)
 - 3) Reference number (O)
 - 4) Special marking (O)
 - 5) Inside address (C)
 - 6) Salutation (C)
 - 7) Subject Line / Subject / Heading (C)
 - 8) Text / Body of the letter (C)
 - 9) Complimentary close / Subscription (C)
 - 10) Sender's signature / initial (C & O)
 - 11) Sender's name & designation (if any). (C & O)
 - 12) Enclosures / Attachments (O)
 - 13) cc (Complimentary copies / copies circulated / carbon copies) (O)
- ↳ Compulsory format (C) → cannot be skipped
↳ 1, 2, 5, 6, 7, 8, 9, 10, 11
- ↳ Optional format (O) → can be skipped. (depends upon requirement)
↳ 3, 4, 10, 11, 12, 13

7/6/21

- * Formal Letter → written on behalf of organisation.
→ written being an individual.
→ always use a full A4 size page.
- * Basic objective of margins is to give a proper alignment to the lines of the letter.
- * Letter on behalf of an organisation →
 - Mostly use Letter pad/head.
 - Its an A4 size paper, but has pre-printed material.
 - Letter head → Organisational. (Name of company, address, logo, etc.)
→ Individual. (Name of person, designation, name of company, address, etc.)

* Individual

1) Sender's address (top left corner) →

- * Should not use courtesy title before ur name.
→ Mr., Ms., Mrs.
- * Never use abbreviatⁿ of ur name.
- * Postal address
- * PIN Code must be mentioned.
- * email address.
- Line gap @n word gap is very important.

2) Date →

- * June 7th, 2021 (not preferred)
- * Don't use abbreviatⁿ for month.

3) Reference number (Optional) $\Rightarrow$
 * It's a unique no. given by an organisation, to
 a typical letter. So, that later on, they can find
 a particular letter by searching the reference no.

* Reference no. is used in organisational letter only, not in individual letter.

* Ref. no. varies from ^{office} organisation to organisation, ^{↳ Year}

* In India, also called as "Attention Line".

- * Special marking $\rightarrow$ Distinct
 $\rightarrow$ Always written in capital letters.

5) Inside address →

* **13 opt** → addressing by name
→ addressing by designation (most cases)
→ addressing by name of company (rare)

Always use courtesy title before the recipient's name.

- Mr. → used for a man (married or unmarried)
- Mrs. → used for a married woman
- Ms. → used for unmarried women

- Never use abbreviation of name of recipient.

• Designation

- Address of correspondence with PIN code

- Contact no., email → NEVER USED.

- "The" is used before designatⁿ.

(c) Addressing by name of company →

- Name of company, address, pin code, contact no., email are written.

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6) Salutation → (Look for 1st line of initial address)

* Don't put comma before salutation.

Ex → • Dear Mr. Dash

• Dear Sir/Madam

* Plural of "Madam" → "Mesdams" (never used in formal letter)

7) Heading / Subject line →

* 3 main points → It should be pithy & brief.
→ Unnecessary things should be avoided
→ Should give a basic idea about the content of the letter.

Ex → sub/subject/Heading → Complaint Defective TV

8) Text / Body of the Letter →

* Gravity of expression.

* Things which are of utmost importance can be elaborated.

* Avoid round off expressions, go for straight to the point.

* Always go for introductory para, where the basic purpose of the letter should be well elaborated.

* 2nd para → Nature of problem is elaborated.

* 3rd para → Conclusion paragraph.
→ Mention the action expected.

* "Thanking you" sounds more formal than "Thank you".

9) Complimentary Close → (Look for 1st line of initial address)

* Written at the extreme left corner.

Ex → • Yours sincerely ✓✓
→ formal { • (Yours sincerely) → XXX
• (Sincerely yours) → XXX
→ informal

• Yours truly

10) Sender's signature / initial →

full
↓

short
↓

Adyasha Shasani

Adyasha

11) Sender's name & designation

12) Enclosures →

* Whenever some docs are attached with the formal letter.

* They should be numbered, if they are more than one.

* Give a hint of enclosure in the body itself.

13) cc →

* Whenever the particular letter is to be sent to more than one person.

* Sometimes, bcc (Blind copy circulated) is used, where the sender does not disclose the other recipient's name.

Memorandum (or) Memos :-

- * Memos are circulated within the same organisation.
- 2. Internal operational, but formal letters are both internal & external operational.
- * Memos & formal letter have very different formats.
- * Language used in formal letter is comparatively more formal than memos. (as memos are used to write to a known person)

* How to write a memo →

- * It is only written by a person belonging to a particular organisation.
- * Memos are always written in a memo head.
(pre-printed sheet).
- * Memos are normally sent to individuals. (not in mass)
- * Name of organisation
- * Postal address

- } 2 line gap.

Memorandum

- } Body.

- Date → 9th June, 2021 (preferable format)
- Reference No. → A typical no. given to a letter.
- To - The Recipient's name.
Designation of the recipient.
- From - The Sender's name.
Designation of the sender.
- Subject (Heading) →
 - Very short & brief
 - Unnecessary things are avoided
 - Should provide a basic idea about the content.

* A memorandum never carries a salutation.

* After subject line, leave 2 line gaps.

* Block para → All the lines start from extreme left corner.

* Indented para → 1st line starts after giving 1 word gap

* Block paras are used in memos & formal letters.

So, here to make distinct b/w 2 paras, 1 line gap is given.

• Body →

* Unnecessary round off expressions should be avoided.

* Never write a memo in 1 para.

* 1st para → Objective of memo

* 2nd para → Explain why you are writing this memo

* 3rd para → Conclusion

→ Mention the action expected.

* A memo never carries a complimentary close.

- Sender's signature (optional)

- Enclosure → (optional)

* If we are attaching any doc with the memo, then it should be mentioned here.

- cc (optional)

10/6/21

Business Reports :-

- * Organisations where works are done in terms of projects, the team lead has to submit a project/business report to the organisation.
- * Report writing is very much frequent in software companies comparatively.
- * All the business reports are factual in nature. But newspaper editorials (reports) are mostly imaginary in nature.

- * Business report
 - Factual
 - Systematic
 - Organised, structured & planned
 - Polished & sophisticated language is used.

* On the basis of purpose :-

- Business Report
 - Informative report
 - Analytical report

1) Informative report →

- * Person has to collect the data & represent those data in the report & submit it.

Ex → Inventory report (or) Stock report.
(Generally in manufacturing companies)

2) Analytical Report →

- * Person collects the data, analyses it & draws a conclusion & puts that conclusion in the report and submit it.

Ex → Investigation report.

* On the basis of frequency :-

- Business Report
 - Routine report (Daily/monthly/yearly/weekly)
 - Special report

Routine report

- * Normally prepared in a regular interval of time, depending upon the organisation.
- * No one will ask you to prepare it.

Special report

- * Reports which are written on special occasion.
 - * It is written, when you will be asked to prepare a report.
- Ex → Investigation Report, FIR.

* on the basis of mode of presentation :-

- Business Report → Oral report (rare)
→ Written report

Oral report

- * Very rarely done.
- * Done when some immediate decisions are taken

Written report

- * Written in majority of cases.

* On the basis of Length :-

- Business Report → Short report
→ Long report

Short Report

- * Length = 10 pages
- * Easier to prepare
- * Written either in the format of a formal letter or memo.

- Discussion → Scope of report
→ Chapterisation
→ Conclusion

- Back matter
(Bibliography) → A list of secondary sources, which are used as reference to prepare the report.

Long Report

- * Length = More than 10 pages
- * You need lot of skills to prepare a long report.

• Structure

- Front matter
- Discussion
- Back matter

→ Cover page

- Title
- Submitted by →
- Submitted to →

→ Declaration

= declare that we have used our original writing

→ Acknowledgement

= Mention the names of our contributors.

→ Table of content

= Just like Index

→ List of Illustrations

= Graphs, charts.

→ Abstract

= Summary of the entire report in 1 or 2 pages.

* On the basis of Approach :-

- Business Report → Formal report (majority cases)
→ Informal report (rare, grapevine commn)

11/6/21

CV Writing = (Curriculum Vitae)

- * It's a very well planned document which consists of all the achievements, skills, experience, hobbies for employment purpose.
- * Biodata is a very traditional thing for employment purpose. (Biodata is used for general purposes.)
- * Professional people opt for CV (or) Resume.
- * Nature of CV & resume is basically the same.
- * Basic diffⁿ b/w CV & resume lies in the length.

- * Every minute details is mentioned in a CV, but it is written very briefly in a resume.
- * Resume is generally shorter in length than a CV.
- * Basic objective of a CV is to draw the attention of the interviewer towards you.
- * CV (or) resume is accompanied by a covering letter i.e. Job application (a type of formal letter which has the CV or Resume as an attachment in enclosure).

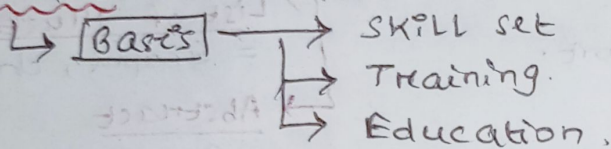
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* How to prepare a CV :-

- 3 styles → functional style
→ Mixed style (not preferable).
→ chronological style

* Basic diffn b/w functional & chronological CV is, in a chronological CV, much more emphasis is given on the experience of a person.

* Freshers usually opt for a functional CV.



* Process of shortlisting the candidates during an interview is on the basis of the CV especially.

• While writing a CV, always start with a fresh page.

• Give margins in all the sides.

• Now, shift to the top middle and write,
CURRICULUM VITAE (or) CV

• Give atleast 2 line gaps.

• Shift to extreme left corner & write,

1) Sender's address [same as the address in the covering letter (or) job application]

* Full name of yours.

* Postal address

* Email

* PIN code

* Country's name (if you are applying overseas).

↳ one line gap

* In place of the heading "CV", u can write sender's address at the top middle.

2) Carrier Objective (Subheading) → In capitals @11
(Imp)
write in normal order & highlight it.

- * It varies from one job to another.
 - * Content → You have to justify why do you feel yourselves as the suitable candidate for that particular post.
 - Its better to refer "Guglu Baba" (aka) "Google".
 - Should not be lengthy.
 - Should indicate all your positive personalities.
- ↳ one line gap.

3) Skills gained / Professional skills / skills (Subheading) → (Imp part).

- * More the skills, much better it is.
- * Common skills →
 - Excellent Eng commⁿ skills.
 - Leadership skills.
 - Time management skills.
- * You have to prioritize your skill set on the basis of job requirement.

Ex → • Software Engineer →

- Programming languages
- Analytical skill
- Communicatⁿ skill

• Manager →

- Communicatⁿ skill
- Leadership skill
- Time management skill
- Programming languages

- * You should have a certificate as a proof for each of the skills you have.
- * You mention your skills using "bullets".
(Duratⁿ, organisatⁿ name, language learnt)

4) Training (Subheading) →

- * Here also use "bullets".
- * Through training, you get experience.
- * Training (Internships) →
 - Summer training
 - Projects
 - Attended a conference
 - You are a member of a club.

- * Nature of training, duratⁿ & name of organisation.

5) Educational Qualification (Subheading) →

Tabular form (column) → Exam passed

- * Write in descending order i.e. from latest to oldest one like BTech to Matriculation.
- * Here also use bullets. (Never use tabular form).

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6) Achievements (optional) →

- * Mention those achievements which are worth mentioning for that particular job.
- * It may be curricular & extracurricular.

7) Hobbies / Interests → (Don't mention more than 2)

- * Campus recruitment (3 rounds) → Written
→ GD (Group Discussion)
→ PI (Personal Interview).

- Icebreaking Questions → These are asked by the interviewers just to make u comfortable in the room & to vsl ur nervousness.
→ Generally based on ur hobbies.

- * You should have proper knowledge about ur hobbies.
- * Never bluff (Ego ko side mein rakho), if you don't know the answer, simply accept it and tell them that you don't know the answer.
- * If you committed a mistake, just accept it without any hesitation, but **NEVER BLUFF**.

8) Personal Information → (Subheading)

- * DOB
- * Married / Unmarried
- * Nationality
- * Language exposure (checklist format) → can write
→ can speak
→ can read

9) Reference (Subheading) →

- * Name
- * Address of correspondence
- * Contact number
- Min^m 2 persons & Max^m 3 persons.
- Before taking into reference, take the permission of that particular person.
- * 1st reference → Principal of ur University, Last attended (or) Department head.
- * 2nd reference → Your last employer, of ur previous office.
- * 3rd reference → Well known person of yours.
(NOT Relative)
→ It may be a doctor, lawyer, teacher, etc.

- * A cv should not be signed
- * Never mention the date.

17/6/21

NOTICE WRITING :-

* Notice most of the time carries information.

* Parameters →

1) Use of language → Simplest form of language should be used here, so that each & every person can understand.

2) Notice should be very very short.

↳ Write only the relevant things, don't use unnecessary info in a notice.

* Format →

(Logo)

① Organisation name
↳ (in BOLD)

(or, Logo)

② Address of correspondence
↳ (in normal letters)

} 2 lines gap

③ NOTICE

} 2 lines gap

④ Date/Dt : 17th June, 2021

⑤ Ref. No. :

Notice never carries a salutation.

} ⑥ Body.

Notice never have a complimentary close

⑦ Sender's signature (compulsory) → with Name & Designation.

Notice never carries attachments.

⑧ cc

18/6/21

PARAGRAPH WRITING :-

- * Here, inter-dependence b/w the sentences is very important.
- * All the sentences should be inter-linked properly reflecting a specific idea.

① Topic Sentence →

- * A sentence which communicates the central theme of the paragraph.
- * All the sentences preceding & succeeding to the topic sentence must be the explanation of that topic sentence only, & nothing else.
- * You can place the Topic sentence anywhere of ur choice.

- * We should not go for multiple - idea paragraphs.
- * But, scientific writings many a time are multiple - idea paragraph having multiple topic sentences, which makes it more complex.
- * We have to make sure that, we should place the particular topic sentence (given in the question) somewhere in the paragraph.

② Unity of thought →

- * We can bring unity of thought in the paragraph, by not deviating from the topic sentence / theme.
- * To deviate from that particular topic, then just start a new paragraph.
- * The shorter, the better. → Ideal Paragraph.

Imp Q

- * Identifying the odd sentence out from a paragraph.

③ Coherence & Cohesion →

- Coherence → The meaningful link b/w the sentences.

Ex → Bhubaneswar is a wonderful city. There are plenty of temples in Bhubaneswar.

- * Always try to bring coherence b/w the sentences.

- Cohesion → It is the grammatical link b/w the sentences.

Ex → Bhubaneswar is a wonderful city. **It** is called as the "City of Temples".

④ Sequence of sentences →

* Planning → Drafting → Editing → Finalising

- Sequence of sentences develop a curiosity in the reader to read the paragraph.

Imp Q

- * Arranging the jumbled sentence in a proper sequence to make a meaningful paragraph.

21/6/21

AGENDA & MINUTE WRITING :-

- * Meetings are one of the very frequent mode of communication in a business setup.
- * Agenda → It is a written doc. which records the topics that will be discussed in a meeting.
- * Basically 2 persons conduct a meeting, they are Secretary & Conveyner.
- * Secretary & Conveyner decide the agenda in consultation with the higher authorities.
- * They also allocate a certain time limit for discussion of each topic in the agenda.
- * They make sure that each of the attendee of the meeting should receive the copy of agenda, 2 to 3 days prior to the meeting.
- * In a business meeting, it is the responsibility of the secretary & conveyner to give equal opportunity to each attendee to give their ideas & views.
- * Minute → It is a written doc. which normally records the proceedings of meeting.
- * For writing the minute, a Technical Writer is recruited. His role is only to listen, cannot be the part of the discussion.
- * Every meeting is followed by a lunch break for 1 hour.
- * During this time, the draft of the minute is prepared. & is supplied to each attendee.
- * Then all the attendees put their signature & it legally ends the meeting.

#

Agenda

- Prepared before the commencement of meeting.
- It is a written document which records the topics that will be discussed in the meeting.

Minute

- Prepared after the end of the meeting.
- It is a written document which normally records the proceedings of the meeting.

How to write Agenda →

(Top middle)

Name of the meeting

Name of organisation

Address of correspondence

} 2 lines gaps

AGENDA

} 2 lines gap

Date : 30th June 2021

} 1 line gap

Time : 10 am - 11 am

} 1 line gap

Venue : Conference Hall - 2, Main block.

(also can attach a map).

} 2 lines gap

* Roll calls of members.

1. Approval of previous minute → 10 min

2.

3. } Diff. topics to be covered → Time limit.

4.

5.

6.

7. AOB (Any other Business) → 20 min

= any immediate topic which needs attention,
are to be discussed.

* Many a time, the date of next meeting is fixed.

8. Vote of thanks.

22/6/21

How to write Minute ⇒

Name of meeting

Name of organisatⁿ

Address of correspondence

MINUTE of meeting held on 30th June 2021

~~Date~~ Time :

Venue :

* Roll calls

1. Minute of Last meeting.

2. }
3. } Diff. main points that are discussed.
4. }
5. }
6. }

7. Vote of thanks

8. Tentative date of next meeting.

* All the attendees need to put their signature at the end of the minute.

Grammar (2-3 Qs) - Mod-2 :-

- 1) Conditionals
- 2) Static & dynamic verbs.
- 3) Time & Tense

Ex → * I have gone → Action is completed recently.
* I went → Action is completed long back.
* I had gone → Action is completed before
↓
(Past Perfect) the simple past.

- 4) Sentence linkers → And, but.

* Linking words are very imp. part of paragraph writing.

ASSIGNMENT - 2

(Module-3 & 4)

- 1) Write a complaint letter to the marketing manager, Arvind Cotton Mills, regarding the poor quality of clothings received in the last consignment / order.

(Assume yourself as a Business house in this Q.)

- 2) Draft a cover letter along with your CV for the post of software developer as a response to the advertisement published in the daily, The Times of India ascent, dated 21st June 2021 with job code 506.

- 3) Develop the topic sentence into a paragraph.
Topic sentence is $\Rightarrow$ "Me, after 10 years."

- 4) Write a memo to all the employees, regarding the change of office timing.