

SBG STUDY

SECTION-B ADVANCED WRITING SKILLS (30 Marks)

SECTION-B : ADVANCED WRITING SKILLS (30 Marks)

QUESTION NO -3

THIS QUESTION INCLUDES THE FOLLOWING SHORT COMPOSITIONS:(50 WORDS):4 MARKS

1. Notice
 2. Advertisements – classified and commercial
 3. Posters.
 4. Invitations and replies
1. **Notice (4 Marks / 50 Words)**

A Notice is a written or a printed information or news announcement. Notices are either displayed at prominent places or published in newspapers/magazines. It is meant only for a select group. Since a notice contains a formal announcement or information, its tone and style are formal and factual. Its language should be simple and formal. A notice is always brief and to the point. Remember, Circulars are also written like notices, but unlike notices, they carry more than one message, and they are circulated through a messenger.

POINTS TO BE FOLLOWED WHILE WRITING NOTICES:

- Adhere to the specified word limit of 50 words.
- Write the word NOTICE at the top.
- Name and place of the school, organization or office issuing the notice should be mentioned.
- Give an appropriate heading.
- Write the date of issuing the notice.
- Clearly mention the target group (for whom the notice is to be displayed).
- Purpose of the notice.
- Mention all the relevant details (date, venue, time).
- Mention whom to contact for extra information.
- Signature, name and designation of the person issuing the notice.
- Put the notice in a box.

FORMAT OF A NOTICE A NOTICE is always written in a box.

NAME OF THE INSTITUTION/ORGANIZATION/OFFICE, PLACE	
NOTICE	
SUITABLE HEADING	
Contents	<div style="text-align: right;">29 JUNE 2011</div> <p>Target group-for whom the notice is. Date, time, venue and all important details and any extra information needed. (Body of the Notice 50 words) Answer the questions -For whom, what, when where when how, by whom + additional information.</p> <p>Signature (NAME) Designation</p>

Marking Scheme :

Format : Title (Notice/Heading/Place/Date/Signature with name and Designation) (1 mark)

Content : For Whom(Target group)? What? When? Where?, Agenda etc.

(All within 50 words) (2 marks)

Expression : Coherence, spellings and grammatical accuracy. (2 marks)

Solved Example-1

Imagine you are a member of RED CROSS Blood Bank Society, Bangalore. You have been asked by the President of the society, Mr. Manish Nair to organize a Blood Donation Camp. Write a notice in 50 words urging the people to come in large numbers for this noble cause. (4 marks)

RED CROSS BLOOD BANK SOCIETY, BANGALORE

NOTICE

DONATE BLOOD AND SAVE LIVES!

29th June 2011

A State Level function to observe voluntary Blood Donation Day is being organized on 5th and 6th July 2011 at Red Cross Blood Bank Society Office, M.G. Road, Bangalore. It starts at 8 a.m. and will continue till 5 p.m. both days. All are requested to volunteer and donate blood and save the lives of the needy people.

Manish

(MANISH NAIR)

PRESIDENT, RED CROSS BLOOD BANK SOCIETY

Solved Example-2

Your school (Amar Vidyalaya), Bangalore is organizing a cultural evening to collect funds for the slum children. The Vice-Chancellor, Bangalore University has consented to be the Chief Guest on the occasion. Draft a notice in this connection to be displayed on your school notice board. Imagine you are the Rakesh Tilak, Cultural Secretary of your school. (Word limit: 50 words)

AMAR VIDYALAYA, BANGALORE

NOTICE

CULTURAL EVENING FOR A CHARITY

1st JULY 2011

The school is organizing a Cultural Evening to collect funds for the slum children in the neighborhood, on 10th July 2011 from 6 p.m. to 9 p.m. in the school playground. Dr. S.M.Rao Vice-Chancellor, Bangalore University has consented to be the Chief Guest on the occasion. All are invited and requested to give wide publicity to the event. For more details contact the undersigned.

Rakesh Tilak

(RAKESH TILAK)

Cultural Secretary

NOTICES FOR PRACTICE (Word Limit 50)

1. As the Secretary of the Science Club of your school, write a notice in about 50 words informing students of an inter class science quiz.
2. You are Abhinav/Alka. You have planned a 2-week course to be arranged to help the children of your housing society called "Renaissance Housing Society" at Mysore acquire Spoken English Skills. As the Secretary of the Society, prepare a notice for the Society's notice board stating the objective of the course, giving necessary details of the course and requesting the children of the society to join the course.
3. Your school, Adarsh Vidyalaya, Solan, is organising a lecture by the famous writer Vikram Seth on the occasion of 'Literacy Week' being celebrated in your school. Write a notice informing students about the lecture. Invent necessary details.
4. Draft a suitable notice for your School Notice Board giving details of the inauguration of the Literary Association activities in your school. You are Deepak/Deepaika, Secretary, School Literary Association. Your School is called Modern Senior Secondary School, Belgaum.
5. Your school has just completed 25 years of its meritorious service to society. The Students' Council of your school has decided to celebrate its Silver Jubilee. As President of the Council, write a notice in not more than 50 words, for the students of your school, informing them about the Council's decision and seeking their co-operation for the success of the proposed Silver Jubilee Celebrations.
6. You are Sanjay / Sangeeta. As President of the Excursion Club you have organized an excursion to Katmandu (Nepal) during the summer vacation for the senior students of your school. Write a notice in about 50 words informing the students about the proposed excursion.

ADVERTISEMENTS: (4 Marks /50 Words)

An ADVERTISEMENT is a kind of public notice asking for or offering services or buying and selling property, goods etc., or providing information about missing persons, pets etc. There are two kinds of advertisements: 1. Classified 2. Commercial

CLASSIFIED ADVERTISEMENTS

You will come across classified advertisements in the columns of newspapers and magazines.

The important features of a Classified Advertisements are—

- * No blocks, no design and language to be factual.
- * Simple, formal and to the point
- * Never be too lengthy (confine to the word limit)
- * Clearly state the category at the top-e.g.-For Sale, To Let etc.
- * Give all necessary details in points using commas.
- * Give contact address, name, and telephone number. (As given is question)
- * Put the matter in a box.

Marking Scheme :

Format Suitable Heading/Classification)	1 Mark
Content relevance	1½ Marks
Expression(Grammatical, Accuracy, Spellings Suitable Style & Selection of words	1½ Marks

Kinds of Classified Advertisements

- | | |
|------------------------------|---------------------------|
| 1. Situation Vacant/Wanted * | 2. Lost and found * |
| 3. Sale and purchase * | 4. Accommodation wanted * |
| 5. Educational * | 6. Placement services |
| 7. Matrimonial | 8. To-Let * |
| 9. Tuitions | 10. Packers and Movers |
| 11. Kennel | 12. Travels and Tours |
| 13. Public Appeal * | |

FURTHER SAMPLES OF CLASSIFIED ADVERTISEMENTS

SAMPLE—1

1. You are Personal Assistant to G.M., ABC Metal Tools Company, Mumbai. Your General Manager has asked you to draft a Classified advertisement for a local daily for the post of two engineers. Draft the advertisement in not more than 50 words.

SITUATION VACANT

Required two well qualified Mechanical Engineers with a minimum experience of five years. Remuneration commensurate with the performance and output of the candidate. Send the Curriculum Vitae within seven days to the Personnel Manager, ABC Metal Tools Company, 7, Vashist Complex, Malad East, Mumbai, along with scanned copies of necessary certificates within a week @ abcmumbai@gmail.com Ph-26090003,26093330

SAMPLE—2

2. You are Anurag/Aparna of 110,Swasthya Vihar , New Delhi .You wish to let out a portion of your newly built house. Draft an advertisement in not more than 50 words for publication in the "To- Let" column of The Hindustan Times, giving all necessary details.

TO LET

Available 1500 sq.ft. ground floor of a newly built house in Swasthya Vihar with two spacious bedrooms, attached bathrooms, drawing-cum-dining room, kitchen and interiors. Rent expected- Rs. 7000/-. Interested persons may please contact—

Anurag Swasthya Vihar , New Delhi.Phone-27439543/anurag28@gmail.com

NECESSARY INFORMATION

<p>SITUATION VACANT</p> <ul style="list-style-type: none"> Specify the post and number of vacancies Qualities of the person required Name of the company (optional) Age and sex of the candidate Pay scale and perks Mode of applying Contact address and phone number 	<p>LOST AND FOUND</p> <ul style="list-style-type: none"> Begin with LOST/FOUND Description of the article When and where the article was Lost/Found Reward for finding it Contact address and phone number
<p>TO-LET</p> <ul style="list-style-type: none"> Type of accommodation, No. of rooms/floor Whether it's independent or an apartment Rent expected Type of tenant required-Bank employee/small family Whom and when to contact Contact address/phone number 	<p>KENNEL</p> <ul style="list-style-type: none"> Breed of dog Age Colour Training Price expected Contact address and phone number
<p>VEHICLES FOR SALE</p> <ul style="list-style-type: none"> Make : Maruti/Hyundai Santro etc. Model/colour/accessories/year of manufacture/mileage Condition Ownership details Price expected Contact address/phone number 	<p>PACKERS AND MOVERS</p> <ul style="list-style-type: none"> Specify the services Give reason why you should be given a chance Area of work Whom to contact Contact address and phone number
<p>PROPERTY FOR SALE</p> <p>Plot for sale</p> <ul style="list-style-type: none"> Location-where it is Area : in sq. meters/yards Name of the development authority Price expected Contact address/phone number 	<p>TRAVELS AND TOURS</p> <ul style="list-style-type: none"> Name of the agency Destinations and durations Details of the package Discounts if any Contact address and phone number
<p>TUTORINGS</p> <ul style="list-style-type: none"> Classes and subjects Special qualities of the tutor Qualifications and experience of the tutor Previous results of his/her students Contact address/phone number 	<p>HOUSE/FLAT FOR SALE</p> <ul style="list-style-type: none"> Type of accommodation, No. of rooms/floor Whether it's independent or an apartment Price expected/negotiable Location-where it is Area : in sq. meters/yards Name of the development authority Whom and when to contact Contact address/phone number

COMMERCIAL ADVERTISEMENT OR DISPLAY ADVERTISEMENTS

- They are designed for commercial purposes.
- Require more space, hence are costly. Must be attractive as they with visuals, catchy phrases and slogans.

MAIN FEATURES:

- Must be attractive-with a catchy caption, heading or sub-headings.
- Figurative language. (alliteration and metaphors especially)
- Proportionate spacing of fonts with different sizes.
- Usually attractive with catchy slogans, punch lines, witty Expressions, pictures or sketches.
- Special offers or discount, if any.
- Details of the product or event given in a clear, precise way.
- Give name, contact number and address of the advertiser.
- Present the matter in a box.

Commercial Advertisements- Sample 1

Sample- 1

Draft attractive Commercial Advertisement inviting customers to a leading resort called 'FORT RESORT AND FARMS' to organize weddings, parties and other events.

**A HEAVENLY PLACE FOR WEDDINGS, PARTIES AND EVENTS
WELCOME TO FORT RESORT AND FARMS!!!**



LARGEST VENUE AROUND CHANDIGARH !!!!

SPREAD OVER 12 ACRES

BREATHTAKING BACKDROP! MORE THAN 500 TREES

COMPLEMENTED BY WATERFALLS AND FOUNTAINS!!

FORT RESORT.... AN IDEAL LOCATION TO CELEBRATE

MARRIAGES—PARTIES—ANNIVERSERIES AND VARIOUS OTHER EVENTS

ISSUED BY : FORT RESORT HOTELS

SHAHEED BHAGATH SINGH MA

CHANDIGARH -56 fortresort5*@gmail.com CALL US AT - 060-5467834/568

2. Draft an advertisement on behalf of Department of West Bengal highlighting the beauty of Darjeeling, Digha Sunder bans and Dooars known for their green hills, sea shore, teagardens and Royal Bengal Tigers.



WEST BENGAL—YOUR DREAM HOLIDAY PACKAGE

Darjeeling the “Queen of the Hills” Digha , the resort by the sea
Sunderbans-with Royal Bengal Tiger Dooars with its rolling verdant teagardens
West Bengal packs in the richest natural variety within its small periphery.
Ultimate destination with Ultra Modern facilities!!!!

Enjoy Nature in its Plenty!!!!!!

GOVERNMENT OF WEST BENGAL

For details contact: Department of Tourism, Government of West Bengal. @.
Brabourne Road 4th floor,Kolkata-700001 , www.wbddeptoftourism.org
Phone-091-033-2225/4723/24/25

Note- You can use Match Stick figures and rough sketches for illustration. Do not spend much time on illustration. Written language and expressions will only help you score better.

Exercises for Practice (Advertisement)

1. M/s Blue Towers, a readymade jeans company is launching their 2012 range of jeans for men and women. Draft an attractive advertisement.
2. M/s Leather Shoes has brought a new range of formal shoes for men. Draft a suitable advertisement.
3. M/s Metro Shirts have introduced their new summer range of men’s shirts and T-shirts. Prepare an attractive advertisement for the range.
4. M/s Pen India has brought out a new gel pen in many colors. Prepare an eye catching advertisement for the pen, giving all relevant details.
5. Draft an advertisement announcing the launch of special health drink by Health Care Private Ltd., highlighting its nutritive value.
6. You are working for an advertising agency. Draft an attractive advertisement for the company called Modern Machines which is launching washing machines.
7. You have recently started a Yoga Centre for school children. Draft an advertisement to be published in a local daily about it, giving all relevant details.

8. You are Harish of No. 10, Kailash Ganj and Lucknow. Draft an advertisement to be published in the daily, 'The Hindustan times', under classified Columns to dispose off your car as you are going abroad.
9. You have recently started a Centre for Personality Development for school children. Draft an advertisement to be published in a local daily about it, giving all relevant details.
10. You are Manisha. You have started hobby classes for children of 6 to 12 years. Prepare a suitable advertisement giving all the required details. (50 words)
11. You are Mohan of Raja ki Mandi, Agra. You want a dance teacher for your younger sister. Write an advertisement to be published in the classified columns of a local daily.
12. You propose to sell your flat as you are going abroad. Draft an advertisement to be published in the classified columns of 'The Times of India', New Delhi. Invent necessary details.
13. You have a commercial flat suitable for an office/bank. You wish to rent it out. Draft an advertisement to be published in 'The Times of India', New Delhi under the classified columns.
14. You are Ashoka/Ashita of Sitapur, Lucknow. You have got a foreign assignment and would be going abroad soon. You have a color television set and a refrigerator to sell. Draft a suitable advertisement to be displayed on the housing society notice board. (50 words)
15. You have recently constructed a house with all the facilities in a posh area. You have decided to sell it out. Draft a suitable advertisement for the column of a local daily. Invent all the necessary details, including a contact address.

POSTERS: (4 MARKS -50 WORDS)

A POSTER is a large notice announcing or advertising something. It generally creates social awareness about any problem or needs. It also conveys a social message in an eye catching way. It must capture the reader's attention and motivate him/her to read on.

Main Features of a Poster:

Layout: A creative title in the form of a slogan or rhyming words for example :- Speed thrills but kills, Pollution needs a Solution, Green is Clean etc.

- You can use Match Stick figures for illustration.
- Proper spacing and proportionate headings and illustrations.
- Date, time and venue must be mentioned in case of an event.
- A poster displays a message, or an appeal to create awareness.
- The content should be organized in an appropriate style.
- Use appropriate expressions and correct language.
- Theme should be clear.
- It should be creative and related to the content
- Spend much time on illustration. Written language & expressions are given more credits.
- Do not forget to place the Name of the issuing authority / the organizer.

Making scheme: Content : 1½ Marks & Expression: 1½ Marks

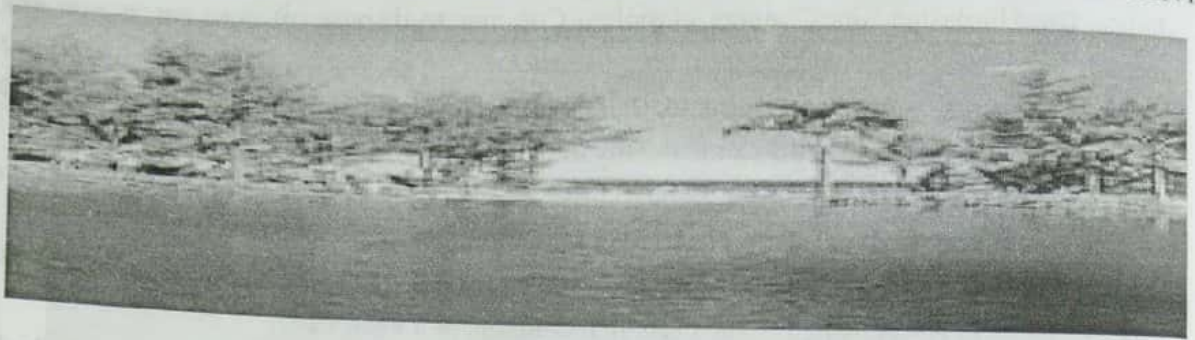
SAMPLE POSTER—1

On behalf of Department of Environment, Bangalore Administration, draft a Poster on the detrimental consequences of burning leaves and garbage upon the environment and also issuing a warning of the punishment to those indulging in the same.

SAVE ENVIRONMENT!

GENERATE PROSPERITY!

SAVE ENVIRONMENT!

**DON'T BURN DRY LEAVES OR GARBAGE**

It emits toxic and harmful fumes!

It increases suspended particle matter (SPM) in the air and pollutes it!

Produces carbon-di-oxide causing greenhouse effect!

Disturbs the natural climate of the planet.

Leads to cough, eye irritation and respiratory disorders!

Municipal Corporation Bangalore has banned the burning of leaves and garbage.

Any Violation depending on the scale is punishable with **imprisonment** for a termextending to **five years** and fine up to one **lakh rupees**

Issued in Public Interest: Department of Environment :

Bangalore administration:

SAVE ENVIRONMENT!

GENERATE PROSPERITY!

SAVE ENVIRONMENT!

SAMPLE POSTER-2

The Citizens' Awareness Forum of your city has decided to launch a campaign against the use of drugs. You are asked to get posters prepared. Design an attractive and effective poster against the use of drugs.

SAY 'NO' TO DRUGS*Don't be late***SAY IT JUST TODAY**Brings**ENDLESS MISERY AND RUIN**

Be firm

*Act NOW IT IS NOW OR NEVER***DRUGS MAY THRILL!****BUT THEY SURELY KILL!****EASY TO GET IN!****DIFFICULT TO GET OUT!**

Issued by

CITIZENS AWARENESS FORUM, PUNE**SAY 'NO' TO DRUGS****SAVE LIFE !!!!!****SAVE LIFE!!!**

POSTERS FOR PRACTICE

1. Recent rains have caused havoc in some parts of our country. You are Surya, a member of the social service organization, SEVA MANDIR, Bangalore. Draft a poster requesting people to help the rain and flood affected families physically and economically.
2. A 'Check Vehicular Pollution' campaign is being organized in your city. Draft a poster to be used in the campaign.
3. Water is precious and each one of us must stop wastage. Prepare a poster in not more than 50 words, for creating that awareness.
4. Draft a poster announcing a 'Book Week' being organized by the Cultural Society, Ahmedabad.
5. Your school is planning a campaign in support of eye donation to mobilize the students and society. Design a poster to be displayed in different areas of the locality surrounding your school highlighting the need for eye donation and eye banks.
6. Prepare a poster to bring about awareness against the hazards of reckless use of plastics.
7. Observing another anniversary of the Hiroshima & Nagasaki Day, draft a poster against different countries' race to accumulate nuclear weapons highlighting the disastrous end of such competition.
8. Draft a poster showing the ill effects of video games on young children.
9. Recently almost 60 people including several children were burned to death when a crackers factory went into flames. Draft a poster against engaging children in such harmful work. Also highlight the laws against child labour.

INVITATIONS AND REPLIES: (50 Words : 4 Marks)

No man is an island. Man is a social animal. We need to be with people. This is the reason why solitary confinement is the worst form of punishment one can experience. So, we celebrate many occasions together. To invite someone for an occasion we use the written form-INVITATION.

Invitations are generally printed cards through which we invite our guests on some auspicious occasion like wedding, birthday, wedding anniversary, house warming, inauguration of a shop/factory etc.

Invitations are of two types: (a) Formal (b) Informal. They can be printed on cards or can be drafted in the form of letters.

MAIN CHARACTERISTICS

An invitation is complete information. It answers the questions: who, whom, when, where, what time and for what. The important components of an invitation therefore are:-

- o The occasion
- o Name(s) of the invitee(s)
- o Name(s) of the host(s)
- o Date, time and venue
- o Name(s) of the chief guest or special invitees , in case of an official invitation

FORMAT OF FORMAL INVITATIONS

In case of formal invitations, each of the following is written in a separate line with fonts of varying sizes.

- Names of the hosts
- Names of the invitee (in case of a formal letter of invitation))
- Formal phrase of invitation , for example :-
Request the pleasure of your benign presence/company.
Seek your auspicious presence.
Solicit your gracious presence on the auspicious occasion

- The date, time and venue of the event.
- The occasion/reason of the invitation.

A-WRITING FORMAL INVITATIONS

1. Meant for a lot of invitees

- These are written in the third person.
- In case a VIP is invited as the chief guest the name of the VIP must appear prominently.
- Name of the invitee is not to be included. The addressee's address is to be written only on the envelope.
- Simple Present Tense is to be used. The date of writing is not to be given.
- There is no signature of the host.
- The abbreviation RSVP (French : repondez s'il vous plait) i.e. 'please reply' is written below on the left with name(s)/ address & phone number of the host(s)
- Put the invitation in a box & follow word limit.

1. Meant for an individual (a formal letter of invitation)

- Include the name of the invitee
- These are to be written on run-on lines. The sentence is not broken into different words/phrases.
- Other details are similar to the mass-scale invitations

EXAMPLES OF FORMAL INVITATIONS

1. Your father, Mr. Raj Kumar Gupta , residing at K-18 ,13th Cross Malleswaram, Bangalore wants to celebrate the success of your brother Rohith's clearing the IIT-JEE Entrance Examination and securing admission in IIT Powai ,Mumbai. He wants you to draft a formal invitation for him on his behalf. Draft the invitation for him in not more than 50 words.

Mrs. And Mr. Raj Kumar Gupta

seek your auspicious presence

at the Grand Celebration Party

of their son Rohit's successfully passing the

IIT-JEE ENTRANCE EXAMINATION

at 8.00 p.m. on 1st October, 2012

at

UTSAV BANQUET HALL

84-Dr. Raj Kumar, Road, Rajaji Nagar
Bangalore-55

RSVP

k-18, 13th Cross ,Malleswaram

2712001/9732966964

Compliments from
Friends and Relatives

2. Your school, Bal Peeth Residential School, Bellary is planning to organize the Annual Sports Day in the school premises. Draft an invitation in not more than 50 words giving all the essential details.

The Principal ,Staff and Students

of

Bal Peeth Residential School , Bellary

request the pleasure of your company on

ANNUAL SPORTS DAY

at 5.00 p.m. on Monday , the 4th Nov.,2012

at the school ground

Air Marshal S.K.Sinha , AVSM,

has kindly consented to be the **chief guest**

&

Smt. Radha Sinha

has graciously consented to give away the prizes.

RSVP

2354679

**** You are requested to be seated by 4.30 p.m.**

INFORMAL INVITATION-LETTER FORMAT

Kamala Nehru School

Cantonment

Bangalore

25th Nov 2012

Sir

It gives us immense pleasure to inform you that we are celebrating our school's 25th Annual Day at 5.30 p.m. on Dec. 10, 2012. in the School Auditorium. We shall consider it a great honour if you could grace the occasion as the Chief Guest, preside over the function and give away the prizes.

Yours faithfully

Sd/-

Principal

B-WRITING INFORMAL INVITATIONS

Informal:-

- *Written in a letter form, in informal format. Such letters are very persuasive in nature
- *Written in the first person *Salutation is 'dear + name'
- *Complimentary close 'yours sincerely' *Date of writing the invitation is given
- *The sender's address appears on the left hand side
- *Various tenses used to suit the sense.

Value Points:

Format - 1 Mark

Content Relevance (name of the person(s) who is inviting; the invitee, date, day, chief, guest place Occasion etc.) - 2 marks

Expression (Grammatical accuracy, Language) - 2 marks

REPLIES – FORMAL: **Accepting or Declining**

- Follow a set formula -formal words — kind invitation', 'great pleasure', 'regret' etc.
- Use the third person ('they') instead of first person ('I', 'we')
- The address of the writer and the date to be written.

Informal - Accepting and declining -Like an ordinary letter

Do not use only informal words and expressions -use the first person ('I', 'We')

SOLVED EXAMPLES

Look at the following series of invitations (formal & informal) and their replies. The occasion is the same but the style is different.

1. FORMAL INVITATION

Mrs. Malathi & Mr. Venkatesh
request the pleasure of your company at dinner
on the occasion of their
50th Wedding Anniversary
at 8 p.m. on Tuesday ,12th July 2011
at
Hotel LEELA PALACE, Bangalore

RSVP

12, Margosa Road, Malleswaram,

Bangalore

Phone-080-23564543

FORMAL ACCEPTANCE

7th July 2011

Mrs. and Mr. Naidu were pleased to receive the invitation for dinner on the occasion of the 50th Wedding Anniversary of Mrs. and Mr. Venkatesh, and confirm their participation in the function.

Best wishes

Naidus

FORMAL REGRET

7th July 2011

Mrs. And Mr. Naidu thank Mrs. And Mr. Venkatesh for the invitation for dinner on the occasion of their 50th Wedding Anniversary on 12th July, 2011 at Hotel Leela Palace.

However, they express their inability to be present on the occasion due to a prior engagement.

Best wishes,

Naidus

EXERCISES FOR PRACTICE

1. Your school is organizing the prestigious KVS National Level Social Science Exhibition in its premises. Draft an invitation in not more than 50 words giving all essential details.
2. You are Dharma raj, son of Ramesh Patnaik, Bannerghatta , Bangalore. Your father wants you to draft a formal invitation to be sent on the occasion of your sister, Sheela's marriage. Prepare the invitation.
3. You are Mohan/Molly. You have been invited by Rotary Club to act as one of the judges for an Elocution Competition for students of classes XI and XII. But due to a previous engagement you cannot accept this invitation. Write a formal reply to the President of the Club regretting your inability to accept the invitation.
4. You are Aakash/Varsha. You have been invited to attend the wedding of your friend's sister during the summer vacation. Respond to the invitation informally accepting it.
5. You have opened a restaurant in Uppal Road, Hyderabad. Draft an invitation for the inauguration of the same, specifying the chief guest and other important details like date, time and venue. Do not exceed 50 words.
6. Your school is organizing a Book Fair on its sprawling play-ground. Draft an invitation giving all the details including the chief guest.

LETTER WRITING (6 MARKS)

The most common form of written communication is the letter. Letters should have a format that goes with the latest conventions. Letter types include

- Informal Letters-These are letters written to close associates.
- Formal Letters include-
 - (a) business or official letters (for making enquiries, registering complaints, asking for and giving information, placing orders and sending replies;
 - (b) Letters to the editor (giving suggestions on an issue);
 - (c) Application for a job.

MARKING SCHEME OF LETTER WRITING

Format-2 marks: Proper Layout – Sender's address, Date, Receiver's address, Subject, Salutation, Complimentary close.

Content-4 marks: Relevant ideas to be presented in a coherent way.

Use connectors appropriately, Divide into paragraphs

There should be minimum three paragraphs.

Expression-4 marks: Grammatical accuracy, spellings 2 Marks.

Coherence, relevance of ideas and style 2 Marks.

Note: No mark is awarded if only the format is given. Credit is given for the candidate's originality and creativity in presenting his/her ideas. Mixing up of the traditional and modern layout is not acceptable.

INFORMAL LETTER : Example

17 L ,Model Town

Karnal-132 001

10th Sept.2012

Dear Jack

Hi !

Many thanks for your letter and for the photographs that you have sent along with. They brought back very happy memories of our holiday. Indeed the time spent with you has ended up being one of the best I've lived so far. The expedition to Rohtang, long drives in the river beds and valley in Leh , monasteries- all seem to be out of the world. India is as fascinating as or more than I had expected. Your nice company just proved icing on the cake.

I'm glad to know that your school life is going on well. It must have been difficult , I guess, after holiday to come back to the rut of school routine. Anyway, that too is very important, isn't it?

Do let me know when you're planning to visit us. I talk so much about you that people in my family are dying to see you . What joy it would be to see you, to have you amongst us again! I guess I've got to be going. I'm getting late for my weekly piano class.

Catch you later.

Bye

Yours Rohan

Important points to remember while drafting letters:

- Write the letter in the full block format (i.e. to the left)
- State your reason for writing in the first paragraph and stay on track.
- Always include specifics that will help ease the recipient's task. For instance, if you are writing to a bank, mention your account number.
- If you refer to other correspondence, quote date of the letter/s reference numbers,
- file numbers, order numbers, cheque number with date. Include copies whenever possible.
- Gently and respectfully direct the recipient's course of action.
- It may be strongly worded but always be courteous and use polite language and pleasant tone.
- Self introduction should be avoided.
- Informal expressions, greetings or contracted forms of words should not be used.
- The language should be simple, straight forward and to the point.
- Leave a line/ additional space between paragraphs since no indentation is followed.
- Open punctuation to be followed. (No punctuation marks to be used)
- Do not mix up the old format and new format.
- In letters to the editor – Do not ask the editor to solve the problems.
- In job application letters Curriculum-vitae (CV) /Bio-data/ Resume/ should be written. It should not be included in the body of the letter but after the complimentary close as enclosure.
- In the Letter to the Editor use 'yours truly' as the complimentary close.

FORMAT OF A LETTER

<u>Sender's Address</u>	:	Devi Enclave Raj Ram Marg Bangalore-21
<u>Date</u>	:	14 April 20XX
<u>Address of the Addressee</u>	:	The Director/Mr/Mrs Global Enterprises, 8th cross, Victoria Layout, Bangalore
<u>Salutation</u>	:	Sir
<u>Subject</u>	:
<u>Content</u>	:	Introduction Body Conclusion
<u>Signatory</u>	:	Yours faithfully Rohan Mathur

Sample Letters No-1

You are Sidhi/ Sanjay of U-03 G Block Kasturi Nagar Mysore-37. Write a letter to the Director NGO Bird Links Society, Bangalore expressing your concern about the decrease in the number of the birds in Delhi.

House No- U/03
G Block Kasturi Nagar
Mysore -37

30 June 2011

The Director
NGO Bird Links Society
Bangalore
Karnataka

Sir

Sub: Diminishing number of birds: Need for Immediate Concern

I wish to bring to your kind notice my growing concern about rapid decrease in the population of birds in Mysore. Mysore is known to have more than 500 species of birds but many of them are on the verge of extinction.

According to the reports from the recent seminar held on Conservation of Birds, there was a time, when a number of birds would flock to the banks of river Kaveri, Bandipur wild life sanctuary and forested canopy in Mysore. These numbers have come crashing down in the recent years.

The main reasons are rampant construction of buildings, bridges and flyovers, filling of swamps, mangroves water bodies, cutting of forests and of course, other ways of environmental pollution. Many species have become endangered and the thousands of migratory birds flocking in seasons, which was a feast to our eyes, have left this place to more healthy places. It is time the people of Mysore were made aware of this grave situation by conducting seminars and workshops and the policy makers and administrator thought over the engulfing problem and found solutions.

The locals should be given incentives for preserving the habitats of birds. Sanction for the construction of buildings, malls, bridges and so on should be given only after proper evaluation of the environmental impact of those constructions over the life of species there. Let's not forget that birds are an important link in the food chain.

I request the government, environmentalists and the society to show their concern before it is too late.

Yours faithfully

(Sidhi Sharma)

Sample Letter No-2

You are Suresh/Sarika Jain of No-20 Jawahar Nagar, Jaipur. Two months ago you bought a desert cooler from M/s Cool Home Coolers Jaipur. Now you discover that it is not working properly. Write a letter to the Manager Customer Care complaining about the malfunctioning of the unit and asking them to repair and if needed to replace it against warranty.

20 Jawahar Nagar

Jaipur

24 June 2011

M/s Cool Home Cooler

20 Nehru Marg

Jaipur

Sir

Sub : Complaint about the malfunctioning desert cooler

Reference : Cash Memo No DC-98765 dated 17.4.2011

I wish to bring it to your notice that I purchased a 'Cooler Home' desert cooler from you on 17 April, 2011 (Vide Cash Memo No DC-98765, dated 17.04.2011). The cooler did function well in the beginning for one and a half months and then it has started giving problems. The problems are - water leakage, heavy noise while working and high consumption of power.

Kindly take immediate step to either repair the cooler or replace it as the cooler is still under warranty period.

Yours faithfully

Suresh

(SURESH SINGH)

Sample Letter No-3

You are Isha/Ishan, the secretary of the Students' Forum of Sahrudaya Vidyalaya, Indranagar. You have planned an excursion to Jog falls during the summer vacation. Write a letter to the General Manager, Southern Railway, for reservation of a bogie for 60 students from Bangalore to Shimoga and back, supplying all necessary information.

Secretary

Sahrudaya Vidyalaya

Indranagar.

01 Mar 2012

The General Manager

Southern Railways

Bangalore

Sub: Request for the reservation of a Bogie for 60 students

Sir

A group of 60 students of class XI of this school has planned to visit Jog Falls during the summer vacation. They will be accompanied by three teachers and two attendants. They plan to leave Bangalore on 15th May by Jeevan Express and return by the same train from Shimoga on 25th May.

Kindly confirm whether a bogie can be reserved for the above mentioned dates. We would also like to know the estimated fare so that we can make necessary arrangements at our end.

The List of the members of the tour party is enclosed in the prescribed proforma. Kindly provide the eligible students' concession. We request you to send the detail at the earliest sahrudayavidyalayaind@gmail.com/ @2852456 to enable us to plan in advance.

Yours faithfully

Isha

Secretary

Sample letter No. 4

You are Satish/Sonali, the student prefect in charge of the school library. You have been asked by your Principal to write a letter to place an order for children's story books (10 – 13 years). Write a letter to M.S. Book Depot Ramnagar, Bikaner placing an order for the books. Invent the necessary details.

St. Mary's Convent

Jabalpur

15th July, 20...

M/s M.S. Book Depot

Ramnagar

Bikaner

Sir

Sub: Placing Order for Children's Story Books

The school has decided to purchase story books for children between the age group of 10 and 13 years. The books mentioned below may please be sent by V.P.P. within 10 days from the date of receipt of this letter.

S.No	Name of the book	Author	Quantity
1	Stories from the Panchatantra	A.S. Rawal	5
2	Tales from the Arabian Nights	S.E. Paces	10
3	The adventures of Tom Sawyer	S.E. Paces	10
4	Tales from Shakespeare	Charles & Mary Lamb	10

We request you to give 20 % discount on the printed prices. We assure you to pay the VPP charges at the time of delivery of books.

Yours faithfully

Ram Kumar

(RAM KUMAR)

PRINCIPAL

QUESTIONS FOR PRACTICE

1. You are Manas/ Manasi at the Press Apartments of Sunder Nagar, Bihar. The main road leading to this colony has three man holes causing frequent accidents at night. There are no street lights on the main road. Write a letter to the Editor of the Times of India drawing attention of the government to this problem of the residents.
2. Write a letter to the Editor of a national daily inviting the attention of the authorities towards the increasing Environmental pollution in your city.
3. You are Vishal / Veena, a student of class XII of 10, Green Park, New Delhi is interested in learning languages. You come across an advertisement in The Times of India issued by The Institute of Foreign languages, New Delhi about the certificate course in Japanese offered by them. You decide to write a letter to the Director of the Institute seeking more information about the course duration, working hours, fee structure, etc. Write the letter.
4. As Mr. R. Singh, Head of the Department of Chemistry, Cambridge High School, Pune, you had placed an order with Messrs. Scientific Equipments, Dadar, Mumbai for test tubes and jar for the lab. When the parcel was received you observed that markings on the test tubes were not clear and some of the jars were damaged. Write a letter of complaint seeking immediate replacement.
5. You are the Manager of Fitness Club of Gandhi Road, Ernakulam. Write a letter to Messrs. Pioneer Sports Co, Kochi, placing an order for a minimum of 4 fitness equipments with details.
6. You are Rama/Raman, a member of Parent-Teacher Association of Little Valley Senior Secondary School, Shillong. Write a letter to the Principal of the school asking him to introduce vocational stream in the school providing facility of teaching such subjects as computers, insurance etc. so that the students may not needlessly continue academic studies.
7. Write a letter to the Corporation authorities of South Chennai to complain about the general unsustainable growth of building activities in South Chennai with poor parking and other civic amenities to support it. Urge them to plan with a long-term view.
8. The photocopier of your office which was purchased recently has a problem with the toner settings. It is still in the guarantee period. As Purchase Manager of Talent Search, 15th Cross, J.P. Nagar, Mysore, write to the manufacturer seeking replacement of the defective part.
9. Write a letter to the librarian of the District Library in your town asking for details regarding membership. Also ask about the timings and rules and regulations of the library.
10. You are Apoorva/Asha, Industrial colony, Ambattur, Chennai. You came across an advertisement for the post of Senior Executive, Accounts in Solace Medical Equipments, Chennai unit. Write a letter to the advertiser applying for the job. Also give your detailed resume.
11. You are Jolly of Class XII . You are interested in pursuing a course in visual communication. You have seen an advertisement issued by National Institute of Communication, Pune, offering courses in Media and Communication .Write a letter to the Director seeking information about their courses, free structure, placement opportunities etc.

WRITING A SPEECH

A SPEECH is a formal talk that a person delivers to an audience. -

Please Note:

- * a speech begins with a formal address to the chief guest, fellow speakers and Audience
- * More conversational in tone. Pause questions, use interactive expressions like I think you will agree with me, Don't you think that, I am sure that you will have the same notion Does any one has the opinion that etc.
- * Begins with brief, catchy introduction- supported by an anecdote, quotation, striking statistical data or a thought provoking question. It decides the fate of the speech.
- * Introduce your topic to the audience clearly.
- * Include adequate supporting data to make it credible and interesting
- * Have clear idea about the purpose of the speech and the target audience.
- * Originality of ideas powerful language, humour and repetitions are allowed, only to emphasize or focus the listener's attention.
- * Similar to introduction, conclusion should be brief, catchy and striking
- * the written speech should consist of short sentences having not more than 10 to 12 words in a sentence.
- * No title to be given for the speech.
- * Avoid abstract phrases. Use simple and familiar language.

The effects, such as raising one's voice, giving stress to certain words, pausing for a short time etc. can be represented in a written speech by using such techniques as increasing the size of the letters of the sentence to be stressed, or using all capitals for a particular word to be emphasized, leaving a few dots (....) after a question to indicate a pause.

- * Marking scheme is the same as for the article.
- * Say/Write 'Thank you' at the end of your speech.

A SAMPLE SPEECH

You are a student volunteer of National Literacy Mission (NLM) wing of your school involved in the Adult Literacy Campaign: "Each one, Teach One". Write out the speech you would be delivering at each place of your visit. Do not exceed 200 words.

Dear Friends

Good morning to you all

We all have assembled here for a noble cause—a mission to eradicate illiteracy. It is the dream of the National Literacy Mission to educate all the Indians. We would work together for an India where **EACH PERSON IS LITERATE**. Most of the learners are adults who have a rich experience of life. Therefore, the learning strategies that will be adopted in our programme will be exploratory and interactive. We have to teach as well as learn. We must keep in mind certain important factors..... their experience, wisdom and maturity while discussing any topic. We should encourage them to talk and express their views in a frank and fair manner.

We should always keep in mind the OBJECTIVES set for the adult illiterates. We have to make them literates. Inculcate in them a love for reading, writing and arithmetic. Let them do simple calculations and exult at the right calculations. Health awareness and job related problems are the next in order. IT IS ONLY AFTER A STRONG BRIDGE OF CONFIDENCE IS BUILT that we would be able to create in them awareness about civil rights, duties, privileges and obligations. When they become confident of their powers, we must create in them social awareness. Issues like environmental pollution, population control and employment generation can then be discussed.....In short let's all resolve to make sincere efforts to achieve these goals.

Thank you.

Questions for practice:

Q.1.-Water is very precious. Some scientists even go to the extent of saying that the Third World War may be fought on the issue of water. Write a speech in 150-200 words expressing your views to be delivered in the morning assembly in your school.

Q.2.-"To use the latest technology the right way, is in the hands of the youth today." Write a speech 150-200 words discouraging the misuse of technological products like cell phones, computers etc and highlighting the need to use them to promote harmony and goodwill in the society.

Q.3.-"Our Good Earth", an environmental awareness magazine has launched a marathon 'Clean Your City' campaign. As an active participant write a speech to be read out in the morning assembly urging students to participate in the campaign in 150-200 words.

Q.4.-As a concerned citizen, you are worried about the harmful effects of the insanitary conditions in your town. Write a short speech on the necessity of sanitation, to be given at the morning assembly in your school.

ARTICLE WRITING

Writing an article is an art. The dictionary defines an article as a piece of writing about a particular subject in a newspaper or magazine. An article is an expression of one's thought on an issue or a subject logically and coherently written in meaningful paragraphs.

POINTS TO REMEMBER

- Give a title that catches the attention of the reader.
- Begin with a striking opening sentence which addresses the readers and gets them interested in the topic.
- Present a strong argument for your ideas supporting it with evidences or elaboration.
- Use linking devices (however, therefore, although, even though, in order to...) to make the composition appear a whole.
- Introduce a new point at the beginning of an each paragraph that follows, to strengthen your ideas.
- Develop your ideas as much as you can to make them interesting and substantial.
- Conclude with your strongest point.
- Use passive voice, humor, emotive language, rhetorical questions to provide a specific effect.

FORMAT OF AN ARTICLE

TITLE/HEADING	: Eye-catching , illustrating the Central Themes
BY LINE	: Writer's Name under the title towards the right from the centre
INTRODUCTION	: A comprehensive introduction touching upon on the plus and minus of the topic. Establish the context Put the topic in perspective Draw readers' attention. Specify and delimit your topic Put a rhetoric question or give some startling facts, statistics or quotation
Content:	Spell out the various aspects to the topic-merits,
EXPOSITION OF THE TOPIC	demerits , causes, consequences, effects, advantages, disadvantages
WINDING UP	: Give your opinion, comments, criticism, recommendations, call for
CONCLUSION	: Conclude with a hope, a warning, an appeal or a call for the action

Split up of marks: Total marks: 10

Format (title + writer's name) : 1 mark

Content (logical organization, relevance): 4 marks (Credit should be given for the candidate's creativity in presenting her/her own ideas)

Expression: 5 Accuracy: Grammatical, appropriate words & spelling : 2½
 Fluency : Coherence and relevance of ideas and style : 2 ½

SAMPLE ARTICLE

You are Vikranth / Vinitha, a freelance writer much concerned about the discriminatory treatment of women in the Indian society. Write an article in 150 – 200 words throwing light on this problem and giving suggestions for putting an end to it. (10 marks)

GENEDER DISCRIMINATION

Vikrant

It is a pity that in a country where women are said to be worshipped, there is a widespread discrimination of them even before they are born and injustice meted out to them in such a male chauvinistic world in very many degrees.

Certain brutal practices like the female feticide throw light on our attitude. The girl child is considered to be a liability and doesn't enjoy the privileges of a boy. She is denied the advantage of proper education. The dowry system haunts parents and the harassment she is subjected to at the in-laws often force her to commit suicide. Even in enlightened homes, woman has to live her life under surveillance, if not in strict 'purdah'. Working women are physically and verbally abused, denied opportunities of growth and subjected to discrimination.

The social evils like dowry system, honour killing, human trafficking, societal dogmas etc. take great toll on women, be it daughter, mother, sister, wife, grandmother....

Education and economic independence only can empower women to fight for their rights. It is also the responsibility of the educated society to work for the cause of women. Proper law making and execution, spreading awareness, exemplary punishment for the predators etc.

surely will bring positive changes. Let she not be worshipped but let her live a wholesome life.

Let us live, let her live and let us help her

live for a better developed society.

Questions for practice

- 1: Write an article in about 200 words for your school magazine on 'Films and their influence on school-going children'. You are Manpreeth / Manjula, a student of class XII.
2. You are Rohit / Kamal. You attended a seminar on Yoga, a way of life. Write an article in about 150 – 200 words on the contribution of yoga in leading a healthy and peaceful life.
3. In today's world, letter-writing has lost its charm. People and the youth in particular rely more on mobiles and computers to communicate. Write an article on the present trend in about 150 to 200 words. You are Kiran / Karthik.
4. Recently you visited your ancestral home in a village in Gujarat. You were elated and strongly felt the necessity to hold on to the roots of our modern life, which lie in our villages. Write an article for your school magazine. You are Chetna / Chirag, Cultural Secretary of your school.
5. With rising number of people in almost all the big cities of the country, the rate of crime has also increased proportionately. The police needs to be trained in new methodology of combating the crime besides changing the mindset. Write an article in 150 – 200 words on the role of police in maintaining law and order in the metropolitan cities. You are Ravi/ Ravina.
6. The invention of mobile phone h it can be a blessing but if misused it can prove to be a curse. Write an article in about 150 – 200 words on this invention. You are Karthik / Karishma.
7. Presently the prices of essential commodities are skyrocketing causing much hardship to the common man. Write an article in 150 -200 words expressing your views and suggesting measures to curb this problem.

gms

8. It is really a Do or Die struggle when we talk about environmental concerns. As an active member of the Green Club of your school write an article in about 150 – 200 words on your concerns and the need for change in our attitude and practices.
9. Computer and video games have become popular with children today. Outdoor games seem to have no place in their life anymore. You are Sakthi/ Sathish. You enjoyed playing hidden- seek with your cousins in a small town. You found it so refreshing that you decide to write an article on the joys of playing outdoor games for the school magazine. Write it in about 200 words.
10. Children between 13 and 19 years of age are neither too young nor too mature. Today these children feel that the pressures of the competitive world they live in have made their lives less exciting.
11. 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 in 150-200 words on 'The Role of the Students in Removing Illiteracy.' Write an article in 150-200 words expressing your views. You are Manish /Manisha.

SBG STUDY

