



ENVISION-IV

Generic English Textbook

Under the National Education Policy (NEP-2020)

**IV Semester B. Com/B. B. A. and other courses coming
under the faculty of Commerce and Management**

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ENVISION-IV Generic English Textbook for IV Semester B. Com/B.B.A. and other courses coming under the faculty of Commerce and Management, is prepared by the members of the Textbook Committee, Bengaluru City University (BCU).

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FOREWORD

The Generic English textbook **ENVISION-IV** for IV semester B. Com/B.B.A. and other courses coming under the Faculty of Commerce and Management has been prepared by the members of the textbook committee of Bengaluru City University (BCU). This book has been designed as per the model and guidelines of NEP 2020. The book aims at improving the language competence of the undergraduate students and prepare them for the competitive world. Literary pieces like the novel, poetry and TED Talks aim at their personality development.

I congratulate the members of the textbook committee for their excellent work. They have ensured quality and content in every chapter of the book. I thank the Director of Bengaluru City University Press and their staff for bringing out the book neatly and quickly.

I hope the text will be utilised by the teachers and the students, judiciously and successfully.

Prof. Lingaraja Gandhi
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PREFACE

ENVISION-IV, the Generic English Textbook for IV semester B. Com/B.B.A. and other courses coming under Faculty of Commerce and Management, Bengaluru City University (BCU), has been designed with the objective of enabling the language skills and literary sensibilities of undergraduate students. It is the fourth book as per the guidelines of NEP.

The chapters have been selected judiciously to meet the class room requirements. The selections aim at preparing the students for the challenges of life and career.

I hope the students will make the best use of the material given, with the assistance of the teachers, to equip themselves in learning. The teachers can use the tasks in the book to test the competence of the learners. I am sure the LSRW skills will be fine-tuned with the help of the study material provided. In the true sense, this book has all the tools to enhance students' ability to use language with ease.

I congratulate the members of the textbook committee for bringing out this workbook studded with useful information on relevant topics of language learning. I thank the Director of Bengaluru City University Press and their staff for bringing out the book neatly and on time.

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Note to the Teacher

ENVISION-IV is the Generic English Textbook for IV semester B. Com/B.B.A. and other courses coming under the Faculty of Commerce and Management in Bengaluru City University (BCU). This book is prepared as per the new National Education Policy (NEP) guidelines. It falls under the Ability Enhancement Compulsory Course (AECC) and will be taught as L2.

The novel prescribed, ‘The Financial Expert’, is not included in this book, but an overview has been provided. Under Reading and Listening skills, students will read novel, poetry and TED Talks. In speaking section, an introduction to Pecha Kucha presentation, group discussion and public speaking is given. Under the writing section, technical writing, E-correspondence and content writing skills are discussed. Also, a short write-up on the novel is given for the convenience of students and teachers.

Each chapter has all the features of learning considering classroom requirements. It has been clearly mentioned in the chapters which task or exercise will be tested, as some tasks are exclusively meant for classroom activity and assignment. The teachers will get pointers in the chapters with respect to tasks for Internal Assessment. The question paper pattern and a model question paper have been given at the end for the reference of teachers and students.

The end semester examination will be conducted for 60 marks and 40 marks will be earmarked for Internal Assessment. Assessment details have been given for reference at the end of the book in the question paper pattern section.

The Committee thanks Dr. Thandava Gowda T N, Chairperson, (UG/PG) BCU, and Prof. Lingaraja Gandhi, the Honourable Vice-Chancellor of BCU for their support and suggestions. Many thanks to the Staff of the Prasara, Bengaluru City University Press, BCU, for bringing out this book. The Committee is indebted to the Principal and the staff of Vijaya Evening College and V. V. N. Degree College for their invaluable support during textbook committee meetings. Thanks to the committed efforts made by the members of the committee.

N G Narasimhan
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Unit-I Receptive Skills (Reading and Listening Skills)

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Chapter 1
THE FINANCIAL EXPERT by R K NARAYAN
An Overview



Rasipuram Krishnaswami Iyer Narayanaswami also known as RK Narayan (1906-2001), is famous for simple and subtle narration in his literary works. Along with Raja Rao and Mulk Raj Anand, he was one of the most prominent and well-known writers of early Indian Writing in English. Most of his stories were set in the fictional town of Malgudi. His works captured the essence of ordinary life. His first novel ‘Swami and Friends’ was published in 1935.

Besides novels, he wrote short stories, travelogues, condensed versions of Indian epics in English and his memoir. Born to a schoolteacher father, he took the name R. K. Narayan at the suggestion of his close friend and another great author, Graham Greene.

There are fourteen novels in the oeuvre of R. K. Narayan. He sent the manuscript of his novel, ‘**Swami and Friends**’ to a friend in Oxford, and it eventually landed in the lap of Graham Greene, who helped to get the book published in 1935. Among the best-received Narayan’s novels are: **The English Teacher** (1945), **Waiting for the Mahatma** (1955), **The Guide** (1958), **The Man-Eater of Malgudi** (1961), **The Vendor of Sweets** (1967), and **A Tiger for Malgudi** (1983). Narayan also wrote a number of short stories. The collections include **Lawley Road** (1956), **A Horse and Two Goats and Other Stories** (1970), **Under the Banyan Tree and Other Stories** (1985), and **The Grandmother’s Tale** (1993). In addition to works of nonfiction (chiefly memoirs), he also published

shortened modern prose version of two Indian epics, **The Ramayana** (1972) and **The Mahabharata** (1978).

He won numerous awards and adulation during his lifetime. These include the Sahitya Akademi Award in 1958, the Padma Bhushan in 1964, the AC Benson Medal by the Royal Society of Literature in 1980, besides the Padma Vibhushan in 2000. He was nominated to the Rajya Sabha in 1989. This great storyteller passed away on May 13, 2001 at the age of 94.

About the novel

Margayya, aged forty-two, wants to make money in dishonest and unethical ways. He leads his life by advising and assisting the ordinary peasants who came to Malgudi to take loans from the Central Co-operative Land Mortgage Bank.

Margayya conducts his business while sitting beneath a banyan tree. His business is assisting and advising the residents of Malgudi in obtaining loans from the bank. He carries a tiny box with him that has a pen, an inkpot, blank papers, and bank loan application papers. He is really passionate about accumulating cash. He wants to become wealthy in order to uphold his standing, reputation, and honour in the community. He fights with the bank secretary who ignores and taunts him. His enigmatic son Balu dumps his account book in the gutter. His financial career was ended by these two occurrences.

On the advice of a priest, to perform Lakshmi Puja for wealth, he travels to a remote body of water to fetch red lotus. There he encounters Dr. Pal, who invites him to his home and provides him a book on bed life. Margayya was initially apprehensive about the book but eventually invested his interest. By selling his Copyrights to his publisher-partner for a one-time payment, he demonstrates his brilliance. He launches his money lending business with this cash, demonstrates his skill at obtaining interest from his clientele once more.

He opens a money-depositing business. Guru Raj, the blanket vendor, is the first client that his friend Dr. Pal brings. More and more people started coming to Margayya to deposit their money to get attractive twenty percent interest rate that he offers on deposits. People took their cash out of the banks to deposit with him. A virtual downpour of cash came in. Margayya transported the cash in bags. He is unable to count all the money. He was now the wealthiest man and Bank in Malgudi. He has acquired a luxury car and has grown rich.

In order to escape the burden of homework, school, and exams, Balu, his son, fled to Madras. A letter is received reporting the death of Balu. To confirm the news, Margayya travels to Madras. Luckily, he finds Balu still alive and brings him back. He then marries him to a beautiful girl Brinda and purchases for the couple a new villa in Lawley Extension. Dr. Pal, who has helped Margayya, now thorns up to be an evil spirit. He develops intimacy with Balu and his wife, visits the residence daily and plays cards with them. As if it is not enough, he spoils Balu. First, he eggs him on to demand from his father his share of the ancestral property and then takes him to a house of bad repute, inhabited by loose girls. When Margayya comes to know all this from Brinda, he gets enraged. When he is about to return in midnight, he sees the Baby Austin car stopping at the gate of Balu's house.

Balu sets out of the car, whispers something in the ears of Pal, at which the loose girls, sitting in the back, begin to giggle. Margayya loses cool and control, drags Pal from the car, and beats him with his sandals so forcefully that blood oozes out from the cuts he received on his face. Pal takes revenge on Margayya. He spreads rumour that Margayya has become bankrupt. People pour in, gherao his house and clamour for their money. Margayya cannot pay all the deposit plus huge interest because he has not invested the deposit money. His life is now in danger. His elder brother, who has always helped him in crisis, brings the police and a lawyer. Margayya fills in the insolvency papers. The story now

comes full circle. Margayya is now a poor person and thinks of restarting his banking business, sitting under the Banyan tree.

The Character of Margayya

His real name was Krishna but he was known as Margayya. He begins his career as a petty money-lender, doing his business under a banyan tree, in front of the Central Co-operative Land Mortgage Bank in Malgudi. He helps the shareholders of the bank to borrow money at a small interest and lend it to the needy at a higher interest. In the process, he makes money for himself. The secretary of the bank and Arul Doss, the peon, seize from his box the loan application forms he has managed to get from the bank through its shareholders; they treat him with contempt and threaten to take action against him.

Margayya is unable to carry on his business, after Balu, his son, throws his account book into the gutter. It had all the entries of his business dealings with his clients. He presents his horoscope to an astrologer, who assures him that if he performs puja to Lakshmi, the Goddess of wealth, a wonderful time is coming for him. Ash from a red lotus and ghee prepared from milk from a grey cow are used in the forty-day puja. Margayya does the pooja and emerges from it full of expectations for a successful future.

Dr. Pal, who sells him the manuscript of a book named *Bed Life*, for whatever ready cash

Margayya's purse contains, assures him that the book renamed '*Domestic Harmony*' will sell in tens of thousands if only he can find a publisher. Madan Lal, 'a man from the North', reads the script and agrees to print and publish it on a 50-50 partnership basis. The book is at once popular and Margayya's fortune is made.

Margayya is again ruined by his son, Balu. He had put him to school in great style, getting the blessings of his brother and sister-in-law next door. His wealth had enabled him to become the secretary of the School Managing Committee.

He had engaged a private tutor for his son and instructed him to thrash the boy whenever necessary. But Balu was not good at his studies. He failed to pass S.S.L.C. Margayya attempts to persuade him to take the examination a second time. The result is that Balu seizes the school leaving certificate book, tears it into four quarters, and throws them into the gutter, the same gutter which closed its dark waters over Margayya's red book of accounts. Now it carries away the school certificate book. Then he runs away from home.

A few days later, there is a letter from Madras telling Margayya that his son is dead. The brother's family immediately comes to his help though Margayya feels he can do without their help and wonders whether this will change the existing relationship between them. He leaves for Madras and discovers through the good offices of a fellow traveler, a police inspector in plain clothes, that his son is not really dead, traces the boy and brings him home. He wants to marry him to a girl named Brinda, the daughter of the owner of a tea estate in Mempi Hills. When a pundit after an honest study declares that the horoscopes of Balu and Brinda do not match, he is curtly dismissed with a fee of one rupee. Another astrologer, whom Dr. Paul finds, gives it in writing that the two horoscopes match perfectly and is paid Rs 75 for his pains. "Money can dictate the very stars in their courses."

Balu and his wife are helped to set up an establishment of their own in Lawley Extension. Margayya, wishing to draw Dr. Pal away from his son, seeks his help in attracting deposits from Black Marketeers on the promise of interest of 29%. "If I get Rs. 20,000 deposit each day and pay Rs. 15,000 in interest, I have still Rs. 5,000 a day left in my hands as my own," Margayya calculates.

Margayya grows rich. It is now necessary for him to have a car. Every nook and corner of his house is stuffed with sacks full of currency notes. He is on the right side of the police, contributes to the War Fund when driven to do so, and

works day and night with his accounts and money bags, though his wife is unhappy at his straining himself so much.

One day Margayya visits his son in Lawley Extension. He finds Brinda and her child. The girl cannot hold back her tears while narrating Balu's activities. When Margayya gets out of the house, he finds a car halting in front of it out of which emerges Balu. His companions are Dr. Pal and a couple of women of the town.

The enraged father pulls Dr. Pal out of the car, beats him and dismisses the two women with contempt. The next day Dr. Pal, with a bandaged face, whispers to all and sundry that things are not going well with Margayya's concern. Hundreds of people come to Margayya and ask for their deposits. All the accumulated wealth is disbursed: still hundreds of people cannot be satisfied. The run on the bank leads to Margayya's filing of an insolvency petition.

And thus, like a house of cards, the wealth Margayya had accumulated is blown away. He advises his son to take his place under the banyan tree with the old box; and when he says,

"How can I go and sit there? What will people say?" he replies, "Very well, then I will do it." The theme of the novel is lust for money, but Margayya is no monster of greed and wickedness. R.K. Narayan has succeeded in humanizing him and showing that, despite his lust for money, he is a human being like us.

The Character of Dr. Pal

One of the key figures in the book "The Financial Expert" is Dr. Pal. He has a really complicated personality. He gave Margayya unselfish assistance as he rose to success. He offered him the draft of his book "Bed life" in exchange for a pitiful quantity of money. He wanted him to make a lot of money off the book. He is a journalist and has a wealth of knowledge.

In the beginning, we witness his ambitious side where he tells Margayya about his plan to launch a "sociology clinic" for solving domestic problems of husband and wife. He told him he was a sociologist. Margayya finds his ideas vulgar. Pal has no regard for a settled life. He has no fixed aim in life. He lives like a vagabond. He holds rational thoughts and emotions play no role. Perhaps, that's why he didn't marry. Money is not his concern and if he wanted money, he could earn a lot. It is undisputed because his one book brought immense wealth to Margayya. He could write more books but his changing interests or lack of focus prevented him to lead a stable life. He was revered as a learned man.

Interestingly, Pal became both the cause of Margayya's success and undoing. Pal involves Balu in immoral activities which infuriated Margayya and he attacked him. Later, Margayya came to know that Pal was Balu's companion and he indulged him in playing cards, drinking alcohol and womanizing. Margayya knew Pal's might and he was thinking of sending Pal to another city for some errands to protect his son from his bad company but the plan didn't work out.

Ultimately, Margayya's spar with Pal ended with disastrous implications for Margayya and he lost all his wealth and became poor. It can be said that the character of Pal was not a simple or a conventional one. He has some merits but some flaws as well. His flaws became the reason for parting with Margayya.

The Character of Meenakshi

Margayya's wife named Meenakshi is a modest, homely and traditional woman. She is untouched by any sort of ambition. Her circle of worries is circumscribed by domestic chores, welfare of her husband and her son Balu and a moderate desire for money which is enough to pull them through. This aspect of her personality comes in glaring contrast with that of her husband who is

relentlessly obsessed by an unlimited desire for money. His insatiable avarice for money is described by the author like the desire of "a fanatical mountaineer who sets his heart on reaching the summit of Everest". He might be standing on the highest peak. Yet he can never feel that he has attained the highest. Their contrasting attitudes in this regard become more pronouncedly clear in the reaction that each one shows when their son Balu runs away from home. Margayya is able to withstand the loss of his son because of the external strength and prowess he gets from his wealth. His possession of wealth has supplanted a natural fatherly instinct for the truant son. His rank materialistic attitude is depicted in strong words.

Margayya asks his wife to demand from him any amount of money because he thinks that money will divert her attention from the son's loss. But he is sadly mistaken in this regard as she spurns his proposal saying, "What will I do with money?" Margayya's wife is a patient, tolerant person who bears the occasional overbearing moods and tantrums of her husband. She asks Margayya about Balu when he comes in the kitchen where she is busy cooking something. He replies to her ill-temperedly, "Probably rolling in the gutter". She remains coolheaded to the exchange of hot words that takes place between Margayya and his son, when the latter has failed repeatedly in the S.S.L.C. She knows that her husband has become more peremptory in his manners because of his affluence. She attributes his temperamental irascibility to over-work and tension he has to undergo in his profession. Her accommodating and peaceful disposition is evident in her understanding that the best way "to attain some peace of mind in life was to maintain silence: ultimately, she found that things resolved themselves in the best manner possible or fizzled out". She proves very helpful to Margayya during his penance for forty days undertaken by him for the propitiation of goddess Lakshmi.

Sometimes, a quarrel takes place between the two but generally she avoids such scenes. He spends one hundred rupees out of the two hundred rupees he has got.

He hopes that he will get money as a miracle immediately after the conclusion of the puja. He does not move out of the house in pursuit of earning. She urges upon him to go out of the house to earn something. A quarrel ensues between the duo over this point. Further, Margayya tells her that he is giving up the publication of the book, "Domestic Harmony" for two reasons. First, the sale of the book has gone down. Secondly, the book is vicious and corrupting for the young minds and hence he does not want his name to be associated with it any longer.

Her love for her only son, Balu, is inexhaustible. She gives birth to him a decade after her marriage. She undergoes a course of penance and hardship for the well-being of the child. She along with her husband, goes to the God at Tirupathi "dressed in a saffron dyed saree, had carried the infant in arms and walked behind him; as he went to ten houses and begged alms". There are other instances in which she reiterates her deeply affectionate feeling for the son. She quarrels with her husband for his negligence in not protecting the child after Balu's repeated failures in the S.S.L.C. She prepares for him extra-nourishing dishes and gives him extra dose of milk and fruits during the examination days, so that he is able to stand the strain. She remains lost in ideas about her son. Her condition is described in subtle words.

The anonymous post-card bearing the news of Balu's death tires out whatever patience is left in her. She weeps, cries and rolls over the floor. Her hair is untied and her eyes are swollen. She looks like "a stranger, with her face swollen and disfigured with weeping". A number of women, neighbours, Margayya's brother and his sister-in-law gather round her in order to console her. She prevails upon Margayya to go to Madras to verify the news. Despite his unwillingness, he goes there and discovers Balu in a cinema theatre with the help of a Police Inspector whom he meets coincidentally in the railway compartment while travelling to Madras. He brings Balu back home with a promise that he need not bother about the examination. He tells him, "You eat,

rest and grow fat - that is all you are expected to do, and take as much money as you like".

Balu's coming back home alive is a matter of unbounded joy for Meenakshi. The very style of her life undergoes a sea-change. She is no more morose and reserved. She wears well, keeps cheerful, sticks jasmine flowers in her hair and, looks youthful. She is all the time plying Balu with her persistent enquiry, what else he likes to take. The transformation in her look and manner is well-depicted. Balu's departure from home after marriage for a new house in Lawley Extension makes her feel sad and lonely. Balu goes to live there along with his wife, Brinda. Margayya arranges for a separate house for them against her will. He does it for two reasons. First, Balu's wife is a modern girl who should live in a modern house in a new locality. Secondly, Since Balu is a grown-up young man, he should establish his own independent house. She is like Narayan's many women characters who remain contented with their household life and consider the fulfilment of the interests of their family as end in itself. Such women are, as a class, known by their home-bound, traditional and conservative commitments.

The Character of Balu

Balu is the only child of his parents, Margayya and Meenakshi. He is born after twelve years of their marriage; he is the only child. But his father is always busy with his financial transactions. He has neither the time nor the intention to come back home in time to spend a few moments of leisure with his son. His mother is busy with the domestic chores and has hardly any time for him. Thus, Balu grows neglected and isolated in his early childhood. This has an adverse impact on his later growth. Balu turns into a stubborn and obstinate child because of the utter negligence by his parents. He runs away with his father's valuable accounts book and throws it into the gutter and stands there smiling. He reaps the childish joy by teasing his parents.

Balu hates books, studies, teachers and schools. He failed the tenth examination despite tuition at home. Margayya encourages his child to insult his teachers. He becomes the secretary of the school. He instigates him to boss others. Balu's teachers are in the awe of him as he is the son of the secretary of the school. His teachers solve his questions and get him good marks only to keep their job intact. Balu drinks and wastes money lavishly in restaurants. This is perhaps the biggest blunder committed by Margayya. When the boy performs badly, Margayya shouts wildly at him and the boy runs away to freedom in Madras. He dictates his terms which his father religiously observes after his return to Malgudi. He is married to Brinda only to be corrected.

Balu is left free to do whatever he likes. He comes under the evil influence of Dr. Pal. He indulges himself in drinking, gambling, womanizing and smoking. He remains away from home till midnight. He demands the share of his property in a threatening way. He speaks the language of a hooligan or ruffian. At the instance of Dr. Pal, Balu witnesses against his father for latter's assault on Dr. Pal. Balu is rudderless and aimless. He has no achievements, except his father's unbounded wealth, that too he loses towards the end. Margayya cannot be absolved of the responsibility of spoiling his son. He is callously indifferent to the fatherly duties of upbringing a child.

The Character of Brinda

The other woman character in the novel is Brinda, the wife of Balu. She is said to be 'extremely fair'. Her father is the owner of a tea estate in Mempo Hills. Margayya considers her to be a good match for his son. He induces the priest to declare the horoscopes of the two as compatible on a temptation of payment of extra fee. She gives birth to a child. She remains confined inside her room with Balu for the most part of the day. She is equally respectful to her father-in-law, Margayya, when he visits them in their new house in Lawley Extension at night

after his tiff with Balu in his office during the day. She keeps on standing as a mark of respect to him while talking to him. Margayya has to ask her to sit.

In spite of her good qualities, Brinda falls a victim to idle Balu's evil habits in the company of Dr Pal. Brinda discloses these movements of Balu to Margayya when the latter insists upon her to expose the facts to him. Margayya is just out of the main entrance of the house when Balu gets out of the car. She calmly opens the door to let her husband come in and puts off the light of the house. Brinda shows a remarkable capacity for adaptability to changing circumstances or to ups and downs of life. Similarly, she views Balu's wrong activities with accommodating attitude so that the peace and normalcy of their household is maintained. Moreover, when Margayya goes bankrupt and the new house has to be sold off, she returns with Balu to her in-law's house. She is unruffled and takes it as a part of life.

The author's central concern in this novel is to build up Margayya's character who is queerly possessed with a desire for establishing a financial empire. He seems to reach the crest all at once. But ironically, his so-called financial empire collapses in no time simply by his one misdoing i.e., the beating of Dr. Pal, who later on spreads rumors against his financial transactions. He is reduced to insolvency and advises his son to start his career like him in front of the Central Land Mortgage Co-operative Bank under the banyan tree. He goes through the full cycle of fate and meets the situation of square one. Viewed against such a thematic pattern, the role of women characters becomes crucial.

GLOSSARY:

A cadaverous man: a living skeleton/slim

An aphrodisiac maker: arousing/intensifying sexual desire

An uncanny fellow: strange, and mysteriously unsettling/careless

Antecedents: the relationship of preceding something in time or order

Avocation: a calling away; a diversion

Bantered: sharp, good-humored, playful

Boor: a peasant, un cultured person

Brambles: any thorny shrub

Cantankerous: bad-tempered

Chastised: to punish or criticize someone strongly

Dandling: bounce

Darting: to move quickly or suddenly

Deceitfully: in a way that keeps the truth hidden, especially to get an advantage

Deprecating: expressing disapproval

Dialectician: someone able to arrive at logical conclusions through reasoned argument

Eccentric ways: deviating from the norm; behaving unexpectedly or differently

Ecstasy: violent emotion or distraction of mind; madness

Exertion: use of a lot of mental or physical health

Feud: a state of long-standing mutual hostility

Furore: anger/excitement expressed towards something by a public

Grumbled: complain

Gutter: a ditch along with the road side

Hemmed: piece of cloth

Hobnob: friendly manner

Honorific: a title or word implying or expressing respect

Indecorous: improper or indecent

Indignant: dissatisfied

Jowl: the jaw, jawbone

Jutkas: horse-drawn cart

Lacquered: a glossy, resinous material used as a surface coating

Miniature: very small of its kind

Mollifying manner: to ease a burden or make less painful; to comfort

Nincompoop: a foolish or stupid person

Ogle: to stare at, especially impertinently, amorously

Oppressed: persecute

Patched: repair

Patronizingly: offensively condescending

Perverse: showing a deliberate and obstinate desire to behave in a way that is unreasonable or unacceptable

Placating: intended to make someone less angry or hostile

Plebeian: common person

Poltergeist: a ghost or other supernatural being supposedly responsible for physical disturbances such as making loud noises and throwing objects about

Propitiate: make peace with someone

Prostrated: reduce to helplessness

Rebelliously: a person who resist an established authority, often violently

Ruminating: act of pondering over, meditation or reflection

Rummaging: search

Sallies: excursion

Sanctum: a private room or private place

Sorcerer: man, who does magic using evil spirit

Sullenness: having a brooding ill temper; sulky

Swayed: influence

Tapestry: a heavy cloth that has design

Tramping: the act or sound of one who walks heavily

Trivialities: the state or quality of being trivial

Undaunted: difficulty/discouraged

Unobtrusively: not noticeable or blatant

Vernaculars: language unique to a particular group of people

Vulgar: debased

Wizard: one who is especially skilled or unusually talented in a particular field

Comprehension

I. Answer the following questions in about two pages:

1. Describe the conflict between Margayya and Dr. Pal and its consequences.
2. Describe the Indian life treated in the novel, The Financial Expert.
3. Write a note on the humour in The Financial Expert.
4. Sketch the character of Margayya in the novel The Financial Expert.
5. On the basis of the novel 'The Financial Expert' prove that 'love of money is the root of all evil.'
6. Discuss Margayya-Balu relationship in The Financial Expert.
7. The Financial Expert is the novel of the rise and fall of Margayya. Explain.
8. Discuss the significance of the title The Financial Expert.

II. Write short notes on the following in about a page:

1. Dr. Pal.
2. Balu.
3. Meenakshi.
4. Brinda.
5. Margayya as a symbol of greed.
6. Margayya's red book.
7. The secretary of the bank.
8. Arul Doss, the peon.

<https://youtu.be/uboifWHriJk> Movie: Banker Margayya [Kannada]

Chapter 2

LISTENING AND DECODING

Objective:

- To introduce the students to new aspects of listening and decoding
- To educate students to listen to and decode poetry and TED talks
- To open new vistas of knowledge of life and philosophy for the students

In the previous editions of **Envision** you have been introduced to listening skills with respect to conversations, interviews and persuasive speeches. You were given excerpts from conversations, interviews of eminent personalities and audio and video version of speeches, which had enlightened you. In this edition, you will be given some classic gems of poetry from Western and Indian literature. Several reading and listening sessions will enable you to understand the nuances of these skills. Especially, the poems and the TED talks give you a refreshing mix of literature and life. Decoding is another skill which will make you understand and perceive the subtle aspects of these literary pieces. Pay attention to different elements of poetry like figures of speech, alliteration, structure etc.

STOPPING BY WOODS ON A SNOWY EVENING

Robert Frost

Approach to the text:

- Which life do you like the most – village life or city life? Why?
- Do you agree with the statement, ‘Poems begin in delight and end in wisdom’?
- Have you ever been caught in a conflict, in the matter of making choice?

A note on the poet:

Robert Frost, (1874-1963) an American poet, was born in San Francisco. Frost spent his early days in Massachusetts. He studied at Harvard and Dartmouth. His first collection of poems ‘Boy’s Will’ was published in England in 1913. In 1915, he returned to America as a recognized poet. In course of time, he became the ‘Voice of New England’ and won several awards for his poetry.

Most of his poems are narratives. He was a poet who believed in ‘the old ways of being new’. His pastoral form conveys a variety of ideas and attitudes. Frost uses natural scenes as the backdrop against which the human drama is played out. His style is colloquial in tone, and he is called the ‘Wordsworth of America’. For Frost ‘poetry begins in delight and ends in wisdom’.

About the poem:

The horse rider in the poem first looks at the woods as an aspect of nature and admires its beauty. The poem expresses the conflicts between temptation and the social obligation of the speaker.

Whose woods these are I think I know,
His house is in the village though:
He will not see me stopping here
To watch his woods, fill up with snow.

My little horse must think it queer
To stop without a farmhouse near
Between the woods and frozen lake
The darkest evening of the year.

He gives his harness bells a shake
To ask if there is some mistake
The only other sound’s the sweep
Of easy wind and downy flake.

The woods are lovely, dark and deep,
But I have promises to keep,
And miles to go before I sleep,
And miles to go before I sleep.

Glossary:

Harness - the leather bands held together by metal which are used to control a horse or fasten it to a cart.

Downy - covered with feathers.

Flake - light fleecy piece of snow.

Snow - here a symbol of beauty.

Woods - here a complex symbol. It symbolizes both sensuous enjoyment and the mysterious attraction of death.

Sleep- here, reward for day's work, but ultimately death.

Sweep - movement

Queer - strange

Miles to go- discharge many duties

Promises – responsibilities, commitments.

Comprehension:

Answer the following questions in a page each:

1. How are the narrator, the owner and the horse contrasted with one another?
2. What is the allegorical significance of the woods and sleep?
3. What does the rider do in the poem 'Stopping by Woods on a Snowy Evening'?
4. What symbols are used by Frost?
5. Discuss the theme of the poem, "Stopping by Woods on a Snowy Evening".
6. "Stopping by Woods on a Snowy Evening", contrasts the world of beauty with the world of human obligation"- Discuss.
7. How does the poet bring out the quietude in the atmosphere, in the poem?
8. Explain the lines "Miles to go before I sleep..." in the context of the poem.

VACHANAS

Basavanna

Approach to the text:

- Do you agree that a few lines simplify and help us solve many complex thoughts?
- Do you think Vachanas teach us spirituality and humility?
- What is your overall idea on Vachanas?

About the author:

Basavanna, born into an orthodox Shaivite Brahmin family in Bagewadi, became disillusioned with the blind and bigoted conventions of his surroundings at a very young age. He left home in search of a refuge and found it in Kudalasangama, the confluence of two rivers. An enlightened sage, Jatavedamuni, headed a very famous institution of learning located here. From him, Basavanna must have learnt the scriptures and sciences of the day. At the same time, he developed a profound devotion to Kudalasangamadeva, a form of Shiva and the deity of the temple at the confluence. Later, as a young man, he went to Mangalawade, the capital of Bijjala, the Kalachurya king and feudatory to Taila III, the Chalukyan emperor ruling from Kalyana. Basavanna took a clerical job at Mangalawade and his efficiency not only brought him fame but also got him recognition of the king.

Contribution of Basavanna:

Basavanna spread social awareness through his poetry, popularly known as Vachanas. He rejected gender and social discrimination, superstitions and rituals but introduced Ishtalinga with an image of the Shiva Linga, to every person regardless of his or her birth, to be a constant reminder of one's bhakti (devotion) to Shiva. He established the Anubhava Mantapa (the "hall of spiritual experience"), a place that Allama Prabhu and Akka Mahadevi became a part of. Anubhava Mantapa was established as a spiritual and socio-religious academy. It welcomed men and women from all socio-economic backgrounds to discuss spiritual and mundane questions of life in the open.

The way of pleasing Kudalasangamadeva

Do not steal, do not kill,

Do not utter the untruth,

Never be angry, never loathe others,

Do not boast of yourself or criticize anyone.

This is the way to cleanse the soul.

This is the way to cleanse the body.

This is the way to please our Lord Kudalasangamadeva.

Power of speech

Speech should be like a string of pearls,

Speech should be like the flash of a ruby,

Speech should be like a bar of crystal,

Speech should make the 'linga' say yes, yes.

If you don't act within the bounds of your words

How will you win Kudalasangamadeva's love?

Glossary:

Loathe – regard with disgust, dislike

Bounds – boundary, limit.

Comprehension:

Answer the following questions in a page each:

1. What are the ways that Basavanna suggest in his Vachana to please Lord Kudalasangama?
2. Explain the power of speech as Basavanna brings out in his Vachana.
3. What are the suggestions of Basavanna to win the love of Lord Kudalasangama in the 'Power of Speech'?
4. What are the exterior and interior purity, according to the speaker in the Vachana?
5. What does Basavanna convey in his Vachana to please and win the Lord of Kudalasangama? Explain.
6. What are the characteristics of speech that would win the Lord of Kudalasangama? Substantiate.
7. 'This is the way to cleanse the soul. This is the way to cleanse the body'. Explain with reference to the Vachana.
8. 'Speech should be like a string of pearls; Speech should be like the flash of a ruby'. What do these lines mean in the context of the Vachana?

For reference:

ನುಡಿದರೆ ಮುತ್ತಿನ ಹಾರದಂತಿರಬೇಕು ನುಡಿದರೆ ಮಾಣಿಕ್ಯದ ದೀಪ್ತಿಯಂತಿರಬೇಕು ನುಡಿದರೆ ಸ್ವಟಿಕದ ಶಲಾಕೆಯಂತಿರಬೇಕು ನುಡಿದರೆ ಲಿಂಗ ಮೆಚ್ಚಿ ಅಹುದಹುದೆನಬೇಕು ನುಡಿಯೊಳಗಾಗಿ ನಡೆಯದಿದ್ದರೆ ಕೂಡಲಸಂಗಮದೇವನೆಂತೊಲಿವನಯ್ಯ	ಕಳಬೇಡ, ಕೊಲಬೇಡ, ಹುಸಿಯ ನುಡಿಯಲುಬೇಡ ಮುನಿಯಬೇಡ, ಅನ್ಯರಿಗೆ ಅಸಹ್ಯ ಪಡಬೇಡ ತನ್ನ ಬಣ್ಣಿಸಬೇಡ, ಇದಿರ ಹಳಿಯಲು ಬೇಡ ಇದೇ ಅಂತರಂಗ ಶುದ್ಧಿ, ಇದೇ ಬಹಿರಂಗ ಶುದ್ಧಿ ಇದೇ ನಮ್ಮ ಕೂಡಲಸಂಗಮದೇವನೊಲಿಸುವ ಪರಿ
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TED Talks

TED Talk is a short presentation that focuses on technology, entertainment, and design. TED is a non-profit institution devoted to spreading ideas globally, usually in the form of short, powerful talks, often called ‘TED Talks’.

TED talks are delivered without notes and the speaker wears a lapel or headset microphone and is never behind a lectern. TED style presentations have minimal or even no slides. If slides are used, they are often highly visual, the images are of exceptional quality with may be only one or two words on each.

TED started out small. In 1984, architect and designer Richard Saul Wurman and his colleague, broadcast designer Harry Marks created the first. Here are two samples of TED Talks, which are highly motivating and rewarding.

HOW TO MAKE PEACE? GET ANGRY

By Kailash Satyarthi

About the speaker:

It was January 1954, when Kailash Satyarthi was born in Vidisha, Madhya Pradesh, India. He is a well-known Indian social activist and reformer. He is popularly known for his campaign in India against child labor. He was honored with the Nobel Prize in 2014 for children’s right to education.

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LINK: <https://youtu.be/HI7zfpitZpo>

The Transcript of the TED talk:

Today, I am going to talk about anger. When I was 11, seeing some of my friends leaving the school because their parents could not afford textbooks, made me angry. When I was 27, hearing the plight of a desperate slave father whose daughter was about to be sold to a brothel made me angry. At the age of 50, lying on a street, in the pool of blood, along with my own son, made me angry.

Dear friends, for centuries, we were taught anger is bad. Our parents, teachers, priests – everyone taught us how to control and suppress our anger. But I ask why? Why can’t we convert our anger for a larger good of society? Why can’t we use our anger to challenge and change the evils of the world? That I tried to do.

Friends, most of the brightest ideas came to my mind out of anger. Like when I was 35 and sat in a locked-up, tiny prison. The whole night, I was angry. But it has given birth to a new idea. But I will come to that later on. Let me begin with the story of how I got a name for myself.

I had been a big admirer of Mahatma Gandhi since my childhood. Gandhi fought and led India's freedom movement. But more importantly, he taught us how to treat the most vulnerable sections, the most deprived people, with dignity and respect. And so, when India was celebrating Mahatma Gandhi's birth centenary in 1969—at that time I was 15—an idea came to my mind. Why can't we celebrate it differently? I knew, perhaps many of you might be knowing, that in India, a large number of people are born in the lowest segment of caste. And they are treated as untouchables. These are the people—forget about allowing them to go to the temples, they cannot even go into the houses and shops of high-caste people.

So I was very impressed with the leaders of my town who were speaking very highly against the caste system and untouchability and talking of Gandhian ideals. So inspired by that, I thought, let us set an example by inviting these people to eat food, cooked and served by the untouchable community. I went to low-caste, so-called untouchable people, tried to convince them, but it was unthinkable for them. They told me, “No, no. It's not possible. It never happened.” I said, “Look at these leaders, they are so great, they are against untouchability. They will come. If nobody comes, we can set an example.” These people thought that I was too naïve. Finally, they were convinced.

My friends and I took our bicycles and invited political leaders. And I was so thrilled, rather, empowered to see that each one of them agreed to come. I thought, “Great idea, we can set an example. We can bring about change in the society.”

The day has come. All these untouchables, three women and two men, they agreed to come. I could recall that they had used the best of their clothes. They brought new utensils. They had taken baths hundreds of times because it was unthinkable at the moment of change. They gathered. Food was cooked. It was 7 o'clock. By 8 o'clock, we kept on waiting, because it's not very uncommon that the leaders come late, for an hour or so.

So, after 8 o'clock, we took our bicycles and went to these leaders' homes, just to remind them. One of the leaders' wives told me, “Sorry, he is having some

headache, perhaps he cannot come.” I went to another leader and his wife told me, “Okay, you go, he will definitely join.” So I thought that the dinner will take place, though not at that large scale.

I went back to the venue, which was a newly built Mahatma Gandhi Park. It was 10 o’clock. None of the leaders showed up. That made me angry. I was standing, leaning against Mahatma Gandhi’s statue. I was emotionally drained, rather exhausted. Then I sat down where the food was lying. I kept my emotions on hold. But then, when I took the first bite, I broke down in tears. And suddenly I felt a hand on my shoulder. And it was the healing, motherly touch of an untouchable woman. And she told me, “Kailash, why are you crying? You have done your bit. You have eaten the food cooked by untouchables, which has never happened in our memory”. She said, “You won today”. And my friends, she was right.

I came back home, a little after midnight, shocked to see that several high-caste elderly people were sitting in my courtyard. I saw my mother and elderly women were crying and they were pleading to these elderly people because they had threatened to outcaste my whole family. And you know, outcasting the family is the biggest social punishment one can think of. Somehow, they agreed to punish only me, and the punishment was purification. That means I had to go 600 miles away from my hometown to the river Ganges to take a holy dip. And after that, I should organize a feast for priests, 101 priests, wash their feet and drink that water.

It was total nonsense, and I refused to accept that punishment. How did they punish me? I was barred from entering into my own kitchen and my own dining room, my utensils were separated. But the night when I was angry, they wanted to outcaste me. But I decided to outcaste the entire caste system. (Applause)

And that was possible because the beginning could have been to change the family name, or surname, because in India, most of the family names are caste names. So, I decided to drop my name. And then, later on, I gave a new name to myself: Satyarthi, that means, “seeker of truth.” (Applause) And that was the beginning of my transformative anger.

Friends, may be one of you can tell me, what was I doing before becoming a children’s rights activist? Does anybody know? No. I was an engineer, an electrical engineer. And then I learned how the energy of burning fire, coal, the nuclear blast inside the chambers, raging river currents, fierce winds, could be

converted into the light and lives of millions. I also learned how the most uncontrollable form of energy could be harnessed for good, making society better.

So, I'll come back to the story of when I was caught in the prison: I was very happy freeing a dozen children from slavery, handing them over to their parents. I cannot explain my joy when I free a child. I was so happy. But when I was waiting for my train to come back to my hometown, Delhi, I saw that dozens of children were arriving; they were being trafficked by someone. I stopped them, those people. I complained to the police. So the policemen, instead of helping me, they threw me in this small, tiny shell, like an animal. And that was the night of anger when one of the brightest and biggest ideas was born. I thought that if I keep on freeing 10 children, and 50 more will join, that's not done. And I believed in the power of consumer, let me tell you that this was the first time when a campaign was launched by me or anywhere in the world, to educate and sensitize the consumers to create a demand for child-labor-free rugs. In Europe and America, we have been successful. And it has resulted in the fall in child labor in South Asian countries by 80 percent. (Applause)

Not only that, but this first-ever consumer's power, or consumer's campaign has grown in other countries and other industries, may be chocolate, may be apparel, may be shoes – it has gone beyond. My anger at the age of 11, when I realized how important education is for every child, I got an idea to collect used books and help the poorest children. I created a book bank at the age of 11. But I did not stop. Later on, I co-founded the world's single largest civil society campaign for education that is the Global Campaign for Education. That has helped in changing the whole thinking towards education from the charity mode to the human rights mode, and that has concretely helped the reduction of out-of-school children by half in the last 15 years. (Applause)

My anger at the age of 27, to free that girl who was about to be sold to a brothel, has given me an idea to go for a new strategy of raid and rescue, freeing children from slavery. And, I am so lucky and proud to say that it is not 1 or 10 or 20, but my colleagues and I have been able to physically liberate 83,000 child slaves and hand them over back to their families and mothers. (Applause)

I knew that we needed global policies. We organized worldwide marches against child labor, and that has also resulted in a new international convention to protect the children who are in the worst forms. And the concrete result was

that the number of child laborers globally has gone down by one third in the last 15 years. (Applause).

So, in each case, it began from anger, turned into an idea, and action. So, anger, what next? Idea, and—[Audience]: Action. [Kailash Satyarthi]: Anger, idea, action -- which I tried to do.

Anger is a power, anger is an energy, and the law of nature is that energy can never be created and never be vanished, can never be destroyed. So, why can't the energy of anger be translated and harnessed to create a better and beautiful world, a more just and equitable world? Anger is within each one of you, and I will share a secret in a few seconds: that if we are confined in the narrow shells of egos, and the circles of selfishness, then the anger will turn out to be hatred, violence, revenge and destruction. But if we are able to break the circles, then the same anger could turn into a great power. We can break the circles by using our inherent compassion and connect with the world through compassion to make this world better. That same anger could be transformed into it.

So dear friends, sisters and brothers, again, as a Noble Laureate, I am urging you to become angry. I am urging you to become angry. And the angriest among us is the one who can transform his anger into idea and action.

Thank you so much. (Applause)

Chris Anderson: *For many years, you've been an inspiration to others. Who or what inspires you and why?*

KS: *Good question. Chris, let me tell you, and that is the truth, each time when I free a child, the child who has lost all his hope that he will ever come back to his mother, the first smile of freedom, and the mother who has lost all hope that the son or daughter can ever come back and sit in her lap, they become so emotional and the first tear of joy rolls down on her cheek, I see the glimpse of God in it—this is my biggest inspiration. And I am so lucky that not once, as I said before, but thousands of times, I have been able to witness my God in the faces of those children and they are my biggest inspirations.*

Thank you. (Applause)

Comprehension:

Answer the following questions in a page each:

1. Which are those incidents that provoked Kailash Satyarthi to be angry and when did those incidents occur? Explain.
2. What made Kailash Satyarthi decide to outcaste the entire caste system? And how did he do it?
3. How did the speaker convert anger into power, in various walks of his life, as he mentioned in his talk?
4. Since the age of 27, for the past 15 years, how did the speaker globally try to liberate the child laborers, and prove that anger could be transformed into an idea and action?
5. Why does the speaker urge the listeners to become angry? Explain.
6. What inspired the speaker to become inspiration to others?

DESTIGMATIZING DISABILITY

By Preethi Srinivasan

About the speaker:

Preeti Srinivasan was born in 1979. She was the captain of the under-19 Tamil Nadu women's cricket team and lead the state team to the national championship in 1997 at the age of 17. After surviving an accident that left her quadriplegic, she co-founded Soulfree, a foundation that champions the cause of restoring, rehabilitating, and re-integrating those with spinal cord injuries and spreads awareness on its prevention among Indian youth. She was also a title-holder swimmer, having won a state gold in 50m breaststroke and silver in other events. She also delivers talks on disability issues.

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Link: https://youtu.be/dW52GqY_NVQ

The transcript of the TED talk:

Namaste everyone, I am Preeti Srinivasan. And I am so happy to be here with all of you today. Let us imagine a world in which there is complete social isolation where I cannot join any school or college. And even God does not want me. The temples do not accept me for who I am.

Hey, wait a minute. Isn't this what we are going through every day now. This quarantine period has been extremely different in our history, and no one could have imagined it. But surely, it's temporary. The constraints, the constrictions, the feeling that we are cooped up and imprisoned in our own spaces as if we have to put up our lives on hold. We all feel it, right? But for some of us this is completely permanent. It is not for a few months, but for our entire life time. And the reason for it is not the invisible virus, but a much more complex phenomenon called STIGMA.

WHAT IS STIGMA? You may ask. Stigma may be defined in many ways. But for me it is very simple. The definition is that when you are treated like the other, when you are treated like you don't belong, you are not popular, you are not accepted.

The three parts to stigma are – rejection, exclusion and dependence. We see this every day in school in which children being rejected or bullied, just because

they are too fat, too skinny, or too tall. The reasons are endless. We don't need any reasons, and as we grow up and enter the college and the work place, we all find people who are unpopular, who are discarded, who are considered the fringe and not accepted amongst anyone. So, what can you do to be the change, please introspect. Please think about all the times, when we have seen stigma happening and we have quietly walked away.

Can you be the change? For a change, can you go and sit next to the person who is unpopular? Can you be friendly with them? Can you sit and treat them as an equal human being? Just like you are. That will make a whole world of difference to them. Can you make them part of your group? Can you invite them to your next birthday party? All these simple, simple, small things, we can do to be the change. Are we going to try to remove the red? We can easily remove the red. All we need to do, is to remove the rejection, by accepting people as they are, to remove exclusion by giving them empathy and including them into main stream society and when they become dependent, we can enable them, empower them by providing them with equal opportunities.

All we ask is a level playing field, whether it is education, employment, jobs or even relationships; why should we be discarded and set aside. This is stigma. And the other portion about stigma is that it has a dangerous side to it. Stigma throughout society has been often enforced by violence. Violence is used to control people from marginalized segments of society. The latest case scenario, something that shook our world. Very recently the case of Mr. George Floyd and the brutality with which his death came about. But unfortunately, this kind of scenario has happened throughout history.

This is the cause of World War II. We all know that thousands of Jews were murdered, brutally killed by Nazi regime, but what we did not know is that before that, as a forerunner as practice they also killed thousands of people with disabilities and thousands of members of other marginalized segments of society like persons from the LGBT community. This small group of powerful people decided that they were superior and that they wanted to clear out the impurities in our genes and create a supreme race.

So, the impure ones were discarded and exterminated. This is the power of stigma. But we can get rid of it. We can do that by treating others with empathy, we can make friends with them and when we make friends with them, we will see that hey! we are not so different, we may have impairments. Impairments

can happen to anyone at any time. They can be from birth or can be through an accident.

Many of us, I feel all of us are impaired, we come into the world with impairments. We are absolutely helpless. It takes us three to four years to even learn bowel and bladder control, and as we age, again we go back to be impaired. We are flawed beings by nature. For example, let me tell you, you wear a pair of glasses. Why do you wear a pair of glasses? Because you have an impairment. Your impairment is imperfect vision. You don't have perfect vision. So, the accommodation required is basically a pair of glasses. It is that simple. If you have an impairment, all you need is a certain level of accommodation, it may be more or less, but it is there. All it takes is that a bit of accommodation. So, however, when disability happens, it is that you are labeled.

Imagine, if for wearing glasses, first of all you are not allowed to wear glasses, you are not given the permission and the prescription. Then, if you go out with the pair of glasses, you are beaten up and harassed and assaulted and you are not allowed to join schools or colleges, or to work. This would be the systematic disablement of a person with an impairment. This is what we need to guard against. We can remove this impairment by giving people a level playing field. That's all we need.

So, I had a very interesting and adventurous life. I was a kid that did everything well and I excelled in sports and academics, and everything I touched was a success, but at the age of 18, I suffered a sudden accident that caused me to break my neck and I suffered a spinal cord injury that left me paralyzed below the neck. Suddenly I did not know how to live. I was shattered and lost my sense of identity. Because everything I thought I was, was taken away from me. I thought invisible. My parents would be standing next to me. And people would come and ask them. Is it? Has it been like this since birth, or is it just something that happened recently? Is it a boy or girl? Can it talk? As if I was not even there. I was shattered by these questions. When we tried to join college, I was told, there are no lifts, no ramps, don't join, why do people like you even try to come to college? But I kept fighting, and completed my bachelor's degree and my masters. And then I had to write the NET examination. National Eligibility Test is a very competitive exam and when I registered, I told them that I am a wheel chair user and all the details were provided and yet the answer was— "the exam hall is in the first floor". I had to

be carried up many staircases. Why there is such stigma? Why can't they accommodate this level. But I kept going and today, I am a Ph.D. scholar, at IIT Madras. Indian Institute of Technology which is considered as one of the best institutions in the world. I am perhaps the only woman ever with a 90% disability to gain admission into IIT's Ph.D. program. Yes, life can change if we keep fighting.

The other thing I have done is I started 'Soulfree', which is a public charitable trust that has been working for the last seven years. To improve the quality of life of persons living with spinal cord injury in India, especially women. Perhaps spinal cord injury can happen to anyone, at any time. And it has no cure anywhere in the world. In India, we don't even become statistics, because no data is available about how many accidents happen in a year and there is no support system in the form of rehabilitation, providing better opportunities in education and sports and entrepreneurship, and so many things. They are left helpless and many of them pass away in the first year after the accident. The reason I started 'Soulfree' was – because two girls I personally knew were forced to commit suicide by their own families. They were told “You are a shame and burden on us. You won't deserve to live. You are a curse. Because you are there, everybody is ostracizing us”. So, they drank the poison that was left next to them and died. I could not keep quiet. This is the reason I started 'Soulfree'.

Imagine against all these odds, I have created a life that is productive. Because of the work done through 'Soulfree', more than thousand families live a better life today. Am I really, like the Nazis said, 'unworthy of life'? Not at all. Am I not your equal? So, what can you do to be the change? All you need to do is treat me like any other person. Come, sit in front of me. Don't stand over me, but make eye contact, be my friend. Get to know me. Can I come to your house? Is your building wheel chair accessible? Can you ask the administration to make that happen? All it requires is a lift or a ramp and nothing much. No major expenditure. If you are in college, ask if there are any disabled students in the college? And if not, why not? One out of four people has a disability, but only 10% of women with disability even get access to education. Why should it be this way? Can we be the change? Can I come to your restaurant? Will you take me to your favorite restaurant? I don't know. Is there a ramp there? If there is a menu card, can we have the other side as a braille card? where they can read the menu as well.

Imagine, you go to a country or a place you don't speak the language. So, you are linguistically challenged. So, what happens there? All you need is only a translator and you are back to normal again. The playing field has been levelled. So, with people having auditory problems, they need close captioning. Such simple things. Such simple accommodations, impairment can be removed by accommodation. But disablement is systematically done by every one of us in our society. So, we need to be in the change. We need to create awareness, we need to accommodate, and we need to ensure that everybody has an equal opportunity to fulfill their highest potential. Can we do that? Can you imagine having a relationship with me? Can you love me? Any person with disability, can you imagine having a relationship with them? If not, why not, think about it?

Trust me, this lockdown will ease. It will go away in no time. But after the fear is gone, after that the threat is gone. After everything becomes so called normal again, will you still remember that there are thousands of people living under permanent lockdown? Will you join me in being the change and create a more inclusive, accepting, and tolerant society, where everybody, regardless of their skin color, regardless of any amount of differences they may have in their ability or in their looks or in their body? There is so much body shaming going around. It can stop, right. So, join me. Let's change the world by removing the red. Let's remove the red with acceptance, love, and inclusion and change the world.

Thank you so much.

Comprehension

Answer the following in about a page each.

1. Though quarantine period was temporary, it was extremely difficult to everybody to experience, but this situation is permanent for people of some category. How?
2. Define stigma and mention the types of stigmas, according to the speaker.
3. For a change in the life of the discarded, what are the ideas that the speaker suggests?
4. What kind of scenario happened in World War II, and how were the thousands of people (specially marginalized segments of the society) killed by the Nazi regime?

5. Explain the incident that made the speaker feel shattered and lose her identity at the age of 18.
6. How did the speaker prove herself that she is specially-abled, transcending all her odds?
7. In spite of all her odds, what made her establish the 'Soulfree'? Explain.

Points to remember:

- Listening and decoding poetry and TED Talks
- Reading the same to mark the differences
- Notice the difference between western and Indian poetry
- TED Talk – a new way of spreading awareness

Suggested activity: Watch and listen to the video version of the above-mentioned two TED Talks on YouTube.

Unit-II Productive Skills (Speaking and Writing Skills)

Chapter 3 Pecha Kucha Presentation, Public Speaking, Group Discussion

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	Social Media Content Writing	72-83

Chapter 3

PECHA KUCHA PRESENTATION

Objective:

- To introduce new presentation style.
- To break normal PowerPoint outline & attempt new presentation formats.
- To improve oral presentation skill and proficiency in language.
- To enhance focus on key points and the use of visuals to engage audience.

Pecha Kucha is an innovative and creative Power Point presentation style originated in Japan by architects, Astrid Klein and Mark Dytham as a space to share ideas, messages and inspire others, and now used worldwide. It is a fast-paced format that is designed to keep presentations concise and engaging.

The word Pecha Kucha means “the sound of conversation” or “chit-chat” in Japanese, and the format is simple: presenter shows 20 slides, with each slide displayed for exactly 20 seconds and the entire presentation lasts for total of 6 minutes and 40 seconds. It is also called as 20×20 presentation. This can be challenging for presenters, as they need to be able to convey their ideas quickly and clearly while also keeping pace with the slides.

As you will be properly introduced by the facilitator, giving your name, position, institution and introducing your Pecha Kucha, it is not necessary to use logos, names and title etc.. Another feature that sets the Pecha Kucha apart from a traditional presentation style is the design of the slides. As the audience only has twenty seconds to absorb each slide, you want to select an impactful image that is worth looking at for twenty seconds. The slide will only be visible to the viewer briefly, so it should not be an image that the audience has to labor over. Pecha Kucha benefits from tight structure while also giving creative latitude to the presenter, turning the act of presenting into story telling.

Pecha Kucha format:

This presentation can be modified to suit different requirements. It is vital for language instructors as it allows them to design Pecha Kucha style. It is useful in oral presentations for students of differing proficiency levels in different courses because of its appropriate design.

1. Time limit

Each slide 20 Seconds, total presentation should not exceed 6 min and 40 sec. You can set up this feature in PowerPoint under “transition.” Do not add slide animations. These will push your slides over the time limit. A title slide is not necessary unless specified.

2. **The number of slides**

A successful Pecha Kucha is tightly edited and arranged in bite-sized pieces. It requires careful consideration to arrange the slides in a sensible way. Restriction on the number of slides to 20 per presentation gives more scope for body language. It also encourages the presenters to rehearse so as not to waste time.

3. **The number of words**

Minimize the usage of words, one word or a concise phrase per slide to compliment the visual or no text at all. There should not be text on the slides as it distracts the audience from the speech content.

4. **Use of visuals**

Use pictures, photographs, pictorial charts and even caricatures. Fill the slide with clear visuals to ensure that your audience can see the image. Memes, gifs, and other pop culture images can be used to make Pecha Kucha more relatable to audience.

Points to remember:

- ◆ Think of your Pecha Kucha presentation as a conversation between you and your audience.
- ◆ Presentation and speech should be casual and flow smoothly from one slide to the next.
- ◆ Use your voice to tell a story and your slides to provide context.
- ◆ Better eye contact improves presentations.
- ◆ 20 slides 20 seconds per slide. The total speech time is 6:40.
- ◆ Use clear photos to enhance your speech.
- ◆ One word or a concise phrase per slide to compliment image.
- ◆ If you use colours, be consistent throughout the Pecha Kucha. Only use colours to highlight something.
- ◆ For animations/movies, choose standard compatible formats. Movies should not have sound.
- ◆ If you need to assemble several pictures in your slides, use a maximum of four and keep them aligned.

Sample:

<https://www.pechakucha.com/presentations/music-is-medicine>

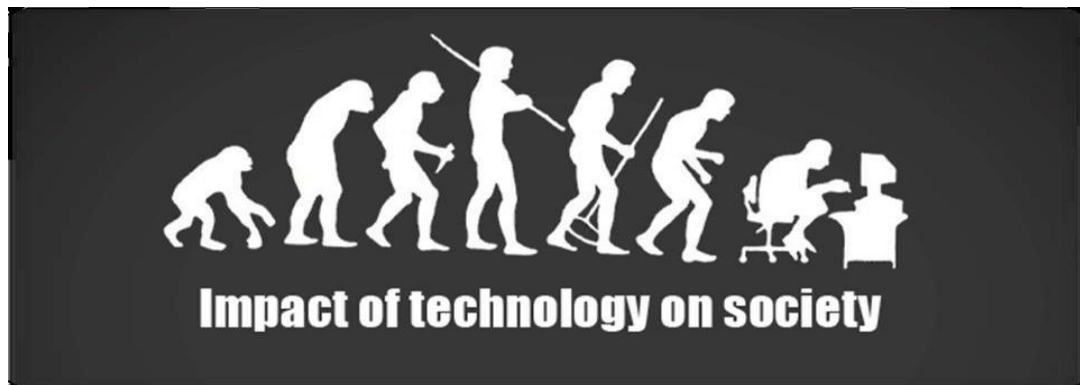
<https://www.pechakucha.com/presentations/records-in-my-life>

<https://www.pechakucha.com/presentations/isaias-presentation>

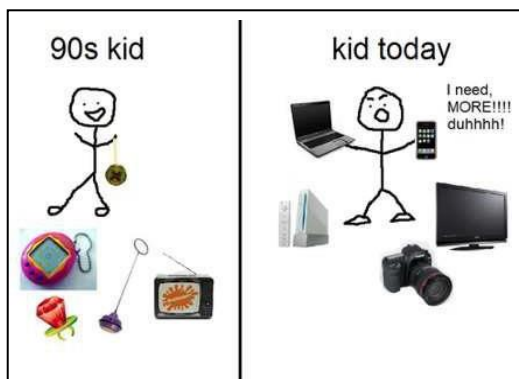
<https://www.slideshare.net/andrewxhill/example-pecha-kucha>

<https://youtu.be/FplqVvtUjbc>

Pecha Kucha sample slides: Slide 1



Slide 2



Slide 3



Slide 4



Slide 5



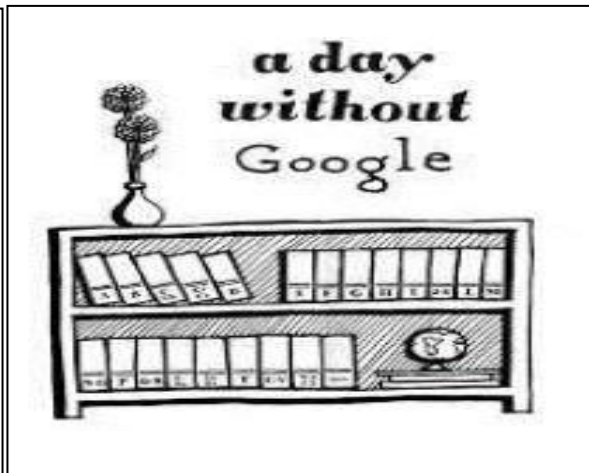
Slide 6



Slide 7



Slide 8



Slide 9



PUBLIC SPEAKING

- To familiarize readers with the importance of public speaking.
- To help differentiate between kinds of speeches.
- To equip reader with effective public speaking skills.
- To improve courteous and critical listening.

An ability to articulate thoughts clearly, concisely and effectively to make a difference in job interview performance, as well as to create a self-image in public through sharing information with a handful of participants to millions of audiences can be termed as *Public Speaking*. It is universally applicable to all types of career and occupations and is seen as a critical employability skill for job hunters. No matter what your ambitions and interests are, developing public speaking skills will benefit your personal, professional, and community life.

On the other hand, public speaking is one of the most important and feared forms of communication to many people across globe because of speech anxiety or Glossophobia. In the working world, public speaking is a vital skill to have and hone. It affects everyday interactions between co-workers, bosses, employees, marketing professionals and clients etc., and it can have enormous impact on the career path and level of success in any trade. Hence, it is important to eliminate anxiety to acquire public speaking skills and be prepared to converse comfortably in public. A good public speaker must be able to communicate ideas effectively, also be able to persuade, build support, and negotiate with the public. What is important is that the audience understands you and remembers what you have said.

To become an effective public speaker, understanding different communication aspects and practical knowledge is important. Notably, there are four types of speech determined by purpose and occasion that most speakers use while delivering in public.

Informative speaking:

In an informative speech, the presenter will share information about a particular person, place, object, process, concept, or issue by defining, describing, or explaining. Occasions for which an informative speech would be presented include a report presented to coworkers, a teacher presenting information to his or her class, and a training session for a job.

Persuasive speaking:

In a persuasive speech, the presenter will attempt to reinforce or change his audience's beliefs, attitudes, feelings, or values. Several occasions where persuasion is used include a sales pitch to potential customers, a politician's campaign speech, or a debate during a public forum.

Demonstrative speaking:

It is a speech intended to teach an audience how to complete a task largely accomplished by demonstrating the task through a series of steps. This type of speaking requires being able to speak clearly and concisely to describe actions and to perform those actions simultaneously.

Speaking to commemorate or entertain:

These types of speeches often strengthen the bonds among audience by recalling a shared experience or intending to amuse them through humor, stories, or illustrations. Examples of this purpose include a toast, such as a best man's speech at a wedding reception, a eulogy to praise the dead, a commencement speech at graduation, or presenting an award at holiday gatherings.

The three Ps for effective and successful speech:

- **Preparation** - Most public speakers never go to talk in front of an audience unprepared. They know their preparation is their credibility. Preparation and planning will help them reduce their nervousness and appear more confident and knowledgeable to their audience.
- **Practice** - Public speaking is a skill that requires constant practice in order to be improved. Practicing your speech before facing the audience, will make your presentation more spontaneous, natural and effortless. It allows you to discover awkward phrases, reduce nervousness before and transform anxiety into excitement.
- **Performance** – Believe in yourself and your presentation, and help yourself with small slips. Anticipate unexpected technical troubles, challenging questions, and other problems.

Some tips and techniques to improve public speaking skills:

- Select a topic that is appropriate to the audience and the occasion.
(Topic that engages the audience and present them with new information.)
- Frame an introduction that familiarizes the audience to the topic and the speaker. (Introduction sets up the tone, firmly establishing the

speakers' credibility, providing a sound orientation to the topic, and previews in a strong and memorable way.)

- Use an effective organizational pattern. (clear and exclusive main points directly related to the speech, effective transitions, and free flow of thought)
- Locate, synthesize, and employ compelling supporting materials. (support key points with variety of credible information.)
- Develop a conclusion that reinforces the thesis and provides psychological closure. (Provide a clear and memorable summary.)
- Demonstrate a careful choice of words. (speaker's language must be exceptionally clear, jargon free, imaginative, and vivid.)
- Use vocal expression and paralanguage to engage the audience. (intensity and pacing, natural and enthusiastic vocal expression should be taken care of.)
- Use nonverbal behavior that supports the verbal message. (posture, gestures, facial expression and eye contact etc.)
- Adapt the presentation to the audience.
- Use of visual aids (visuals that provide powerful, relevant and professional insight into the speech topic)
- Audience analysis (situational, demographical, psychological, cultural, interest and prior knowledge)
- Construct an effective persuasive message with credible evidence and sound reasoning.

Benefits of public speaking:

- It builds self-confidence.
- It is believed that 70% of jobs today involve some form of public speaking.
- Effective speaking skills make you more attractive to employers, enhancing your chances of securing employment and later advancing

in your career.

- Articulating thoughts clearly and concisely will make a difference in both a job interview and job performance.
- Public speaking is important in creating and sustaining a society, which includes informed, and active participants.

Classroom activity:

1. Working in groups of 3-5, generate a list of the characteristics of effective and ineffective public speakers.
2. What are the qualities you believe are most important to be a successful public speaker?
3. Locate a speech on YouTube. While watching the speech, identify the speaker's content and delivery? What *three* things could the speaker improve on? What *three* things did you like about the speaker? If you were to deliver the same speech, how would you do things differently?
4. Create two teams of at least three students per team. Each team will represent a different approach to an issue. (Any general topic/issue)
5. Develop your own speech for the following topics.
 - a) National Security.
 - b) Alternative energy sources.
 - c) Economic stability.
 - d) Media piracy.
 - e) Any local events/fairs.
 - f) Impact of covid-19 on society.
 - g) The person who influenced my life.
 - h) Adolescent depression.
 - i) Human cloning benefits.
 - j) Harmful effects of plastic bags.
 - k) How to make money.
6. Students may be asked to give a speech in front of the class, for three to five mins about a topic related to the course content of the semester.

GROUP DISCUSSION



“The aim of arguments or of discussion, should not be victory, but progress.”

Joseph Joubert. The group discussion is a personality test most popular with public/private sector undertakings, government departments, commercial firms and other educational organization to screen candidates after written test. Primary aim of the group discussion is to gauge a participant’s attitude and to see whether they can be a good team player or a good team member.

Group discussion evaluates your ability to interact in a group on a given topic. The evaluators focus on group dynamics like behaviour, responsibility, and coordination activity of the individuals rather than the content of your views. The group usually consists of 8 to 10 candidates. Normally 20-30 minutes are given to complete the discussion. Each candidate is indicated by a roll number and is to be addressed accordingly. The seating is arranged in a circle, and candidates are seated in ascending order of their roll numbers. No one is nominated as leader, or coordinator.

Group discussion starts without a leader, and it is conducted in a bias-free environment, giving equal opportunity for all the candidates to express their views and perception on a given topic. During the course of discussion, a leader emerges gradually. No candidate should try to dominate the group to become a leader. Such an attempt is self-defeating because in group discussion all are equal. Candidates’ initiative/ability to join the discussion, maturity level, clarity of ideas and understanding of

group dynamics are important in the progress of discussion to evolve a comprehensive view of the group. In this process, a candidate is implicitly recognized and accepted by all other candidates as the leader of the group.

The Group Discussion (GD) is an indicator of the confidence of a person as well as his ability to work in a group. There are rules of conduct to be observed to make the group discussion meaningful, both the leader and participants have to play their role efficiently. Some of those are here for your guidance.

Role of a moderator	Role of participants
<ul style="list-style-type: none"> ▪ Plan and circulate the topic to all the members. State course of action. ▪ Begin and end the meeting on time. ▪ Ensure proper decorum and purpose during the discussion. ▪ Persuade speakers to express their views. ▪ Frequently summarize the points discussed and the decisions arrived at. ▪ Control emotional build ups and reconcile conflicts in between. 	<ul style="list-style-type: none"> ▪ Well prepared to make positive contribution to the discussion. ▪ Analytical, logical and coherent while speaking. ▪ Be brief and speak what is relevant. ▪ Allow other members to speak rather than dominate. ▪ Remain open minded, flexible and objective while listening to others. ▪ Avoid being critical and sarcastic or forcing people consent.

Group discussion evaluates the following skills in participants:

- Communication skills.
- The ability to interact in a team.
- Leadership qualities.
- Initiative, assertiveness, creativity and flexibility.
- Ability to motivate others.

Group discussion is an important activity in academic, business and administrative spheres. Candidates are seated in a semicircle facing each other, a topic/issue/problem is given and after a minute the group is asked to proceed with expressing their views to check whether a person can articulate his thoughts and hold his ground.

How to Prepare For GD:

- Form an informal group and discuss serious issues.
- Discuss current affairs with teachers, parents or elders.
- Watch news and current affairs programmes.
- Read newspapers and good magazines.
- Always think of points in favour and against the topic.

Dos & Don'ts of a Group Discussion:

There are certain practices to follow when participating in group discussions. Understanding how to conduct yourself in this setting can help you project confidence and professionalism during a meeting.

Dos	Don'ts
▪ Listen to other participants	▪ Enter the conversation quickly
▪ Maintain eye contact with the group	▪ Speak about other topics
▪ Give others time to speak	▪ Repeat other participants
▪ Keep potential disagreements polite	▪ Avoid speaking or gesturing boldly
▪ Dress professionally	▪ Interrupt others, aggressive or loud.
▪ Support your claims	▪ Share irrelevant or false statistics
▪ Welcome counter-arguments	▪ Appear insecure
▪ Acknowledge others before speaking	▪ Show negative body language
▪ Initiate the conversation	▪ Make eye contact with the evaluators
▪ Plan your entry points and exit points	▪ Focus on only one participant
▪ Take notes, ask for clarifications, and show confidence	▪ Use judgmental language, or play the leader

Important tips for group discussion:

- Don't attempt to be a leader by trying to sum up or conclude when the group has not clearly reached any conclusion.
- Remember that a group discussion is to effectively assess your ability to interact in a group.
- Group discussion is not a debate in which you either support or oppose the topic.
- There are no clear-cut stands in group discussion as it is a continuous discussion.
- Always be polite and never criticize, give others a chance to speak.
- Make sure you speak/intervene 4-5 times in the discussion. Be coherent, make your point, and let others discuss.

Classroom Activity:

Form groups and prepare a set of arguments for the following topics:

1. The significance of newly found Lithium deposits in India.
2. Actors as politicians.
3. India shining.
4. Security Cameras & Privacy.
5. Privatization of Higher Education.
6. Advertisements cheat people hence should be banned.
7. India needs a Dictatorship.
8. Impact of Covid-19 on Indian economy.
9. Cryptocurrency/ Bitcoin.
10. Artificial Intelligence is taking over the human workforce.

Points to remember:

- Pecha Kucha is a new style of presentation with 20 slides in 20 seconds.
- Preparation, practice and performance are the 3 Ps of public speaking.
- Group discussion evaluates one's ability to interact in a group on a topic.

Chapter 4

TECHNICAL WRITING

Objectives:

- To introduce the learners to the genre of technical writing.
- To equip the learners with technical writing skills so as to enhance their employability.

What is Technical Writing?

Technical writing is defined as a form of communication which covers technical concepts such as medical procedures, computer applications, environmental regulations, aerospace industry, finance, engineering, biotech, energy and automobiles.

Technical writing applies to any type of text that provides instructions to perform a task efficiently. Using graphs, tables, drawings, and other visual aids in technical writing enhances the effectiveness of the written document. Technical writing as a profession demands the skill of expressing complicated concepts in simple words using good grammar. Hence, mastering technical writing skills demands an eye for details, technical expertise and passion for content development.

Pre-requisites for technical writing:

- Excellent writing skills/sound command over language
- Technical competence
- Aptitude for research and exploration
- Interview skills
- Expertise in documentation
- Creativity and innovation

Role of a technical writer varies from writing user manuals, instructions on running an application, standard operating procedure, content for help and FAQs to offering a solution to specific problem. Technical writing offers a solution to a specific problem and helps people complete tasks.

Technical writing can be classified into different types based on the applications. Different types of technical documents cater to suit different

purposes and different target groups. These include copy writing, business correspondence, travel writing, article writing, reports, plans, proposals and minutes of meetings. However, this unit focuses only on copy writing, business writing, travel writing and article writing.

Technical Copywriting

With technical copywriting, the aim is no different from other forms of technical writing; but these types of writers will have specialized knowledge of a specific industry or adept in writing about technical subjects.

Objective of copy writing is to present complicated technical topics in simple terms. A technical copywriter needs to enable a not-so-tech savvy mind to explore technical content. One needs to master the art of blending language skills and technical knowhow. Also, a technical writer must possess knowledge of the requirements of the industries/companies.

Technical copywriters write content for marketing like case studies, brochures, website copy, and product guides for technical industries like construction, manufacturing, or IT.

Business Writing

Objective of business writing is to establish rapport among business personnel and the target groups/clients.

Business writing is a type of writing that is used in a business set up/establishment. It refers to professional communication including genres such as policy recommendations, advertisements, press releases, application letters, emails, and memos. Because business writing can take many forms, business writers often consider their purpose, audience, and relationship dynamics to help them make effective stylistic choices. While norms vary depending on the situation, business writers and audiences tend to value writing that communicates effectively, efficiently, and succinctly.

Application of Business Writing

- In drafting client proposals, memos, emails and notices.
- In preparing reports and other forms of business correspondence.

Travel writing

Travel writing is the genre of writing that dwells on the topics related to travelling such as writing travelogues, tour guides and itinerary. Travel writers are in high demand in the online, print, and electronic media. As a professional travel writer, one can also write content for radio, blogs and books.

To be a travel writer, one must be able to tell a good narrative; have a passion for writing about adventure, and the ability to offer the finest trip recommendations for readers. Travel writing could take the shape of a newspaper article educating readers about a certain location. It can also be a book-length work of literary non-fiction that tells a lengthier story about a trip or location. The writing is more thorough and less informal than that of a travel blog.

Travel writers are typically self-employed, giving them the freedom to write about a variety of topics related to the travel business. They assist people in planning their journeys, keeping track of spending, and avoiding roadblocks. They can use networks such as YouTube and Instagram, as well as create their own blog. They might also work as freelancers for various travel companies.

Flair for photography may prove to be an advantage in making a career in travel writing. Most aspiring travel photographers discover early on in their careers that travel photography is not the same as taking images while travelling. It involves clicking landscapes, cityscapes, portraits, sports, food and close-ups that lure the travelling community. As a travel photographer, one must be willing **to wait for hours** for the next opportunity for photography.

Professional travel writing requires a degree in Communication, Journalism or similar discipline. Working as a freelancer or writing for online travel sites or in-flight magazines are other options.

Applications of travel writing

- **Writing Manuals:** A how-to guide essentially supplies its readers with valuable information that can only be offered after some experience. It assists readers in anticipating and resolving obstacles in order to make the entire journey as smooth as possible.

- **Writing Itineraries**

A travel writer finds ample scope to display his managerial skills. Itineraries are required to organize entire journey ahead of time. It is a comprehensive itinerary that details everything that must be accomplished during a trip. It begins with arriving at the destination using a pre-planned means of transportation and the activities that must be completed, as well as the cities that must be visited.

- **Essays on Personal Travel/Biographical write-ups** also known as **Travelogues**

Great travel personal essays can be descriptive, narrative, expository and reflective. They have a distinct voice, a rich past, a universal theme and/or lesson, and the ability to tell a travel-related story rich in analogies and comparisons that reach the reader.

As the work develops, personal travel essays become more like a journey of discovery, rich in perspective and a well-balanced trip narrative. The trip part of your personal essay should not be hidden; instead, it should be integrated into the tale.

Blogging about Travel and Lifestyle

Bloggers capture readers' interest by being humorous, imaginative, and engaging – even intimate; they are active, providing readers reasons to come back again and again.

A travel writer must be aware of current events in the sector. Subscribing to various industry newsletters keeps one ahead of others. Some of the newsletters are mentioned here.

www.travelmole.com

www.hotelmarketing.com

www.eyefortravel.com etc.

One needs to have a creative edge to set self apart from the numerous travel writers and bloggers. The idea is to carve one's own niche, one that has the potential to attract a large number of readers while also being devoid of much competition.

Copying the writing styles and techniques of other travel bloggers may work in the short term, but in order to keep readers' attention, one needs to have a distinct perspective that sets writing different. Creativity and originality set a travel writer apart.

Sample 1

BANARAS IMMERSED IN COLOURS OF DEVOTION!

MARCH 6, 2021 AYUSHI SARASWAT

I started my journey from Kempe Gowda International Airport. We reached Varanasi in noon. We called a prepaid taxi and checked into The Okay International Hotel. Next morning, we went to old Vishwanath Temple and also visited nearby temples. In evening, we went for Ganga aarti. The experience was divine.

We lived there for a week. We went to many temples, Saranath, Ramnagar Fort, Chunar Fort, Alamgir Mosque, Banaras Hindu University and various other places. We tried all the delicacies and lip-smacking street food. But in narrow lanes of old Banaras, you get one of the most exclusive and exquisite sweets, which is being served by few vendors since ages, that's *Malaiyo* or *Mallaiyo*. It is one of the hidden gems that is prepared only in Banaras during winter season (from mid-November to first week of March). It is basically flavored milk foam, froth or cloud served in a small earthen bowl, garnished with Pistachios and Almonds. I love it so much that I used to eat it after my meals.

Talking about boat rides, they are again an experience to live in Banaras. The story starts with usual bargain with the *mallah* (boatman) trying to bring his price down to a point where he persuades you to take a ride on the Ganges covering different *ghats*. These boatmen have a lot of interesting stories to tell. About Banaras, their life and fables, each boatman has his own set of stories.

The evening aarti is something you cannot miss to experience. I attended this aarti at Dashashwamedh Ghat a number of times and it always felt the most divine and serene thing I ever felt in my life. Every time, I was here, I felt like slowly engulfing myself in the smoke and chants. This aarti is performed by young boys wearing silk dhotis with rich gold borders, orange kurtas and stoles across their shoulders of same color. The way their hands move in sync is simply beautiful and in the most elaborate way possible. There is a similar aarti on Assi Ghat as well but not as grand as the one at Dashashwamedh ghat.

There are many other tourist spots in Varanasi. You must also consider visiting Ramnagar Fort, Chunar Fort, Alamgir Mosque and Banaras Hindu University.

Exercise

1. Share your experience of visiting a place in about 80 to 100 words.
2. Recently you visited a holy place. Give details of the timeline and journey schedule.

Reference for reading:

1. Marco Polo, *The Travels of Marco Polo* Ronald Latham's tr. from French 1982, Abaris Books.
2. Vikram Seth, *From Heaven Lake* (ISBN 0-7089-1290-7) Ulverscroft, 1985.
3. Paul Theroux, *The Kingdom by the Sea: A Journey Around Great Britain* (ISBN-O-395-34843-9) HM, 1983.
4. Paul Theroux, *The Great Railway Bazaar* (ISBN 0-345-301 10-2) Ballantine, 1981
5. Paul Theroux, *The Old Patagonian Express: By Train Through the Americas* (ISBN 0-395-52105-X) HM, 1989.

Article writing

An article belongs to the genre of non-fiction and informative in nature. It is an independent piece of prose found in newspapers or magazines with an objective to keep the readers updated and well informed of matters relevant to them. It also offers a platform for the readers to contemplate over issues and develop a line of thinking of their own.

Pre-requisites:

- Catchy word or a phrase for a title.
- Content relevant for general readers or specific target readers as the case may be.
- Topic and objective to be mentioned/reflected in the introduction.
- Exploring novel ways to arouse and sustain the minds of the readers.
- Blend of thoughts and emotions
- Subjective conclusion that aims at provoking thoughts/calling for action
- Jargon free vocabulary unless aimed for specific readership
- Good command over language

Types of Articles

- ❖ Newspaper Article
 - Article in local /national / international news columns
 - Feature articles
 - Editorial
 - Articles
- ❖ Research Articles
- ❖ Review Articles

Sample: Newspaper Editorial

Inflation is still a mounting concern

The inflation rate measured in terms of the consumer price index has remained elevated and above the Reserve Bank of India's (RBI) tolerance band in February, according to data released by the National Statistical Office (NSO) this week. The headline consumer price index was at 6.44 %, marginally lower than 6.52 % in January. The fall in the index by a fraction has been claimed to be a good signal, but in view of the movement of the index in the past few months, it does not give much cheer. Inflation is above the upper threshold for the second straight month, and this might even indicate a trend reversal after it fell below the threshold in November and December last year. It has remained above the 6% limit for 12 of the past 14 months. The RBI's Monetary Policy Committee had projected an average rate of 5.7% for the current quarter. This does not seem to be possible now.

A closer look at the data shows that most sectors and constituents of the index have seen price pressures. Cereals, milk and milk products, prepared meals and snacks, and spices have seen a rise in prices, though vegetables have seen lower prices. Cereal inflation has been in double digits in the past six consecutive months. The rabi outlook is not very rosy because of the rise in temperatures across the country. Core inflation is high and that shows that all sectors and commodities have seen price pressures. Most items like clothing, household goods and services, and health care have been affected. The price rise in many areas is caused by an increase in costs, but the prices will not decline even if the costs come down.

Read more at: <https://www.deccanherald.com/opinion/second-edit/inflation-is-still-a-mounting-concern-1201140.html>

Hazards of Polythene Bags

Polythene bags have become very popular for carrying our shopping home. These bags are light, handy, attractive and strong. Shopkeepers find them easy to store and customers regard them as beneficial too. But they are a big threat to our environment.

Polythene bags have many adverse effects, for example, they are not biodegradable and produce noxious gases when burnt. They choke the drains and provide breeding grounds to deadly germs. Animals and birds mistake them for food and when they eat them, their digestive systems get disturbed. These bags never decay and the fertility of the earth is lost due to their excessive use. Thus, the greenery of the earth is hampered.

The poisonous gases produced on burning the polythene bags cause serious diseases like bronchitis, allergy, cancer, etc. in human beings. Therefore, it is our responsibility to stop the use of polythene bags. We should take an active part in the anti-polythene campaign launched by the Delhi administration.

XYZ

Exercise:

Write an article on the given topics in about 100 words.

- Teenagers under stress.
- Significance of voting.
- Plastic-free home.
- OTT Platforms.
- Desensitization of news in the 24x7 news channels.
- Digitalization destabilizes social bonds.
- Bad Banking.
- Financial Literacy.
- Pollution: the result of over-urbanization.

E-CORRESPONDENCE

E-mail

Objectives

- To write clear and well-structured professional E-mails
- To save time through communicating appropriately
- To learn the rules of writing E-mails by studying the differences between formal and casual E-mails

E-mail (electronic mail) is a way to send and receive messages across the Internet. In the information age, E-mail has become the dominant form of communication. E-mail is used for different purposes, including contacting friends, communicating with colleagues, requesting information, and applying for jobs, internships, and scholarships. Although E-mail is an effective communication tool, its widespread use in academic and business settings has introduced some new challenges for writers. Because it is a relatively new form of communication, basic social conventions for writing and responding to e-mail are still being worked out. Depending on purposes, the messages differ in their formality, intended audience, and desired outcome. Below are some key distinctions between formal and casual e-mails.

Formal Writing	Casual Writing
• Written for business and professional purposes	• Written for personal purposes
• Written in a specific and prescribed format	• Need not have a specific format
• Language and Syntax are formal and polite	• Language and Syntax are informal and casual
• Subject line to be mentioned	• Subject line is not necessary
• Contractions and abbreviations are not used	• Contractions and abbreviations are used

Format of an E-mail:

The diagram illustrates the structure of a new email message. It features a header bar with the title "New Message" and standard window controls (minimize, maximize, close). Below the header, the email fields are organized as follows:

- To:** A text input field with "Cc" and "Bcc" options to its right.
- Subject Line:** A prominent dark grey bar.
- Salutation:** A dark grey bar.
- Introduction:** A light grey bar.
- Body:** Three light grey bars representing the main content.
- Closing:** A dark grey bar.
- Email Signature:** A dark grey bar, preceded by a circular icon containing a person silhouette.

Essential elements to be included in a formal E-mail:

1. **Recipient's E-mail address:** Mention the receiver's e-mail address clearly.
2. **Subject Line:** Summarize what your E-mail is about in a clear and concise way.
3. **Salutation:** Greet your recipient with an appropriate salutation for the situation.
4. **Introduction:** Provide a brief summary of who you are.
5. **Body:** Write a few short paragraphs about why you are reaching out and end with a call for action.
6. **Closing:** End your email with a personalized closing.
7. **E-mail Signature:** Always include a digital signature with contact information.

Tips to write a good E-mail

To make sure the emails are professional, follow these five steps:

1. Start with a greeting
2. State your purpose
3. Add the call for action
4. Thank the recipient
5. End with a closing

Sample of a Casual E-mail:

From: nirmalasn22@yahoo.co.in

To: muliyareena2010@rediffmail.com

Hi Nirmala,

How's it going? Sorry I haven't been in touch for such a long time, but I've had exams, so I've been studying every free minute. Anyway, I'd love to hear all your news and I'm hoping we can get together soon to catch up. We just moved to a bigger flat so maybe you can come and visit one weekend? How's the new job?

Will catch up soon!

Much love,

Rina

Sample of a Formal E-mail

From: ahujashalinitm37@vyfinservices.co.in

To: sreenuvilas@vyfinservices.co.in;
shravan2020@vyfinservices.co.in

mahi345@vyfinservices.co.in;

Subject: Meet the new interns

Dear Team,

I am happy to inform you of the commencement of our summer internship program. We recruited ten interns from four different universities across the state, and we are excited to have them with us. Our interns are still in the skill pool, so they are available to understudy tasks in any department. I hope you will all do your best to engage them and make their experience worthwhile. Feel free to say hello to the interns on our work page, and make them feel welcome. Thank you all for your time.

Best regards,
Shalini Ahuja
Human Resources Director

Classroom activity: Change the following from informal English into formal English.

Casual	Formal
Can you send me the minutes from yesterday's meeting?	<ul style="list-style-type: none">I was wondering if you could please provide me with the minutes from yesterday's meeting? <p style="text-align: center;">or</p> <ul style="list-style-type: none">Could you please provide me with the minutes from yesterday's meeting when you get a chance?
Sorry, I can't make it tomorrow.	
See you next week.	

Don't forget to make sure all the participants sign in at the door.	
I'm sorry to tell you that our facilities are not available next week.	
About the information you wanted, unfortunately we cannot provide it to you.	

Types of E-mails:

1. Requisition E-mail is a formal request letter when you need a product, service, information, favour, or permission from a person of authority within or outside an organization. The letter's tone must be formal and polite and its format must comply with prescribed standards. In an individual capacity, request letters can relate to leave, change of address, salary information, appointments, and resignation. A business entity request letter may include requests for product information, quotes, and samples. Meeting requests, contract extensions, contract termination, requests for credit, and payment requests are also examples of request letters. Organizations may have to send request letters to banks, financial institutions, government, and regulatory authorities frequently.

What to include in Requisition E-Mails?

1. Mention clearly the purpose/reason/favour of the E-mail
2. Be concise and clear
3. Convey how urgent and important the request is
4. Provide a clear call-to-action (CTA)

Some commonly used phrases in requisition E-mails:

1. "Please fill this form out by..."
2. "Can you possibly..."
3. "If possible, could you send me..."
4. "It would be greatly appreciated if you could..."
5. "Would you kindly respond by..."

Sample-1: Request E-mail for the purchase of computers

From: sk_nandish@bluechips.co.in

To: the manager_purchase@bluechips.co.in

Subject: Requisition for purchasing new computers

Dear Sir,

I am writing to inform you that the computers given to the conversion process plant department have ceased working properly because of voltage destabilization yesterday. Due to this, the plant has stopped working and has hindered the conversion process, causing a huge loss for the company. Therefore, kindly approve and arrange for the purchase of the computers immediately to continue making the finished product. Your prompt action in this regard will be valued highly.

Yours faithfully,

Nandish S.K.

Plant Manager

Classroom activity: Rewrite the following E-mail in a formal way including the sender's and recipient's address and subject line:

Dear Sarah

I read online that you're selling business cards. I was wondering how much if I only wanted 500? Is colour and a logo extra? Can I see an example before all are shipped or will that cost extra? You seem to have a great business so I hope you can help.

Thanks

Jessica

From:

To:

Subject:

Dear Sarah

2. ***Apology E-mails:*** Every business makes mistakes occasionally. And in most cases, a simple yet professional apology E-mail can change a customer's perception of the situation for the better and helping you maintain your relationship with them. Regardless of what happened, and whoever was at fault, a well-crafted, timely, apology letter can go a long way in turning a negative customer experience into a positive one, while increasing customer retention.

What to include in Apology E-Mails?

1. Give a detailed account of the situation
2. Acknowledge the hurt or damage done
3. Own up responsibility
4. Include a statement of regret
5. Ask for forgiveness and promise that it does not repeat
6. Provide a form of restitution

Some commonly used phrases in Apology E-mails:

1. Please accept my apologies.
2. (I'm) sorry. I didn't realize the impact of...
3. I would like to express my deep regrets for...
4. I would like to apologize on behalf of our company.
5. Please accept my apology for...
6. Please accept our deepest apologies for...

Sample-1- E-mail for apologizing for inefficient services

From: namitha_joshi@appleinternetservices.co.in

To: sonisubhash5600@yahoo.co.in

Subject: Apology for inefficient internet services

Dear Mr. Subhash Soni,

We are so sorry about the issues you have been having with the internet. We know how frustrating it is when technical issues prevent you from getting your work done.

This was likely caused by a malfunction in our own servers, so we are actively trying to minimize the possibility of this happening again. In the meantime, we are going to give you back this month's subscription cost as an additional apology.

Thank you for your patience. Do not hesitate to get in touch if you would like any help or more information.

Best Regards
Namitha Joshi
PR Manager

Sample – 2: E-mail apologizing to boss

From: nnair_analyst@vsvservices.yahoo.com

To: subhansheikh34@vsvservices.yahoo.com

Subject: Apology letter

Dear Mr. Sheikh,

Please accept my sincere apology for sending wrong reports to the client. I understand this has caused a lot of inconvenience to the client and our company.

I cannot defend my actions, but I am handling two projects simultaneously. I got confused and mistakenly sent the wrong reports. I am truly sorry for such a lousy mistake. I have already apologized to the client personally and sent the correct reports. I have also arranged a meeting with the client to eliminate any chance of miscommunication about our reports.

I understand your disappointment and I am truly sorry. I can assure you that this mistake will never be repeated in the future.

Yours truly
Nihar Nair

Classroom activity: Supply the sender's and recipient's mail addresses and choose the appropriate word to complete the following E-mail.

To:

From:

Subject: Apology for the delay in processing the order 7895LG

I am writing with _____ (connection/reference/regarding) to our telephone conversation this morning about your order 7895LG. I must _____ (regret/apologise/sorry) for the delay in processing this order. I can now confirm that the goods have been shipped and should _____ (arrive/reach/deliver) you within 10 working days. We have taken special _____ (care/attention/caution) to make sure that the items are as per the requirements. Once again, please _____ (take/have/accept) our apologies. If you have any further questions, do not _____ (stop/fail/hesitate) to contact me again.

3. Appreciation E-mails: Appreciation is a great way to recognize the hard work and efforts put by your employees while at work. And, an appreciation letter or mail is the best way to show your employees that you acknowledge, recognize and appreciate their efforts — it boosts the confidence and the morale of your workforce.

What to include in Appreciation E-mail?

1. *Customization:* The employees will notice if the same template is used over and over. Rather, customise the message as much as possible.
2. *Acknowledgement:* Point out exactly what the employee did well. Recognize why and how it has had a positive impact at work.
3. *Encouragement:* When it comes to ensuring that an appreciation letter has the desired effect, encouragement is crucial. This demonstrates to your staff that you feel they are capable of great things and encourages them to go above and beyond.

Some commonly used phrases in appreciation e-mails:

1. Appreciate your help for ...
2. I welcome your advice on ...
3. I wanted to express my gratitude ...
4. We wanted to say how much we value your support ...
5. Your support is appreciated ...

Sample-1- E-mail appreciating the good work

From: maheshbhatia_manager@addontechologies.co.in

To: jitujiten455@ @addontechologies.co.in

Subject: Appreciation for your good work!

Dear Jiten,

On behalf of the management team, we would like to appreciate you for the amazing work that you have done on the ACE project. Your professionalism reflects in the countless hours that you put into the project to ensure it gets completed smoothly. This has impressed the entire team. Your self-motivation, dedication and diligence are an inspiration for your team.

Thank you for doing a great job! Keep up the good work.

Regards,

Mahesh Bhatia

General Manager

Classroom activity: Complete the following appreciation E-mail:

From: _____ [sender's e-mail address]

To: _____ [receiver's e-mail address]

Subject: A warm appreciation for _____! [complete the subject line]

Dear Mr./Mrs. _____ [name],

I would like to formally recognize _____ [mention the efforts] you have put into completing _____ [project/task]. Your consistent efforts and _____ have led to the _____. [add appreciating words about success of the project in both the blanks]

On behalf of _____ [company name, board members, etc.], we would like to _____ [write appreciating phrases] and we would like to let you know that we highly value _____ [words appreciating efforts] your job.

We are very grateful to have you _____ and we wish to continue _____. [supply a hopeful long association with the company in both the blanks]

Best regards,

[Name and job title]

4. **Congratulation E-mail** is a message recognizing an accomplishment, which you can send using online messaging. E-mails allow for longer messages than a congratulation note, so you can include more detailed information about the accomplishment. E-mails also allow to send a group message out to several people, if over one employee deserves recognition. For example, if the team does well on a project, a group E-mail can be sent out congratulating each team member.

What to include in Congratulation E-mails?

1. *State the specific occasion.*
2. *Explain how you know.*
3. *Express praise and approval.*

Some commonly used phrases in Congratulation e-mails:

1. *Congratulations on your promotion.*
2. *Congratulations on your well-deserved ____ award.*
3. *Heartfelt congratulations to you.*
4. *I was pleased to hear the great news about your promotion.
Congratulations!*
5. *Hearty Congratulations!!!*

Sample - Congratulating on Promotion

From: tushary2002_pmssb@yahoo.co.in

To: evanjohnson_1234@yahoo.co.in

Subject: Congratulations on Your Promotion

Dear Evan,

Congratulations on your promotion to Vice President of PMS Savings Bank. I heard about your well-deserved promotion through LinkedIn. You have done a fine job there for many years, and you deserve the recognition and responsibility of the position.

Best wishes for continued success in your career.

Regards,

Tushar Yerripalli, General Manager

Classroom Activity: Re-arrange the following sentences in order to make the content of a congratulating E-mail.

1. I'm writing to congratulate on your report. ()
2. When you have time, please could you please show me how to use the software you used to make the tables? ()
3. It will help me explain the new plan to the director. ()
4. Thanks a lot, Mike. ()
5. Dear Linda. ()
6. The structure is clear and the information is very useful for our new marketing plan. ()

- 5. Acknowledgement E-mails:** Acknowledging an E-mail lets the sender know that you have received what they need you to read. From the sender's point of view, your reply confirms that the information got into the right hands, that it has been properly reviewed, and that action either has been taken or will be taken. Sending acknowledgement message can be a welcome affirmation that the matter will be taken care of in a timely fashion.

What to include in an Acknowledgement E-mail?

1. *Keep it short and to the point.*
2. *Use a polite and professional tone.*
3. *Be timely.*
4. *Use a clear subject line.*

Some commonly used phrases in Acknowledgement E- mails:

1. Thank you for contacting me ...
2. I am pleased to hear that you found my paper / presentation / report / seminar useful...
3. This is to confirm I have received this E-mail...
4. This is to confirm that I have seen your E-mail...
5. Thank you for your order of...

Sample-1 Acknowledgement for registering for a course:

From: jv_abraham@ableleader.co.in
To: saini_rajat3443@gmail.com
Subject: Acknowledgement of registration

Dear Mr. Rajat Saini,

Thank you for your recent registration for our 2023 Basic Leadership Course. This email confirms our receipt of your registration fee and bio-data form. The course will run for three weeks from Monday to Friday, starting from June 3, 2023, and the venue will be Alpha Cathedral. Each session will last two hours and we shall have just three sessions every day. So, every registrant is expected to resume daily by 9:00 a. m. for the three weeks of the training.

Please visit our website – <http://afrimash.com/>- for further information.

We look forward to seeing you at Alpha Cathedral. Do not hesitate to mail me at any time should you have any question.

Best regards

Abraham Verghese J.
Heads, Administration
Anthony Robbins Institute

Sample – 2: E-mail Acknowledging Job Application

From: teamrecruitment@sjresourcesltd.rediffmail.co.in
To: sharon_1200@gmail.com
Subject: Receipt of job application

Dear Ms. Sharon,

Thank you very much for applying for the position of Marketing Officer at S.J. Resources Limited. I will be reviewing your application along with the others that we have received in the next couple of days. If you are selected for the next phase of the recruitment process, you will be contacted for an interview session.

We appreciate your interest in our company and wish you the very best in this selection process.

Sincerely,

Tanmoy De
Head-Human Resource

E-mail Etiquettes:

- Always include a subject and use the recipient's name in the greeting.
- Do not write the whole mail in all capital letters.
- Do not use E-mail to discuss confidential information.
- Take care with abbreviations and emoticons.
- Do not forward unnecessary/unrelated E-mails.

Did you know what these stand for in e-mails?

<i>IAM: In a meeting</i>	<i>POC: Point of contact</i>
<i>LMK: Let me know</i>	<i>NRN: No reply necessary</i>
<i>OOO: Out of office</i>	<i>FYI: For Your Information</i>
<i>OT: Off topic</i>	<i>PFA: Please Find Attached</i>
<i>ASAP: As Soon As Possible</i>	<i>RSVP: Répondez S'il Vous Plaît (French) please reply (English)</i>

Points to Remember:

- *Subject Lines are important.*
- *Use bullet points and highlight call to action.*
- *Keep the content short and simple.*
- *Avoid use of slang and complicated words.*
- *Avoid spelling and grammatical mistakes.*

Exercises:

1. You have planned to study a distance course online from an international university. Compose an e-mail to the university officer requesting information about the course.
2. You own a retail shop selling household goods and are interested in buying some of the new kitchen products launched by Pride Cookware. Write an e-mail requesting to send the pricelist and their credit terms and conditions.
3. Garden Garments had ordered the fabric for manufacturing suits and there is a delay in supplying the order on time due to heavy rains and bad weather conditions. Draft an apology e-mail.

4. You have unprofessionally behaved in the team meeting in your office because of some miscommunication. Write an e-mail apologising for your misbehaviour.
5. Draft an e-mail appreciating your subordinate's role in completing the project on time.
6. Compose an e-mail to the secretary of the health department of your town's municipal corporation appreciating the co-operation in organizing a health check-up camp in your college.
7. Congratulate your subordinate on completing five years of association with the organization by sending an e-mail.
8. Write an e-mail congratulating your colleague for being promoted as the Senior Business Analyst.
9. You have received the necessary documents from your client to approve a loan. Write an e-mail acknowledging the receipt of the documents.
10. BESCOM has received a complaint about the erratic power cuts in S.N. Nagar, Bengaluru by the Residents' Association. Draft an e-mail acknowledging the receipt of the complaint and assuring them to resolve the issue.

References:

- <https://learnenglish.britishcouncil.org/skills/writing/c1-writing/an-email-request>
- <https://www.liveagent.com/templates/apology/>
- <https://www.betterplace.co.in/blog/10-appreciation-mail-templates-to-employees-for-their-great-work/>
- <https://www.indeed.com/career-advice/career-development/how-to-write-congratulation-letter-for-accomplishment>
- <https://www.wisestamp.com/blog/email-etiquette>

SOCIAL MEDIA CONTENT WRITING

Objectives:

- To make the students explore one of the most important and fast-growing career options.
- To train the learners to write for social media by focusing on content, audience, and purpose.
- To make the learners more efficient in using the powerful social media platforms for content writing.
- To enable them to communicate effectively in an online platform.

Social media has a huge impact on the world's perception of the very concept of language, so much so that the question of whether online English is still modern English, has arisen. As the world is constantly changing, so too is the language that we use.

Social media has improved many aspects of how we write. One of the effects of social media is that people on opposite sides of the world can stay in touch continually. A rough estimate states that around 59% of the world's population use social media. Social media is the space that opens up myriad opportunities with almost instant reputation and recognition. But there is no special skill or talent required to get on the social media wagon, and one can stand out and make the most of its reach than one needs.

Social media content writing: It is the process of writing content for social media audience, usually across multiple major social media platforms. It can include writing short captions for TikTok or Instagram Reels, long-form LinkedIn articles, and everything in between.

The content writer is the one who writes and creates digital and print content for organizations that want to publicize their services and products. Content writers research the details of the product to develop content or write an article that aims to reflect the company's ideals and vision. They may require to adapt to the organization's editorial style and may closely work with the clients and the content manager to understand their expectations. An effective content writer works consistently and delivers the articles in time.

Content writing can be learned at any juncture of your life whether it is before your graduation, during your graduation, or after your graduation. It is one of the most important skills to develop if you want to make a career in writing.

Social Media Etiquette:

Dos & Don'ts of Writing on Social Media Platforms:

From staying in touch with far-off friends and family members to keeping up on the latest news, social media offers many benefits. It can even be a wonderful form of self-expression. However, this doesn't mean one can post and share whatever he wants. Students, in particular, need to exercise good judgment while using social media. Why? Because what is said or shown on social media has a long and far-reaching life, and the last thing anyone wants is a post made in a momentary lapse of reason to haunt the person even after 20 years.

Dos

- share/post authentic and constructive information.
- use privacy settings and follow password recommendations.
- sound positive while communicating.
- have separate business and private accounts.
- read every message before clicking "Send" and "Forward".
- use only trusted sites and services.

Don'ts

- post/share confidential information, matters related to illegal activities.
- believe everything you read.
- fall down the social media rabbit hole*.
- be a copycat
- click "Send" when you're tired or emotional.
- forget to log out from a public computer.

(Rabbit hole* refers to a situation that is strange, confusing or illogical)

There are different forms of content writing on social media. The two important types that are discussed here are –

1. Writing blog posts or Blogging.

2. Social Media profile writing.

1. **Blogging** is an essential type of online content writing, and when it's done correctly, it can dramatically increase the number of views, your return on investment, and your overall success.

Definition:

A blog (a shortened version of “weblog”) is an online journal or informational website displaying information in reverse chronological order, with the latest posts appearing first, at the top. It is a platform where a writer or a group of writers share their views on the subject of their choice.

We generally call the content in blogs as blog posts or entries. Generally, an individual or a small group of people run blogs to present various types of information in an informal style. But some corporate websites also use blogs to share informational content related to their products and industry. Blogs are often interactive and include sections at the bottom of individual blog posts, where readers can leave comments.

Blogging is a fun and flexible way for self-expression and social connection, so it is no wonder blogs have become very popular. In addition, people can start blogging to improve their writing skills or even promote their businesses. Most are written in a conversational style to reflect the voice and personal views of the blogger. Some businesses use blogs to connect with target audiences and sell products.

They are frequently updated with new information about various topics.

Types of Blogs

There are different types of blogs, differing not only in the type of content, but also in the way that content is delivered or written.

- **Personal blogs**

The personal blog is an ongoing online diary or commentary written by an individual, rather than a corporation or organization. A tiny number of personal bloggers have become famous, both among the online community and the real world.

- **Collaborative blogs or group blogs**

A type of weblog in which posts are written and published by more than one author. The majority of high-profile collaborative blogs are organised according to a single uniting theme, such as politics, technology or advocacy. In recent years, this is often set up by already established bloggers wishing to pool time and resources, both to reduce the pressure of maintaining a popular website and to attract a larger readership.

- **Microblogging**

Microblogging is the practice of posting small pieces of digital content—which could be text, pictures, links, short videos, or other media—on the internet. Friends use it to keep in touch, business associates use it to coordinate meetings or share useful resources, and celebrities and politicians (or their publicists) microblog about concert dates, lectures, book releases, or tour schedules. Examples of these include Twitter, Facebook, etc.

- **Corporate and organizational blogs**

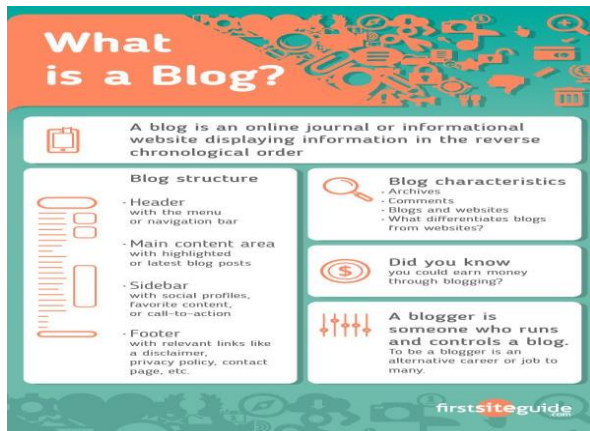
A blog can be private, as in most cases, or it can be for business or not-for-profit organization or government purposes. Blogs used internally and only available to employees via an intranet are called corporate blogs. Companies use internal corporate blogs to enhance the communication, culture and employee engagement in a corporation.

- **By genre**

Some blogs focus on a particular subject, such as political blogs, journalism blogs, health blogs, travel blogs (also known as *travelogs*), gardening blogs, house blogs, book blogs, fashion blogs, beauty blogs, lifestyle blogs, party blogs, wedding blogs, photography blogs, project blogs, psychology blogs, sociology blogs, education blogs, classical music

blogs, quizzing blogs, legal blogs (often referred to as a blawgs), or dreamlogs. How-to/tutorial blogs are becoming increasingly popular.

The common template of a blog:



Examples of some of the famous blogs:

1. TED-Ed Blog

- **Main topics:** almost all topics
- **Created on:** WordPress

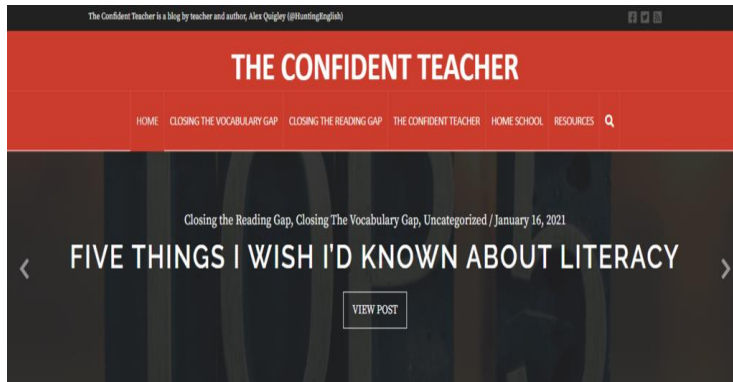
The TED-Ed blog provides educational articles on almost all topics one can think of, from the origins of cheap chocolate to the types of rest every person needs.



2. The Confident Teacher

- **Main topics:** teaching, studying, teaching English
- **Created on:** WordPress

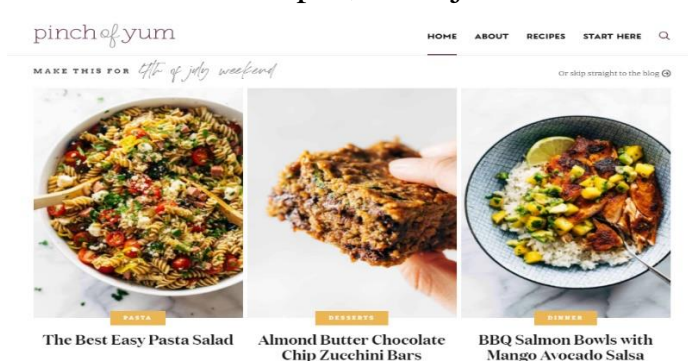
Created by a teacher and author Alex Quigley, The Confident Teacher is a blog on education directed towards all teachers, especially English teachers. It covers teaching tips, study strategies, and methods of teaching English vocabulary and reading comprehension.



3. Pinch of Yum

- **Main topics:** food recipes
- **Created on:** WordPress

Pinch of Yum is the brainchild of food blogger Lindsay Ostrom, a former teacher turned full-time blogger. Ostrom publishes a variety of healthy and delicious food recipes, from jackfruit sandwiches to homemade ramen.



Some Indian blogs which are very famous in the country:

1. Labnol.org, Amit Agarwal
2. YourStory.com, Shardha Sharma
3. ShoutMeLoud.com, Harsh Agrawal
4. CashOverflow.in, Pardeep Goyal

2. Social media profile writing:

Definition:

Social profiles are a description of individuals' social characteristics that identify them on social media sites such as LinkedIn and Facebook, as well as collaboration applications such as Jive, IBM Connections or Social text. Profiles describe any number of characteristics about individuals, such as interests, expertise, professional affiliations, status, recent activity and geographic location.

Profile/ Bio writing is a short paragraph in which you introduce yourself. Typically, people place bios on the About Us page of their professional website, as well as on their social media pages and other networking platforms.

Depending on your audience and goals, your profile can highlight your personal interests, your professional achievements or a combination of both. Here are some of the elements it might include:

- Job title or workplace
- University degree and other qualifications
- Hometown or city of residence
- Personal or professional goals
- Mission statement and values
- Skills and expertise
- Interests and hobbies

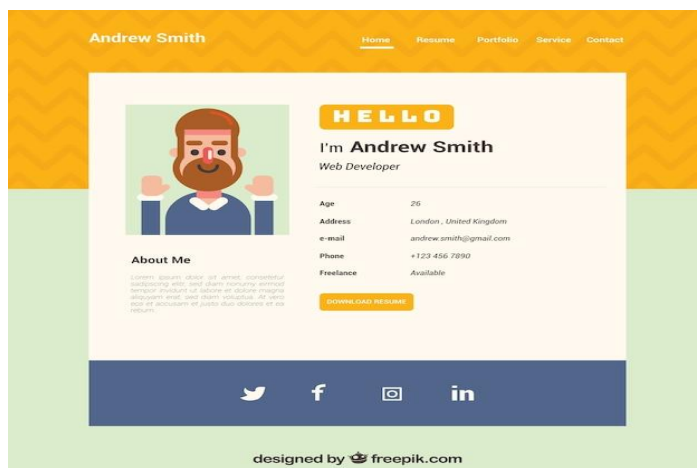
The goal of profile writing is to provide people with a snapshot of who you are. This is important for a variety of reasons, whether it's drawing people toward your personal website or promoting your blog, attracting clients and business partners to your brand, or highlighting your achievements for job interviews.

The advantages of having an online profile/ portfolio.

1. An online portfolio provides a platform to highlight your best work.
2. It establishes your online presence.
3. With an online portfolio you can provide personal information, offer your services, and even include an online store.

4. The main benefit is that everything is in one place and not scattered across various social media platforms.
5. Because of your online profile, supporters, potential clients and future employers – will be able to carry out a quick background check and get everything they require in one place.
6. An online portfolio is a business card for future clients and potential employers.
7. A digital portfolio reflects your personality and creativity.
8. Online portfolios establish and strengthen your brand.
9. An online portfolio exudes consistency and professionalism.
10. You can also display your projects, achievements, mission, vision, etc., in video format.

Profile template:



Professional profile template

As you go through the steps on how to write a profile, this handy template will help you get started:

Sentence 1: [Name] is a [job title] who [job description].

E.g., Lakshmi is an English teacher who teaches basic to advanced literature courses for 10th and 11th grade students at Bharath High School.

Sentence 2: [Name] believes that [why you do the work you do].

E.g., Lakshmi believes that written and analytical skills are not only a fundamental part of academic excellence, but are also the building blocks of critical thinking in high school and beyond.

Sentence 3: [Name/pronoun] has [mention your achievements].

E.g., In addition to managing the English curriculum for the school, she runs an after-school program where she works one-on-one with students.

Sentence 4: [Name/pronoun] is a [mention any relevant awards, training or honors].

E.g., She has also been nominated for Teacher of the Year for two consecutive years.

Sentence 5: [Name/pronoun] holds a [insert degree] in [field of study] from [university].

E.g., Lakshmi holds a BA in Creative Writing and a Master's Degree in Teaching from the University of Michigan.

Once you've filled in this template, put it all together into a single paragraph to create an initial framework for your professional biography. Note that you can shorten or expand upon this bio according to your unique needs.

So, in short, how to write a profile can be explained as:

1. **State who you are.** In one sentence, describe who you are ...
2. **Define your objective.** Clearly state what you are seeking to achieve...
3. **Display your personality.** Highlight the traits that set you apart from the crowd ...
4. **Showcase your skills.**

Example:

1. A Teacher's Profile:

Who you are: Mrs. Anasuya is a Lecturer with over seven years of experience in teaching English to undergraduate students at National First Grade College, Bengaluru.

Objective: She presents lessons in a comprehensive manner and uses visual/audio means to facilitate learning. She provides individualized instruction to each student by promoting interactive learning.

Personality: She has a proven track record for increasing classroom engagement through role plays, and group activities.

Skills: She is very good in helping students improve their communication skills. She is a passionate teacher with twelve years of experience

2. A Doctor's Profile:

Dr. Nidhi Sharma, who has done her MBBS, MS in Otolaryngology has over 13 years of experience and has a wide range of experience in treating patients with all kinds of ENT issues.

She has done her MBBS, at the Medical University, New Delhi, her MS ENT at the Medical Institute, Mumbai and DNB ENT from Medical College Hospital, Ranchi.

She listens to and addresses all of the patients' concerns and clearly explains the course of treatment to diagnose and treat ENT injuries in both adults and children

Prescribes medicines, suggests proper treatment and performs surgery when necessary.

She has been awarded with a Recognition Award and a Medical Award for her exemplary work in the field of medicine.

3. A Musician's profile:

Always use the third person for a music artist bio. Write about he, she, or they, not "I." That is the standard for music artist bios.

Hariprasad Chaurasia is a legendary Indian flautist and listed among the greatest masters of the North Indian bamboo flute.

Unlike many Indian musicians who were born in musical families, Hariprasad Chaurasia was the son of a wrestler. He had to rebel against his father and secretly began learning classical vocal music at the age of 15 from his neighbour.

Hariprasad Chaurasia is a Padma Shree and a Padma Vibhushan recipient. Upon meeting the famous flautist Pandit Bholanath Prasanna of Varanasi, he was deeply influenced by his music and began learning to play the flute under his guidance.

Points to remember:

1. Social media content writing is one of the fastest-growing career options.
2. Students need to exercise good judgement while using social media.
3. A blog is an online journal or informational website.
4. Social profiles are a description of individuals' social characteristics that identify them on social media sites

ACKNOWLEDGEMENT:

<https://www.techtarget.com/whatis/>

<https://www.hostinger.com/tutorials/blog-examples>

[http://thoughtfullearning.com/inquireHSbookHow to Write a Professional Bio, With Examples and Templates \(wix.com\)](http://thoughtfullearning.com/inquireHSbookHow to Write a Professional Bio, With Examples and Templates (wix.com))

<https://en.wikipedia.org/wiki/Blog#Types>

I. Comprehension:

1. What is social media content writing?
2. What is the work of a social media content writer?
3. Enlist any two dos of writing on social media platforms.
4. Enlist any two don'ts of writing on social media platforms.
5. Define a blog.
6. Name any 2 important types of blogs available in the social media.
7. What do you mean by microblogging?
8. Name a few blogs that are available on social media that are written on a particular genre or a subject.
9. Define social media profile writing.
10. Name any two advantages of having an online profile.

II. Comprehension:

1. Content writing can be learned at any juncture of your life. True / False.
2. Blog displays information in chronological order. True / False
3. The content in blogs is generally called as _____.
4. Most of the personal bloggers have become very famous. True / False.
5. Travel blogs are also known as _____.
6. Legal blogs are often referred to as _____.
7. We should always believe and follow everything that comes on social media. True / False.
8. The type of weblog in which posts are written by more than one author is called as _____.
9. Blogs that are used internally and only available to employees via an Intranet are called as _____ blogs.
10. The goal of writing a profile/bio is to provide people with a snapshot of who you are. True / False.

Question Paper Pattern

Model Question Paper

**IV Semester B.Com./BBA and other courses coming under the Faculty of
Commerce and Management**

(As per NEP Model)

Generic English – Language English-IV (Envision-IV)

QUESTION PAPER PATTERN

SECTION-A (40 marks)		
I	Novel-The Financial Expert (2 out of 3)	2x5=10 marks
II	Novel-The Financial Expert (2 out of 3)	2x10=20 marks
III	Poetry/TED Talks (2 out of 3)	2x5=10 marks
SECTION-B (20 marks)		
IV	Technical Writing (1 out of 2)	1x5=5 marks
V	E-mail (2 out of 3)	2x5=10 marks
VI	Social Media Content Writing	2+2+1=5 marks

Note: Chapter 3 on Pecha Kucha, group discussion and public speaking is not for testing. It can be considered only for formative assessment (assignment and classroom activity).

INTERNAL ASSESSMENT MARKS ALLOTMENT-- 40 marks

1	Assignments/projects/debate/role play/quiz etc.	10 marks
2	Internal Test (2)	10+10=20 marks
3	Seminar/presentation/group discussion/case study etc.	10 marks

**IV Semester B.Com./BBA and other courses coming under the Faculty of
Commerce and Management**

(As per NEP Model)

Generic English – Language English-IV (Envision-IV)

MODEL QUESTION PAPER

Time-2 ½ hours

Marks-60

Instructions: *1. Read the instructions carefully before writing the answer.
2. Write the correct question number.*

Section-A (40 marks)

I Write short notes on any two of the following in about a page each. 2x5=10

1. Meenakshi
2. Balu
3. Margayya as a symbol of greed

II Answer any two of the following in about two pages each. 2x10=20

1. How does R K Narayan portray the relationship of Margayya and Dr. Pal and its consequences?
2. Describe Margayya as a banker and financial expert.
3. What were the factors that led to the downfall of Margayya, the financial wizard?

III Answer any two of the following in about a page each. Select at least one each from poetry and TED Talks: 2x5=10

1. How can one please Lord Kudalasangama, according to Basavanna?
2. Why does Kailash Satyarthi urge people to be angry? Elaborate.
3. Define stigma and mention the types of stigmas, as explained by Preeti Srinivasan.

Section-B (20 marks)

IV Technical Writing (any one)

1x5=5

1. Recently you travelled to a historical and beautiful place. Give details about the place, your journey, experience and feedback.
2. Write an article on the importance of healthy habits in life.

V E-mail (any two)

2x5=10

1. You have planned to study a distance course online from XYZ International University. Write an E-mail to the Course Coordinator requesting information about the course.
2. As the Manager of Goldfish INC, draft an E-mail to your employees, appreciating their efforts in getting the 'Best Start Up of the Year' award.
3. You have received the necessary documents from your client Nayak Associates to approve a loan. Compose an E-mail acknowledging the receipt of the documents.

VI Social Media Content Writing.

(2+2+1=5)

1. What is social media content writing?
2. Mention any two benefits of having an online profile.
3. Posting confidential information on social media platform is safe.
True/False