

Luminous-IV

IV Semester B.A,/B.S.W/B.A,(Music)

GENERIC ENGLISH

Under the National Education Policy (NEP-2020)

Chief Editor: Dr. T.N. Thandava Gowda

Editor: Dr.Rekha Kowshik P.R



PRASARANGA
BENGALURU CITY UNIVERSITY
Bengaluru

LUMINOUS-IV: Generic English Textbook for IV Semester B.A/B.S.W/B.A (Music) and other courses coming under Faculty of Arts, is prepared by the Members of the Textbook Committee, Bengaluru City University (BCU).



© Bengaluru City University First Edition: 2023

**Published by:
Bengaluru City University Press
Bengaluru City University (BCU)
Central College Campus
Bengaluru- 560001.**

FOREWORD

Luminous-IV, the Generic English Textbook for the Fourth semester B.A/ B.S.W/B.A (Music) and other courses coming under faculty of Arts, Bengaluru City University (BCU), is designed to reinforce and develop linguistic skills, to enhance the students' creative, interpretative and critical thinking which help students in academic writing and employability.

The text book for Fourth the semester students of Arts comes under the Ability Enhancement Compulsory Course language (AECC) of the New Education Policy (NEP). It is based on the aims of the Learning Outcome Curriculum Frame Work (LOCF) and is prepared by the textbook committee.

I congratulate the Chairperson, all the Members of the textbook committee and the BoS members for their efforts in the selection and preparation of materials to improve communication and linguistic skills. I thank the Director of BCU Press and their personnel for bringing out the text book on time.

I hope the teachers and the students make the best use of the text book to improve LSRW skills and communication skills.

Prof. Lingaraja Gandhi
Vice-Chancellor
Bengaluru City University
Bengaluru- 560001.

PREFACE

Luminous-IV, the Generic English Textbook for the Fourth semester B.A and other courses under the faculty of Arts (BCU), has Receptive skills like Reading and Listening skills. A Novella and certain speeches by well known personalities have been included.

The extensive exercises give the students practice to enhance their linguistic skills in academic writing and career options in the job market.

I thank the chairperson and the members of the textbook committee for their efforts in the preparation of this text to meet the objectives of the Learning Outcome Curriculum Framework (LOCF) of the New Education Policy syllabus. I also thank the members of the BOS for their constant support.

I would like to thank the Vice Chancellor and the Registrar of BCU for their consistent support. I also thank the publishers and the printers who helped to bring out the textbook neatly and on time.

Dr. T.N. Thandava Gowda
Chairperson,
UG Board of Studies,
Bengaluru City University,
Bengaluru.

MEMBERS OF THE BOARD OF STUDIES

Dr. T.N. Thandava Gowda

Chairperson

Board of Studies in English, UG

Bengaluru City University (BCU)

Bengaluru-560001

1. **Dr. Rajaram R**
Professor and Head, Department of English,
St. Joseph's College of Commerce(Autonomous),
Brigade Road,
Bengaluru- 560025.
2. **Dr. P. Sartaj Khan,**
Principal
Associate Professor and Head,
Department of English,
Al-Ameen Arts, Science and Commerce College,
Hosur Road,
Bengaluru-560036.
3. **Dr. R. V. Sheela**
Associate Professor and Head,
Department of English,
MES College of Arts, Commerce and Science,
Malleswaram, Bengaluru-560003.
4. **Dr. Anita Rao**
Associate Professor,
Department of English,
Nrupathunga University,
Bengaluru-560001.
5. **Dr. Kavita Shastri**
Associate Professor and Head,
Department of English and Media Studies
Vijaya College,
Jayanagar,
Bengaluru-560011.

- 6. Ms. Ayesha Firdose**
Associate Professor,
Department of English and Media Studies,
Vijaya College,
Jayanagar,
Bengaluru-560011.
- 7. Dr. Padmavathy. K**
Professor and Head,
Department of English,
Sindhi College, Hebbal,
Kempapura, Bengaluru- 560025.
- 8. Ms. Leena Karanth. A**
Assistant Professor and Head,
Department of English,
Bishop Cotton's Women's Christian College,
Bengaluru-560001.
- 9. Ms. Prasanna Udipikar**
Associate Professor and Head,
Department of English and Media Studies,
V.V.N Degree College,
Bengaluru-560004.
- 10. Dr. Narasimharaju. K**
Associate Professor, Department of English,
Govt. R.C. College of Commerce and
Management, Race Course Road,
Bengaluru-560001.

MEMBERS OF THE TEXTBOOK COMMITTEE

Dr. Rekha Kowshik.P.R.

Chairperson

BES Evening College of Arts & Commerce

Jayanagar,

Bengaluru 560011

Prof. Ayesha Firdose

Member, Board of Studies,

Vijaya College,

Bengaluru- 560004.

MEMBERS:

1. Dr. Sahana Priyadarshini

Assistant Professor, Department of English,

Government First Grade College,

Malleshwaram,

Bengaluru-560012.

2. Anuragh Gowtham K

Assistant Professor

Department of English

Indian Academy Degree College-Autonomous

Hennur cross, Kalyan Nagar,

Bengaluru – 560043

3. Kevin Frank Fernandes

Assistant Professor, English

Indian Institute of Psychology and Research

St Anthony's Friary Church, 85,

Hosur Rd, Kaveri Layout, S.G. Palya,

Bengaluru-560095

4. Nandana N. G.

**Assistant Professor
Department of English
Government First Grade College,
Malleshwaram
Bengaluru-560012**

5. Emmanuel W,

**Assistant Professor, English
Indian Institute of Psychology and Research
St Anthony's Friary Church, 85, Hosur Rd,
Kaveri Layout, S.G. Palya,
Bengaluru- 560095**

6. Prof. Mallikarjunappa. G

**Assistant Professor Department of English,
MES ACS Degree College,
Malleshwaram,
Bengaluru -560003.**

Note to the Teacher

Luminous-IV is the Generic English text book for IV Semester B.A/B.S. W/ B.A(Music) and other courses coming under the faculty of arts. The text book comes under the AECC in the NEP which aims at honing the skills of the learner.

The text book is prescribed for the Fourth Semester under NEP and includes Receptive Skills like Reading and Listening Skills with a view to enhance LSRW skills in the students. Further, Productive Skills like Speaking and Writing Skills have been incorporated to develop presentation skills and acquire a proficiency in writing.

The text book has a novel and speeches which will help students to critically analyze, interpret and appreciate literature. It will also help sensitize students about social, cultural, religious and ethnic diversities.

The technical skills will ensure employability in emerging sectors such as content writers, interpreters, translators and transcribers.

Interpersonal communication skills will invest students with the much needed confidence to operate in a highly competitive society.

The teachers can guide and facilitate learning by providing more exercises, conducting presentations, and other resources.

The course carries 3 Theory Credits and is assessed at the end semester exam for 60 marks. And the formative assessment (Internal assessment) carries 40 marks.

It is hoped that the textbook helps the students improve their language and communicative skills and enables to inculcate a liking for literature.

Dr. Rekha Kowshik.P.R

Chairperson

Textbook Committee

BCU

CONTENTS

UNIT -1

RECEPTIVE SKILLS: READING AND LISTENING SKILLS

Chapter 1. READING SKILLS

1. DWEIPA by Na. D'Souza.....1

Chapter -2 LISTENING SKILLS

1. The Walrus and the Carpenter by Lewis Carroll.....10
2. Beyond Memories G.S. Shivrudrappa translated by C .P Ravikumar.....16
3. How great leaders inspireAction by Simon Sinek20
4. 'Impossible' to 'I'm Possible' by Sparsh Shah28

UNIT -2

PRODUCTIVE SKILLS: SPEAKING AND WRITING SKILLS

Chapter -3 Speaking Skills (Formative Assessment)

1. Pechakucha Presentation.....33
2. Group Discussion.....37
3. Public Speaking.....45

Chapter - 4 WRITING SKILLS

TECHNICAL WRITING.....49

1. Copy writing.....50
2. Business Writing.....57
3. Travel Writing61
4. Article Writing.....65

E – Correspondence and Content Writing skills

1. E-mail.....75
Casual and Professional
Requisition Letters, Apology Letters, Appreciation Letters,
Congratulation Letters, Acknowledgement Letters
2. Social Media Content Writing skills.....85
Dos & Don'ts of Writing on Social Media Platforms,Blog Writing,
Writing Profiles
Assessment.....90
Model question paper.....93

UNIT-1
RECEPTIVE SKILLS: READING AND LISTENING SKILLS
Chapter 1. READING SKILLS

Dweepa (Island)

Na D'Souza

Pre-Reading Activity

1. Do differences in caste and class hinder friendships or prevent people from falling in love with each other? Discuss
2. Discuss instances of large-scale displacement of people, and their causes. These could include natural disasters, and human made disasters, such as environment degradation, climate change crisis, dams, or political reasons like Partition, economic instability, war, communal strife, etc. What is the government's responsibility towards displaced people? Can money compensate for lost homes and communities? What is civic society's obligation? If you were a displaced person, what do you think your needs and requirements would be?

Note: The novel Dweepa by Na D' Souza is prescribed as part of the syllabus. Do not screen the Girish Kasarvalli film by the same name. There are significant differences in plot, characters, ending/climax/ denouement and theme between the novella and the film, and in the examination, students will be tested and expected to answer based on the novella. Bear in mind most content available on the internet is also based on the film and not the novella. Kindly reiterate and caution the students on the same in class.

About the Author

Na D'Souza (Lanard D'Souza) was born in Shimoga district, Karnataka on 6th June, 1937. He worked in the Public Works Department, Government of Karnataka for 35 years. His interests are reading, writing, traveling, and participating in activities concerning the environment. He began writing at the age of 21, and has published forty five novels, the most famous being *Manjina Kanu*, *Dweepa* and *Baman*. Many of his short stories have been translated into other Indian languages and English. He is the recipient of a number of awards, including an honorary doctorate from Kuvempu University and the Sahitya Akademi Bal Puraskar (2011).



Having worked in the Sharavathi River Valley project, he had witnessed the entire activity of dam building from beginning to end, and had observed the apathy of bureaucracy. He had first-hand experience of studying the project's effects on the

lives of the poor and marginalized village folk, and continues to be actively involved in various social movements, particularly related to environmental issues, in and around Sagar town where he lives. Na D'Souza is known in Kannada literary circles as a 'submersion writer', a reference to the many stories he has written about people and families effected by big dams. *Dweepa* (Island, 1978), *Mulugade* (Submersion, 1984), which won a prize in the Ugadi issue of the weekly Sudha in 1983, and *Oddu* (Dam/Barricade, 1990) are the most prominent of these. *Dweepa* first came out in a serialized format in 1970 in Prakasha, a weekly from Manipal. It was compiled and published in the form of a novella in 1978. It has been loosely adapted into a film by Girish Kasarvalli, which won the President's Gold Medal in 2006.

About the Translator

Susheela Punitha was born in Bangalore, Karnataka. She is a former professor of English, Mount Carmel College, and Centre for Postgraduate Studies, Seshadripuram College, Bangalore. She has written stories for rural children for a UNICEF project called *Children for Change*, and has translated Vaidehi's *Vasudeva's Family: Aspruhsyaru* and U. R. Ananthamurthy's *Bharathipura*, which was shortlisted for both The Hindu Literary Prize and the DSE Prize for South Asian Literature in 2011.



Notes on the Form and Translation

Dweepa takes the form of a novella, narrative prose fiction whose length is shorter than most novels, but longer than most short stories. While a short story is usually considered to be 1000 to 10,000 words, a novella lies between 10,000 to 40,000 words. In an attempt to retain a sense of authenticity and regional flavour to the lyrical prose of the original text in the *source language* Kannada, the translator has chosen to relation a number of works of Kannada in their original form while translating into the *target language*, English. Some of these words are onomatopoeia, such as *asjulujulu*, *dhapadhapa* (sound of water flowing), *raparapa* (rain pattering), *amba* (the mooing of the cow), *keech keech* (the chirping of birds), interjections and expressions like *thu*, *oho*, and *abah*, relationships such as *assose*, *maga* (expressions of endearment for young ones), *mava* (father-in-law), *thatha* (grandfather), *bavayyya* (brother-in-law), *maaraaya* (expression of friendship or comradery like bro, dude), and common nouns or names of every objects such as *aschembu* (small metal pot or *lota*), *panche* (men's sarong or *lungi/veshti/mundu*), *sunna* (lime used to make *paan* or for whitewashing houses), board games like *pagade* and *channamane*.

Hold a classroom discussion on the challenges translators face, the different types of translation, such as in verbatim translation, and the effect achieved by the translator by retaining these words in the source language.

Glossary of Vocabulary from the Novella (in order of appearance in the novella)

Grease their palms: to pay someone a bribe

Grotto: a natural or artificial cave, usually occurring near a water body and are often flooded

Byre: (pronounced as buyer) a cowshed

Cauldron: a large metal pot

Avaricious: having or showing an extreme greed for wealth or material gain

Shunting: push or pull something/someone from one side to another

Ominous: giving the worrying impression that something bad is going to happen; threateningly inauspicious

Brusque: (brusk) abrupt or offhand in speech or manner

Perturbed: a feeling of anxiety or concern

Intermittent: occurring at regular intervals, not continuous or steady

Incessant: continuing without pause or interruption; normally used to describe something regarded unpleasant

Simpering: affectedly coy or ingratiating

Taciturn: (ta-see-turn) reserved or uncommunicative through speech

Coquettishly: (cok-ketishly) flirtatious

Gawking: stare openly and stupidly

Rejuvenated: having being given new energy or vigour

Inundated: flooded; overwhelmed with things or people to be dealt with

Girdle: belt or cord worn round the waist

Verve: vigour and spirit or enthusiasm

Heinous: (he-nus) utterly wicked

Beleaguered: (be-lee-gard) in a very difficult situation

Summary

The novella *Dweepa* follows the lives of Ganapayya, his wife Nagaveni, his father Dugajja, and the struggles of the village of Hosamanehalli as it faces complete submersion due to the Sharavathi Hydro-electric Project. The novella is set in the Malnad region of Karnataka. The village is flanked by the river Sharavathi and Sita Parvatha, a hillock covered with lush vegetation and a bald top. The *sthalapurana* (refer to Raja Rao's introduction of *Kanthapura*) of Sita Parvatha is that Rama, Sita and Lakshmana had crossed the Sharavathi and rested in a cave on top of this hill. Hosamanehalli consists of five families, three areca plantations and three rice fields. Three of the families are landlords, the other two are bonded labourers. The system on bonded labour involves children being given to the landlord in payment for loans taken from them. There is no way for those bonded in this manner to buy or earn their freedom, and they spend their entire lives working for their masters without pay, unless their masters decide to free them, or as is suggested in the novella when Nagaveni's father decides to give Krishnayya some land to set himself up independently. Of the three landlords, Herambha Hegde and Parameshwarappa are wealthy and own the bonded labourers, Byra and Halam of the Hasalaru community, who worked their land. Ganapayya, the protagonist of the novel, is neither rich nor poor, does not own any bonded labourers, but hires paid hands when required on the farm. Despite not being wealthy, he is held with the same esteem as the other two landlords - the respect the landlords command comes from their place and role in the community, and their caste position, a system unchanged for generations.

Everything changes with the Sharavathi Hydro-electric Project. As with any dam project, large tracts of land, including villages, agricultural land, common grazing lands or village commons, and forests are submerged, together with their lifestyle, values, culture and memories. The government arranges to compensate the displaced landlords with land, but only those who bribe the officers are given land elsewhere. The bonded labourers have no land, and so they are not covered by the compensation schemes, and their future is uncertain, especially since they are expected to move with their owners. Given Ganapayya is not wealthy enough to bribe the Submersion Office, his application is 'lost'. He decides to stay back with his wife and father and face the consequences of the change in the landscape, thanks to urban centric notions of modernisation.

In anticipation of the transplanting season in the monsoon, and the fact that hillock will be cut off, Dugajja, Ganapayya's father, encourages Ganapayya to get some labourers to stay with them for a few months of monsoon, when the area is cut off by the river. On an expedition to the nearby town to find labour and stock up on

provisions before the rains, Nagaveni visits her family, where Krishnayya, a bonded labourer in her father's house, offers to live with them for the monsoon. Slightly older than Nagaveni, the two of them grew up together and share a close bond. As Krishnayya joins them in Hosamanehalli, tensions rise as the water level rises, labour is scarce, Dugajja passes away, and Ganapayya feels insecure about the bond and growing comfort and fondness his wife shares with the bonded labourer from her natal home. Following a confrontation Ganapayya has with Krishnayya, where Ganapayya lays out his insecurities and Krishnayya dismisses them, saying he and Nagaveni are like siblings, the two men grow amicable with each other, while Nagaveni slips into a world of silence. As cabin fever brews, one night, the dam of unsaid passion between Krishnayya and Nagaveni is breeched, and the two of them are both horrified and satiated by their night of passion. Krishnayya decides to leave the next morning as he cannot face Ganapayya for breaking his trust, nor Nagaveni for colluding with her. He is aware that should this incident come to light, he will be held solely responsible, even though she initiated the encounter. As Krishnayya attempts to swim across the swollen Sharavathi, Nagaveni enters the river to stop him. The two of them disappear into the raging water, watched by a mesmerized Ganapayya who overheard their screams and watches, in a state of shock from a distance. Ganapayya returns to his house only to be greeted by the tiger that has been lurking through the narrative sitting at his doorway. The novel ends with the tiger pouncing on him.

Themes

At the time when D'Souza was writing this novel, there was a growing sense of disillusionment and disenchantment with rapid modernization and industrialization. While in the initial years after Independence, this idealistic model of development propelled the Nation in all spheres, as time passed, the public began to feel left out of decision making, going against the very idea of socialism, which ensures development for all. Sadly, this was the beginning of this major problem which persists till today with development in India. Local communities are often not consulted when governments plan to implement special economic zones, dams, airports, etc. The state tends to take on the role of the all-knowing, paternalistic or patronizing parent, deciding what is good for the citizens. Since governance is primarily urban in nature, it tends to leave out or ignore non-quantifiable aspects of people's lives, such as material culture, their sense of belonging and attachment to their homes and lands, the relationship between their identity and land, etc. Thus, the novella not only questions development and the destruction it precipitates, but it also contests notions of development, displacement and compensation.

Apart from monetary compensation for their houses, land and crops, do rehabilitation programmes take into account the grief and loss people feel when forced to leave their homes, and the sense of alienation and isolation they feel when they are displaced in other locations and treated as outsiders? For instance, Dugajja reacts physically every time the thought of having to leave his home crosses his mind- “he felt weak in the legs and sank to the floor. He loved his piece of land with the attachment a woman feels for her mother’s house” (12). Urban centric notions of development and decision making are just a part of the problem. The novella also draws the reader’s attention to government apathy and corruption. The officers use different ways to confuse the simple village folk and cheat them, and the need for bribes to move the files for compensation are an open secret, so much so that Herambha Hegde even tells Ganapayya to pay a few rupees as a bribe to retrieve his file which the officers say is lost. This starts a vicious cycle – Ganapayya has no money for a bribe and so his file is “lost”, and he decides he won’t leave his home unless he is certain of the compensation amount. The compensation amount cannot be ascertained without the file. And so Ganapayya and his family remain in the village despite the rising water levels.

The title of the novella, *Dweepa*, which means island, lends itself to another important theme – isolation. As the water levels rise and all the other residents of Hosamanehalli leave the village, Ganapayya, his wife Nagaveni, and his father Dugajja are isolated from the world outside. Both Dugajja (26) and Nagaveni (39-40) remark about how boring and monotonous life is in the absence of the rest of the village, and how they can manage all the other challenges of living in isolation except loneliness. As the love triangle between Ganapayya, Nagaveni and Krishnayya gets deeper and more complex, each of the characters gets more isolated and marooned from the others.

As we read the novella, we see multiple marginalized groups remaining voiceless – the most prominent being the villagers in the face of government decisions, and bonded labourers. Bonded labourers are attached to their masters like commodities, and are expected to uproot their lives and move as per their master’s whims. They are not entitled to compensation, since they do not own anything themselves, and post-compensation and displacement, their situations are even more precarious, since their masters may not necessarily continue agriculture in their new homes. Thus, with the arrival of Krishnayya and his blossoming affection for Nagaveni, the bonded labourers are humanized for the first time in the novella – we see them as ordinary people with feelings, emotions, desires, fears and ambitions, yet are constantly marginalized, dehumanized and side-lined by society and tradition.

The most marginalized character in real life is nature. Human kind continues to wreck havoc on nature thanks to our mindless consumption and exploitation of natural resources and unchecked pollution of the environment. Characters in the novella also observe climate change and environmental degradation precipitated by human behaviour – “Monsoon was not as good as it used to be... Won’t the rains get scantier as forests were cleared?... Malenadu was becoming barren with trees being cut down to make way for railway tracks and highways, telegraph lines and dams and townships for outsiders” (76). In the novella, the decision of building a dam has been taken only keeping in mind the benefits that dams offer human beings – storage and distribution of water, and the generation of electricity. It is also common knowledge that urban settlements are more likely to reap these benefits than rural communities that faced displacement first hand. No consideration is given, however, to how the blocking of the river will effect the local ecology and biodiversity. What happens to flora and fauna that call the submerged lands home? Will they get compensation or rehabilitation? Are alternative forest lands created? Given so much of the biodiversity in the Western Ghats is still being discovered, do we risk losing species we have not encountered before?

Because Nature has been marginalized in real life, D’Souza chooses to make her a prominent character in the novella. Nature operates as a character in the novella primarily through the river Sharavathi and the rain. The river, now bound by a dam, frames the narrative and remains in the foreground till the novel reaches its denouement. It reflects the changing mood of the protagonist, sometimes threatening and at other times protective. Different chapters are named after the different stars that influence the different phases of the monsoon, each suggesting a different mood and behaviour of the rains corresponding to the changes that happen in quick succession in the lives of the three individuals who inhabit the novella. Thus, nature, both as an external presence and an internal force, shapes the structure of the novella, pushing it to its final resolution.

Thus, despite its complexity of treatment of themes, *Dweepa* remains a cautionary tale against human kind’s mindless exploitation of nature, unchecked development, and against the transgression of social norms of relationships and social intercourse.

I. Answer the following questions in about a page each:

1. Why is Na D’Souza called a submersion writer?
2. Sketch the character of Krishnayya.
3. As the water level in the river rose, what did Nagaveni encourage her husband to do? Where did she suggest they live?
4. Describe the village of Hosamanehalli.
5. Write a short note on women characters in the novel.

6. Write a short note on Bonded labour.
7. Describe the relationship of Nagaveni and Krishnayya.
8. Discuss the use of Kannada words and idioms in translation.
9. What is the role of the government in the novella?
10. Attempt a character sketch of Ganapayya.

II. Answers the following questions in about two pages:

1. *Dweepa* is a story of the dangers of urban-centric notions of development. Discuss.
2. How is compensation calculated as part of the resettlement programme? What are the limitations of this method? Is there any true “compensation” happening?
3. Are you aware of some of the people’s movements like Narmada bachao andolan, Chipko movement etc., Collect information regarding them and write a page on these different movements.
4. Discuss how *Dweepa* acts as a metaphor for isolation, and contests notions of home, and the relationship between land and identity.
5. ‘Bavayya didn’t want to throw away the morsel of food in his hand. And so he stayed on.’ Who did Krishnayya say this about in his conversation with Nagaveni and why? What was his fear about leaving the village and living with his father-in-law?

Extension Activities/ Post- Reading

1. Organize a screening of the documentary *Wild Karnataka* in your college. This could be followed up with either a visit to Banerghatta Park, Cubbon Park or Lalbagh. Discuss the flora and fauna you encounter. How do you feel when you are immersed in nature?
2. Watch any of the following films and discuss overlapping themes with the novella – Kantara, Avatar, Pocahontas (Disney animation film)
3. Listen to Chief Seattle’s speech and the song ‘Colours of the Wind’ from the film Pocahontas. Discuss indigenous people and their world view with respect to nature and the environment.
4. In groups, research instances where people were displaced due to some kind of developmental activity. Your research can include information about the

displaced groups, if they were consulted in the planning of the development project, any kind of resistance/protest, government response to the same, compensation of the displaced groups, and whether they are employed in the development project etc. Some suggestions include Narmada Bachao Andolan, the Niyamgiri- Vedanta movement, the Statue of Unity, Nandigram violence surrounding Tata Nano plant, Kudankulam Nuclear Power Plant protest, and SEZ protests across Karnataka. People's movements such as those to protect Cubbon Park, Save Mollem, Save Aarey, Save Hesarghatta, etc, can also be discussed or taken up for classroom presentation.

.....

Chapter 2. LISTENING SKILLS

The Walrus and the Carpenter

Lewis Carroll

Pre- Reading

1. Trust is a major virtue and is not gained easily. Betrayal is a painful emotion. Discuss instances of this in groups
2. Make list popular nursery rhymes in English. In groups, do some research on the history and origin on the rhyme, and make short presentations to the class. Observe how the simple and rhythmic language of poetry for children was used to convey political messages. Some possible suggestions are *Ba Ba Black Sheep*, *Oranges and Lemons*, *London Bridge is Falling Down*, *Yankee Doodle went to Town*, *Eenie Meenie Miney Mo*. **About the Poet**

Lewis Carroll, pseudonym of **Charles Lutwidge Dodgson**, (born January 27, 1832, Daresbury, Cheshire, England—died January 14, 1898, Guildford, Surrey), English logician, mathematician, photographer, and a novelist. Carroll came from a family of high-church Anglicans, and developed a long relationship with Christ Church, Oxford, where he lived for most of his life as a scholar and teacher. Alice Liddell, the daughter of Christ Church's dean Henry Liddell, is widely identified as the original inspiration for *Alice in Wonderland*, though Carroll always denied this. His most notable works are Alice's Adventures in Wonderland (1865) and its sequel Through the Looking-Glass (1871). He was noted for his facility with word play, logic, and fantasy. His poems Jabberwocky (1871) and The Hunting of the Snark (1876) are classified in the genre of literary nonsense.



About the Poem

‘The Walrus and the Carpenter’ is a poem recited by the fat twins, **Tweedledum and Tweedledee**, to Alice in Lewis Carroll’s *Through the Looking-Glass* (1871).

‘The Walrus and the Carpenter’ is a narrative poem, a bizarre animal fable famous for the themes of death and betrayal. This poem speaks about a Walrus and a Carpenter who trick innocent young Oysters and eat them after a walk on the seashore. The themes of cunningness, trickery and selfishness in human nature are strewn across the poem. There is clear illustration of the hypocrisy of those in power who talk a good show about caring for those in need, then preying on them (their money, or their emotions, ...etc.). At the deeper level, the poem has the gleaming of postcolonial interpretation as well. It is one of the best examples of nonsense, or nonce verse that Carroll wrote. Although aimed primarily at younger readers, nonsense verse is not just for children. These poems appeal to all age groups due to their outlandish settings, invented words, and otherworldly characters. They require a suspension of disbelief and willingness to engage with the strange. Personification, song, consistent rhyme schemes, and metrical patterns, as well as aspects of story-telling, are all part of this genre of poetry.

"The sun was shining on the sea,

 Shining with all his might:
He did his very best to make
 The billows smooth and bright
And this was odd, because it was
 The middle of the night.

The moon was shining sulkily,
 Because she thought the sun
Had got no business to be there
 After the day was done —
"It's very rude of him," she said,
 "To come and spoil the fun."

The sea was wet as wet could be,
 The sands were dry as dry.
You could not see a cloud, because
 No cloud was in the sky:
No birds were flying overhead —

There were no birds to fly.

The Walrus and the Carpenter
Were walking close at hand;
They wept like anything to see
Such quantities of sand:
If this were only cleared away,'
They said, it *would* be grand!

If seven maids with seven mops
Swept it for half a year,
Do you suppose,' the Walrus said,
That they could get it clear?'
I doubt it,' said the Carpenter,
And shed a bitter tear.

O Oysters, come and walk with us!'
The Walrus did beseech.
A pleasant walk, a pleasant talk,
Along the briny beach:
We cannot do with more than four,
To give a hand to each.'

The eldest Oyster looked at him,
But never a word he said:
The eldest Oyster winked his eye,
And shook his heavy head —
Meaning to say he did not choose
To leave the oyster-bed.

But four young Oysters hurried up,
All eager for the treat:
Their coats were brushed, their faces washed,
Their shoes were clean and neat —
And this was odd, because, you know,
They hadn't any feet.

Four other Oysters followed them,
And yet another four;

And thick and fast they came at last,
And more, and more, and more —
All hopping through the frothy waves,
And scrambling to the shore.

The Walrus and the Carpenter
Walked on a mile or so,
And then they rested on a rock
Conveniently low:
And all the little Oysters stood
And waited in a row.

The time has come,' the Walrus said,
To talk of many things:
Of shoes — and ships — and sealing-wax —
Of cabbages — and kings —
And why the sea is boiling hot —
And whether pigs have wings.'

But wait a bit,' the Oysters cried,
Before we have our chat;
For some of us are out of breath,
And all of us are fat!
No hurry!' said the Carpenter.
They thanked him much for that.

A loaf of bread,' the Walrus said,
Is what we chiefly need:
Pepper and vinegar besides
Are very good indeed —
Now if you're ready, Oysters dear,
We can begin to feed.'

But not on us!' the Oysters cried,
Turning a little blue.
After such kindness, that would be
A dismal thing to do!
The night is fine,' the Walrus said.
Do you admire the view?

It was so kind of you to come!
And you are very nice!
The Carpenter said nothing but
Cut us another slice:
I wish you were not quite so deaf —
I've had to ask you twice!

It seems a shame,' the Walrus said,
To play them such a trick,
After we've brought them out so far,
And made them trot so quick!
The Carpenter said nothing but
The butter's spread too thick!

I weep for you,' the Walrus said:
I deeply sympathize.'
With sobs and tears he sorted out
Those of the largest size,
Holding his pocket-handkerchief
Before his streaming eyes.

O Oysters,' said the Carpenter,
You've had a pleasant run!
Shall we be trotting home again?'
But answer came there none —
And this was scarcely odd, because
They'd eaten every one."

Glossary:

Billow: a great wave or a surge of water
Sulkily: to be moodily silent
Beseech: to make an earnest request/appeal
Briny: saline/salty
Froth: bubbles formed in/on liquid
Scrambling: to move with urgency or climb hastily
Convenient: suited to personal comfort or a particular situation
Dismal: extremely distasteful, unpleasant or shocking
Trot: to proceed briskly, quickly
Sympathize: to share in suffering or grief

Answer the following questions in about a page each:

1. Discuss the setting of the poem. What is surprising in regards to the time of the day?
2. What were the Walrus and the Carpenter upset about in the poem? What might it represent and why?
3. Bring out the difference in appearance and action between the old and young oyster.
4. The oysters are very excited to walk with the walrus and the carpenter. Discuss.
5. The walrus seems to be more sympathetic to the oysters than the carpenter. Bring out the reference from the poem.

Extension Activities/ Post- Reading

1. Listen to the Beatles song "I am the Walrus". Discuss how it relates to the poem.
2. Put up a classroom production or dramatization of the poem. This could be in the form of a short skit, short film, puppet show, etc.

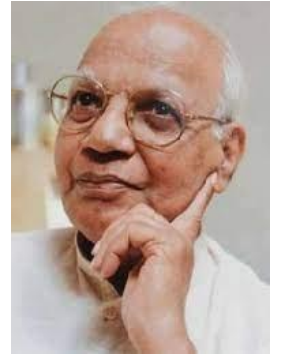
Translated by C. P. Ravikumar

Pre-Reading Activity

- 1 . Have a classroom discussion where students share the earliest memories they have. Discuss what emotions they evoke in the individuals.
- 2 . Is there a specific memory you wish to forget? Why?
3. Watch a short documentary or read a comic book on either the life of Gautam Buddha or Bhagwan Mahaveera in order to understand renunciation. What are some of the things these great leaders renounced? What do you think is the hardest part of renunciation?

About the Poet

Guggari Shanthaveerappa Shivarudrappa (1926 – 2013) was a Kannada poet, writer, literary historian and critic, and researcher, who was awarded the title of *Rashtrakavi* or “Poet of the Nation” by the Government of Karnataka during its *Suvarna Karnataka* Golden Jubilee celebrations in 2006, only the 3rd poet to receive this honour after Govinda Pai and Kuvempu. Colloquially called GSS, he was a student and follower of Kuvempu, and wrote his doctoral thesis on literary aesthetics in Kannada under the guidance of Kuvempu. Apart from holding various positions in departments of Kannada in Mysore University, Osmania University and Bangalore University, he served as the Karnataka Sahitya Academy’s president from 1987 to 1990. When he passed away, the State Government honoured him with two days mourning. With 18 collections of poetry, 13 works of literary criticism, including his own doctoral thesis, 4 travelogues, 4 biographies, including one of Kuvempu, a history of Kannada literature and language, and an autobiography, G. S. Shivarudrappa’s place in the canon of Kannada language and literature is cemented and honoured.



About the Translator

Bangalore based C. P. Ravikumar writes in Kannada, English and Hindi, and translates between these languages as well. His work has been published in popular Kannada periodicals such as *Prajavani*, *Mayura*, *Kannada Prabha* and *Gandhi Bazar*. He has translated for National Books Trust and Pratham Books. He has translated several works by famous authors in English and Hindi into Kannada and received appreciation for the same. Ravikumar maintains four blogs of his writings, and translates at least one story or poem on his blog every day.



<http://cp-ravikumar-kannadapoems2english.blogspot.com>

<http://cp-ravikumar-english.blogspot.com/>

<http://cpravikumar-hindi.blogspot.com/>

<http://cpravikumar-kannada.blogspot.com/>

About the Poem

Beyond Memories is a reflection on life, memory and forgetting in four short parts. Each of the sections is coherent, with an individual, overarching theme, while retaining an overall cohesiveness to the poem. The first section uses a catalogue of images from nature to establish how forgetting is a routine and natural part of existence. No matter how beautiful or seemingly memorable or important an event may be, its gradual fading from memory is inevitable. In the second section, the poet explores the relationship between existence and memory. It is often quoted how every individual dies twice – the first is the actual physical death, while the second is the last time the person's name or memory is brought to mind. Just as how cultures and civilizations are a sum of the culture (the monuments, art, literature, music, etc) they produce, our existence, and our relationships are a sum of our memories. In the third section, the poet celebrates forgetting, calling it a gift that makes our lives bearable, leading to the fourth section, which expounds the idea of wilfully and mindfully forgetting. Invoking the authority of the Jaina traditions of renunciation, the poet reminds us that true salvation only comes when we leave behind all those things that weigh us down – “failures, victory, our pains, our pride”. Written using a simple *ab cb* rhyme scheme in quatrains, the poem uses literary devices like catalogues, imagery, parallelism, and allusions.

1

This world will finally forget everything,
Sooner or later things will fade away.
Yet you ask me if I remember
Your words of yesterday!

Will a plant remember how many flowers
Bloomed in yesteryear's spring?
If you ask a bird, will it recall,
How many tunes did it sing?

Does an ocean remember how many rivers
Have flown into it and become its part?
Does the sky remember how many stars
Have shone or fallen from the very start?

2

We owe our very existence
To our memories, you and I -
We mean something to one another
When we remain in each other's memory.

Every human being attempts to frame
As many memories as he can
What a writer or an artist creates
Is limited by his memory span

3

But thank goodness that our memories
Will fade out over time!
If our memories prevailed across births
Life would be a ghastly pantomime -

Being able to forget
Is such a gift to mankind -
Every child must learn the alphabets
After a complete unwind

If we pile memories on top of memories
 They will simply clutter up our inside
 We must throw things away once in a while,
 Failures, victories, our pains, our pride -

Take a leaf out of the book
 Of a tree that sheds in the winter -
 Remember the smile of *Gommata*,
 Shed and stand lighter

Glossary

Gommata: Gommateshwara, or Bahubali, whose naked sculpture stands tall on the top of the hill in Sravanabelagola. In the Jaina tradition, Bahubali was the younger brother of Bharateshwara, who challenged his elder brother in a race to the throne. He defeated Bharata in three duels and this made him the lawful successor; but he could not forgive himself for the anguish he had caused to his brother. He decided to renounce worldly pleasures, including his clothing, and took up penance.

Ghastly : terrifyingly horrible to the senses : frightening. a ghastly crime. intensely unpleasant, disagreeable, or objectionable.

Pantomime : conveyance of a story by bodily or facial movements especially in drama or dance.

Answer the following questions in about a page each:

1. “Being able to forget/is such a gift to mankind”. What does the poet mean by these lines?
2. “We owe our very existence /To our memories, you and I”. Elaborate.
3. Discuss forgetting as a mindful and conscious process.
4. Why is the poet grateful that our memories fade with time?
5. How does memory become a tool of resistance in the poem?

Extension Activities/ Post- Reading

1. Organize a screening of one of these films, and discuss the themes of memory and forgetting-*Finding Dory*, *Fifty First Dates* or any of its remakes, like *Sathyabhama* in Telugu or *OrmayundoEeMukham* in Malayalam, *The Man from Earth*, *Memento* or its remake, *Ghajni*.
2. Discuss the use of the tagline “Lest we forget” in the context of the Holocaust. Make group presentations.

How Great Leaders Inspire Action

Pre reading activity:

1. Success is determined to a large extent by motivational words of great people.
2. Make a list of people who have motivated you.
3. Discuss the various elements which have impressed you.

Simon Oliver Sinek (born October 9, 1973) is a British-born American author and inspirational speaker. He is the author of five books, including Start With Why (2009) and The Infinite Game (2019). Sinek was born in Wimbledon, United Kingdom. Sinek's mother, Susan, is Jewish and of Hungarian Jewish descent. As a child, he lived in Johannesburg, London, and Hong Kong before his family settled in the United States. He graduated from Northern Valley Regional High School at Demarest in 1991. He received a BA in cultural anthropology from Brandeis University. He studied law at London's City University, but left law school to go into advertising.



As a motivational speaker, Sinek has spoken at the UN Global Compact Leaders' Summit in 2016, and at TEDx conferences several times, beginning in 2009. The given speech was delivered in a TED talk in 2009.

How do you explain when things don't go as we assume? Or better, how do you explain when others are able to achieve things that seem to defy all of the assumptions? For example: Why is Apple so innovative? Year after year, after year, after year, they're more innovative than all their competition.

And yet, they're just a computer company. They're just like everyone else. They have the same access to the same talent, the same agencies, the same consultants, the same media. Then why is it that they seem to have something different?

Why is it that Martin Luther King led the Civil Rights Movement? He wasn't the only man who suffered in a pre-civil rights America, and he certainly wasn't the only great orator of the day. Why him?

And why is it that the Wright Brothers were able to figure out controlled, powered man flight when there were certainly other teams who were better qualified, better funded... and they didn't achieve powered man flight, and the Wright Brothers beat them to it. There's something else at play here.

Golden Circle

About three and a half years ago I made a discovery. And this discovery profoundly changed my view on how I thought the world worked, and it even profoundly changed the way in which I operate in it.

As it turns out, there's a pattern. As it turns out, all the great and inspiring leaders and organizations in the world — whether it's Apple or Martin Luther King or the Wright Brothers — they all think, act and communicate the exact same way. And it's the complete opposite to everyone else. All I did was codify it, and it's probably the world's simplest idea. I call it the Golden Circle.

Why? How? What? This little idea explains why some organizations and some leaders are able to inspire where others aren't. Let me define the terms really quickly. Every single person, every single organization on the planet knows what they do, 100 percent. Some know how they do it, whether you call it your differentiated value proposition or your proprietary process or your USP. But very, very few people or organizations know why they do what they do.

And by “why” I don't mean “to make a profit.” That's a result. It's always a result. By “why,” I mean: What's your purpose? What's your cause? What's your belief? Why does your organization exist?

Why do you get out of bed in the morning? And why should anyone care?

Well, as a result, the way we think, the way we act, the way we communicate is from the outside in. It's obvious. We go from the clearest thing to the fuzziest thing. But the inspired leaders and the inspired organizations — regardless of their size, regardless of their industry — all think, act and communicate from the inside out.

Apple

Let me give you an example. I use Apple because they're easy to understand and everybody gets it. If Apple were like everyone else, a marketing message from them might sound like this: “We make great computers. They're beautifully designed, simple to use and user friendly. Want to buy one?” “Meh.” And that's how most of us communicate. That's how most marketing is done, that's how most sales is done and that's how most of us communicate interpersonally.

We say what we do, we say how we're different or how we're better and we expect some sort of a behaviour, a purchase, a vote, something like that. Here's our new law firm: We have the best lawyers with the biggest clients, we always perform for our clients who do business with us. Here's our new car: It gets great gas mileage, it has leather seats, buy our car. But it's uninspiring.

Here's how Apple actually communicates. "Everything we do, we believe in challenging the status quo. We believe in thinking differently. The way we challenge the status quo is by making our products beautifully designed, simple to use and user friendly. We just happen to make great computers. Want to buy one?" Totally different right?

You're ready to buy a computer from me. All I did was reverse the order of the information. What it proves to us is that people don't buy what you do; people buy why you do it.

This explains why every single person in this room is perfectly comfortable buying a computer from Apple. But we're also perfectly comfortable buying an MP3 player from Apple, or a phone from Apple, or a DVR from Apple. But, as I said before, Apple's just a computer company. There's nothing that distinguishes them structurally from any of their competitors. Their competitors are all equally qualified to make all of these products.

In fact, they tried. A few years ago, Gateway came out with flat screen TVs. They're eminently qualified to make flat screen TVs. They've been making flat screen monitors for years. Nobody bought one. Dell came out with MP3 players and PDAs, and they make great quality products, and they can make perfectly well-designed products — and nobody bought one.

In fact, talking about it now, we can't even imagine buying an MP3 player from Dell. Why would you buy an MP3 player from a computer company? But we do it every day. People don't buy what you do; they buy why you do it. The goal is not to do business with everybody who needs what you have. The goal is to do business with people who believe what you believe.

Biology, Not Psychology

Here's the best part: None of what I'm telling you is my opinion. It's all grounded in the tenets of biology. Not psychology, biology. If you look at a cross-section of the human brain, looking from the top down, what you see is the human brain is actually broken into three major components that correlate perfectly with the golden circle.

Our newest brain, our Homo sapien brain, our neocortex, corresponds with the "what" level. The neocortex is responsible for all of our rational and analytical thought and language.

The middle two sections make up our limbic brains, and our limbic brains are responsible for all of our feelings, like trust and loyalty. It's also responsible for all human behaviour, all decision-making, and it has no capacity for language.

In other words, when we communicate from the outside in, yes, people can understand vast amounts of complicated information like features and benefits and facts and figures. It just doesn't drive behaviour. When we can communicate from the inside out, we're talking directly to the part of the brain that controls behaviour, and then we allow people to rationalize it with the tangible things we say and do. This is where gut decisions come from.

You know, sometimes you can give somebody all the facts and figures, and they say, "I know what all the facts and details say, but it just doesn't feel right." Why would we use that verb, it doesn't "feel" right? Because the part of the brain that controls decision-making doesn't control language. And the best we can muster up is, "I don't know. It just doesn't feel right."

Or sometimes you say you're leading with your heart, or you're leading with your soul. Well, I hate to break it to you, those aren't other body parts controlling your behaviour. It's all happening here in your limbic brain, the part of the brain that controls decision-making and not language.

But if you don't know why you do what you do, and people respond to why you do what you do, then how will you ever get people to vote for you, or buy something from you, or, more importantly, be loyal and want to be a part of what it is that you do. Again, the goal is not just to sell to people who need what you have; the goal is to sell to people who believe what you believe.

The goal is not just to hire people who need a job; it's to hire people who believe what you believe. I always say that, you know, if you hire people just because they can do a job, they'll work for your money, but if you hire people who believe what you believe, they'll work for you with blood and sweat and tears. And nowhere else is there a better example of this than with the Wright Brothers.

Wright Brothers

Most people don't know about Samuel Pierpont Langley. And back in the early 20th century, the pursuit of powered man flight was like the dot com of the day. Everybody was trying it. And Samuel Pierpont Langley had, what we assume, to be the recipe for success.

I mean, even now, you ask people, "Why did your product or why did your company fail?" and people always give you the same permutation of the same three things: under-capitalized, the wrong people, bad market conditions. It's always the same three things, so let's explore that.

Samuel Pierpont Langley was given 50,000 dollars by the War Department to figure out this flying machine. Money was no problem. He held a seat at Harvard and

worked at the Smithsonian and was extremely well-connected; he knew all the big minds of the day. He hired the best minds money could find and the market conditions were fantastic. The New York Times followed him around everywhere, and everyone was rooting for Langley. Then how come we've never heard of Samuel Pierpont Langley?

A few hundred miles away in Dayton Ohio, Orville and Wilbur Wright, they had none of what we consider to be the recipe for success. They had no money; they paid for their dream with the proceeds from their bicycle shop; not a single person on the Wright Brothers' team had a college education, not even Orville or Wilbur; and The New York Times followed them around nowhere. The difference was, Orville and Wilbur were driven by a cause, by a purpose, by a belief. They believed that if they could figure out this flying machine, it'll change the course of the world.

Samuel Pierpont Langley was different. He wanted to be rich, and he wanted to be famous. He was in pursuit of the result. He was in pursuit of the riches. And behold, look what happened. The people who believed in the Wright Brothers' dream worked with them with blood and sweat and tears. The others just worked for the paycheck. And they tell stories of how every time the Wright Brothers went out, they would have to take five sets of parts, because that's how many times they would crash before they came in for supper.

And, eventually, on December 17, 1903, the Wright Brothers took flight, and no one was there to even experience it. We found out about it a few days later. And further proof that Langley was motivated by the wrong thing: The day the Wright Brothers took flight, he quit. He could have said, "That's an amazing discovery, guys, and I will improve upon your technology," but he didn't. He wasn't first, he didn't get rich, he didn't get famous so he quit.

Law of Diffusion of Innovation

People don't buy what you do; they buy why you do it. And if you talk about what you believe, you will attract those who believe what you believe. But why is it important to attract those who believe what you believe? Something called the law of diffusion of innovation, and if you don't know the law, you definitely know the terminology.

The first 2.5% of our population are our innovators. The next 13.5% of our population are our early adopters. The next 34% are your early majority, your late majority and your laggards. The only reason these people buy touchtone phones is because you can't buy rotary phones anymore.

We all sit at various places at various times on this scale, but what the law of diffusion of innovation tells us is that if you want mass-market success or mass-market acceptance of an idea, you cannot have it until you achieve this tipping point between 15% and 18% market penetration, and then the system tips.

And I love asking businesses, “What’s your conversion on new business?” And they love to tell you, “Oh, it’s about 10%,” proudly. Well, you can trip over 10% of the customers. We all have about 10% who just “get it.” That’s how we describe them, right? That’s like that gut feeling, “Oh, they just get it.” The problem is: How do you find the ones that get it before you’re doing business with them versus the ones who don’t get it?

So it’s this here, this little gap that you have to close, as Jeffrey Moore calls it, “Crossing the Chasm” — because, you see, the early majority will not try something until someone else has tried it first. And these guys, the innovators and the early adopters, they’re comfortable making those gut decisions. They’re more comfortable making those intuitive decisions that are driven by what they believe about the world and not just what product is available.

These are the people who stood in line for six hours to buy an iPhone when they first came out, when you could have just walked into the store the next week and bought one off the shelf. These are the people who spent \$40,000 on flat screen TVs when they first came out, even though the technology was substandard. And, by the way, they didn’t do it because the technology was so great; they did it for themselves. It’s because they wanted to be first.

People don’t buy what you do; they buy why you do it and what you do simply proves what you believe. In fact, people will do the things that prove what they believe. The reason that person bought the iPhone in the first six hours, stood in line for six hours, was because of what they believed about the world, and how they wanted everybody to see them: They were first. People don’t buy what you do; they buy why you do it.

So let me give you a famous example, a famous failure and a famous success of the law of diffusion of innovation. First, the famous failure. It’s a commercial example. As we said before, a second ago, the recipe for success is money and the right people and the right market conditions, right? You should have success then.

Look at TiVo. From the time TiVo came out about eight or nine years ago to this current day, they are the single highest-quality product on the market, hands down, there is no dispute. They were extremely well-funded. Market conditions were fantastic. I mean, we use TiVo as verb. I TiVo stuff on my piece of junk Time Warner DVR all the time.

But TiVo's a commercial failure. They've never made money. And when they went IPO, their stock was at about 30 or 40 dollars and then plummeted, and it's never traded above 10. In fact, I don't think it's even traded above six, except for a couple of little spikes.

Because you see, when TiVo launched their product they told us all what they had. They said, "We have a product that pauses live TV, skips commercials, rewinds live TV and memorizes your viewing habits without you even asking."

And the cynical majority said, "We don't believe you. We don't need it. We don't like it. You're scaring us." What if they had said, "If you're the kind of person who likes to have total control over every aspect of your life, boy, do we have a product for you. It pauses live TV, skips commercials, memorizes your viewing habits, etc., etc." People don't buy what you do; they buy why you do it, and what you do simply serves as the proof of what you believe.

Now let me give you a successful example of the law of diffusion of innovation. In the summer of 1963, 250,000 people showed up on the mall in Washington to hear Dr. King speak. They sent out no invitations, and there was no website to check the date. How do you do that?

Well, Dr. King wasn't the only man in America who was a great orator. He wasn't the only man in America who suffered in a pre-civil rights America. In fact, some of his ideas were bad. But he had a gift. He didn't go around telling people what needed to change in America. He went around and told people what he believed. "I believe, I believe, I believe," he told people.

And people who believed what he believed took his cause, and they made it their own, and they told people. And some of those people created structures to get the word out to even more people. And lo and behold, 250,000 people showed up on the right day at the right time to hear him speak.

How many of them showed up for him? Zero. They showed up for themselves. It's what they believed about America that got them to travel in a bus for eight hours to stand in the sun in Washington in the middle of August. It's what they believed, and it wasn't about black versus white: 25 percent of the audience was white.

Dr. King believed that there are two types of laws in this world: those that are made by a higher authority and those that are made by man. And not until all the laws that are made by man are consistent with the laws that are made by the higher authority will we live in a just world. It just so happened that the Civil Rights Movement was the perfect thing to help him bring his cause to life. We followed, not for him, but for ourselves. And, by the way, he gave the "I have a dream" speech, not the "I have a

plan” speech. Listen to politicians now, with their comprehensive 12-point plans. They’re not inspiring anybody. Because there are leaders and there are those who lead. Leaders hold a position of power or authority, but those who lead inspire us. Whether they’re individuals or organizations, we follow those who lead, not because we have to, but because we want to. We follow those who lead, not for them, but for ourselves. And it’s those who start with “why” that have the ability to inspire those around them or find others who inspire them.

Thank you very much.

Glossary:

1. Defy: resist, disobey
2. Proprietary: ownership
3. Wright Brothers: The *Wright brothers*, Wilbur and Orville Wright were American inventors and pioneers of aviation
4. Neocortex: a part of the brain concerned with sight and hearing.
5. Limbic brain: it is the part of the brain involved in our behavioural and emotional responses
6. Samuel Pierpont Langley: He was an American aviation pioneer, astronomer and physicist who invented the bolometer.
7. TiVo: *a brand of digital video recorder and subscription-based service* used chiefly for recording television programs
8. Dr. King: Martin Luther king Jr

I. Answer the following in about 150-200 words:

1. Discuss the Golden Circle as explained by the speaker.
2. Could Apple become extremely successful according to the speaker? Discuss.
3. Explain how biology controls our decision-making abilities.
4. Bring out the difference between the Wright Brothers and Samuel Pierpont Langley’s way of thinking and execution.
5. Explain the Law of Diffusion of Innovation as put across by the speaker in his speech.

Extension Activity:

1. *The Go-Giver Leader* by Bob Burg and John David Mann

This is a compelling story of a struggling small business and an ambitious young executive charged with leading them to a crucial decision. The powerful message behind *The Go-Giver Leader* is that great leaders don’t try to act like leaders; instead, they strive to be more human. They focus on the concept “give, and you shall receive.”

2. How Great Leaders Inspire Happiness at Work and in Life

David Goldsmith • TEDxLuxembourg City

Pre reading activity:

1. Everything Needs Motivation, Even the Smallest Things- Discuss.
2. Motivation Improves Task Performance – Discuss.
3. Who has inspired / motivated you to enhance your creativity, offered new outlook on things and reduced your fear and apprehension? - Discuss in groups.

Sparsh Shah is an American rapper, singer, songwriter and inspirational speaker from New Jersey, US. He was born in 2003 in Iselin, New Jersey, to a family of Indian descent. Sparsh has a very rare disorder, Osteogenesis Imperfecta, also known as Brittle Bone Disorder. He had over 35 broken bones in his body at the time of birth. As of 2020, he has suffered from 125 fractures.



He has also been a motivational speaker, aiming to change many lives through his music and speech. He was featured in World's Greatest Motivators, Little Big Shots and Kaun Banega Crorepati. He is known for his viral cover video of Eminem's "Not Afraid" song. A documentary film Brittle Bone Rapper was made on his journey. He had visited India in 2019 and had an interview with Republic TV journalist Arnab Goswami. Sparsh Shah sang the Indian National Anthem in the Howdy, Modi! even the same year.

Having accomplished as much as he has even as he is bound to a wheelchair, Sparsh's story is inspiring by all accounts. In his 14-minute-33-seconds-long TED Talk, the teen from New Jersey touches upon everything from overcoming the challenges of disability to helping others. He also winds up the talk with a wonderful musical performance. The talk took place in December 2016 in Mumbai.

Pneumonoultramicroscopicsilicovolcanoconiosis.

Supercalifragilisticexpialidocious.

Hippopotomonstrosesquippedalophobia.

Pseudopseudohypoparathyroidism (PPHP).

Floccinaucinihilipilification.

Antidisestablishmentarianism.

Honorificabilitudinitatibus.

Electroencephalographically.

Antitransubstantiationist.
Disproportionableness.
Incomprehensibilities.

So what you just heard were some of the 11 longest words in the English dictionary. Such complex words, right?

Well, just as these words are complex, so has my own life been. And although seemingly difficult things, such as memorizing long and complex words and numbers are simple for me, seemingly simple things such as standing and bearing weight are impossible for me. That's because I wasn't like any other newborn baby.

I was born with osteogenesis imperfecta, a rare incurable genetic disorder that causes a person's bones to be extremely fragile. So I guess you can call me Mr. Glass now.

During my birth, I had over 35 fractures and was taken immediately to the intensive care unit. And these were the sounds that used to resonate throughout the hospital, those desperately clinging on to my life. The doctors gave me the very bleak prognosis that I'd only live for a day or two, but due to God's grace and the support of my parents and their never-say-die attitude, I survived. Thank you, thank you.

In fact, I've had 130 fractures so far in just the first 13 years of my life and only God knows how many more will happen. I've also had multiple screws and rods placed in my body. So I guess you can call me Iron Man as well. Irony, am I right? But anyways, no more sob stories, because that's not what I want to talk to you about today.

So now what do you see in the slide in the back? Can you tell me? Impossible, right. OK, good.

Now what do you all see?

"I am possible"

Thank you. Yeah, awesome and that's exactly what I want to share with you all today: how I turned the word "Impossible" into "I'm possible" in my life by following four simple steps.

Step 1: Find your passion. Now despite the fact that I did live a very rough life for the first few years, God opened a new door to it that would become my passion and change my life forever. And that was music. Music has had a tremendous impact on me, both physically and emotionally.

I started singing ever since I could speak. And in fact, I even used to correct my parents when they were singing off-key by saying, “Mom, dad, you’re not singing right”.

At the tender age of 6, my parents enrolled me into Indian classical vocal training. Much later on, I also started taking American vocal lessons, therefore helping to increase my versatility as a singer. But I found my true calling as an artist at the age of 10 when I wrote my first song “This love will never fade”. Since then I’ve written 11 more songs.

Step 2: Never hold yourself back. So, one day I came across an amazing rap song many of you may have heard of: “Not Afraid” by none other than Eminem, also known as Slim Shady. This song struck my chords and was so inspirational to me that I could not hold myself back. And I decided that I had to go out there and make a cover of it myself. Who knew that the boy with slim chances of survival would go on to sing Slim Shady songs one day?

But wait, there’s more. I didn’t just rap the song like any other person. First of all, I have not been in profanity. So, I decided to make my rapper name, Purhythm. In other words, I’m clean, no curses but I’m still all about the rhythm.

I also added my own touch of Indian classical music to the song, which is part of a new music genre that I want to pioneer called raga rap with a fusion of seemingly polar opposites: Indian classical music and hip hop. I know right now to some of you the idea may sound completely crazy. But trust me, in the end the result is beautiful.

To my pleasant surprise, the cover blew up all over the internet and it became a worldwide phenomenon. I received praises from some of the most famous celebrities out there, and today the cover has gotten over 55 million views and counting on all social media sites so far. Thank you.

And because I decided that I would not hold myself back and instead decide out to go out and display my musical talent to the world, I was able to achieve these among many other achievements that I’ve been very blessed to have achieved to this day.

Step 3: Help others. Now I’ve been singing pro bono for various non-profit organizations and by now I’ve helped to raise at least half a million dollars for them. Thank you. And yes, that is American dollars by the way. Because I know we’re in India right now so.

But I believe that the biggest satisfaction for all of us is when we get to help change someone else’s life for the better, doesn’t it give us such an immense amount of gratitude? For example, I was once contacted by a family who had a child with brittle bones just like me. He’s about to go into surgery and was very nervous. But his

parents reached out to me and we had a Face Time call which went very well and on the day of the surgery his parents sent us this pic with a smiling Xavier going into the surgery without any fear. Thank you.

And last but not least **Dream Big**. None of this would have ever happened if I had not dreamed big. But my ultimate goal as a musician is still to one day perform in front of a billion. Yes, you heard me right. A billion people one day. I want to leave my footprints, or rather track prints into the sand of legacies so deep not even a tsunami can erase it. And I firmly believe that every one of us here should strive for such big goals. I mean, don't you all want to be remembered when you leave this earth?

I also have many plans for my life in the future, especially in my musical career. I want to join an online bachelor's degree course in music at the age of 13, come up with many original albums, win a Grammy Award one day and most importantly, *sparsh* (touch) everyone's hearts all over the world. Thank you. Oh, thank you.

But remember — it's still not over yet, I promise you. Yes, where was I – *sparsh*-ing everyone's hearts, right? I want to spread the message that no matter what happens in your life, you should never ever give up on your passion. Everyone in this world goes through struggle of some sort, and I know, because I for one have to deal with constant fractures and lots of pain. But I believe that if I can turn "Impossible" into "I'm possible" in my life, you can too. If you can believe it, you can achieve it. And I firmly believe that if you push forward and have faith you will make it big anywhere in life. Thank you so much.

But wait up, before you guys do a standing ovation, it's not over yet, because I'd like to leave you all with a very special gift from me to you. This is my rendition of raga rap in Eminem's "Not Afraid". Purhythm style. So, thank you again.

[Music cover – Eminem's 'Not Afraid']

Glossary:

Resonate:filled with a deep, reverberating sound.

Clinging: depending

bleak : weak

prognosis:the likely course of a medical condition

rapper:a person who performs rap music

Eminem: American rapper

hip hop:rap music

pro bono:without charge.

Answer the following questions in about 150-200 words

1. What are the seemingly simple things for Sparsh Shah?
2. What are the seemingly difficult things for Sparsh Shah and why?
3. What was the genetic disorder Shah was born with? What was its effect on him?
4. Why does Shah call himself as an Iron Man?
5. What are the four simple steps to make “Impossible” into “I’m possible”?
6. What was Shah’s passion and how did his parents support him?
7. Which are the songs which inspired Shah and what was his rapper name?
8. What was ragarap?
9. How did Shah help others?
10. What are Shah’s future plans for his life?

Extended listening:

1. https://youtu.be/lFZvLeMbJ_U
2. <https://youtu.be/fBnAMUkNM2k>

.....

UNIT-2

PRODUCTIVE SKILLS: SPEAKING AND WRITING SKILLS

Chapter 3. Speaking Skills (Formative Assessment)

Pecha Kucha Presentation

Pecha Kucha(Paw-Chalk-Ahh-Cha) is a Japanese word that translates to something like “confused chatter” or “babble of voices” or “chit chat”.

Pecha Kucha presentation was brought to life in 2003 by Astrid Klein and Mark Dytham of Klein Dytham Architecture in Tokyo. This presentation technique was invented by architects, but it works wonderfully for short presentations in other industries, such as tourism, wellness or in marketing and management.

Pecha Kucha is an innovative method that makes slideshows, or PowerPoint presentations, more effective. Presentations are often drawn out and dull, and the average person’s attention span is short. During a long presentation, only small fragments of the key content are being absorbed. Many audiences switch off before they’ve even heard the core of the presentation. The solution for this is: the Pecha Kucha presentation.

The Pecha Kucha presentation is a unique, short presentation with a fixed duration. The presentation contains 20 slides, each of which is shown for 20 seconds. The entire presentation has a length of exactly 6 minutes and 40 seconds. Presenters have no control over this and must strictly adhere to the time frame. This ensures that an audience is able to take in all key information. The presentation’s script has to be aligned exactly with the slides shown. Another distinctive feature of the Pecha Kucha presentation is that the 20 slides are not text slides, but **picture slides**. Your audience sees only one image with no or little text while you have a time window of 20 seconds to explain it. The Pecha Kucha presentation focuses on **meaningful images and graphics**. The goal of this method is to convey content concisely, avoid “death by PowerPoint” and increase an audience’s attention.

Advantages of PechaKucha presentation:

1. A fixed time frame: Presenters have no opportunity to drag out and prolong their presentations unnecessarily.
2. Boiled-down information: Presentation content is to the point and easier to understand.
3. An entertaining presentation: PechaKucha’s brevity is a breath of fresh air for an audience. “Death by PowerPoint” is completely avoided.
4. Variety: With its unique structure, a Pecha Kucha presentation is anything but commonplace; it has a unique appeal and becoming increasingly popular.

Disadvantages of Pecha Kucha presentation:

1. Pecha Kucha doesn't work for every presentation topic. For example, Pecha Kucha doesn't lend itself well to presentations on financial reports or related topics. Due to Pecha Kucha's time constraints, valuable information on graphs or charts can easily get lost, leaving the audience with a lot of questions.
2. This type of presentation is also not recommended for topics that require discussion. There is simply no time to include questions or discussion points in the allotted time frame.

Points to consider before preparing the Pecha Kucha presentation:

- Preparation is key for a Pecha Kucha presentation. The visuals need to be carefully selected to suit the topic.
- How should you structure your presentation?
- What storytelling elements can you bring to the table?
- What do you want to convey? What is your core message?
- How can your images reinforce your core message?
- Where can you find suitable images?

How to prepare for a Pecha Kucha presentation

1. Divide your presentation into a beginning, middle and end.

You have two options. If your topic is complex and you don't want to waste time, you can go straight to your main point. Or you can build an arc of suspense by starting your presentation with a short anecdote, and then lead your audience to the actual topic. This allows you to establish surprising references and create little 'Aha'(wow) moments.

For example, use: A quote, A question, A short story

2. Storytelling and Pecha Kucha go hand in hand.

Nothing creates a dramatic build-up and arc of suspense better than storytelling. This is how you evoke emotions in the audience. Draw from life; tell about moving, involving moments.

3. Focus on the core message.

Define your key message as precisely as possible and weave your presentation around it. Get as familiar with your topic as you can. You'll quickly find a convincing presentation structure that fills the 7 minutes informatively and gets to the heart of the matter.

4. Find images that follow your storyline.

People love visual stimuli. Your images, photos or even graphics should be crisp and in a high enough resolution. Remember that pictures play a key role in a Pecha Kucha presentation. Choose pictures that will pique your audience's interest. Pictures with an object in the middle often work well. In contrast, statistics or images with too much detail don't translate well in a Pecha Kucha time frame. Of course, the images should correspond to your topic. Randomly selected images without a deep connection to the presentation quickly look unprofessional and out of place.

5. Pictures can be found everywhere.

Take your own photos with your camera or smartphone, scan photos from newspapers, magazines or books, buy images from providers like Fotolia, use graphics programs, or create your own collages and drawings. One can also Google the required images. If you're using something other than your own image, don't forget to acknowledge the source on each slide.

6. Practice your presentation.

Giving a Pecha Kucha presentation takes practice. The strict time frame requires you to deliver your presentation fluidly. Stumbles or other mishaps could waste valuable time. Practice a lot in advance. Also, pay attention to your body language while you present. Try to stay relaxed and speak with intention.

For sample Pecha Kucha presentation, watch below video in You tube.

<https://youtu.be/jJ2yepIaAtE>

<https://paulgordonbrown.com/2014/12/13/your-ultimate-guide-to-giving-pechakucha-presentations/>

You can create your own Pecha Kucha presentation on the topics like:

Talk about your experience in a restaurant.

Communicate your travel experiences.

Talk about food.

Talk about emotions.

Talk about your pets.

Communicate about your hobbies.

References:

<https://24slides.com/presentbetter/what-is-a-pecha-kucha-presentation>

<https://www.wps.com/academy/top-pecha-kucha-presentation-examples-quick-tutorials-1866630/>

<https://www.slideshare.net/bethanyvsmith/pecha-kucha-presentation-zen>

<https://paulgordonbrown.com/2014/12/13/your-ultimate-guide-to-giving-pechakucha-presentations/>

.....

GROUP DISCUSSION



Introduction

An individual working in an organization spends a considerable amount of time in groups. A study reveals that 50 % of the time the executives spend is in attending meetings. Meetings are nothing but interacting with lot of individuals. Ability to work in teams has become an important skill in modern work culture. Hence Group discussions are an essential feature of work environment of many organizations.

Group Discussions (GDs) are also an important part of hiring process and are evaluation tools used for assessment of candidates in many professional entrance exams. In Hiring process, GDs are used by many Recruiters to test a candidate's potential employability during the recruiting process. Candidates are tested for communication skills, leadership skills, topic knowledge, etc. through this activity. There are also two other types of GD that test the lateral thinking of a candidate.

What is Group Discussion?

A group discussion is a conversation among participants about a specific topic. The selection procedure employed by organisations and educational institutions frequently includes a group discussion. The candidates discuss the assigned subject to present information, viewpoints, and conclusions. Employers employ this method to examine applicants' soft talents and screen them.

Types of Group Discussions:

- Factual Group Discussions
- Opinion-Based Group Discussion
- Group conversations based on case studies
- Abstract Group Discussion

Factual group discussions: These discussions focus on the real world and test a candidate's ability to digest information and analyse socioeconomic or everyday concerns.

Opinion-Based Group Discussion: Test how well candidates can articulate their beliefs and viewpoints. These group talks tend to focus more on views than facts. Sometimes controversial topics are given to see how much maturity the candidate displays in keeping his/ her temper in check, by rationally and logically arguing his/ her point of view without getting personal and emotional.

Group conversations based on case studies: These discussions mimic real-world circumstances. The group is given the specifics of a fictitious scenario by the panellists, and then the group must work together to address it.

Abstract Group Discussion: These are abstract group discussions. In these, the interviewers check to see if a candidate can approach the subject at hand with originality and lateral thinking.

Group Discussion Process:

The process of GD Round follows the below-mentioned steps:

Topic Announcement: The subject announcement is the initial step in any GD. The panellist will introduce the subject.

Preparation Time: This is a preparation period during which all applicants will be allowed 2 to 5 minutes to prepare their content.

Discussion Starts: At this point, one applicant, any one among the participants, starts/initiates the conversation.

Discussion among participants: All the other participants enter in to the discussion in turns in a spontaneous manner and once the discussion starts, the panel members become silent spectators observing the behaviour of the participants and listening carefully to their views.

Conclusion: At the end of the given time, the panellist will signal that the GD should be concluded and one of the participants will summarise and recap the entire discussion.

Results: This is the last step in this process, where the discussion ratings for each candidate are announced depending on their performance.

How is the seating arrangement like?



It could be **semi-circular, or circular, or seating alongside a rectangular table**, depending upon the venue.

Characters tested in a GD

By the process of group discussion, the employers are able to observe a number of personality traits or attitudes of the participants. Here are some of the important personality traits or attitudes that can be observed during a GD. Generally a GD is conducted to assess if the candidates have the following traits as expected in the workplace.

- **Team player:** In the beginning of one's career, a person has to work in a group and only at a later stage she/he starts working as a leader independently. Persons lacking team skills cannot be good managers.
- **Reasoning ability:** It plays an important role while expressing one's opinions or ideas.
- **Leadership quality:** At times a participant may have to direct the group, facilitate the situations, inspire individuals and guide in coming to a conclusion.
- **Flexibility:** One must be open to other's ideas as well as to the evaluation of one's own ideas. It is advised that a participant doesn't start the group

discussion with a stand or conclusion, because she/he may have to change or alter later on.

- **Assertiveness:** the participants must put forth their views in a confident yet polite way. She/he should be able to convey to others that she/he is assertive and not aggressive.
- **Initiative:** When a participant initiates the group discussion she/he earns more points. But there is a risk involved in it, that is, if one is not well versed with the topic, it can backfire.
- **Creativity:** The participants are observed if they are able to think out of the box. If your ideas open new horizons for the discussion in a group it is always appreciated.
- **Inspiring ability:** When a participant finds some team members not able to express their ideas and hesitant to speak and she/he inspires or encourages such members to speak will attract the attention of both the participants and the panellist and exhibits leadership qualities.
- **Listening:** the bigger part of communication is listening. One must strike a balance between expressing one's ideas and listening to other's ideas.
- **Awareness:** Awareness about the topic both at the micro and at the macro level is assessed.

Besides the above mentioned traits, other traits like communication, self-confidence, logical thinking and sense of responsibility is tested.

Skills required in group discussion:

The panellists assess a candidate's performance in a group discussion based on their proficiency in the following areas:

Subject Expertise: Your knowledge of the subject matter for the position is the first thing that employers assess. Employers, for instance, want you to have in-depth knowledge of their products and sales process if you seek a sales position.

Creativity/Originality: Innovative solutions and unconventional thinking are required for some jobs. The panellists may use group activities in these situations to evaluate your creativity and originality of ideas when working in a group.

Voice: Controlling your voice's pitch, volume, and tone are all examples of communication abilities. In a typical group discussion, employers listen for a forceful approach, an authoritative voice, clarity in speech, and an audible tone.

Body language: Your body language conveys a lot about your behaviours and attitude at work.

Fluency: Speaking clearly is a necessary ability for positions in sales or customer service.

Initiative: Self-starting is a sign of good leadership abilities. The panellists will initially assess your attempts to initiate and establish the flow of the conversation.

Active hearing: For managerial or customer service roles, active listening is a crucial skill. In a typical group, everyone tries to emphasise their points to gain attention but a participant who can both speak and also listen to others with attention is appreciated.

Group Discussion Guidelines:

The following is a list of general guidelines / rules for group discussion:

- Normal duration of a GD is 20 minutes to half an hour duration and the number of participants can range from 6 to 12.
- Time for preparation will be 5 minutes.
- During the GD address only the members of your group and not the panel.
- Address the members in the beginning as *Dear Friends* and in the later stage as *He* or *She*. Avoid using their names.
- Encourage the member participants who try to speak but do not get a chance.
- Keep track of the time but do not look at the watch frequently.
- Leader is not selected but emerges automatically during the course of the GD.
- Try to be moderate in what you speak and avoid being radical.
- Join the conversation when silence prevails. Avoid joining when there is noise and everyone is speaking at once.
- You can speak from half a minute to one minute duration every time you get an opportunity and a participant can speak four to five times in a span of 30 minutes GD with 12 to 15 members but can speak more number of times if the number of participants is lesser.

- If someone speaks what you are about to speak, better think of fresh ideas as repeating others ideas will not fetch more points.
- GD is a selection process rather than an elimination round
- Acceptable way of interrupting somebody in a GD is by using words like 'excuse me; but I feel; yes ,I agree with you but etc.,'
- If group is asked to select a topic, have a brainstorm session and decide in two or three minutes time.

GD etiquette

Do's:

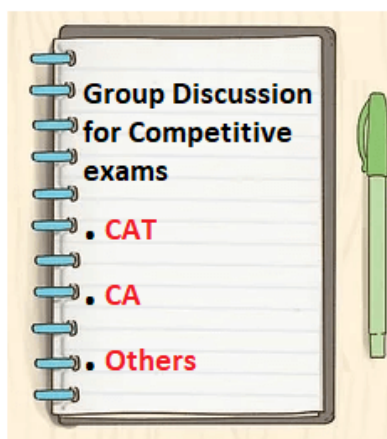
- A GD is your chance to be more vocal. The evaluator wants to hear you speak.
- Seek clarification if you have any doubts regarding the subject and don't start speaking without understanding and analysing the subject.
- Work out various strategies to help you make an entry.
- Always be polite and keep your cool.
- Brush up your leadership skills.
- Watch out your body language as your gestures and mannerisms are likely to reflect your attitude more than what you say.
- Keep yourself updated about current news by reading newspapers and magazines.
- Knowing your subject 'well' makes you more eloquent.

Don'ts:

You should never

- Lose your temper, a discussion is not an argument.
- Shout. Use a moderate tone and medium pitch.
- Use too many gestures when you speak. Gestures like finger pointing and table thumping can appear aggressive.
- Dominate the discussion. Confident speakers should allow quieter students a chance to contribute.
- Draw too much on personal experience or anecdote.
- Interrupt. Wait for a speaker to finish what they are saying before you speak.

GD for competitive Exams:



CAT

CAT stands for Common Admission Test. It is the test conducted for the admissions in business programs (MBA and PGDM). The shortlisted candidates are eligible for admission in the IIMs.

The GD in CATs has become an integral part of admissions to IIM and other MBA institutes. It is the best way to study the attitude and behaviour of the participants.

CA

The CA (Chartered Accountant) is the accounting specification for various Accountant professionals all over the world.

The Group Discussion for CA is classified as a topic-based group discussion or case-study based Group Discussion. The candidates hired for high-paying jobs are generally given case study Group Discussion. The preparation time is also long for case study Group Discussion.

Other Competitive exams

Group Discussions are also included for other competitive exams, such as Bank, PO, SSC, Railways, etc.

The Group Discussion for Banks is carried to judge the kindness and politeness towards customers. It also tests your patience, pressure that you can handle, and the listening skills. The topics for GD might be based on current affairs or events.

The examples of Group Discussion for Railways can be 'Do Countries Really need a Bullet Train.'

Suggested activity: For formative Assessment Teachers are suggested to conduct a Group discussion based on the following topics. One or two mock GDs may be conducted to help the students understand the guidelines of the activity before the actual GD for assessment.

Factual topics like:

- NEP syllabus
- Artificial intelligence: Can machines replace Man?
- Education and success - is it correlated?

Or topics generated from the themes of the prescribed Novel and other literary pieces of the BA text for instance:

- Narmada Bacho Andolan
- Chipko movement
- Urbanisation

Debatable Topics Like:

- Should villages be modernized
- Acquirements of land for various development projects like Dams, Hydroelectric projects, flyovers, Metro stations etc which displaces people and sometimes uproots a culture
- Does society accept love that breaks the barriers of class, caste, creed, and religion

Reference:

1. <https://www.mygreatlearning.com/blog/group-discussion-in-interviews/#:~:text=Group%20discussion%20is%20when%20a,lateral%20thinking%20of%20a%20candidate.>
2. <https://www.javatpoint.com/group-discussion>

.....

Public Speaking



Pre-Reading Activity:

- Name any famous orators who inspired you.
- Mention a few famous speeches that changed the course of history.

Public speaking is a presentation that's given live before an audience. Public speeches can cover a wide variety of different topics. The goal of the speech may be to educate, entertain, or influence the listeners. Often, visual aids in the form of an electronic slideshow are used to supplement the speech. This makes it more interesting to the listeners.

Over the years, public speaking in communication has played a major role in education, government, and business. Words have the power to inform, persuade, educate, and even entertain. And the spoken word can be even more powerful than the written word in the hands of the right speaker. The right speaker should effectively use nonverbal gestures, body language, and eye contact..

Some benefits of speaking in public:

1. Builds your confidence:

Although you may be nervous before giving your first speech, you'll feel a sense of accomplishment (along with a sense of relief) when it is done. If the speech went well, you may even receive positive feedback from your peers and your audience--further bolstering your confidence.

2. Improves your research skills:

To make a successful public presentation, you need to research your topic thoroughly. You'll learn where to find the information you need for each presentation and how to tell whether the information is credible and relevant.

3. Strengthens your deductive skills:

Public speaking requires you to work from a premise and draw a conclusion based on the information you've researched. This is called deductive reasoning.

4. Markets your business:

If you own a business, you can use public speaking to market your business. Even if you don't own a business, public speaking can make you more marketable as a business professional.

5. Strengthens your oral communication skills:

Oral communication is the ability to communicate verbally. Public speaking is a form of oral communication. The more that you practice giving speeches, the better you'll become at communicating orally. Those improved oral communication skills not only apply to any future speeches you may give; they can also carry over into everyday conversation.

6. Improves your chances of getting hired:

Another benefit of public speaking is that it can increase your chance of getting hired. Communication skills are in demand by employers. Communication skills include both written communication skills and oral communication skills.

7. Gives you a chance to meet others with similar interests:

Another advantage of public speaking is that you'll get to meet other people. Public speaking can be a great way to network and meet others in your industry or who have similar interests.

8. Helps you overcome your fear of public speaking:

Fear of public speaking is very common. If you rarely give a speech or presentation, you're more likely to be afraid of public speaking. However, as you practice your speaking skills, your fear is likely to decrease. You'll be more comfortable giving speeches.

9. Makes you more aware of how others perceive you:

One of the benefits of public speaking is that you'll become more aware of how others perceive you. If you know how others perceive you, you can work to improve that perception.

10. Develop better writing skills:

Public speaking can also help you to improve your writing skills. The writing techniques that you use to write a good speech can also be used to write other things such as:

- Reports
- Articles
- Letters and memos
- Research papers

Having good writing skills can lead to better assignments at work and better grades at school.

11. Learn to be calm in stressful situations:

For most of us, public speaking is stressful. As you learn more about public speaking, you'll also learn how to calm yourself so that you can successfully make your presentation.

12. Be an advocate for causes you care about:

With your improved public speaking skills, you can create and give a winning presentation that'll make others aware and support your cause. You may even be able to use your speaking skills to motivate others to take action.

How to become better at public speaking:

1. Plan appropriately and write the speech
2. Prepare your presentation slides if required
3. Think positively to overcome the fear of speaking
4. Be conversational
5. Speak with passion
6. Add humour, stories, experiences whenever, wherever required
7. Engage with your audience
8. Pay attention to your body language
9. Watch recordings of your speech
10. Be patient

Some of the topics for public speaking:

1. The best day of my life
2. Social media: bane or boon?
3. Pros and cons of online learning
4. Benefits of yoga
5. If i had a superpower
6. Environment conservation
7. Women should rule the world!
8. The best lesson i have learned
9. Paperbacks vs e-books
10. How to tackle a bad habit
11. My favourite pastime/hobby
12. Why should every citizen vote?
13. Fear of missing out (fomo): is it real or not?
14. Importance of reading
15. Importance of books in our life
16. My favourite fictional character
17. Introverts' vs extroverts
18. Lessons to learn from sports
19. Beauty is in the eye of the beholder
20. Is value education important

Suggested Activity

1. Watch or listen to any of the following speeches
 - a. Swami Vivekananda's Chicago Speech 1893
 - b. "Tryst with Destiny" by Pandit Jawaharlal Nehru
 - c. 'I have a Dream' by Rev. Dr. Martin Luther King Jr
 - d. 'Yes We Can' by Barack Obama
2. Identify contemporary motivational speakers and analyze the techniques they use to make their speech effective.

.....

TECHNICAL WRITING

OBJECTIVES

- To build persuasive and creative social media writing skills
- to convey complex information in an objective manner

Technical writing is writing or drafting technical communication used in technical and occupational fields, such as computer hardware and software, architecture, engineering, chemistry, aeronautics, robotics, finance, medical, consumer electronics, biotechnology, and forestry. Technical writing encompasses the largest sub-field in technical communication.

The Society for Technical Communication', defines technical communication as *,Communicating about technical or specialized topics, such as computer applications, medical procedures, or environmental regulations; using technology, such as web pages, help files, or social media sites.*

Technical writing describes this process of making complicated information more accessible in the form of reports, product descriptions or instruction manuals.

Examples of Technical writing:

- Instruction manuals
- Product specifications
- Product descriptions
- Reports
- Press releases
- Business proposals
- Job descriptions
- Textbooks
- E-Learning content

Technical writing VS Copywriting

Copywriting traditionally relates to marketing activities. Think direct mail, advertisements, press releases, and brochures. On the other hand, technical writing typically provides “how-to” or “need-to-know” information in the form of manuals, instructions, proposals, progress reports, etc.

Copywriting is the act or occupation of writing text for the purpose of **advertising** or other forms of **marketing**. Copy or sales copy, is written content that aims to increase brand awareness and ultimately persuade a person or group to take a particular action.

Copywriting is the strategy of creating persuasive content for Marketing and Sales with the goal of generating conversions and sales. Some examples are emails, websites, advertisements, catalogs and others. The professional assigned to write and develop the “copy” is the copywriter.

Copywriters help create

- billboards,
- brochures,
- catalogs,
- jingle lyrics,
- magazine and newspaper advertisements,
- sales letters and other direct mail,
- scripts for television or radio commercials,
- taglines,
- website and social media posts, and other marketing communications.

Significance

Good copywriting is valuable in strengthening your brand’s messaging and image, keeping you on top of mind with your target audience. It can also succinctly point out what makes your business special, your strengths, and what distinguishes you from your competitors. And finally, good copywriting can increase your overall conversion rates.

What Does a Copywriter Do?

A copywriter usually has a plan before sitting down to write copy. Once they obtain a project overview, the next step is to research all possible sources, and this can include:

- Finding the facts supporting the product or service’s claims
- Locating interesting and unique details to include
- Looking for any past or present stories from your organization’s origins or customer experiences.
- Searching for a different angle, to surprise customers.

Some of the questions a copywriter will seek to answer during this early stage include:

- What are consumers currently talking about in online forums and groups, customer reviews, and other sources?
- What keywords are most relevant?
- Are there any relatable interviews available?

The copywriter may even go so far as to acquire the product or service, examining and using it to find a way of presenting it in a new way.

Once the research is compiled, the next steps are to write and edit until it is concise enough and meets its purpose of persuasiveness.

Types of Copywriting

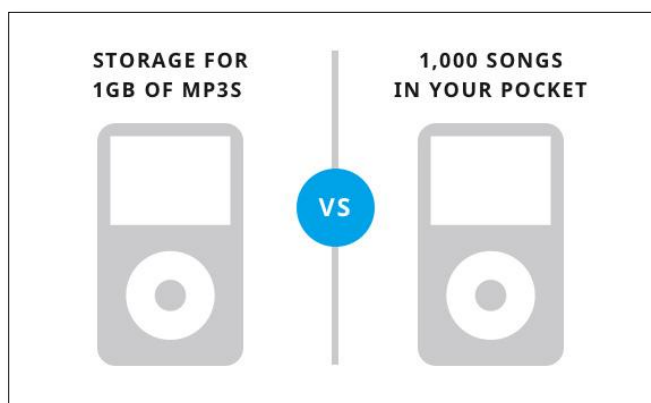
While all copywriting, to some degree, is persuasive writing, there are different types or specialties.

Ad copywriting

The purpose of ad copywriting is to convince readers to take action while using as few words as possible. This means every word matters, and those words will need to target a specific issue or problem succinctly and show how a product or service is a solution. These ads can have a big impact on target conversion rates.

Example

iPod



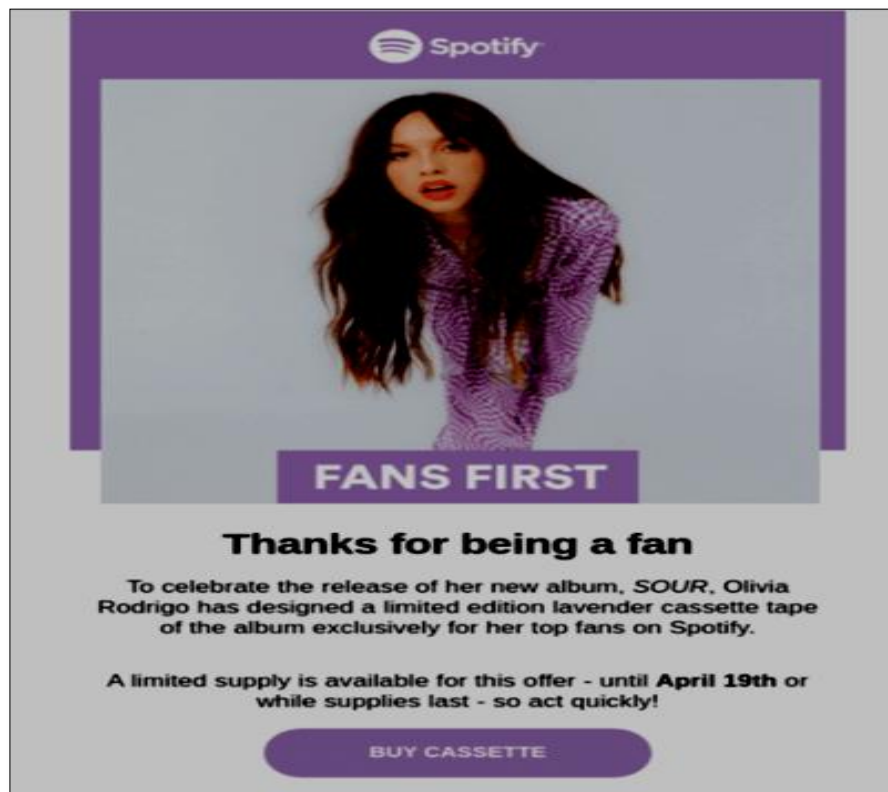
Apple has always stood out with their copywriting, and much of this comes down to their focus on BENEFITS. Even today, as they try and sell you their latest phone, they show you how it will help you, rather than focus on the many features it has. One of the best marketing copy examples of this is when they first launched the iPod.

A subtle difference, but a large one. The feature (1GB of MP3s) means little to most people, whereas the ability to have 1,000 songs in your pocket transformed a generation.

Email copywriting

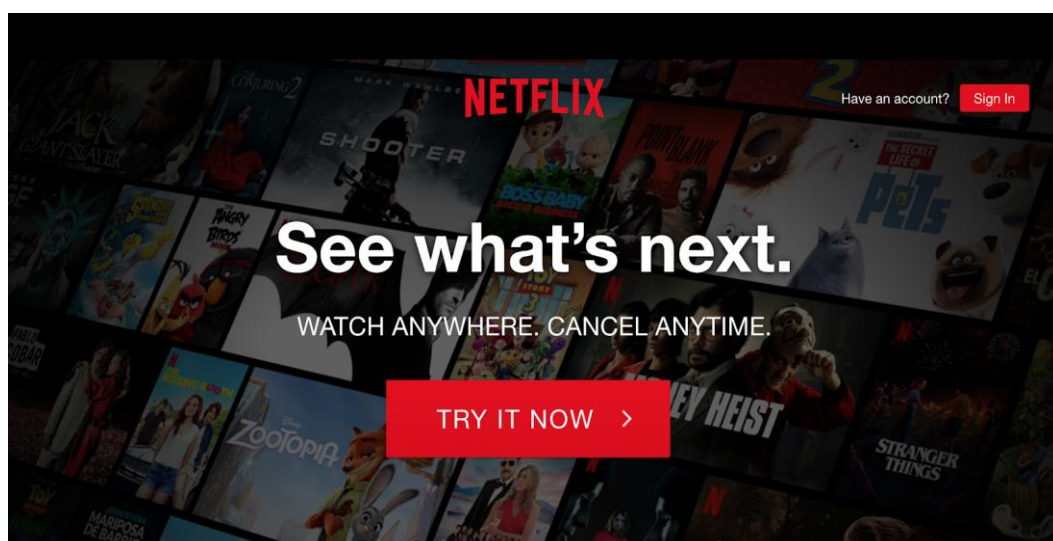
Emails are still one of the best online methods for reaching customers and can be highly persuasive. Email copywriting will include compelling subject lines and engaging text that builds up to a clear, irresistible call to action.

Example: **Spotify**



Direct Response copywriting: writing copy that has the goal of getting the reader to take an immediate action: purchase, sign up for a newsletter, and follow on social media, etc.

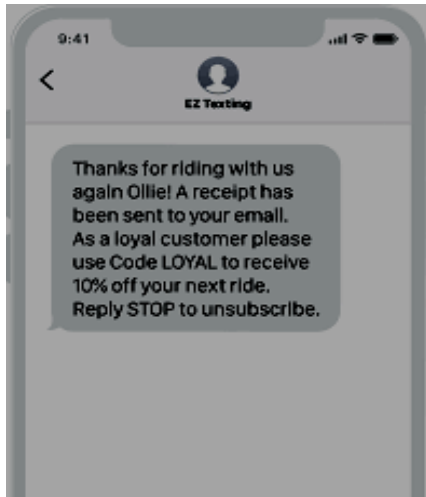
Example:



Social media copywriting

Social media copywriting involves creating posts with targeted messages that speak directly to your audience. Each post, however, will need tailoring to the specific social media platform and its standards.

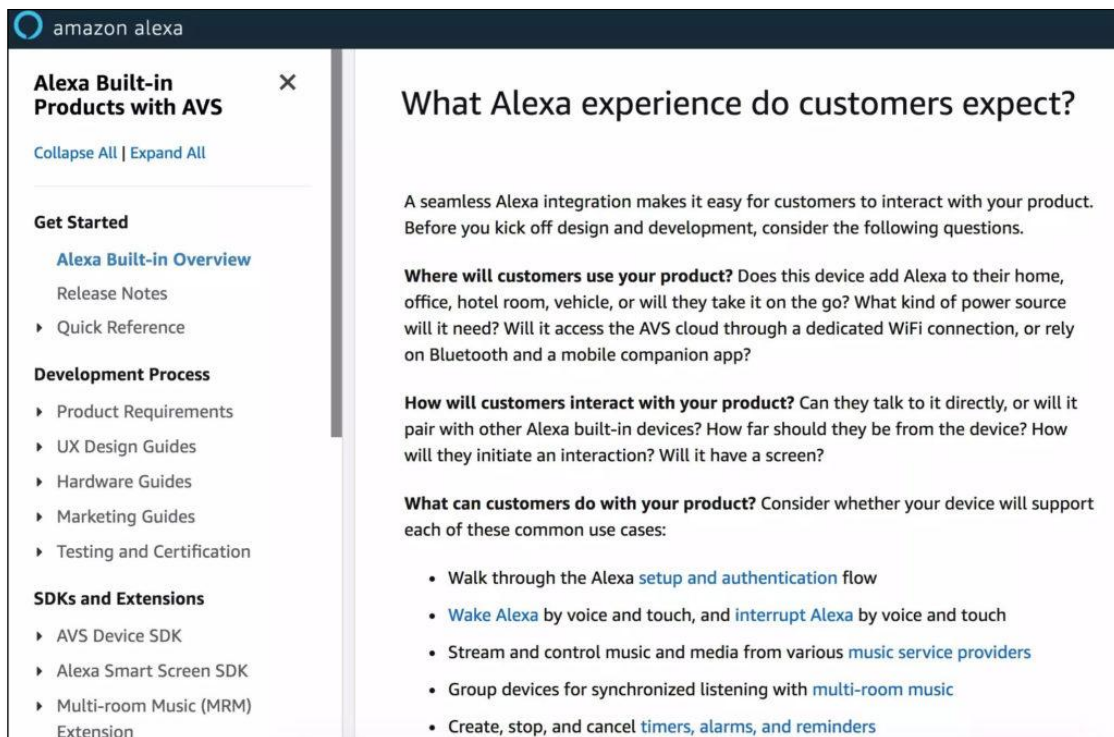
Example: SMS promotion copy



Technical copywriting

Compelling copy that breaks something technical down into understandable steps, such as how-to articles for product set-up or use, is technical copywriting.

Example



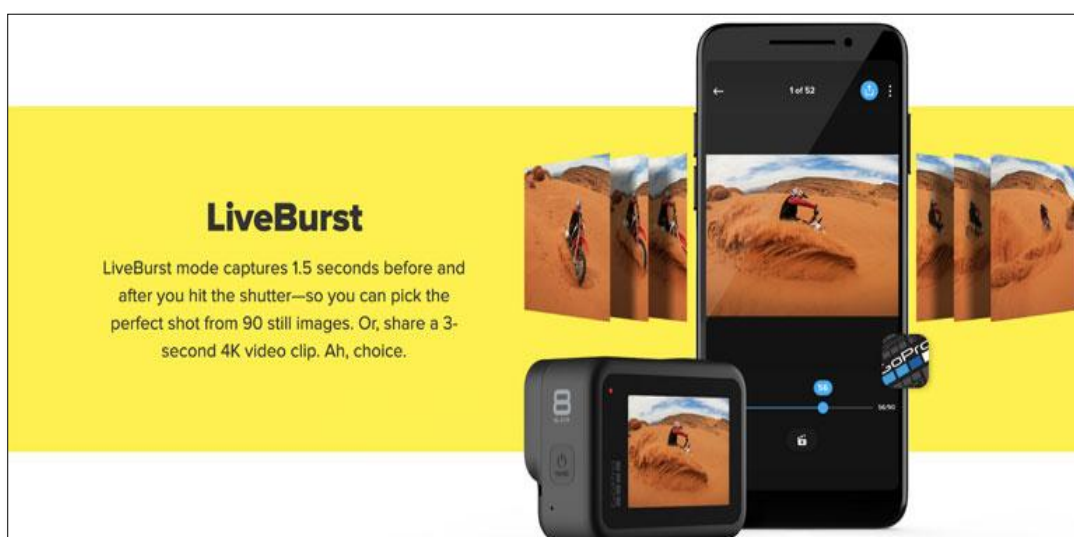
SEO(Search Engine Optimization) copywriting

SEO copywriting incorporates specific tactics, such as the inclusion of the most relevant keywords or title tags, with the dual purpose of persuading readers to take action and increasing search engine rankings.

Example

GoPro

If you want the perfect example of a brand who knows their audience like the back of their own hand, spend five minutes on the GoPro website. This is a company that knows its customer intimately. They don't only connect with them through the right words, but the perfect visuals and videos. Their entire user experience is a storyteller's dream, and their use of copywriting proves they know who they're in conversation with.



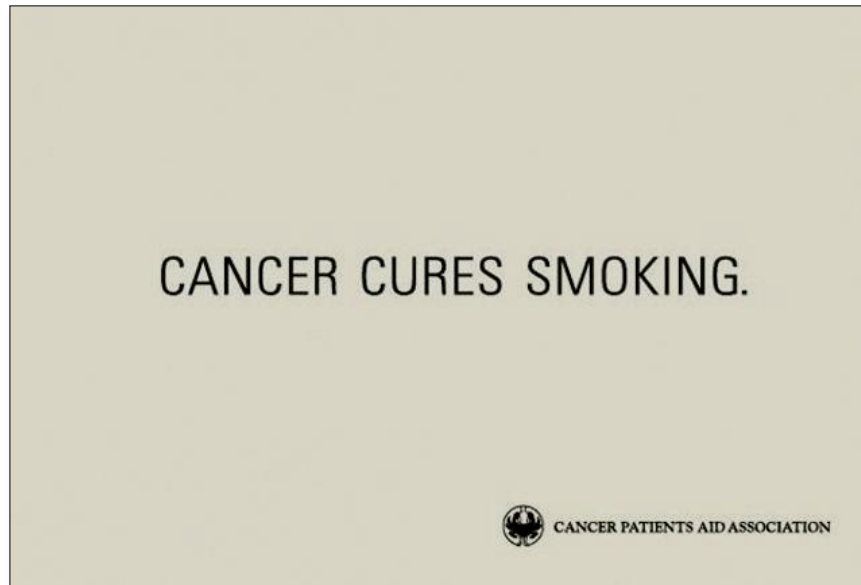
90 images captured in 1.5 seconds either side of hitting the shutter is exactly what they want. They don't need to know how it works.

Stimulate your creativity

To become a copywriter, there is no other way: you need to be very creative. Keeping up to date on trends and news are ways to surprise the reader and always keep your production in line with what they expect.

Keep in mind that plagiarism is a crime and can have serious consequences. In addition, search engine robots such as Google, are always visiting pages and checking whether the material provided is really original. If they find any irregularities, you can be sure that your blog or website will be penalized.

In another prominent example the print Ad by Cancer Patients Aid Association deservingly won a medal at the 2003 Cannes Festival. The beauty of copywriting is exemplified through the use of just three words used. It is a well-known fact that “Smoking causes cancer”. However, most people don’t make efforts to quit smoking until the cancer is detected. Cancer instills fear of death and thus, the person cannot smoke. The agenda of the advertisement was to make every smoker think twice before lighting a cigarette.



Tips for copywriting

According to the **4Cs formula**, compelling copywriting has four characteristics: **clear, concise, compelling, and credible**.

Clear: Your copy must be understood by everyone. Make your writing clearer by using small words, short sentences, headers, and bullet points.

Concise: This is conveying information in the fewest possible words.

Compelling: Copy must also be interesting enough for your audience to actually read.

Credible: Finally, your copy should be credible.

Exercises

1. Create an ad copy for wireless Bluetooth headphones
2. Write a copy for a SMS campaign of a Taxi/ cab promotional offer
3. Draft an email to promote Mysore sandal soap.
4. Draft a print Ad with a catchy tagline for an Environment organization

Sources

1. https://en.wikipedia.org/wiki/Technical_writing
2. <https://erinwrightwriting.com/copywriting-versus-technical-writing/>
3. <https://rockcontent.com/blog/copywriting/>
4. https://www.linkedin.com/pulse/ever-wondered-why-its-called-copywriting-?trk=organization-update-content_share-article
5. <https://mirasee.com/blog/copywriting-examples/>
6. <https://www.italics.in/blog/copywriting-examples/>
7. <https://blog.hubspot.com/marketing/email-marketing-examples-list>
8. <https://manychat.com/blog/direct-response-marketing/>
9. <https://karolakarlson.com/copywriting-for-facebook-and-social-media/>
10. <https://technicalwriterhq.com/writing/technical-writing/technical-writing-examples/>
11. <https://creativecriminals.com/print/cpaa/cancer-cures-smoking>
12. <https://www.wordstream.com/blog/ws/2020/04/16/copywriting-formulas>

.....

OBJECTIVES

- 1. To introduce students to different types of Business Writing**
- 2. To acquaint students with Principles of Business writing**

What is Business Writing?

Business writing is a purposeful piece of writing used in a professional setting that conveys relevant information to the reader in a clear, concise, and effective manner. It includes client proposals, reports, memos, emails, and notices. Proficiency in Business writing is a critical aspect of effective communication in the workplace.

Types of Business Writing

The broad field of Business writing can be condensed into four categories based on their objective, such as:

1. Instructional

The Instructional Business writing type is directional and aims to guide the reader through the steps of completing a task. A user manual falls aptly under the instructional category, as well as a memo issued to all employees outlining the method of completing a certain task in the future.

2. Informational

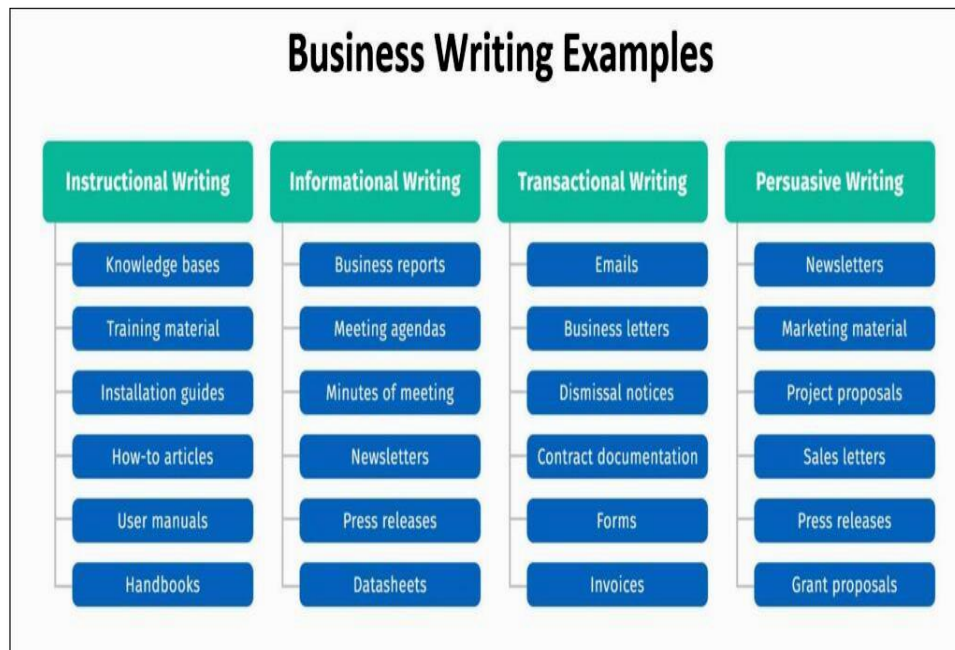
Informational Business writing pertains to recording Business information accurately and consistently. It comprises documents essential to the core functions of the Business for tracking growth, outlining plans, and complying with legal obligations. For example, the financial statements of a company, minutes of the meeting, and perhaps the most important, report writing.

3. Persuasive

The goal of persuasive writing is to impress the reader and influence their decision. It conveys relevant information to convince them that a specific product, service, company, or relationship offers the best value. Such a type of writing is generally associated with marketing and sales. It includes proposals, bulk sales emails, and press releases.

4. Transactional

Day-to-day communications with the Business employees, teammates, and workers fall under the transactional Business writing type. This Business writing category is majorly used for internal written Business communication, but it has some external use-cases as well. A message, Business letter, and email are written with a transactional Business writing tone. This Business writing type is sometimes also referred to as conversational Business writing tone. The bulk of such communication is by email, but also includes official letters, forms, and invoices.



Principles of Good Business Writing

1. Clarity of purpose

Before beginning a Business document, memo, or email, one should ponder two primary questions:

- Who is the reader?
- What do I want to convey to the reader through my writing?

Clarity of purpose gives a direction to the writing and develops its tone, structure, and flow.

2. Clarity of thought

Thinking while writing makes the writing less structured, meandering, and repetitive. Business writing requires the skill to reduce long, rambling sentences into concise, clear ones. One needs to extract what is significant to write clearly.

3. Convey accurate and relevant information

The primary goal of Business writing is to convey valuable information. Inaccurate or irrelevant content affects the purpose of the document. For effective Business writing, information must be value-additive and complete.

4. Avoid jargon

A simple and uncluttered writing style goes a long way in communicating the message to the reader. Grandiose writing full of industry-specific buzzwords and acronyms should be avoided to the maximum possible extent. Otherwise, the reader may be unable to comprehend the document or lose interest in it.

5. Read and revise

Reading the passages out loud after completion can reveal flaws and gaps in the arguments. It is recommended to welcome constructive feedback from colleagues and revise the document for improvement.

6. Practice is the key

Proficiency in Business writing can be attained through regular practice. Paying attention to the vocabulary, sentence structure, and style of writing while reading can help to develop the same instinct while penning one's thoughts down.

7. Be direct

Presenting the crux of the passage in the first 150 words is a good idea when it comes to Business writing. It saves the reader time and sharpens the argument.

8. Avoid verbosity

If the meaning can be conveyed in three words, it should not be stretched to five. Verbosity works against making the writing engaging to the reader. For example, instead of writing "the article uses more words than are needed," write "the article is verbose."

9. Correct grammar and sentence structure

While a grammatical error may come across as unprofessional, good grammar portrays both attention to detail and skill – traits that are highly valued in Business.

Business writing evolves with time, so does grammar and conventions. For example, emoticons, when used judiciously, are gaining acceptance in Business writing. A good writer needs to stay updated with the conventions to hone their skill.

10. Easy to scan

Business executives value a document that can convey its message in a cursory glance. Business documents can be enhanced through the use of numbered or bulleted lists, clear headings, concise paragraphs, and judicious use of bold formatting to highlight the keywords.

Exercise :

1. What is Business Writing?
2. What are the types of Business Writing?
3. What is Instructional Business Writing?
4. What is Informative Business Writing?
5. What is Persuasive Business Writing?
6. What is Transactional Business Writing?
7. What are the Principles of Good Business Writing?

References

1. Chaturvedi PD and Mukesh Chaturvedi. Business Communication, Concepts, Cases and Applications. Pearson, 2011.
2. <https://corporatefinanceinstitute.com/resources/career/Business-writing/>
3. <https://technicalwriterhq.com/writing/Business-writing/types-of-Business-writing/>

.....

OBJECTIVE

1. To acquaint students with the genre of Travel Writing.
2. To enable them to write/express travelling experiences.

Travel writing, by definition, is **writing that describes the places the author has visited and the experiences while travelling**. It is a form of creative nonfiction writing in which the narrator's encounters with foreign places serve as the dominant subject. It is also called travel literature or tourism writing.

In literature, travel writing records travelers' experiences in fascinating places and circumstances. It includes vivid descriptions, historical backgrounds, illustrations, and possibly maps and diagrams. Now a days, travel literature has become a social media genre in the form of travel blogs. It also involves writing about how, when, and where to travel – all with the reader in mind.

Significance

Travel writing introduces us to new places, people and ideas. Truly great travel writing can transport us; give us a glimpse of far-flung places and provide inspiration or escapism. Travel itself, can open our minds to different cultures and possible ways of living, fostering more empathy for others and curiosity about the world around us.

Travel writing can take many forms, such as **newspaper articles, essays, journals, blogs and autobiography**. It can also be written as a book, telling a longer narrative about a journey or place. **Travel writing has always been as much about the exploration of the writer's self as it has been about the places or people visited.**

Travel writing can be classified into

1. **Commercial travel writing**
2. **Literary travel writing**

What is Commercial travel writing?

The aim of commercial travel writing is to market, to promote, to serve, and/or to help travellers and tourists have better experiences travelling. Readers consume it for its practical information. Commercial travel writing often has ties to the larger travel

and tourism industry. Commercial travel writing can come in the form of guidebooks, top-ten lists, best-of lists, articles, destination pieces, itineraries, journalism, restaurant and hotel reviews, how-to guides, side-trip suggestions, advertorials, marketing copy, and other service-oriented articles.

What is literary travel writing?

The aim of literary travel writing is to entertain. Readers consume it “for pleasure, and for its aesthetic merits,” Thompson notes, instead of for practical insight. Literary travel writing can take the shape of books, novels, memoirs, articles, poems, journals and diaries, journalism, personal essays, travelogues, op-eds, blog posts, and other more experimental forms of writing.

Depending on the kind of type of travel writing you are interested in attempting you will accordingly have chosen your style. Naturally, if you are writing for the business traveller you will have to be brief, to the point and factually correct. If you are only giving an account of your own travels your writing will be reminiscent.

Travel writing can be classified into four types:

1. Descriptive Travel Writing: as the word suggests, is merely a description of the place you have visited. It will objectively describe the scenic beauty, the journey, the season or the weather, local conditions and populace and some local customs. Descriptive essays test your ability to use language in an original and creative way, to convey to the reader a memorable image of whatever you are describing.

Example

Our Playground -The Sea

The first smell of the sea was heaven to our nostrils, and we saw donkey carts with their loads of seaweed trotting along the strand. Sunbathing bored us. We climbed the rocks and investigated damp eerie caves and packed the long warm day sense of touch with endless activities. We headed straight for the strand after breakfast and with the exception of mealtimes we never left again till dark. To us the sea was great fun, where we splashed and dived under waves and got mouths full of salt water. There was a huge cluster of rocks called Specific concrete the Black Rocks which were covered by the full details tide, but when it was out, it left warm pools which sheltered many little sea creatures. We loved investigating all of these and gathering shells and enjoy sea grass.

2. Narrative Travel writing: is any account of a series of related events or travel experiences. It will give a linear account of when and where you went, then what happened, until you return to your starting point.

Example:

The most memorable train journey I have ever been on was between Moscow and St Petersburg in Russia. We were about 17 years old and on a school trip to see the places we were studying in our Russian history lessons. We spent three days in Moscow then took the overnight train to St Petersburg. I remember feeling really excited about it. I had never been on an overnight train journey before. We went to the theatre on our last evening in Moscow and then went straight to the station to get on the train at about 11 pm. There were four of us in each room and our whole group occupied about two carriages of the train. Our teachers were very aware of the dangers of travelling by train at night in Russia and warned us never to walk around the train on our own. They told us to go in groups of three to the toilets so that two people could wait outside together while one person went in. That frightened us a little but nothing happened. I don't think we slept much; we stayed up most of the night talking, but I remember waking up in the morning and realizing it was daylight outside and that we were in a completely new city. It was amazing.

3. Introspective Travel writing: will give a subjective account of your own personal feelings and reactions to a place. How you felt, what you saw etc. are covered in this.

Example

The sun set grandly over the sleeping city. As it went down, the sky was a haze of bright colors: warm and vibrant, rich and moving. Against the sunset the walls and turrets of the fort loomed large, witnesses to a past full of chivalry and valor. Within these walls, in Times gone by, intrigues must have taken place, passions must have flowered, dated must have brought its own rituals and mourning. Today, against this splendid sunset, the ancient fort called up memories of this glorious past. As we watched we visualized kings and queens, soldiers and farmers, artisans and crafts people who jointly, had given life to this most impressive of monuments. Truly, the past has much to give us.

How to write a travelogue:

1. Narrative should be in first person
2. Tell the story in the past tense

3. Provide accurate information about the destination in the topic sentence
4. Identify the purpose of the travel
5. Have a conversational tone
6. Write a Compelling First Paragraph.
7. Should contain sensory details
8. Use images wherever possible
9. Use precise vocabulary
10. Keep it simple
11. Describe your experience and how it has strengthened your personal identity.
12. Highlight any cultural differences and how they have impacted your experience.
13. Give readers value through valuable tips for navigating into a culture or a place
14. Be relatable to the audience

Exercises:

1. Attempt a Descriptive Travel writing in about 200 words on a place of tourist interest that you visited.
2. Attempt a Narrative Travel writing narrating a trip with your friends in about 200 words.
3. Write an Introspective travel essay in about 200 words expressing your individual experience when you visited your dream destination.

Sources

1. <https://egyankosh.ac.in>
2. <https://www.travelwritingworld.com/types-of-travel-writing/>
3. <https://www.encyclopedia.com/arts/culture-magazines/travel-writing>
4. <https://www.globotreks.com/travel-tips/what-is-travel-writing/>
5. <https://academichelp.net>
6. <https://edtechbooks.org>
7. <https://www.vedantu.com/english/a-visit-to-a-historical-place-essay>

.....

An article is a piece of writing which explains ideas, thoughts, facts, suggestions and/or recommendations based on a particular topic and is usually written for a large audience. Article Writing provides information on various topics and offers suggestions, discusses various stories, persons, locations, rising-issues, and technical developments. It influences the readers and urges them to think.

Types of Article Writing

1. Expository

Expository writing explains a particular subject to its readers. It focuses on specific topics and includes relevant facts, figures, and descriptions. It usually describes an ongoing process, and information is ordered logically and sequentially. Expository writing usually is objective and does not include the writer's opinions or any effort to convince the reader of a certain position on the information. Most of the textbooks we read are expository kind of writing, the news stories we read, excluding the opinion or editorial pieces. Prominent examples are Textbooks, How-to books and articles, Cookbooks, News stories, Business writing, Technical writing and Scientific writing

2. Persuasive/Argumentative

Persuasive and/or argumentative writing contains the opinions/subjective view of the writer. It also includes justifications, reasons, and arguments in an effort to convince the reader to agree with the writer's opinion, accept an idea, or take an action. This writing is used in Speeches, Opinion columns, Editorial pieces, Advertisements and commercials, Product reviews, Sales presentations, Recommendations and cover letters.

3. Narrative

Narrative writing is used when telling a story, which can be fact or fiction. This is one of the most versatile styles because it allows writers to create from imagination. In this type of writing the story is central, not the facts. Narrative includes characters and dialogue, tells a story, and has a logical beginning, middle, and end. This style is most often used in Novels, Short Stories, Poetry, Memoirs and Biographies.

4. Descriptive

Descriptive writing is similar to expository Writing as it deals with in-depth knowledge of the topic to be described. It explains something to the reader, but it does so with very descriptive language that uses all five senses (sight, sound, taste, and touch, smell) to create a vivid image for the reader. Descriptive writing is often personal and subjective while expository writing is typically impersonal or distant. This style is often used in Poetry, Diaries, and Journals etc.

Points to Remember before writing an Article

- **Purpose:** Find the objective or aim of writing the article. The goal can be anything from providing information, entertainment, and advice or for comparing, etc.
- **Target Audience:** Identify the concerned reading group
- **Collect & Select:** Gather as such information as possible. Also, identify the details that are most significant
- **Organize:** Arrange the information and the facts in a logical way
 - Once you've taken care of all the above steps you move forward to the final step- **Writing.**
- **The title** must be eye-catching, clear, and interesting
- The introduction or the starting paragraph must be highly attractive. Use your vocabulary skills or try to use some interrogative words for the start
- Use clear statements and make assertions
- Avoid repetition and over the top logic and reasons
- Use the style of paragraph writing and write the contents uniquely and clearly.
- Write a good and logical ending

Construct Your Article Structure

Before you start writing an article, create a structure that includes introduction points, your key arguments, and your planned conclusion. It will help you make a hierarchy of your article and cover all its aspects.

1. Heading/Title of the article

The article must start with a title and the main heading of the topic. It should be clear enough to make the reader understand the main focus of the article. It can also contain the name of the writer.

2. Write an Introduction to the article

To start any article, you will always start with an introduction in which you cover all the basic information and details of your topic to make your readers understand your learning.

3. Structure Body of the Article

Cover all the collected data using statistics and quotes in the **body of your article**. Make sure to cite effective evidence to support what you're covering in your article. The main body of the article must contain two to three paragraphs in order to cover all the important facts regarding the article. The **first paragraph** should be **introductory**, the **second paragraph** should focus on the **description of the article** and the **last paragraph** should focus on taking the article towards its **conclusion** or providing any additional information that a writer thinks is important for the article.

4. Conclusion of the article

The conclusion summarizes your article and is the only chance to present your argument to the reader. It can leave long-lasting impression if you recall all the claims and problems discussed in the body of the article and must include supporting evidence. The article's conclusion must end with an opinion, further arguments, anticipation, or an appeal. Adding recommendations for the reader should also be part of the conclusion.

The Format of Article Writing

An article must be organized in a proper way so as to draw the attention of the readers. The basic outline for an article writing format is

1. (Heading / Title. The title of the article should be clear and explanatory.)
2. By (Name) a line having the writer's name
3. **1st Paragraph:** - Introduction of the article.
4. **2nd paragraph:** - Body (the main part of the article, 2 – 3 paragraphs) merits and demerits of topic and cause & effects of topic.
5. **3rd paragraph:** - What Government, media, people should do to improve the issue of given topic.
6. **4th paragraph:-** Conclusion (Ending paragraph of the article with the opinion or recommendation, anticipation or an appeal)

Tips for article writing

1. Be Simple

Prefer to adopt a professional, simple and neutral tone while writing an article. Avoid slang, difficult words, overly familiar phrases, and text speak. Instead, be simple and effective to make it easy for a reader to understand your argument.

2. Proof reading

Proofreading is a very important tip for article writing as it will help you identify your mistakes, give room to be better, and make your article more effective and up to mark.

3. Make Sure You Have Covered Every Question

While proofreading your article, keep an eye on your content to check if you answered every question to help your argument be effective and on point. It will help you ensure you have covered all the collected data.

4. Cut the Text Out

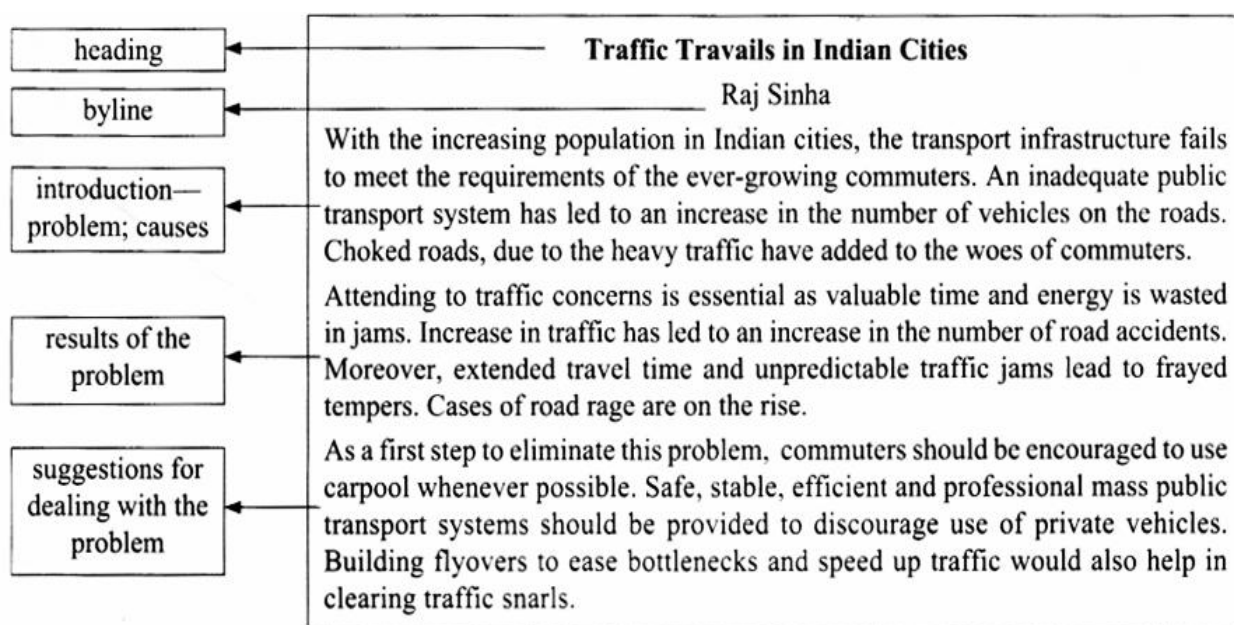
While proofreading your article, find irrelevant things that don't complement your argument or are unnecessary. Don't hesitate to cut it out if any word or line is extra or doesn't clarify your argument properly.

5. Double-Check Grammatical and Spelling Mistakes

Grammatical and spelling errors leave a bad impression on the reader as they distract and look unprofessional. Mistakes can also underline the overall argument and hierarchy of your article. Get online help if you are unsure of the correct word.

Example 1

Write an article on how the increase in the number of vehicles causes traffic jams and accidents. Suggest a few solutions to curb the problem in about 200 words



Source: <https://www.learn cram.com/english-grammar/article-writing>

Example 2

Looking at the increasing obesity among school children write an article on the topic by using the hints given below.

Hints

- problem of being overweight is common in children.
- sedentary lifestyle of children, watch television, waste time on social networking sites, very little physical exercise.
- eat junk food and drink aerated drinks instead of a balanced diet.
- should be encouraged to do more physical exercise.

Answer:

Increasing Obesity in Children

By Hitesh Arora

In modern times, the problem of being overweight is quite prominent. Children are suffering from this disorder, which was once considered to be meant for adults only.

These days, children lead a sedentary lifestyle with very little physical exercise. Technological advancement has reduced physical exercise among children. They spend most of the time watching television, playing video games or on social networking sites. The second major cause of obesity is the junk food that the children eat. This includes burgers, pizzas, noodles, and aerated drinks. This type of food is easily available and has a good taste, but it does much harm to the health of the child. Children love to eat chips, chocolates, and ice-creams instead of a balanced diet. Junk food is high in calories and results in obesity.

It's about time that parents keep a watch on their child's health. They should feed them with milk, juices, and fruits. Moreover, children should be encouraged to do physical exercise. They should be encouraged to go to parks to play. Sports should be a major part of the school curriculum in order to maintain the physical fitness of school-going children.

Example 3

Advertisements have become a big business. They are promoted by celebrities drawn from various fields like films, sports, etc., leaving their influence on all people specially the young. Write an article in 150-200 words on 'The Impact of Advertisements on the younger generation'.

Answer:

Impact of Advertisements on the Younger Generation

By Varun Narayan

The advertisement industry has a tremendous impact on the younger generation. As citizens of the modern world, advertisements have become a part of the daily lives of

youngsters and they have got used to being bombarded with numerous advertisements over the course of their day.

Advertisements have become so common for them that they often do not even realize that they are hearing or viewing them. So they have a pervasive influence on the youth. In the ever-expanding world of consumerism and advertising, companies are constantly looking for new ways to sell their products to the youngsters by making their commercials and campaigns more memorable, to leave an impact on their minds. The younger generation has become their prime target because they have more spending power than ever before and increased avenues at their disposal. Therefore companies spend enormous amounts of money to rope in popular film stars, cricketers, musicians etc. to endorse their products.

This helps to ensure popularity and early brand loyalty. In the last decade many super brands have looked towards new and outrageous ways to capture young audiences through appealing campaigns as these youngsters are cognitively and psychologically quite defenceless against advertisements.

Clearly, advertisements represent ‘big business’ and has a significant effect on young people who need to be educated about the effects of advertising, that is, media literacy. This will prove to be helpful in mitigating the harmful effects of advertising on youngsters.

Example 4

India is standing at the threshold of joining the developed nations but that is not possible till we achieve complete literacy in the country. The contribution of students may be very significant in achieving our goals. Write an article in 150-200 words on ‘The Role of the Students in Removing Illiteracy’.

Answer:

The Role of Students in Removing Illiteracy

By Abhigna N

After more than sixty years of its achieving independence, Illiteracy is still a major blot on India. The capability to read and write is conventionally termed as Literacy. To an extent it exemplifies India’s failure to reach out to its masses.

The removal of illiteracy has to be tackled on a priority basis and students can play an important role in achieving this goal. Since they are in the process of receiving education themselves they are most appropriate for also putting forth their services to achieve the goal of educating the illiterate masses. Students should be encouraged to carry the lamp of knowledge by organizing events such as, 'Each One, Teach One'.

If every student resolves to teach two illiterate persons in a year during his vacations, it will in the long run help to eradicate illiteracy. The government should also render full support to students in terms of infrastructure in their contribution to the Indian Literacy Campaign. According to the present scenario, it is seen that there is about 10% increase in literacy rate in every decade. Hence, it is estimated that 100% literacy can be gained by the year 2040. Students can also play a vital role in the programme of Adult Literacy. If all our students get together and try to work towards achieving literacy among the masses, then the day is not far when India too will join the league of countries that have attained hundred percent literacy.

<https://www.learncbse.in/article-writing->

Example 5

Parents today are facing a major problem with their children as they waste most of their time on Facebook and other social networking sites, with the result that their studies and other important activities are neglected. Write an article on this issue in 200 words

Hints

- Teenagers waste time.
- Parents' fear of the dangers involved.
- Pros include fast spread of information, source of news, solves crimes, helps students with academic work, improves relationships.
- Cons include spread of false information, students' waste time, and leads to stress, misunderstandings and arguments.
- Children develop self-centered personalities. Leads to loneliness and depression.

Answer:

Pros and Cons of Social Networking Sites

by Meera Dutta

Social networking has taken today's youth by storm. Teenagers go crazy over it and spend most of their time in socializing on these sites. At the same time, it has created worry among the parents of teenagers. Parents now fear the worst, when they hear of ruined reputations, cyber-crimes, online predators and other dangers.

When we talk about the pros and cons then there are always two sides of a coin. Let us take the positive aspect of networking first. Social networking sites spread information faster than any other media. These sites are the best source of news. These sites help solve crimes more quickly. The best advantage of social networking sites is for the students. They help a student to do better at school or college. They can easily discuss and collect data on educational topics and assignments. Thus, they can score better grades in academics. It also improves relationships and increases friend circle. People can connect with their family and friends living abroad through skype and e-mail facilities. It helps to stay connected with friends who they cannot meet regularly.

On the negative side Social network helps to spread false and unreliable information, which may harm groups, communities, and even nations. Students waste time by playing games and socializing. Therefore, they tend to score lower grades in academics, which lead to stress, misunderstandings, and arguments. Children spend less time in face-to-face interactions and this leads to self-centered personalities and behaviour. A person may suffer from loneliness, depression, anxiety, and general distress.

To sum up we can say that it's wise to tread carefully and be aware of the pros and cons before we indulge.

Exercises

1. **Compulsory value-based education** is the only remedy for inculcating values among the future citizens of the country. This will also help in the prevention of crime in the country. Write an article in 200 words on the need of **compulsory value-based education**.
2. India is said to be a young country and is emerging as a global power. The youth is getting increasingly concerned about the problems of corruption,

environment, pollution, misuse of natural resources, etc. Write an article in 200 words on **your vision of India in 2040**.

3. Write an article on the topic '**Rising violence among youth is a cause for concern**' in 200 words. A recent survey listed the reasons for this trend.
 - Effect of video games
 - Violence in Film and TV
 - Websites promoting violence and self-injury
 - Stress and peer pressure causing break down
 - Suggestions for youth
4. Write an article in 200 words for the topic, '**Life without Modern Gadgets**'
5. Write an article in 200 words for the topic '**Adverse effects of smoking**' highlighting the hazards of smoking.

References

1. <https://www.educationflare.com>
2. <https://www.toppr.com/guides/business-correspondence-and-reporting/article-writing/steps-of-article-writing/>
3. <https://www.masterclass.com/articles/writing-styles>
4. <https://www.authorlearningcenter.com>
5. <https://i2.wp.com/www.learncram.com/>
6. <https://www.learncram.com/english-grammar/article-writing-topics>
7. <https://www.cbsetuts.com/>

.....

E-correspondence and Content Writing Skills

Pre-Reading Activity:

- Have you written letters? What were the challenges?
- How have emails improved communication?

Email

Electronic Mail, abbreviated as e-mail or email, is a technological tool that has become an everyday day essential for all of us. the humble email has become a vital element of communication from enquiries, to requests to being a primary essential to access most facilities that are internet based.

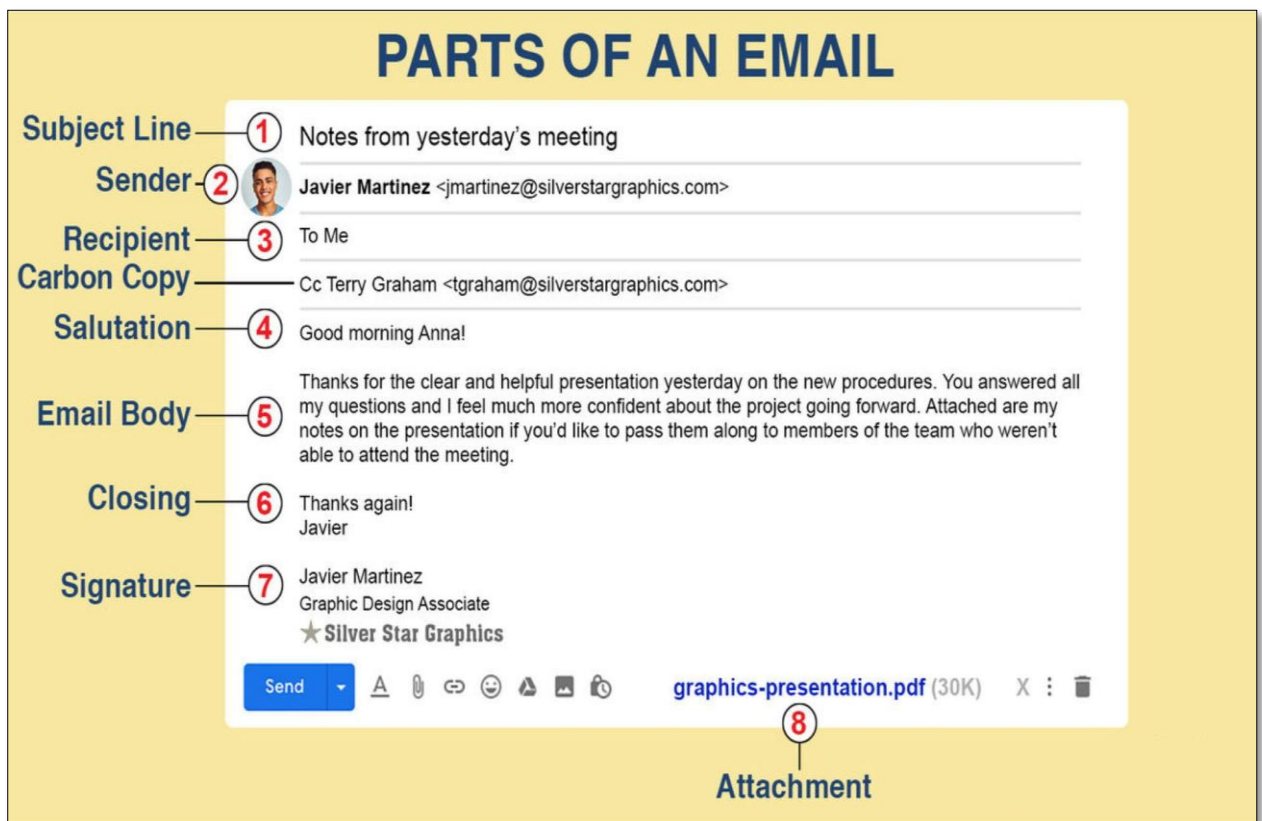


Image credit: <https://reference.yourdictionary.com/resources/basic-parts-of-an-email-message-and-address.html>

Email today is used for both causal and formal communication purposes. The primary difference between causal and formal email communications are on the basis of the person receiving the mail, the tone of the mail, salutations and closing of the mail, subject line of the mail.

Causal Email

Casual Emails are sent to family, friends peers, casual businesses, etc. It is usually accepted when a professional dynamic is not expected.

1. The Subject line of the Email does not require to be a summary of the mail. “Hey!”, “Catching Up!” etc are acceptable
2. The Salutation can be informal with ‘**Hi** Priya, **Hello** Ram, or even just the first name of the recipient
3. The tone of the mail can be direct with regard to feelings and expressions, expressing what the sender is actually feeling. Use of emoticons/emojis is generally accepted
4. The closing lines/sign-off are not expected and can be informal if included.

Casual e-mail format

The diagram illustrates the structure of a casual email. It is titled "New Message" and includes standard email fields: "To", "Cc", and "Bcc". The "Subject Line" is highlighted in blue and contains the text "Great to meet you at the Sales Tech event!". The "Salutation" is highlighted in blue and contains "Hi Shipra,". The "Introduction" is highlighted in yellow and contains the text "This is Jenny Keohane from Yesware, we met at the Sales Tech event last Friday (8/12). It was great chatting with you.". The "Body" is highlighted in light blue and contains two paragraphs: "I'm reaching out to see if you'd still be interested in jumping on a call with me sometime this week to discuss the collaboration project more in-depth. We can talk overall goals for the initiative and plan next steps." and "Let me know if you're still interested and I'll send over a calendar invite.". The "Closing" is highlighted in light blue and contains "Looking forward to working together," and "Jenny". The "Email Signature" is highlighted in light green and contains "--", "JENNY KEOHANE | Content Marketing Manager", and "e: jkeohane@yesware.com".

New Message — ↗ ✕

To Cc Bcc

Great to meet you at the Sales Tech event! — **Subject Line**

Hi Shipra, — **Salutation**

— **Introduction**

This is Jenny Keohane from Yesware, we met at the Sales Tech event last Friday (8/12). It was great chatting with you.

I'm reaching out to see if you'd still be interested in jumping on a call with me sometime this week to discuss the collaboration project more in-depth. We can talk overall goals for the initiative and plan next steps.

Let me know if you're still interested and I'll send over a calendar invite.

Looking forward to working together, — **Closing**

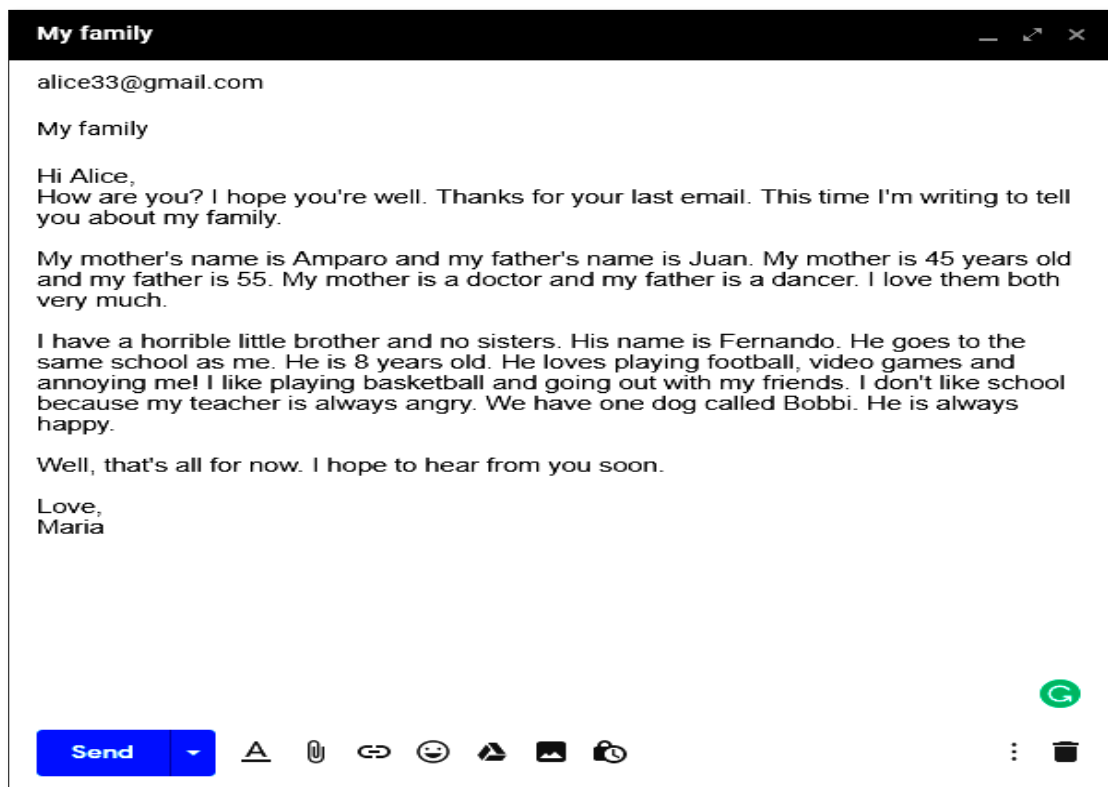
Jenny — **Body**

--

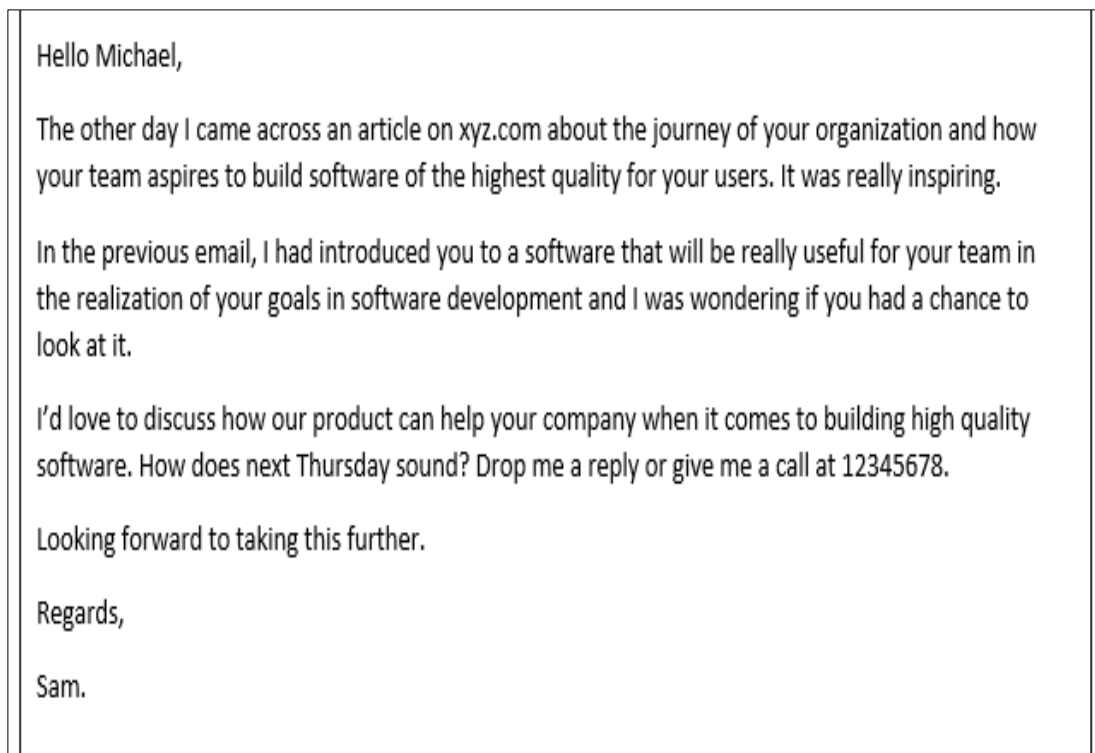
JENNY KEOHANE | Content Marketing Manager — **Email Signature**

e: jkeohane@yesware.com

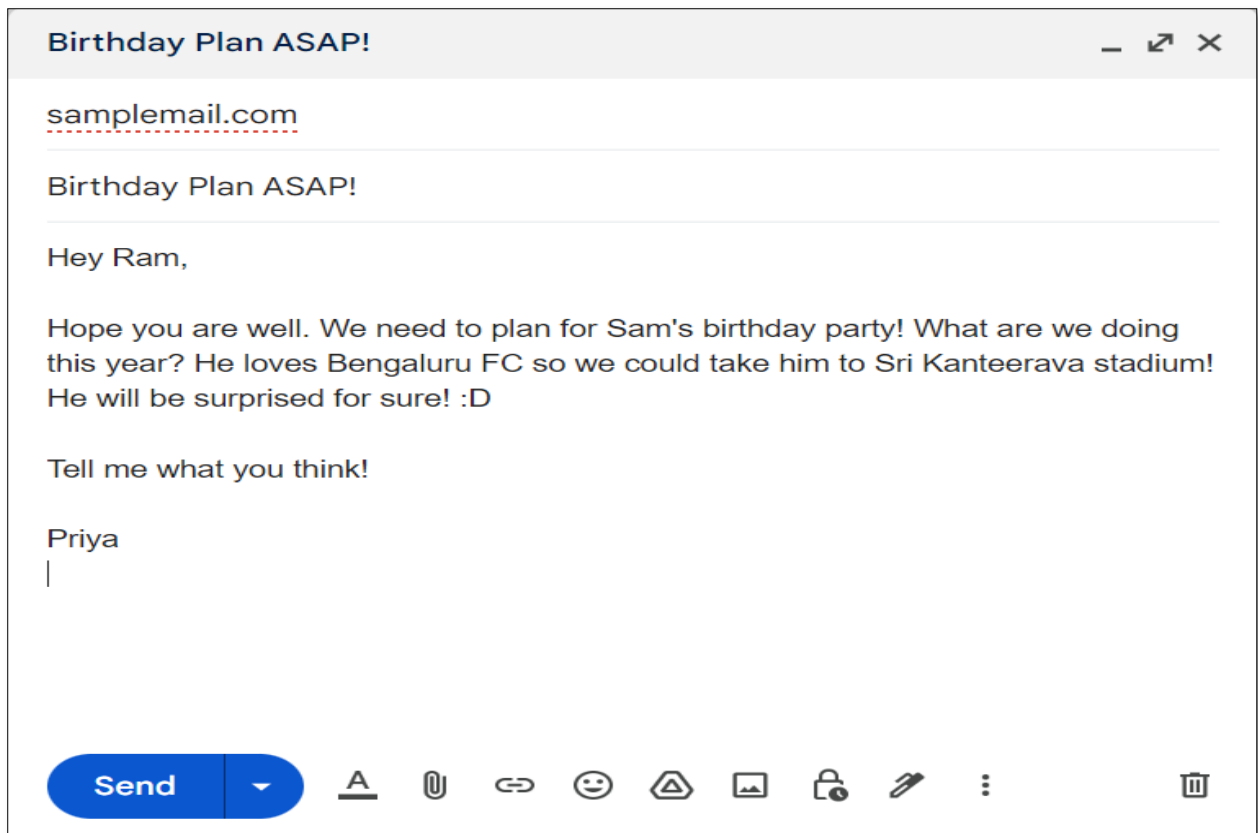
Example 1



Example 2



Example 3



Formal Email

Formal Emails are sent between colleagues in the workplace, businesses, professionals, authorities, etc. It is usually sent when a professional dynamic is expected.

Formal email format:

1. Subject line

This is the crucial part of your email which defines if a person actually opens it. A good subject line informs a recipient what the email is about and why they should read it. Try to make your subject line clear, specific, and to the point. **For example: Requesting a vacation from Aug, 10-20**

2. Email greeting

How to start a formal email? At the beginning of your email, greet a person by name. Depending on the level of formality, your salutations may vary from a simple “Hi” to an official “Dear Mr./Ms./Dr./Professor...” For the most formal occasions, use a colon instead of a comma after the salutation. **For example, “Dear Ms. Smith:”**

Here are some email greeting examples: Hello [Name], Dear [Name], Dear Mr./Ms./Dr./Professor [Last name], Greetings, etc.

3. E mail body

Always devote one email to one topic. For example, you may need your colleague to review your quarterly report and discuss the hiring strategy for your department. This is too much information for a single email! It's better to send two separate messages on each subject, making it easy for a person to answer.

Explain what you're writing about. If you're emailing a stranger, briefly introduce yourself and then go straight to the point. State the purpose of your email clearly so a person can understand why you're emailing them and how they can help.

Value the reader's time. Provide a recipient with any additional information they need to reply. At the same time, try to keep your email short and simple and don't overload it with extra details.

Make your email easy to read. Break your message into paragraphs and take advantage of headings and lists. Where it's appropriate, emphasize the key information with bold or italics, just don't overdo it. The tone of the mail cannot be direct with regard to feelings and expressions. It is essential to stay neutral and professional in tone regardless of what the sender is actually feeling

4. Formal email closing

The formal email closing tells a recipient what's next. If you want them to do something, include a clear and specific call to action. If you're just wrapping up the discussion you've previously had, end your email on a friendly note to show a reader you're willing to keep in touch with them.

Example: Please let me know by Friday, August 15th if you'd like to speak at the conference.

5. Signature

Here are the polite phrases you can use to sign off your email:

Sincerely, Best regards, Yours truly, Kind regards, etc.

Put in your name and contact details. If you're writing on behalf of a company or organization, include this information in your signature as well.

Formal e mail Template

Follow this template for your formal email:

Email subject: [short but clear summary of the topic and your main message.]

Dear [recipient's name]

[Use the first paragraph to introduce yourself and explain the purpose of your email.]

[Use the main paragraph to go into detail about why you're emailing the person and supply any necessary details the recipient needs. Include a call to action here to make the purpose of your message clear.]

[Closing paragraph to reiterate your points, thank the recipient for their time, and invite them to contact you for any clarifications.]

[Closing remark]

[Your full name]

[Your position]

Formal Mails are sent for various purposes including, Requisition Letters, Apology Letters, Appreciation Letters, Congratulation Letters and, Acknowledgement Letters.

1. Requisition Letter

A requisition Letter is a formal way of communicating a request for something.

- Use the format given above
- The first paragraph gives the context of the sender and the request briefly
- The next paragraph could elaborate with more details followed by the conclusion and closing lines

Sample Requisition Letter

Subject: Request for Transcripts and Degree Certificate

Respected Ma'am,

I am an alumnus of the University of Wakefield and I am writing to request the original copies of my semester-wise transcripts and the final degree certificate.

I am in the process of applying to teaching positions in the performing arts and I need these documents for Document verification at various institutions in Bangalore. I request your kind office to look into the matter of processing my request and facilitating an early issue of the documents. I am also attaching copies of my results for your kind perusal and reference.

Thank you for your kind consideration. Looking forward to hearing from you.

Sincerely,

Oliver Goldsmith
Bangalore

2. Apology Letter

An apology letter is a formal way of communicating remorse, regret, acknowledgment, and a plea for a chance to amend actions/words that have caused harm in some manner.

- Use the format given above
- The first paragraph gives the context of the sender and the apologies briefly
- The next paragraph reiterates regret and wanting to amend by the conclusion and closing lines.

Sample Apology Letter

Subject: Clarification and Apology

Dear Sir,

I, Ram Veer, of the Malgudi Cricket Club, would like to unconditionally and unequivocally offer my sincere apologies for my role in the incident that occurred on the 21st of October 2020.

As a professional cricketer representing a great club, my actions of getting into an altercation with the umpire has brought disrepute to the game and the club I represent. I have since spoken to Mr. Venkateshwarulu, the umpire, and clarified

my comments and actions with a verbal and written apology. I am deeply ashamed of my actions and fully accept any disciplinary action that the club and committee deem fit. I would like to appeal to the kind hearts of the commission to consider giving me a chance to redeem myself and do everything I can to restore the reputation of the bodies concerned.

I shall be grateful for your kindness and consideration.

Sincerely,
Ram veer

3. Appreciation Letter

An appreciation letter is a formal way of placing on record, the recipient's contributions or positive actions/gestures.

- Use the format given above
- The first paragraph gives the context of the sender and the action/gesture that warrants appreciation
- The next paragraph and closing lines.

Sample Appreciation Letter

Subject: Appreciation of the Outreach Programme by College for Excellence

Dear Ma'am,

I, Dr. Jyothi of the Wayne Foundation for Children would like to take this opportunity to appreciate the remarkable efforts of your students on the World Mental Health Day programme at our Foundation

We would like to place on record, our deepest appreciation of your student's coordination, planning, focus, empathy during the programme. We especially would like to highlight their interaction with our children and inmates, which was filled with dignity and sincerity. Our appreciation to your kind office and your institution.

We would like to open our doors to more of your students to take part in volunteering services.

Hoping for our continued association with your esteemed institution.

Sincerely,
Dr. Jyothi

4. Congratulation Letter

A congratulation letter is a formal way of congratulating someone's achievement and acknowledging their efforts towards it.

- Use the format given above
- The first paragraph gives the context of the sender and the action/gesture that warrants appreciation and congratulation
- The next paragraph and closing lines.

Sample Congratulation Letter

Subject: Congratulations on Setting a New National Record

Dear Mr. Sunil,

On behalf of everyone at the football academy of Bangalore, I would like to congratulate you on becoming the top goal scorer of India in the Under 21 division.

Your efforts to achieve this landmark are laudable. You have brought laurels not just to yourself, but to a proud family, a football family, and a nation. Reaching great heights requires a lot of dedication and hard work. Your teammates and coaches all attest to your outstanding work ethic.

I urge you to keep it up and scale even more challenges.

As a token of our deep appreciation, we would like to sponsor a short-term training programme at the London Colney Arsenal Football Training Center, at the end of the season.

Once again, our heartiest congratulations and appreciation.

Sincerely,
Baichun Singh

5. Acknowledgement Letter

An acknowledgment letter of letting the recipient be aware of the sender's knowledge of a prior, request, or receipt of goods or information

- Use the format given above
- The first paragraph gives the context of the sender and the acknowledgment briefly
- The next paragraph suggests the next possible course of action

Sample Acknowledgment Letter

Subject: Acknowledgement 30 Carved Wooden Doors

Dear Sir,

We hereby acknowledge the receipt of your order for 30 carved wooden doors on 13th March 2023 via email for your apartment building. As requested by you we will be dispatching the first set of 15 doors by the end of August and the next batch by September of this year.

The expected early monsoon season might affect the timeline slightly but we hope to stay positive about it and deliver the product on time.

Thank you for choosing our workshop.

Sincerely,
Malcolm

Exercises

1. What is Email?
2. What are the differences between Causal mail and Formal mail?
3. Name any 3 types of formal e mail letters.
4. Write a Casual email to a friend, reconnecting with her after a gap of 2 years.
5. Write an e mail to your professor requesting a letter of recommendation for you to apply to Universities for higher studies.
6. Having accidentally damaged lab equipment at your institution, you are required to write an e mail letter of apology to the head of the department
7. Write an e mail letter of appreciation as the Principal of an institution to a student receiving a special award of recognition by the State's governor
8. Write an email to Srinidhi Book House acknowledging that you have received hundred copies of the text book to your library.

.....

Pre-Reading Activity:

- How important is Social Media today?
- How much of your decision-making is impacted by social media?
- Have you come across useful blogs online?

Social Media

Social Media is a term quite familiar to everyone, referring to the platforms that allow users to create, share and interact and consume content and connect with people around the world via the Internet. Social Media started as just connecting people with similar interests or loved ones to largely affect a business' success.

While Email and Chat Rooms have been around since the 1970s, Social Media as we recognize them today emerged in the early 2000s. Orkut, Friendster, and MySpace were among the first platforms followed by a plethora of others such as Twitter, Facebook, Instagram, YouTube, Reddit, Tumblr, LinkedIn, Snapchat, WhatsApp, Telegram, etc. Today social media has changed the way we communicate and interact with one another.



Image courtesy: <https://worldofprintables.com/social-icons-free-svg-files/>

The Dos and Don'ts of Writing on Social Media Platforms

Dos

- Be original and clear in what you write on Social Media platforms
- Stand out from the crowd with a statement that draws attention to your content
- Keep it short and simple:
- Know your audience
- Posts or Blogs that offer answers/solutions are more likely to get web traffic
- Be original in your content that adds value to existing content
- Modify your style to fit the platforms you use. Twitter allows only 280 characters per tweet while Facebook allows up to 63,000 characters

- Have a positive outlook, which is often seen as desirable unlike sensational posts that tend to spread fear-mongering and fake news
- Offer both sides of a story or a position and your own take to ensure you are a neutral party
- Make content interesting enough to be discussed by your readers/viewers
- Add an element of **Call to Action (CTC)** - 'Like, Subscribe and Share', 'Register Now', etc.
- While it is important to have a language that is trendy and catchy, try to use a style that is formal and trendy
- Add relevant pictures or videos to make your content engaging
- Keep a lot out for trends and respond

Donts

- Write as people text. Grammar and punctuation still matter! Phrases like 'Gr8 2 C y'all' are to be avoided
- Misspell words or important names. It can be embarrassing and can take attention off of your content
- Be very opinionated, which means showing a passion for what you write and writing with conviction is important, strong statements especially political, and religious in nature.
- Overuse hash tags
- Respond to negative comments negatively. Instead, take a professional approach even if it is unfairly critical.
- Write negatively or in a disrespectful about people or communities.
- Post randomly with no clarity or plan for what you choose to convey through your platform

Blog Writing

Blogs are texts\ articles written on specific topics online. Writing blogs can be a good way to make yourself seen as an expert on a subject matter you have a good grasp of. Commonly used blogging platforms are Word Press, Wix, Weebly, Drupal, Medium Blogger, LinkedIn, and Face book. Platforms like Twitter and Tumblr are generally considered 'micro blogging' platforms.

Blogs can be written on any topic under the sun. Some of the popular blogs out there are Food Blogs, Health and Fitness, Technology, News, and many more. They can be stating opinions to listing out instructions for fixing a problem. Blogs help people with everyday queries



Image courtesy:

<https://www.salesforce.com/content/dam/blogs/ca/Blog%20Posts/anatomy-of-a-blog-post-deconstructed-header.jpg>

How to Write a Blog:

- **Relevant/Interesting Subject Matter:** It is vital to remember that the subject matter of any of the blogs you write online should be something that is either trendy or of general importance or interest.
- **Title of the Blog:** A good title captures the reader's attention successfully. It is crucial to have catchy titles. Avoid extravagantly sensational headlines which might as Social Media users tend to say, come off as 'cringe'.

A blogger should always keep in mind to make the blog and the title of the blog especially 'Search Engine Optimized'. Search Engine Optimization (SEO) is when having keywords that are likely to be used on Google or other search engines in your Title will bring more traffic to your blog.

- **Clear Structure:** Your blog should follow a clear, well-thought-out structure that will cover areas a reader might want to encounter in a blog.
 - The introduction could talk about your experience in this subject or talk about common issues that many face and how this blog will break the different aspects for the reader. Over a suggestion or a positive mantra that would make something easier. For example, 'The easy way to write well is to keep writing'
 - The body of the blog should tackle the subject matter in an easy manner. Use easy examples, pictures, useful links, etc
 - Conclude with possible solutions for the reader and reiterate a key mantra you conveyed in your introduction
- Keep your writing, short, and effective. Brevity is essential to hold the attention of an online reader
- Include a Call to Action (CTC) that is directly related to your blog and a general CTC for the reader to share their insights on the comment section or to share this blog with their friends and loved ones.
- Share the link to your blog on your other social media platforms

Writing a Profile


A Profile picture, bio, and other details on any social media platform give us details of who the person is. While these details might be easily available, a Social Media profile that is well written by the person themselves or someone else gives it a human touch making the person ‘real’ and the blog, more credible for the reader.

A Social Media profile can be found at the end of a blog often talking about who the blogger is. This is often accompanied by photographs of the blogger, the credentials, contact info, or social media handles.

Things to Keep in Mind

- Keep it short. Not more than three or 4 lines
- Desirable to write about yourself in the third person rather than the first-person perspective
- Use active voice
- Include a high-quality profile picture of yourself. The image should be formal or informal depending on the type of blog you write
- Include your social media handle
- Grammar and punctuation checks should be done before publishing
- Fact-check the information you cite in your blog
- Ensure your content is original

Example: The profile found at the bottom of India’s top technology blogger, Amit Agarwal’s blog “How to Make Phone Numbers Callable in Google Sheets and Docs” - (<https://www.labnol.org/internet/google-sheets-phone-numbers/29228/>)






Amit Agarwal

Google Developer Expert, Google Cloud Champion

Amit Agarwal is a Google Developer Expert in Google Workspace and Google Apps Script. He holds an engineering degree in Computer Science (I.I.T.) and is the first professional blogger in India.

Amit has developed several popular Google add-ons including [Mail Merge for Gmail](#) and [Document Studio](#). Read more on [Lifehacker](#) and [YourStory](#)



The profile is brief, gives information that is relevant to the blog, key achievements that add to the credibility of the blog, the image of the blogger, Social Media handles on Twitter, YouTube, and LinkedIn

Exercise:

1. What is Social Media?
2. Mention two of the Dos and Don'ts while writing for Social Media.
3. What is CTC mean?
4. What is a Blog?
5. List any three things to keep in mind while writing a blog.
6. Write a blog on the best places for book lovers in Bangalore.
7. Write a short blog on the Top 3 places to visit for Benne Masala Dose (Butter Masala Dosa) in Bangalore.
8. Write a short profile of yourself as an amateur food critic who loves to visit various restaurants and taste different cuisines.
9. Write a short profile of someone who is a travel expert.

Extended Activity

1. Organize a presentation on some of the top bloggers in India and Bangalore.
2. Start a blog on topics or subjects matters you are passionate about and launch them on Word Press or LinkedIn and promote it on your social media platforms

References:

1. <https://www.salesforce.com/ca/blog/2016/08/anatomy-of-a-perfect-blog-post.html>
2. <https://www.labnol.org/internet/google-sheets-phone-numbers/29228/>

.....

ASSESSMENT

Mode of Evaluation and Distribution of Marks

- ☐ The course shall carry a total of 100 marks.
- ☐ There shall be semester-end written examination for all the courses conducted by the Examination Division of the University for 60 marks.
- ☐ Each semester there shall be Internal Marks for 40.

A. FORMATIVE ASSESSMENT – 40 Marks

B. SUMMATIVE ASSESSMENT – 60 Marks

Total – 100 Marks

Formative Assessment	
Assessment Occasion/type	Weightage in Marks
Internal Test	10
Presentation – <i>Pechakucha/ Group Discussion/Public Speaking</i>	10
Experiential Learning (Any 2 Activities) <ul style="list-style-type: none"> Blog Writing Report on any Mega event/Field Visit Internship- teaching English for school children, Project Work (any topic related to the components in the textbook) 	20
Note: <ul style="list-style-type: none"> Proper documentation should be maintained and submitted for assessment. The activities taken up in the III Semester should not be repeated in the IV Semester. 	
Total	40

The formative assessment should involve the following activities to provide real life experience for the students where practical learning takes place.

The students should be made to involve in participative learning/

- experiential learning/collaborative learning for formative assessment.
- Activities which would provide hands on experience and contribute towards languageskill building must be organized.
- **Survey:** A research method used for collecting data from a predefined group of respondents to obtain information and insights into various topics of interest.
- **Interviews:** An interview is a procedure designed to get information from a person through verbal responses to verbal inquiries.
- **A case study** is a detailed study of a specific subject, such as a person, group, place, event, organization, or phenomenon. Case studies are commonly used in social, educational, clinical, and business research.
- **Project-based learning** (PBL) through designing, developing, and completing projects and activities, encourages students' critical thinking and cross-disciplinary connections.
- **Internship** provides hands on experience in the chosen field for the students. Internships bridge the gap between the campus and corporate

SUMMATIVE ASSESSMENT – 60 Marks

QUESTION PAPER PATTERN

For

B.A./B.S.W./ B.A.(Music) and other Courses coming under Faculty of Arts.

IV SEMESTER GENERIC ENGLISH /L2

Time: 2 ½ Hours

Max.Marks:60

Instruction: Answer all the questions

UNIT – 1

RECEPTIVE SKILLS: READING SKILLS AND LISTENING SKILLS

- I. Answer in about a page. (2 questions out of 3) (based on Novel) 2x5=10
- II. Answer in about 2 – 3 pages (2 questions out of 3) (based on Novel) 2x10=20
- III. Elaborate the quote (2 questions out of 3)
(Attempt 1 each based on poems and Tedtalks) 2x5=10

UNIT – 2

i. PRODUCTIVE SKILLS: SPEAKING AND WRITING SKILLS

- IV. Technical Writing (Any 1 question out of 2) 1x5=5
- V. Email (Any 2 question out of 3) 2x5=10
- VI. Social Media Content Writing (Any 1 question out of 2) 1x5=5

.....

MODEL QUESTION PAPER

IV SEMESTER B.A/B.S.W/ B.A (Music)

GENERIC ENGLISH

Language English, Semester- IV

(NEP MODEL)

Time: 2 1/2 Hours

Max.Marks:60

Instructions:

1. Answer all the questions.
2. Mention the question numbers correctly.

UNIT- 1 (LITERARY SECTION)

I. Answer any **TWO** of the following in about a page each. 2X5=10

1. Describe the relationship of Nagaveni and Krishnayya.
2. How has Na D'Souza portrayed the effect of dams on villages ?
3. What is the role of the government in the novella?

II. Answer any **TWO** of the following in about 2-3 pages each 2X10=20

1. Discuss how *Dweepa* acts as a metaphor for isolation, and contests notions of home, and the relationship between land and identity.
2. *Dweepa* is a story of the dangers of urban-centric notions of development. Discuss.
3. How does Na D'Souza deal with the issue of bonded labour in the novel? Discuss

III. Answer any **TWO** of the following in about a page . (Attempt one each based on poems and Ted Talks) 2X5= 10

1. Appearances are deceptive . Elucidate with reference to the poem 'The Walrus and the Carpenter'.
2. Why is the poet grateful that our memories fade with time?
3. Explain the Law of Diffusion of Innovation as put across by the speaker in his speech
4. What are the four simple steps to make "Impossible" into "I'm possible"?

UNIT -2 (GRAMMAR SECTION)

- IV.** Attempt any **ONE** of the following questions: 1X5 =5
1. Create an ad copy for a Wrist Watch.
 2. Attempt a Narrative Travel writing narrating a trip with your friends in about 200 words.
- V.** Answer any **TWO** of the following questions 2X 5= 10
1. Write an e mail to the principal of your previous college requesting a letter of recommendation for you to apply to a foreign University for higher education.
 2. Write an email to Kidzz Shoes acknowledging that you have received hundred pairs of school foot wear as per your order for your shop.
 3. Write an e mail letter of appreciation as an English professor of a student who has won a debate competition at a National level .
- VI.** Answer any **ONE** of the following 1X5= 5
1. Write a short blog on the Top 3 Hill Stations of Karnataka.
 2. Write a short profile of someone who is a Motivational speaker.

**_*_*_*_