

BJ-104

ENGLISH COMMUNICATION

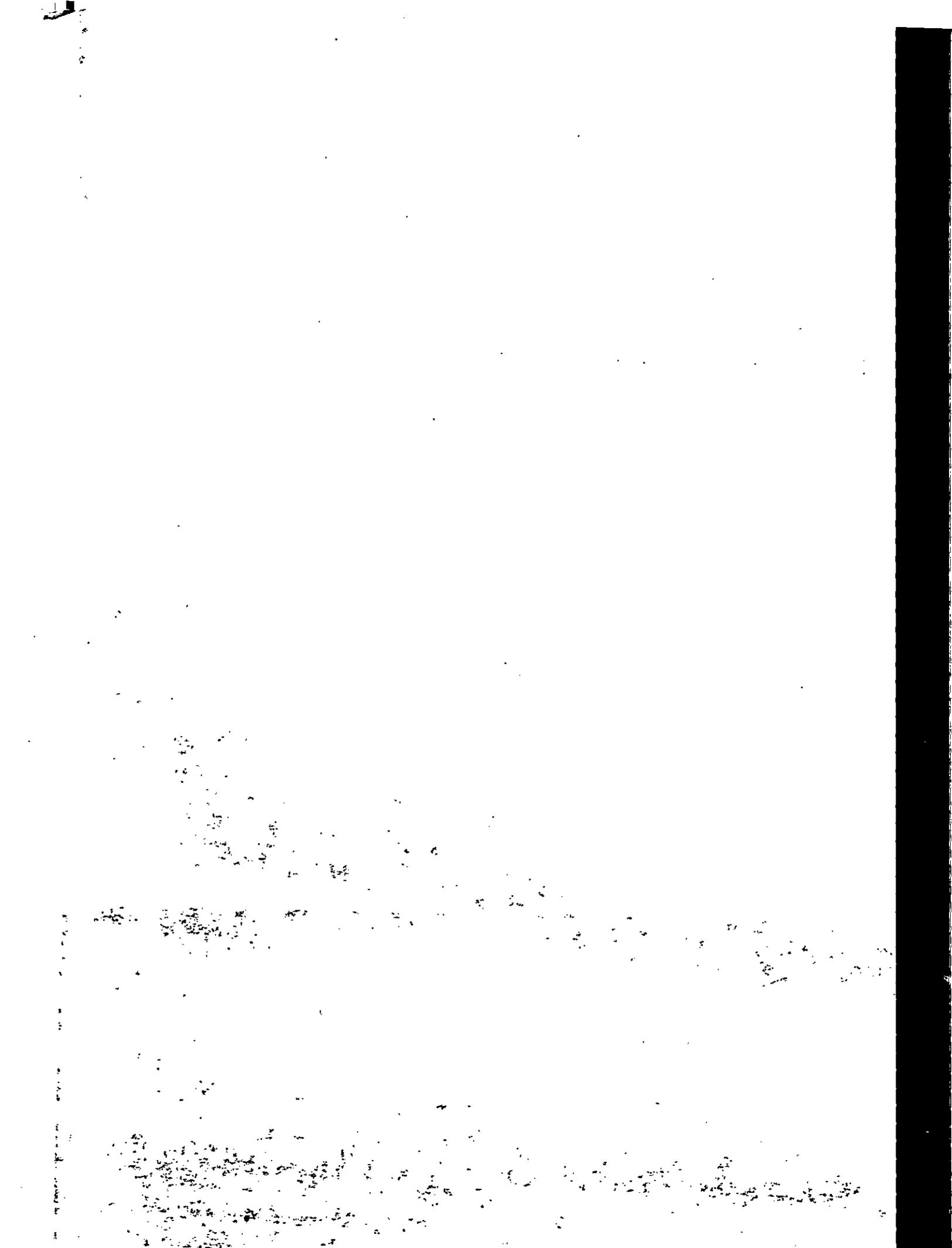


DIRECTORATE OF DISTANCE EDUCATION

SWAMI VIVEKANAND

SUBHARTI UNIVERSITY

Meerut (National Capital Region Delhi)



ENGLISH COMMUNICATION

BJ-104

Self Learning Material



Directorate of Distance Education

SWAMI VIVEKANAND SUBHARTI UNIVERSITY
MEERUT-250 005
UTTAR PRADESH

SLM Developed by :
R.K. Gupta

Reviewed by :
Dr. Pallavi Tyagi

Assessed by :
Study Material Assessment Committee, as per the SVSU ordinance No. VI (2)

Copyright © English Communication, Pragati Prakashan, Meerut

No part of this publication which is material protected by this copyright notice may be reproduced or transmitted or utilized or stored in any form or by any means now known or hereinafter invented, electronic, digital or mechanical, including photocopying, scanning, recording or by any information storage or retrieval system, without prior permission from the publisher.

Information contained in this book has been published by Pragati Prakashan, Meerut and has been obtained by its authors from sources believed to be reliable and are correct to the best of their knowledge. However, the publisher and its author shall in no event be liable for any errors, omissions or damages arising out of use of this information and specially disclaim and implied warranties or merchantability or fitness for any particular use.

Published by : Pragati Prakashan, 240 W.K. Road, Meerut – 250 001
Tel. 2640642, 2643636, 6544643, E-mail : pragatiprakashan@gmail.com

Typeset at : Pragati Laser Type Setters Pvt. Ltd., Meerut

Printed at : Arihant Electric Press, Meerut

EDITION : 2021

Syllabus

ENGLISH COMMUNICATION

TECHNICAL COMMUNICATION

Technical communication features, Distinction between Technical and General writing. Levels of communication, the flow of communication, Importance of Technical communication. Definition, Characteristics, Step towards Report Writing. Structure style of Report Writing, Nature : Proposal Definitions and kinds, Decision of Formal Proposals, Statement of Request body.

MESSAGE/E-MAIL WRITING

Short Essay Writing. Characteristics of good essay – Message, Format, E-mail writing, Formats of Postal and Electronic mail, Technique of e-mail writing. Requisites of sentence and Paragraph writing. Squinting construction. Sentence and its parts, Composition.

PRESENTATION STRATEGIES & BOOK REVIEW

Defining Purpose, Audience and Locale. Organizing Contents, Preparing outline. Audio-Visual Aids, Nuance of delivery, Body Language. Significance, main Approaches; Formal approach : Technique, Phrases, Foreign Words.

Contents

1.	Basics of Technical Communication	
2.	Report Writing	10
3.	Proposal Writing	33
4.	Essay/Composition Writing	43
5.	Message Writing	60
6.	E-mail Writing	65
7.	Sentences Paragraph Writing	70
8.	Presentation Strategies	92
9.	Book Review	98
10.	Foreign Words/Phrases	105

BASICS OF TECHNICAL COMMUNICATION**STRUCTURE**

Technical Communication : Features
 Distinction Between Technical and General Writing
 Language As a Tool of Communication
 Levels of Communication
 The Flow of Communication
 Importance of Technical Communication
 Barriers to Communication
 Summary
 Test Yourself-I
 Test Yourself-II
 Test Yourself-III

LEARNING OBJECTIVES

After going through this unit you will learn :

The features of technical communication
 Application of these feature while using lanugage as a tool of communication
 It would be beneficial to improve your general communication.

“Most of the time, communication becomes confused with conversation. In fact, the two are widely different ... A conversation is most often devoid of any useful information, whereas communication is meant only for the exchange of information. It is very important to realise that communication is a two-way affair which aims at passing on or receiving a specific piece of information.”
 (From WINGS OF FIRE by A.P.J. Abdul Kalam)

• TECHNICAL COMMUNICATION : FEATURES

Communication :

Communication is a process between two or more persons exchanging their views from one another to make proper mutual understanding.

According to **Brown**, communication is the ‘process of transmitting ideas or thoughts from one person to another for the purpose of creating understanding in the thinking of the persons receiving the communication.

Allen defines communication as ‘the sum of all things that one person does when he wants to create an understanding in the mind of another. It is a bridge of meaning. It involves a systematic and continuous process of telling, listening and understanding.

The word ‘communication’ has derived from the Latin word ‘communicare’ which indicates ‘sharing’. Communication is, indeed, sharing; sharing of ideas and information between two or more persons. This activity of sharing our mind with others may take place for several purposes. It may be an order, an advice, a reprimand, an information, a question and so on. Since communication presupposes a definite objective, it has its own science and art. One must learn and practise the skill of effective communication in order to succeed in the modern world.

Communication in the Progress of Civilization

As a matter of fact there exists a relationship of mutual support between civilization and communication. Each has contributed to the growth of the other. More and more efficient patterns of communication made it possible for the human civilization to take longer strides in its onward

march; and the obligations and ambitions of a more civilized society motivate it to invent more effective vehicles of communication. One of the greatest gifts of civilization to mankind is language and no communication can be complete without using a language, though we have means other than language too at our disposal.

Nature and Kinds of Communication

The nature of communication is social and dynamic. It involves impression as well as expression. If it is used competently, communication can be very productive and delightful; if it is used awkwardly, it can spoil the whole business. Communication can be enlightening as well as misleading depending upon one's skill and proficiency.

Communication can be divided into two parts :

- (i) Written communication,
- and (ii) Oral communication.

As these terms indicate, the written communication makes use of the written word, while the oral communication makes use of speech. The written form is more formal and objective than the oral. In written communication, one has to explore the verbal resources fully and solely; there is no other medium available to the person who is communicating to a man or a body or organisation in that case unless we include figures, charts etc. use of which is limited to very special occasions. But in oral communication there are some non-verbal means also available to the speaker. Sometimes these non-verbal vehicles succeed better than the verbal ones when a direct, person to person, contact is there, instead of the lifeless piece of paper that links the two persons in written communication. This leads us to another basis of categorising communication.

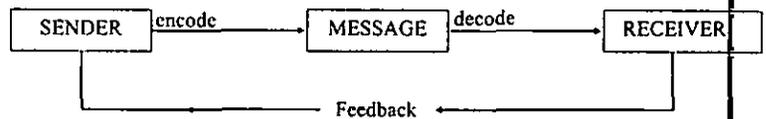
- (i) Verbal communication,
- and (ii) Non-verbal communication.

Elements of Communication

The elements of communication are mainly three :

- (i) Sender
- (ii) Message
- (iii) Receiver

We can also mention such elements as Encoding and Decoding of the message; the channel or the medium; the feedback; and the noises or the disturbances. The process can be understood in simplicity like this :



• DISTINCTION BETWEEN TECHNICAL AND GENERAL WRITING

General Writing and Technical Writing

Writing is a way to communicate and we communicate with a purpose, to achieve some result. Therefore, there is bound to be a world of difference between the styles and language of general and technical writing.

The word 'general' is too general to convey a very clear meaning of the kind of writing we could include in this category. All writing that is done without reference to any specialised technique and purpose can be defined as general writing. But technical writing is different from this as the technical communication depends much upon some skills peculiar to the field of activity. Writing on scientific topics should be based on objectivity and factualism. Several branches of science again have their respective term which must be perfectly known to the writer. For example, an engineer is supposed to write in the following manner :

'The soldering has not been properly done; the crack is not all filled up.'

He should not write in the following manner too :

'The two parts of the metals have not been properly patched up.'

He is expected to use the following sentence :

'The soldering is imperfect.'

It is essential that the writer must try to see with his mind's eye what he wants to say. Unless he himself is sure about his theme, he cannot convince, or even satisfy others. In other words, a clear vision of writing should be made earlier in his mind.

Tables, figures, data, diagrams, graphs etc. can be used to support an opinion or illustrate an idea. It is very desirable that unnecessary length should be avoided. To ensure that one's writing has the desirable crispness, a revision of the first draft can be made. Neatness of presentation, sense of proportion, and systematic order also make technical-professional communication effective. The writing of reports and proposals etc. illustrates the distinctive features of technical writing.

All the writing that deals with technical, scientific, and professional subjects, for any practical purposes, can be defined as *technical writing*. A scientific article, a business document, a report or proposal, and all forms of professional communication in writing—these are the examples of Technical Writing. An essay—explaining the observations made during an experiment, or elaborating the practical applications of a new technique developed—is as much a part of Technical Writing as the manual describing the mechanism, the procedures, the maintenance etc of a refrigerator, which a company hands over to a buyer along with the fridge.

Technical writing must be simple, lucid, factual, objective and dispassionate, logically arranged, unambiguous, and precise. We can sum up the differences between the two in the following manner.

Technical Writing		General or Literary Writing	
i.	It is a means to some other end.	i.	It can be an end in itself.
ii.	It has purely practical motives.	ii.	It can have artistic, aesthetic, and rhetorical aims.
iii.	It informs and educates.	iii.	It may merely delight and move.
iv.	It involves intellect.	iv.	It can be an affair of the heart.
v.	It deals with facts.	v.	It can use emotion and fancy.
vi.	It must choose the commonest and most accurate words, though these may be jargon to a layman.	vi.	It can be vague, suggestive, equivocal, very plain or very elite, in diction.
vii.	It must be precise and direct.	vii.	It can be expansive, inflated and roundabout.
viii.	It is always impersonal; even if it expresses an individual's opinion on a subject.	viii.	It can be so personal that the expression of the personality of the author makes everything else irrelevant.
ix.	In it, matter is ordered logically, and the arrangement of ideas follows a rational system.	ix.	A story can begin at the end, and tell the rest of it in a flash back. An essay can begin with a startling statement and introduce the theme after having produced the desired effect.

Features of Written Technical Communication

The distinguishing features of written technical communication are precision, brevity, directness, and plainness.

Precision means accuracy. In technical communication we avoid the use of indefinite or approximate terms. We try to be definite and precise. For example, instead of saying 'China is considerably ahead of India in information technology,' we should say, 'China is ten years ahead of India in information technology.'

Brevity means avoidance of unnecessary details. Written technical communication has no scope for over-elaboration of a point. For example, we shall add nothing to the informative value of the statement in the last example if we write 'China, that formidable neighbour of India, our traditional rival on the Asian scene, is not only larger than India in terms of area and population, but her senior by a decade in IT'

Directness means to come to the point at once, and be factual, around straight and logically ordered. Written technical communication has no patience for beating the bush, however charming it may be. For example, the idea expressed in the above examples would become more general given the following form :

'Information big Technology is one of those fields in which the progress made by our own country, howsoever it may appear to be, is found to be falling so short of the desired goal, that at least ten long years of hard work are required before India should reach there where China stands even today.'

Plainness means simplicity, absence of ornament, and objective statement. Written technical communication must be like seeing things in broad daylight. For example, the above quoted idea need not be presented so figuratively as 'The creep of the dragon has out-measured the leap of the

tiger. In the IT race, the former has outstripped the latter. In fact, the Indian tiger was still crouching on the edge of the precipice when the Chinese dragon was climbing up the hill beyond the valley—ten years in width.'

Such features as precision and directness characterise technical communication; for technical communication aims at information, and information can be best communicated by using accurate terms and direct statement. Vague words, disorderliness and circumlocation would rather be the barriers to communication.

• LANGUAGE AS A TOOL OF COMMUNICATION

Salient Features of Written Communication

All communication presupposes a goal. This goal can be described as developing understanding. Communication itself is a means to an end. The more efficient is the communication in terms of means, the more effective it becomes in attaining its end.

Since the written communication is entirely dependent on language as the means of communication, all those rules of using words correctly and beautifully that we have been learning since the beginning of our education must be observed by us. This will include the *vocabulary, grammar, syntax, punctuation, and style*. While in written verbal communication *correct spellings, format, breaking up of sentences into clauses and of matter into paragraphs etc.* are very important, in oral and verbal communication, correct pronunciation, accent and intonation are also desirable.

The written, verbal communication includes a study of the language, and of the art of report writing, proposal writing and letter writing etc. which will be discussed in the subsequent parts of this book. However, a few general points can be briefly suggested here.

Simple Diction : A proper choice of words is to be made. One should use the familiar words and make one's self intelligible rather than enigmatic. Similarly, the use of foreign words should be avoided.

Short Sentences : Purpose of communication is not served by making our statements long and indirect. Sentences should not be so round-about as to confuse the reader or the listener. It is always advisable to use **short sentences**. **Active voice** rather than passive voice should be used. A **concrete expression** leads to better comprehension than does the abstract term.

Order : A logical ordering of ideas is also very important. System and sequence introduce neatness in all kinds of activity. One should proceed from point to point in a natural order.

Repetition can mar the beauty of one's expression, but in certain cases — e.g., when one has to emphasise a particular matter — it can be wisely employed.

Punctuation : A judicious use of punctuation can suggest the right tone—stress, pause, emotion—to the written message too.

Objectivity : It always raises the level of communication if the cultural, religious background of the listener is respected. One should avoid even an indirect reference to caste etc. that points to prejudice and hurts the desirable response from the hurt listener.

Non-verbal Aids : **Visuals and non-visual aids**, such as graphs, charts, tables, and figures, can improve the quality of written communication. These help the sender to be vivid, and the receiver to understand and precisely.

Objectives of Communication

The conditions that cause the need for communication are those in which one person feels obliged to convey some kind of message to the other. Communication between two persons, or more, has a definite purpose and it makes use of certain techniques to achieve that purpose. One might be responding to a query or asking for some information, one might be agreeing or disagreeing to some proposal.

The purposes of professional communication within an organisation can be summed up in the following manner :

- (i) To inform the workers and officials etc. what they are supposed to do.
- (ii) To collect some information vital to the making of a decision.
- (iii) To make inquires, fix responsibilities, demand explanations and enforce discipline.
- (iv) To advise or to seek advice.
- (v) To appreciate a work, or to express disapproval.

The above-mentioned factors lead to the conclusion that communication cannot be entirely one-way process. Even when no response is supposed to be sent by the receiver to the sender, the

communication should produce the intended effect. This can be possible only when we have an effective medium of communication.

One has got to be mindful of certain basic rules. For example, one man should not try to dominate a conversation. One should not agree or disagree without solid reasons. One should use the symbols for ideas (words) that have a common frame of reference. If our favourite expressions are unintelligible to others, these defeat the very purpose of communication.

The process of communication, therefore, involves five considerations — Who is communicating? What does he say? How does he communicate? Who will receive the message? How well does the receiver interpret?

This process is completed through the following stages :

- (i) Preparation or planning, or defining an objective.
- (ii) Collection of information, which should be organized and ordered.
- (iii) Selecting the medium (oral or written, verbal or non-verbal), or encoding.
- (iv) Sending the message from one person to another, or transmission.
- (v) Receiving and decoding the message, and the interpretation.
- (vi) Response, and feed back.

Some do's and don't's of Technical Writing :

Do's	Don't's
Simplicity	Ornament, gaudiness
Brevity	Verbosity
Lucidity	Obscurity, ambiguity
Correctness	Vagueness, bombast
Directness	Circumlocution
Concreteness	Abstractions
Rationality	Sentimentality
Discipline and order	Licence and waywardness
Preplanning and arrangement	Extemporisation and eccentricity
Objectivity	Subjectivity
Plainness	Suggestiveness
Proportion	Disbalance
Logic	Personal feeling
Moderation	Extravagance
Fact	Fancies
Active Voice	Passive Voice

• LEVELS OF COMMUNICATION

Communication is a universal and multi-dimensional activity. There are so many levels at which people or organisations can communicate. For example :

- (i) Interpersonal
- (ii) Organisational
- (iii) Mass Communication

Interpersonal

All communication taking place between persons or among people is interpersonal communication. It can be formal or informal, depending upon the situation, and the nature of relationship between the parties involved. When you go to a post-office and talk with the official at the counter, it is formal interpersonal communication. If that official is also your friend, your interpersonal communication is likely to become less formal, or even informal.

Non-verbal parts of communication play a significant role in interpersonal communication. The tone, the expression, the gestures, the physical closeness, or an occasional touching of hands etc. enhance the value of whatever is being said or listened to. One can feel the effect being produced on the listener and use this feedback to mould the coming part of one's communication accordingly.

Organisational

Generally we speak of two forms of organisational communication in accordance with the two types of activities :

- (i) Internal,
- and (ii) External.

(i) The Internal-operational communication includes all the communication which is undertaken in order to achieve the following goals : ordering the staff; discussion of plans and problems; instructions and guidance; modifications; maintaining discipline; removing grievances and cheering up and the like. This kind of communication remains confined to the organisation itself.

(ii) The External-operational communication includes all the communication that takes place between one organisation and other organisations; communication with the governmental agencies, authorities etc., communication with the customers or the public in general. This kind of communication naturally asks for more skill and attention.

Mass Communication

Mass communication means communication with the masses. The president addressing the nation, a cricketer or film star expressing his preference for a particular product, a chief guest making speech at a function are some of the well known examples of mass communication.

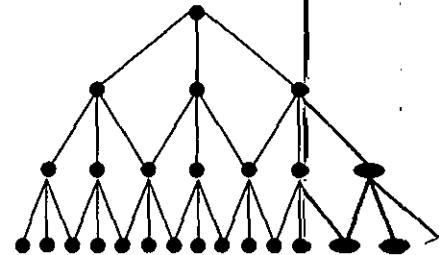
Since the audience in such communication is large – it may be the public in general, the message must be in simple language. All sections of the audience should be able to grasp the meaning. It is generally persuasive in style. When familiar with one another at the personal level, it will be impersonal.

Mass communication naturally depends on some medium wider in reach. Such as a newspaper, microphone, pamphlet, and journal. Oral, print, or visual forms of communication would require suitable equipment to carry the message.

• THE FLOW OF COMMUNICATION

Communication is essential to an organization. No organization can survive without a network which maintains the flow of information. It is a complex pattern of several channels through which information is exchanged among the various parts of an organization. Letters, memorandum, reports and notices etc. carry information of every kind : instructions, orders, feedback, suggestions, explanation and so on.

The flow of information in this formal network may be downward or upward, lateral or horizontal. Messengers, epistles or phone-calls can be used to communicate and to interact. Computerisation of the communication network has revolutionized the quality and speed of information flow in the modern world.



A conventional pattern of communication in an organization can be likened to a pyramid :

But its complexity can be more vividly suggested with the example of the network of veins in human body.

Downward Communication :

As the name suggests, the flow of information in downward communication is from higher authorities in an organization to those at the lower rungs. It includes notices, instructions, seeking reports etc. The manager or the head may call his subordinates telephonically or personally, or communicate in writing.

Upward Communication :

The subordinates have to respond to the enquiries or instructions sent to them by their boss. Their replies- reports, explanations etc. are upward communication.

Horizontal or Lateral Communication :

Downward or upward communication is a very formal, and often time consuming, activity. When the peers communicate directly among themselves across the several departments of an organization, it is known as horizontal or lateral communication. In it, the people at the same level in the organization have an exchange of information, without going through the formality of referring everything to the higher authorities.

This sideward communication saves much time, and results in better coordination among the several sections of the same body. However, it should not be allowed to go the extreme of neglecting the role of the superiors. This too might be formal or informal depending upon the situation.

- (iii) Make an estimate of the negative implications in terms of money before seeing the takeover negotiations through.
- (iv) This equipment will give a boost to the output.
- (v) On all the occasions of his coming across a difficulty he ferreted his mental grounds to dig out some sort of fallacious explanation.
- (vi) Our economic policy aims at effecting a transformation of the industrial sector.
- (vii) During these times corruption has been established as a universal phenomenon.
- (viii) Only a tiny fraction of the budget is marked for investment in the programmes of improving the living conditions of the working class.
- (ix) The probability is strong that this plan of expansion will prove to be remunerative.
- (x) Bring all operations to a halt for some time.
- (xi) This scheme of modernisation has been sanctioned by the managing director.
- (xii) The authorities have postponed the meeting.
- (xiii) The progress was monitored by the incharge.
- (xiv) The team from Germany made an inspection of the plant.
- (xv) He asked me to look in the matter.
- (xvi) In the time to come we shall use this software.
- (xvii) Leave must not be applied for by the workers as long as there is pendency of work.
- (xviii) Linkage between science and commerce recognises technology as a very important factor.

• EXERCISE - II

- (i) The process to facilitate the import of newly developed technology has been initiated by the management.
- (ii) For the time being let us use old technology.
- (iii) Bearing in mind the availability of this technology all over the world, you must prepare a proposal.
- (iv) Your PC is inferior than mine.
- (v) Make a revision of your report.
- (vi) By no means can your proposal be accepted.
- (vii) Your terms are partly acceptable.
- (viii) He made him doing it.
- (ix) He always made it a point to lay the maximum emphasis on exploiting the full capacity of the system.
- (x) Let us dispense the harsh measures.
- (xi) The mechanical brain of the computer places in your hands an instrument, a technique, to sort out the details of the developments latest in time.
- (xii) The sales have shown remarkable improvement.
- (xiii) The reach of goods is impressive in this area.
- (xiv) You should keep apart maximum time for study.
- (xv) The engineer stood with the workers during this fight.
- (xvi) Let the justness of the cause play a greater role in our finally deciding to support the striking men.
- (xvii) I prefer doing it myself than to trust a company with no experience in this field.
- (xviii) Aren't your priorities in need of a reordering ?

• EXERCISE - III

1. Describe distinct features of Technical Communication.
2. Efficient in technical communication attain success easily. Elucidate it.
3. Describe the hindrances or barriers to communication.
4. Communication a tool of communication. Elucidate language as it.

SOLUTION - I

- (i) All technological advancement depends on experiment and research.
- (ii) Our intellectual development should not be socially meaningless and morally irrelevant.
- (iii) Calculate financial loss before concluding the deal.
- (iv) This equipment will boost the output.
- (v) Whenever he faced difficulty, he invented an excuse.

- (vi) Our economic policy seeks to transform the industry.
- (vii) Now corruption has become universal.
Or, Now corruption has spread worldwide.
- (viii) A small amount is invested for labour welfare.
- (ix) This expansion is likely to increase profit.
- (x) Stop all operations for two days/three hours/one month.....
- (xi) The M.D. has sanctioned modernisation.
- (xii) The meeting has been postponed.
- (xiii) The incharge monitored the progress.
- (xiv) The German team inspected the plant.
- (xv) He asked me to look into the matter.
- (xvi) In future we shall use this software.
- (xvii) Workers must not apply for leave as long as work is pending.
- (xviii) Technology links science and commerce.

SOLUTION – II

- (i) The management has started the process to import new technology.
- (ii) Presently let us use old technology.
- (iii) Remembering/knowing the worldwide availability of this technology, you must prepare a proposal.
- (iv) Your PC is inferior to mine.
- (v) Revise your report.
- (vi) We can never accept your proposal.
- (vii) Half of your terms/four out of ten of your terms are acceptable.
- (viii) He made him do it.
- (ix) He always emphasised the exploitation of the full capacity of the system.
- (x) Let us dispense with the harsh measures.
Or, Let us do without the harsh measures.
- (xi) The computer provides you a technique to sort out the latest developments.
- (xii) The sales have shown 5%/10% improvement.
- (xiii) Our goods are sold in ten districts/three districts of this area.
- (xiv) You should spare 5 hours/8 hours ... for study.
- (xv) The engineer stood by his workers during this fight.
- (xvi) Let us support the striking men if the cause is just.
- (xvii) I prefer doing it myself to trusting a company without any experience.
- (xviii) Should you not reorder your priorities ?



CHAPTER

2

REPORT WRITING

STRUCTURE

- Definition
- Characteristics
- Steps towards Report Writing
- Structure
- Style of Report Writing
- Types and Forms of Report
- Air Pollution in the Metropolis
- Physiography and Drainage
- Blockwise Description of Ground Water Conditions and Its Development Possibilities
- Summary
- Test Yourself

LEARNING OBJECTIVES

After going through this unit you will learn :

- Various types of report writing as letter report, Newspaper, report, feasibility report, Memo report, Progress report and Appraisal report.
- It would help in improving your writing ability.

A technocrat's work is multidimensional, he forms a part of the whole, and the part has to interact with other parts for its own sake as well as for the sake of the whole. Communication with superiors, colleagues and subordinates is consistently going on. The writing of reports forms an essential part of this official, managerial and professional activity.

• DEFINITION OF REPORT

A Report can be defined as a systematic account of facts for information, analysis and action to achieve a definite business-objective.

A Report is a means of communication so commonly used that no definition of it can be complete. A scientist gives a report of the observations made by him in the course of an experiment. An economic or financial report is a kind of account or audit. A newspaper report is the narration of an event. A Report might be simply a description, or a description with a comment or interpretation, or a description with analysis and recommendations. A report can be written just for the sake of information or for the sake of evaluation, or it might recommend some sort of action. Whatever might be the occasion, the scope and the purpose of a report, must be factual, objective, orderly, and definitive.

• CHARACTERISTICS

A business report is a kind of technical writing. Therefore, it should have all the characteristics of a scientific document. It must be to the point, objective, factual, well-ordered, simple and clear.

Besides these general merits of any piece of writing for other than literary purposes, a report must have some characteristics of its own. Among these we can lay special emphasis on its being purposive, result-oriented, and organised.

(i) Since a technical or business report is written with a clearly-defined objective in view, it must have purposiveness. Whatever data, illustrations, references etc are included in it, these must contribute to the purpose of the report. For example, if it is a report on the prospects of a certain

product to be launched in the market, the writer of the report must collect all the information concerning the other products of that nature, their success or popularity, the marketing-conditions, the classes of people forming the population and their requirements and purchasing power, and so on. All these details are presented in the context of the purpose of the report. The writer has to decide *how much is relevant*.

(ii) A report is written to **produce some results**. It helps in taking crucial decisions. Its findings guide the authorities to whom the report is sent to decide whether a certain step is to be taken or not, or what steps to take. It is, therefore, required to be objective and factual rather than personal. The interpretation must be based on accurately selected points without any preconceptions. If a report fails to perform this function, that is to lead to some definite results, it defeats its purpose. It is a wastage of time and energy. Even a recommendation to appoint another committee to go into the matter in a wider perspective or a narrower perspective is an achievement paving the way for further action. Therefore, most of the reports are concluded with recommendations.

(iii) The third essential quality of a report is that it should be **well-organised**. A haphazardly prepared report does not help the reader of that report. Or, perhaps, it is more appropriate to say that a disorderly report is not readable.

Reports are generally demanded by the people who either are too busy to go into the detailed aspects of a problem themselves, or lack the necessary technical knowhow to make a precise assessment of the situation. The writer of the report must present all the facts, observations etc. very neatly and systematically. His interpretations should be ordered logically. And his recommendations must be clearly framed.

If necessary he should not only arrange the material in an orderly manner but also give points, tables, graphs etc. at the appropriate places.

• STEPS TOWARDS REPORT WRITING

All reports are preceded by some kind of preparatory work. Some reports require elaborate preparations, which consist of the steps towards report writing.

The nature of the work will determine the amount of preparation and the steps to be taken. Preparation may consist of merely consulting the relevant documents, libraries, the previous reports on the subject etc. It might demand the report writer's going to a large number of people to seek their opinions on a particular issue. This goal again can be obtained either by going to them personally and interviewing them, or by sending questionnaires to them. He will have to print a list of sufficient questions, which should be easily undrespondable or graspable intelligible to the people who would be answering them; and which should cover all the aspects of a problem, without being irrelevant. He should send a covering letter with these questionnaires, written in a persuasive style, and a self-addressed, stamped envelope too.

If the problem is connected with some technical process or mechanical detail, the report-writer may have to seek some expert's advice or include some laboratory tests etc.

It is always advisable it the report-writer to make himself acquainted with the parameters of the report. Brevity and lucidity are essential to make a report excellent.

These preparatory steps in report writing can be summarised under the following heads :

- (i) *First understand the terms of Reference.*
- (ii) Give the right direction to the report by ascertaining the people to be addressed.
- (iii) Collect all the information from all the relevant sources. This might include data-collection, or consulting documents and books etc. Sometimes laboratory experiments and resultant observations become the source. Preparing of questionnaires, sending them and ensuring that these are sent back are also an aspect of this step in report writing.

(iv) Now the information gathered is organized. If something appears to be unnecessary, it can be removed.

(v) Finally, the matter is arranged in a suitable order and the conclusion helps in this part of the work. The information analysed, the significance discovered, and the inferences drawn—are used to shape an outline.

(vi) The first draft is checked and revised to eliminate errors and disbalance.

• STRUCTURE

A report can assume different shapes in accordance with the occasion, the purpose, and the nature etc. of the report. However, a conventional format includes some elements in an order that has become standard with the passage of time.

A formal report generally consists of three parts which are known as Front Matter, Main Body and Back Matter. These are further subdivided into several parts. A report is likely to have the following elements :

- | | | |
|---------------------------------|---|--------------|
| (i) Cover | } | Front Matter |
| (ii) Frontispiece | | |
| (iii) Title page | | |
| (iv) Copyright Note | | |
| (v) Forwarding Letter | | |
| (vi) Preface | | |
| (vii) Acknowledgements | | |
| (viii) Table of contents | | |
| (ix) Illustrations, Tables etc. | | |
| (x) Abstract and Summary | | |
| (xi) Introduction | } | Main Body |
| (xii) Description | | |
| (xiii) Conclusion | | |
| (xiv) Recommendations | | |
| (xv) Appendix | | |
| (xvi) References | } | Back Matter |
| (xvii) Bibliography | | |
| (xviii) Glossary | | |
| (xix) Index | | |

Out of all these elements of a report, only a few are generally considered to be necessary. The title page, the introduction, the description or discussion are the essential components of a report. If the report is not a long one, even the title page is not required to be added. For example, a letter report can be submitted without it. Such elements as the acknowledgements, tables, copyright note, preface, forwarding letter, appendix, bibliography and glossary etc. might not be the requirement of a report. The writer of the report has to decide how much to include and how to arrange it. In some cases even the order of these elements can be slightly modified to make it suit the purpose of the report.

Let us have a brief discussion of these elements.

(i) **Cover** : Though short reports can do without a cover, a long report must have a cover. It will protect the main text of the report from getting torn or harmed in any other way. The cover must be chosen keeping in mind the environment in which a man is working. Generally a light colour, white, without any decoration serves the purpose well.

The cover bears the title of the report, its number, date and classification, if any (confidential etc), and sometimes the name of the person who has prepared the report, and also of the authority to whom the report is being submitted. However, too much information should not fill the cover. Whatever is printed should be tastefully set and designed to give it an attractive look. Here is an example of a title page :

Report Number C 29

**A REPORT
ON**

**THE PERFORMANCE OF
THE NEW MODEL OF FLAT SCREENS**

**BY
GAUTAM MAHAPATRA
ELECTRONIC ENGINEER**

**PHOENIX ELECTRONICS PVT. LTD.
BANGALORE**

OCTOBER, 2004

(ii) Frontispiece : It generally has a figure, a photograph or a map etc. just to arouse the interest of the reader. Only bound reports are likely to have it.

(iii) Title Page : The title page is a more important part of the report. The title page contains the following information.

All the information printed on the cover must be repeated. Besides that (the title, the number and classification, the date, the name of the author and the receiving authority), the title-page must have the information regarding the approval of the report, the distribution list, the project or job number, and the name of the authority to whom the report is submitted.

The title-page should also be beautifully set. The title must be printed in capital letters leaving enough space on all sides. The date is to appear at the bottom of the page. The information about the approving authority can be printed on the left side in the lower part of the page. Here is an example of a title-page.

<p>Report Number C 29</p> <p>A REPORT ON</p> <p>THE PERFORMANCE OF THE NEW MODEL OF FLAT SCREENS</p> <p>PREPARED FOR BANKIM CHATTERGY DIVISIONAL MANAGER</p> <p>BY GAUTAM MAHAPATRA ELECTRONIC ENGINEER</p> <p>APPROVED BY Y.K. SINGH DESIGNER</p> <p>PHOENIX ELECTRONICS PVT. LTD. BANGALORE OCTOBER, 2004</p>

(iv) Copyright : In case a report is to be published, the notice of copyright should also be printed on the inner side of the title page. It can be followed by a note of warning too. For example:

©Author All rights reserved.

(v) Forwarding letter : The forwarding letter can be just a 'covering letter', not a part of the report itself, addressed to the authority who would receive the report. It is only a formal statement of the submission of the report.

The forwarding letter can also be an introductory letter. An introductory letter is like a preface. It allows the author to form a link with the reader. It can highlight the main points of the report. It prepares the reader of the report to peruse it in the right perspective by communicating the scope and the limitations of the work. The introductory letter can also acknowledge the help the author might have received from certain people during the preparation of the report.

(vi) Preface : The preface will repeat some of the information given in the introductory letter. It also presents the report to the reader.

(vii) Acknowledgements : When acknowledgements have not been recorded in the introductory letter or the preface, the author can mention them separately.

He can simply give the names of the persons, with their designation, and the institutions who have helped him in the course of preparing his report. He can also refer to the specific contribution of the persons whose names are being mentioned. For example, he can say 'We are thankful to Mr., of, for extending his cooperation in the, ' or ' we acknowledge our gratitude to Mr. for having provided us the data of, of, who took pains to respond to our request for a survey of his, ' and so on.

(viii) Table of contents : A table of contents is required only when the report is a long one, and the reader of the report might need this help to locate the particular parts of the report. In a short report a table of contents would appear to be quite unnecessary.

The table of contents is a list of the headings and sub-headings into which the text of the report has been divided. It should be clearly printed on a page leaving ample margin on all sides. The page numbers should be precisely printed against all the points. The numbering of the parts might be conventional. Roman numerals (i, ii, iii, iv, v...) are used for the elements before the main body. In the later parts the numbers can be printed in the manner shown in the following example; that is, the numbers of the main headings. The sub-headings should be printed after leaving a broader margin than that left for the headings.

TABLE OF CONTENTS	
Preface	(i)
Acknowledgements	(ii)
1. Introduction	1
2. Description	3
2.1.	4
2.2.	5
2.3.	6
3.	8
3.1.	9
3.2.	11
3.3.	15
3.4.	16
4.	20
4.1.	21
4.2.	22
4.3.	23
5. Conclusion	25
6. Recommendations	27
Appendix	29
Bibliography	32

(ix) Illustrations and Tables etc : If a report has used a number of illustrations and tables etc. a list of the same must be provided. It should also mention the page numbers on which these tables etc. are to be found. Thus it is printed almost in the same manner as the table of contents.

(x) Abstract and Summary : While a short report does not require a summary of it, a longer report must have its abstract or summary, or both, so that the authorities, who have sufficient time to go through the entire report, are able to gather the necessary information from the abstract or summary.

An abstract is shorter and a more condensed gist of the text than the summary. However, one of them should contain the essential information. Though examples, illustration etc. will be excluded, the main points should not be left out. An abstract can be informative as well as descriptive. By all means, it should present a clear picture of the subject.

(xi) Introduction : Introduction, as the name suggests, is that part of the report which introduces the report to the person who would be reading it.

An introduction is important because the person reading the report might not be acquainted with the problem. An introduction not only informs the reader about the subject of the report but also tells him what the background of the project is, how much of the work has already been completed, what the shape of the investigation has been, what methods and procedures have been adopted, how to collect the information and to analyse it, and so on. The introduction can also state by whom the project has been authorised, and on what terms.

(xii) Discussion or Description : This is a major part of the main body of the report. The work of the report describes the work that has been performed and discussed the problems in detail.

This section of the report is likely to have several sub-sections, particularly in case of a long report. All the information collected in the course of preparing that report is properly arranged, ordered or classified. The data are presented in tables etc. and analysed.

The writer may proceed historically, or he may explain the steps that were covered before he could reach a final conclusion. Sometimes the author of the report begins with the results and goes backwards into the background, or basis of those results.

(xiii) Conclusions : Conclusions are written to conclude a discussion. In a report, conclusions state the results of all the discussions or arguments that have preceded this section.

The writer of the report not only presents the facts but also tries to draw some inferences. As a matter of fact, this is the purpose of the report to lead one to a definite viewpoint or opinion. Decisions are to be governed by these conclusions. The interpretation of the data etc. should be done very correctly. The authorities are often interested more in the results of a study than in the details of the procedures etc.

In some reports specific conclusions are drawn at the end of each part of the discussion. All these conclusions are now systematically recorded to help in the emergence of a clear perspective to deal with the problem.

(xiv) Recommendations : While conclusions are the inferences drawn from the discussion, the recommendations are the clear suggestions made to improve a condition. Recommendations are the steps considered desirable to solve a problem. Sometimes the report-writer may think it is advisable to ask for another survey, or further study, of the same issue.

In a short, report conclusions and recommendations might be one and the same thing, and then, there is no need to give recommendations separately.

Recommendations must be made only when the writer of the report has been asked to do so. If it is not in the terms of reference, the writer should not presume to recommend any action. If he does it on his own, he is likely to be misunderstood.

(xv) Appendix : An appendix is the first element of the back-matter of a report. It contains the information which could not be included in the main text for some reason or the other. The practice of giving an appendix is only an arrangement to keep the flow of the main text uninterrupted without leaving out some information considered desirable for a more detailed study of the report.

An appendix generally includes such material as the tables, samples, data, relevant documents and detailed explanation of certain parts or their background etc. When a report requires a lot of material to be put into it as an appendix, there can be a number of appendices. In that case the appendices should be identified as 'Appendix A', 'Appendix B' etc.

(xvi) References : When the person who prepares a report borrows some information or ideas from some other source, he should acknowledge his indebtedness. He should also give information regarding the sources. When the words of some other writer have been quoted, the page number on which these can be found in the original work, can also be mentioned.

If references are numerous, a list of references can be given in this section. In this list the names of the authors may appear in alphabetical order or in the order in which they have been quoted in the text. These references can also be numbered in the text, and the same numbers may be given in the list of references too. These references are printed in the following form:

Anderson, G. 2001, *Information Technology*. Chicago : Global Publishing House.

If a report has only a few references, these can be given in the form of foot-notes. These are identified by the printer's marks or by a number printed slightly raised in the line. The footnote gives the name of the author in the natural order, and commas, rather than periods, are used to separate the parts of the note. For example.*

(xvii) Bibliography : A bibliography is the list of the books that have been consulted, or should be consulted for further study. While a list of references contains the specific information about a particular part that has been taken from some other source, a bibliography contains the names which should be, or have been generally studied on the subject. A bibliography can also be annotated, giving a very brief introduction to the source.

The bibliography also tells us about the writer, the publication, the edition, the place and the year. The page numbers are not mentioned in it. The order of the books etc. must be alphabetical. The sequence of information should be — the name (surname first), the title, the edition, the place, the publication, and the year. An example of a bibliography is given below :

Hudson, W.W., *Industry and Economic Trends*. 2nd ed.

London : Precious Books, 1999.

Spencer, Clara : *Our Heritage and Perils*. 3rd ed.

Madrid : Continental Literature, 1996.

(xviii) **Glossary** : A glossary is a list of the words which might be unfamiliar to the reader and hence need explanation. The technical terms which are likely to confuse the reader can be included into the glossary. If there are not many words or terms of that kind, the footnotes can serve the purpose. A glossary is also unnecessary when the person to whom the report is being presented is well acquainted with that field of knowledge.

(xix) **Index** : An index is given only at the end of a very long report in the form of a book which guides the reader directly to the spot where he can find a particular piece of information. The index is always prepared by arranging the topics, sub-sections, terms, and names etc. in alphabetical order. Against each entry, all the page numbers on which that word has been used or discussed are mentioned.

• STYLE OF REPORT WRITING

Adaptation : A business report or a technical report is written to serve a practical purpose. Therefore, it is desirable that the language used in the report should be simple and correct, and free from ornamental appendages. The style and presentation affect the impression made by the report. The report ought to be not only understandable but also persuasive and vividly organised. The style includes everything—the order, the proportion, the tone, the viewpoint, the diction, the length of sentences and variety of constructions, the arrangement of the matter into paragraphs, the neatness of sub-divisions, the use of such aids as the illustrations, tables, graphs, etc. In a technical report, objectivity and scientific attitude are indispensable. The matter should be logically planned. Readability of the report should be increased by all the means available.

Readability and Objectivity : Barring exceptions, a report must contain nothing personal. A report in the letter form can sometimes include a subjective opinion, but generally objectivity is maintained in a report. Unless this point is remembered, the conclusions drawn are likely to be misleading. When a report is presented in the form of a blank-form, it is quite free from personal comments.

The writer of the report has to determine the problem first. He has got to adapt his style to suit the considerations as :

- (i) What is the purpose of the report ?
- (ii) Who has authorised the report ?
- (iii) Who will be studying the report ?
- (iv) What is the scope of the investigations ?
- and (v) Is the writer of the report required to make any recommendation?

The report writer's approach is again determined by the nature of the project. If his report is meant to be informative, he must collect as many facts, data etc. as possible, classify them clearly and present them in the best form. If the writer of the report is investigating a problem, he will go into the background of the problem, determine its causes and define its extent and effects etc. He may have to recommend the steps that should be taken to improve the state of things. In this latter case the style would be analytical as well as descriptive.

Order : Some reports prefer the inductive method, in which particular facts are used to draw general inferences. For example :

The purpose of the report is to determine whether the contract of the institution with Regular Printers should be renewed or not.

An investigation of the services provided by the Regular Printers during the past one year has brought to light the following facts :

- (i) They were not able to supply the office-stationery in time on three occasions.
- (ii) They never cared to explain the causes responsible for the delay, in a convincing manner.
- (iii) The quality of the paper on which the subsequent parts of the orders were printed was the same as that of the first supplies.

(iv) On one occasion, an error in the bills sent by the printers, had been detected by this office.

The above-mentioned findings lead to the conclusion that the contract of the institution with the Regular Printers should not be renewed.

The deductive order is the opposite of the inductive order. In it the writer proceeds from a generalised opinion to the particular facts on the basis of which that opinion has been formed.

Information can be presented chronologically, that is, by referring the facts to a time-frame or period-wise or date-wise development. This method is often used when a table of periods is placed against each division is analysed. For example,

The production increased during the first quarter of the year by 2%. During the next three months, that is, from April to June the same level of production was maintained. The third quarter of the year 2001, that is, the months of July, August and September, showed a decline of 1%. The last quarter of the year recorded further decline of 1%.

Some reports can be better presented by describing the facts spatially, that is by referring to the places relevant to a development. For example, an area-wise report of a firm's performance can be presented by using the following order :

Five new branches were opened in Haryana, raising the total number of branches to nine. But two of the eleven branches in U.P. were closed. Thus both these states have an equal number of branches at present. One branch each has been, for the first time, started in Punjab and in Himachal Pradesh. In this way the firm has now spread its business to the four important states of North India.

In order to preserve the readability and the value of the report in respects other than visual and stylistic appeal, one should take all the pains to make the report accurate and unbiased. A wider data-base should be preferred. The interpretation of the facts should be objective and factual.

Diction : As has been observed earlier also, the language of technical writing ought to be precise and it should not be figurative. Prolixity and circumlocution should be avoided, though conciseness should not be cultivated at the cost of intelligibility. Terminology of the subject concerned will naturally enter into the diction of a report on a specific subject in any field of technical or professional activity. Still the writer should respect the condition whether the report is to be perused by an expert in that field, who might be acquainted with those terms, or by the readers in general who might not be acquainted with those terms. In later case, a glossary can make the report more readable.

Sentence : Sentences must not be un-necessarily lengthy. Though nobody can exactly prescribe the proper length of a sentence to be used in a report, a simple guideline can be followed.

Paragraph : Similarly, the size of the paragraphs would vary from part to part of the report. Instead of measuring the size of the paragraph in terms of the words or the lines included in it, let us follow the principle of logic, unity and coherence. If the matter is relevant, and cannot be shifted to another paragraph, if it substantiates an idea or an argument, it is justified to be there in the same paragraph. One paragraph must contain the matter related with one point of the argument, or one aspect of the subject. If we begin a paragraph with a topic sentence, the rest of the paragraph naturally grows out of it, either by enumerating the examples, or by expounding the idea. If we conclude with a topic sentence, the foregoing part of the paragraph will consist of the facts that have led to this conclusion.

Coherence : Coherence binds the parts together and to the whole. Unity is strengthened and increased by coherence in a piece of writing. For example, when we are analysing a subject, and we want to give a different turn to the argument, or to cite an exception to a general practice, we should begin the next sentence with 'However' or with 'In spite of this ...', or with 'on the other hand...' etc. This kind of beginning would bind the whole thing together and would not shock the reader with an abrupt turn. Even when it is not so sharp a turn in the argument, the sentences should be interconnected by using pronouns, connectives, and such phrases as 'Moreover', 'Besides', 'Therefore...' etc.

Viewpoint : A report can be presented either in the past tense or in the present tense. The occasion of the report would determine the time-viewpoint. If the report records the facts that have been found out after going into the details of an event in the past, the past tense appears to be the natural viewpoint. If a current problem is being investigated or an ongoing development is being evaluated, the present tense may sound better.

Besides the points discussed above, there are some other factors that shape the style of a report. Among these we can mention such considerations as the type of the report, the fact whether it is a long or a short report, the scope of its circulation, and whether it is a routine report or a specially instituted inquiry.

• TYPES AND FORMS OF REPORTS

There can be as many types of reports as the occasions to write a report. Still we can mention some of the common classifications. We can classify reports as long and short reports according to their size. We can also speak of press reports, business reports, enquiry commission reports, academic reports etc. Besides these broader categories, we must be acquainted with the following important types of reports : feasibility report, progress report, investigative report, activity report or

office memo, periodic reports, interim reports, inspection report, letter report, memorandum, status report, staff report, technical report, design report, audit report, completion report, experimental report, evaluation report, and so on. Reports can thus be classified according to their form, their purpose, and their subject matter. These can be informative, descriptive, interpretative, investigative, recommendatory, and comparative.

Long and Short Reports : The long reports are more formal. They have most of the parts of the structure of a report. But in a short report the introductory matter need not be given much space, short report being more a part of the routine official work, it can be sometimes a little more personal in tone, while a longer report preserves an impersonal tone and attitude.

Feasibility Report : When a firm or a business establishment intends to start a new venture, to open a new branch, or to effect any other change to avoid losses and increase profit, it explores the possibilities and studies the chances of the new plans being effective. This preparation is done in the form of a feasibility report. A feasibility report helps us to determine whether a proposed scheme would be practicable and profitable or not.

A feasibility report consists of these parts : introduction, body, conclusion, and recommendation. The introduction describes the conditions which have essential the proposed change or improvement. It also defines the scope of the report.

The body forms an answer to the problems stated in the introduction. It also discusses all the alternatives, out of which the best solution is to be chosen. It evaluates each of the alternatives in accordance with its merits and demerits.

The conclusion contains the opinion of the author of the report on the worth of the alternatives available. It tries to compare the degrees of feasibility of different plans, and gives them a proper order.

The recommendation is the last sentence that recommends the best alternative.

Investigative Report : An investigative report is prepared to find out certain facts in a specific context. It might be an analysis of the things that actually happened, or an enquiry into the cause behind a situation. Such a report may also contain the suggestions to deal with that situation.

An investigative report would begin with an introduction to the background of the report. Its body consists of the listing of the findings. This might involve interviews, surveys, questionnaires etc. In the case the details concerning the areas covered, the groups included in the survey, the qualifications of persons who have been contacted, and other details relevant to the full understanding of the report, should be included in the body of the report. The conclusion and the recommendations may consist of suggestions to make things better.

Progress Report : A progress report is written to communicate the state of a project or scheme already in progress. Some of the business or technical activities are of such nature as to require a long period of time before they reach completion. The directors or the managers, who have assigned the work to any company etc., would like to be periodically informed, be it weekly, fortnightly, monthly, or annually, about the developments. They may as well ask an employee or a team of the employees to assess and report the state of work—how much work has been done, how much is yet to be done, how much has been spent, how much is still required to meet the costs, how much time is still needed, whether the work is progressing as per schedule or not, and so on.

The introduction tells about the situation in which the work was started, the purpose, and the scope etc. The body consists of the details of the work being done, or that has been done, the budgetary status, the time schedule, the staff-requirements etc.

The conclusion summarises the progress achieved, and states the future projections of the cost, time etc. The recommendation may help the authorities to decide whether the work should be allowed to continue as such, or any alterations should be introduced to minimise the losses and to improve the savings etc.

While the first progress report has a detailed introduction, the reports following the first one, i.e., the second, the third, and so on, need not be so detailed in the introductory part. A reference to previous reports can provide the context.

Audit Report : An audit report is a comment on the financial records or accounts etc. of a business establishment. While short-form audit reports consist of conventional, standardised statements, long-form audit reports can be presented in several forms.

Staff Report : The staff report is a part of the process of identifying and solving a problem in a business establishment. It begins with the information regarding the person by whom and for whom the report is being written, and the data etc. An executive summary is often placed first, as perusal of the entire report is generally not possible for the busy authorities. The rest of the report

conventionally structured, having a discussion of the problems and conclusions and recommendations.

Confidential Report : These reports are secret documents in which the higher authorities express their opinions on the performance of the employees working under them.

Technical Report : As the name suggests, a technical report contains a discussion of a technical problem. It includes a discussion of the methods and processes relevant to that problem. It would give details of the suitable options, facts about their comparative worth, and a statement of preference for the best solution.

Evaluation Report : An evaluation report evaluates the progress of a project. It is an exercise to study the performance of a team or a plan, and arrive at a conclusion whether the steps taken have been successful or otherwise.

Such reports must define the standard by which the working of a project is to be tested and its achievements are to be measured. It should see how far the plan has been responsive to the projected goal, and why it has fallen short of it, if it happens to be so.

Newspaper Report : A newspaper report is a major part of the journalistic writing. Newspaper reports are written for public consumption. Therefore, these must be written in a language and style suitable for the awareness which such reports are expected to create among the readers. A newspaper report would be justified only when its subject is of some general interest.

Blank Form Report : A blank form report is so called for it is in the form of a prescribed form. It is a routine report, periodically presented, by simply filling that form.

Letter Report : A letter report resembles a business letter to some extent, for it is in the form of a letter. It is often a little more personal in tone than a formal report. We can make a letter report more readable by presenting the facts clearly and systematically. Using points to list the findings and the suggestions is one of the ways to make letter reports more effective.

Memorandum : Memorandum is a kind of official communication within a company. Most of the organisations have printed letter-heads for this purpose. These are short reports, forming a common part of the office work.

An office-memo is like a letter. But it is more direct and informal as it is a kind of routine official work. In these short notes inquiries are made and replied without any fuss or ceremony.

A memorandum report begins with the information about the date, the writer and the receiver of the report. It also states the subject of the report. Then, without any salutation etc. it states the problem or the requirement etc. This is followed by the suggestions or plans devised to deal with the problem. It concludes without a complimentary clause.

EXAMPLES OF REPORTS

Introductory Letter :

INDIAN INSTITUTE OF SCIENTIFIC RESEARCH

88-C, Palm Beach Street,
Mumbai-651725
June 15, 2004

Mr. V.K. Mittal
Manager of Sales
Elephanta Electronics Ltd.
412, Bellard State,
Raipur-213725

Dear Mr. Mittal,

It is my pleasure to present this report on the new model of flat picture tubes in response to your requirement to this effect.

I have tried to make these investigations complete in all respects. The functioning of the picture-tubes has been studied in many different conditions.

I hope that my analysis will help you in taking a decision.

Yours sincerely,

Ashish K. Dubey
Head, Department of Electronics

1. Letter Report :

DEPARTMENT OF ECONOMICS
M.S. College, Jaigarh-246701

August 5, 2010

The Principal
M.S. College
Jaigarh—246701

Dear Sir,

Subject : Admissions in M.A. (Pre.) Economics

Kindly refer to your notice dated August 3, 2010, in which you invited suggestions from the conveners of different admission committees to mitigate the problems faced by them during the admission-process.

Difficulties Faced

Given below is a list of the difficulties faced by me while completing the process of admissions in M.A. (Pre), Economics year after year.

(i) The number of seats sanctioned by the university in M.A. Economics is just sixty while we receive nearly two hundred and fifty applications by the last date fixed for the same.

(ii) The gap between the demand for admission and the availability of the seats goes on widening every year.

(iii) It is an extremely tough exercise to convince thirty to forty applicants approaching after the last date that their forms cannot be entertained.

(iv) I have to calculate the merit-index of all these candidates all alone within two or three days. This too involves a lot of complicated calculations, for the marks obtained in practical examinations during the three years of graduation are to be excluded, and the marks obtained in the subject offered to be considered separately, and the weightage is to be given for N.C.C., N.S.S. and sports etc.

(v) After the publication of the merit-list, I find myself suddenly exposed to a flood of inquiries concerning the method of calculating the merit-index, requests and pressures to allow the completion of the incomplete forms, so that the merit of these might also be calculated, and to find out some way to accommodate the candidates below merit.

(vi) I donot know whether I am supposed to satisfy all these people, including the political leaders, the officers, my colleagues and acquaintances and all; but I have no means to avoid this attack on my personal life as well as on my academic life. And the size of this attack goes on increasing with the growing number of candidates deprived of admission. This part of the work is causing to me not only exhaustion but also unnecessary tension. It tells upon my physical and mental health.

(vii) There are at least six categories of candidates; general, backward castes and scheduled castes, both in stream and non-stream categories. Dealing with all of them simultaneously and unaided becomes an aggravating factor.

Suggestions and Recommendations :

I suggest the following steps to deal with the problem discussed above :

(i) Some criterion of minimum qualification may be fixed to discourage the applicants below merit. For example, only those candidates should be allowed to apply who secured at least 50% marks in the subject and a second division in B.A.

(ii) A committee can be formed to help in the process of admission. In this committee there must be at least two members of the department, besides the incharge of the department.

(iii) An entrance examination may be conducted to select the meritorious candidates.

I recommend the admissions through the entrance examination as the best solution of the problem.

Yours sincerely,

(S.P. Banerjee)
Incharge

**CITY WELFARE COMMITTEE
ASHOKNAGAR 200121**

August 20, 2010
Mr. R.S. Shastri
Mayor
Ashoknagar—200121

Dear Sir,

As requested by you, the City Welfare Committee has conducted an investigation into the causes of the recently noticed rise in the number of road-accidents in the city. We submit this report which contains our findings and recommendations.

Introduction :

Road-accidents often take place in a city full of vehicles and people moving about. But the city of Ashoknagar has been experiencing at least two accidents per day for the last one year. Seven hundred eighty two cases of road-accidents were reported between May, 2009 and April, 2010. Ninety eight cases involved casualties and found space in the local newspapers.

These figures indicate a shocking state of things on the roads of this city. Alarmed by the same, the mayor of the city requested the City Welfare Committee to thoroughly study the problem, and prepare a report which should reveal the factors responsible for these accidents and suggest ways to save the city from the dubious distinction of being the most accident-prone city of the state.

Procedure :

The city welfare committee collected all the data concerning the road accidents between May, 2009 and April, 2010, from the police stations, the hospitals, the insurance companies, the local newspapers, and the workshops. We contacted the victims, the accused, the family members of the dead, the handicapped, the lucky ones who narrowly escaped, the investigating authorities, the traffic-police personnel, the eye-witnesses, the lawyers, and the press-reporters. Our findings are based upon our dialogue with them, and our visits to the trouble-spots. The details of the figures collected from the sources acknowledged above can be found in Appendix A. It also explains the method used to arrive at the average of two accidents per day.

The names of the persons contacted by our team have been listed in Appendix B.
Appendix C contains the names of the six places which witnessed at least 55% of all the accidents.

Factors Responsible for the Accidents :

After having gone through all the information available, and discussion on the findings thereof, we have been able to reach the conclusions given below :

(i) Number of vehicles has more than tripled during the last two years. In 2009 the city had seventeen thousand cars and ninety three thousand two-wheelers. Today it bears the burden of forty eight thousand Cars and three lakh eleven thousand two-wheelers.

(ii) There has been no corresponding development of roads and other facilities to ensure the safe and smooth flow of traffic.

(iii) The factors most responsible for the increasing number of accidents, are the sudden spurt of vehicles and the poor condition of roads. The roads aggravate the situation in several ways.

(iv) The maintenance of roads has been badly neglected. Roads are broken, damaged, uneven, narrow and full of pits. Two of these pits measured nearly two metre in diameter.

(v) Unchecked encroachments on the roads, both of temporary and permanent nature, make it a severe test of one's driving skill. Among the permanent encroachments, affecting the flow of traffic, are a temple and a mazar right on the road itself at the two very crowded squares of the old city. Hotels and restaurants have got their hearths and counters built in the spaces on the roadside, which should not have been occupied. Nursing homes have their generator cabins and garbage receptacles in the same spaces as well. Among the temporary encroachments, that block the roads even more, were found the heaps of building material in front of the buildings under construction; the trucks parked daily and perpetually wherever they did not come in the way of shops; vehicles, including those of the officers and the police, parked most recklessly on the roads with total indifference to the misery of the public trying to find a passage; vendors of goods; snacks and drinks etc. on movable trolleys and stalls; furniture in front of ice-cream parlours etc.

(vi) After sunset the street lights are not on because of power-cut. To make things worse the noise and the smoke generated by the generators on roads make people deaf and sometimes almost blind.

(vii) Driving licences are issued on payment without checking the applicant's ability.

(viii) The new-generation vehicles are noiseless and pick up speed very fast; and the new-generation drivers of these vehicles take pride in violating the rules of traffic. They must show off speed and smartness by disregarding the norms.

(ix) Offenders are hardly ever punished; often not caught; mostly not identified.

(x) Smoking, changing cassettes, and talking on mobile phones while driving are rampant. In most of the (92%) cases involving casualties, the drivers were found to be drunk.

Recommendations :

We recommend the following steps to improve the conditions :

(i) Roads must be immediately repaired, and periodically inspected to ensure proper maintenance.

(ii) A committee may be appointed to find the ways to subtract commissions and bribes from the process of licensing and for checking the erring drivers.

(iii) The prices of petroleum products should be raised and there need not be any subsidies .

(iv) Vehicles should be heavily taxed.

(v) All encroachments must be removed, irrespective of the political affiliations of the persons affected.

(vi) Laws to punish the offenders should be implemented more effectively.

(vii) Video-monitoring of traffic and surprise-checks may be introduced to check recklessness.

(viii) A campaign to deglamorize murderous speed and disregard for rules can be started. N.G.O.'s, media, and social activists can be involved in the task of creating awareness and sense of responsibility among the youth.

(ix) Local public transport system can be introduced to ease the rush during peak hours.

(x) Parents should be counselled to restrain their children from unnecessary driving.

(xi) Manufacturers should be advised to rationalise the speedlimits.

(xii) Political leaders, the elite, the officers should set an example before the public by abandoning or foregoing the use of vehicles on some occasions. Movies may depict the hero walking rather than driving the heroine, to inspire the younger generation.

(xiii) Roads must be kept clean and free from waterpools even during the rainy season, so that the pedestrians are not compelled to use a vehicle.

Sincerely,

(Ayesha Khan)
Chairperson/City Welfare Committee

• NEWSPAPER REPORT

AIR-POLLUTION IN THE METROPOLIS

Mumbai : Alarmingly higher levels of air-pollution have been reported in the industrial capital of India. A long coast-line has been absorbing most of the harmful ingredients released into the air for so many years. Man has ultimately outstripped nature; the proximity to the sea is no longer able to allow the Mumbaikar breathe clean air.

Some of the characteristic features of urban life and industrial development have contributed to the emergence of this dismal scenario. Vehicular traffic has been increasing unchecked. Industrial units have been pouring all sort of pollutants into the atmosphere. The city has registered 20% growth in population during the last two years. New suburbs have come up to gradually merge with the city. High-rise buildings are multiplying to crowd the air-space all around them. The smoke emitted by the continuously rising number of ships, motor-boats and launches is congesting the space for the emissions from the land.

The results of this manifold onslaught on the atmosphere of the city have been disastrous. More and more people are suffering from diseases caused by the polluted air. Doctors report a spurt

in the number of patients approaching them with complaints of eye-infections, skin-diseases, and a badly disrupted breathing-system. The scarcity of fresh air is depriving our children of a wholesome environment; which is impeding their healthy growth. Very young people are betraying the symptoms of exhaustion, dullness, and depression. Thus we have exposed ourselves to the attack of a monster created by ourselves.

The conclusions listed above are based upon our team's survey of thirty-two schools, three-thousand families inhabiting different parts of the city, and interviews of eighty-seven doctors. Our team also visited thirty-six factories to learn what measures have been taken to check air pollution.

Mumbai has not been as lucky as Delhi where judicial activism has been effectively used to initiate a process of cleaning the air. The people of Mumbai will have to fight against the danger invited by them. For example, a greater dependence on local trains, and observing a day of the week as no-vehicle-use day can help. The polluting industrial units should use better filters etc. to reduce the poisonous gaseous content in the air. The administration can restrict the number of launches etc. leaving and touching the coast of this city. The quality of the fuel used in the vehicles should be standardised. All these steps can, perhaps, bring the level of air-pollution in Mumbai a little lower than where it stands at present.

4. Feasibility Report

**A REPORT
ON
THE FEASIBILITY OF LAUNCHING
A NEW TOOTH-PASTE**

**Prepared for
The Managing Director
Better Life Products
Dev Nagar, Lucknow**

**by
John Matthew
Area Manager
August 12, 2009**

Abstract :

This report explores the scope for launching a new tooth-paste. It contains the findings of a survey of the existing brands. It takes into account the costs and the chances of success of the new venture. It concludes with the recommendation that the new tooth-paste may be launched.

Introduction :

Better Life Products has established itself as a reputed company engaged in manufacturing cosmetics and toiletries of superior quality. Among the various products of the company there are already one tooth-paste and one tooth-powder. The company wants to launch a new tooth-paste in the market. Therefore, the management instructed the area manager of the eastern zone to prepare a feasibility report. This report describes the findings made by the area manager in the course of his exploration of the scope and prospects of the proposed product.

Findings :

The area manager made an extensive and intensive survey of the market of existing brands in the field of tooth-paste. He collected sufficient information in the form of data, opinions and suggestions. Given below are the results of this exercise, based upon the interpretation of the available information.

(i) There are sixteen different brands of tooth-pastes being sold in the market. Their prices vary between Rs. 43.00 and Rs. 95.00, in the 250 gm pack (See Annexure A for the names of the tooth-pastes and their prices).

(ii) The ingredients used in these tooth-pastes are almost similar. However, one tooth-paste, namely Dentalist, shows a fairly different composition (See Annexure B).

(iii) A comparative study of the total sale of these several brands during the first quarter of the year 2009 shows that Smile is the most popular tooth-paste while Royal Power is the least popular tooth-paste (Sec Annexure C).

(iv) Annexure D contains the graphs to depict the performance of different companies in this field. In these graphs sales of the tooth pastes have been compared with reference to their prices, their composition, and their publicity.

(v) Annexure E is a specimen of the questionnaire that was sent to one thousand and fifteen users of tooth-pastes. It also contains the outcome of this survey.

(vi) The conclusions drawn from the data obtained by adopting the methods specified in paras (iv) and (v) above coincide with the opinions expressed by the eighty-one retailers out of the one hundred shopkeepers interviewed by the area manager. They confirmed the trends of preference indicated in the graphs and by the data downloaded from the questionnaire.

Conclusions :

The above discussion leads to the following conclusions :

(i) People are only marginally influenced by publicity. They are impressed more by the substance than by the shocking absurdities in the advertisements.

(ii) People feel attracted towards the medicinal merits of a product but they are not willing to sacrifice taste completely.

(iii) People are ready to pay a bit more for quality, but they would welcome a concession too.

(iv) People would not easily change their tooth-paste. If a tooth-paste combining the above-mentioned features is made available, they might give it a try.

(v) On the basis of the cost analysis given in Annexure F, it appears that the company will have to wait to reach the stage of earning sufficient profit.

Recommendations :

The launching of the new tooth-paste is recommended. But the following precautions are to be observed.

(i) The product should come in the market only when all preparations have been completed to ensure its success.

(ii) The competition is tough, and the company should not expect immediate success.

(iii) Some scheme of extra-benefit, for example, a free gift, or a second tube of the tooth-paste on the customer's producing of three or five empty packs, may help in popularising the new tooth-paste.

5. Memo Report :

**INTER-OFFICE MEMORANDUM
Bharat Heavy Electricals Ltd.
Haridwar**

August 23, 2010

To : General Manager
From : Anant Bhargava
Personnel Manager

Subject : Lack of Work-ethics among company employees

Kindly refer to your memo dated August 18, 2010, instructing me to probe the complaints against the employees, and suggest the steps that can be taken to bring about an improvement in the conditions.

Findings :

A survey of different departments, surprise-checks, and a dialogue with the persons coming with complaints have brought to light the following problems :

(i) Forty-two percent of the employees reported late for duty on three consecutive days.

(ii) Fifty-six percent of the employees were not able to achieve the targets allotted to them.

(iii) Five persons were found to be absent without leave-application on August 20, and three, on August 21, 2010.

(iv) Canteen was found rather crowded even during the hours other than the lunch-break.
 (v) Workers' Union is making its presence felt in a more aggressive manner than that in the past.

The above findings lead to the conclusion that the lack of work-ethics and slackness among the company-employees are affecting the work adversely.

Recommendations :

(i) The late-comers should be warned; and if they do not mend their ways, action should be taken against them.

(ii) A number of incentives and disincentives may be introduced to make the employees achieve targets within time.

(iii) In order to sideline the union-leaders the management can voluntarily initiate some work for the benefit of the workers. For example, a better environment at work place, and improvement in medical facilities.

Anant Bhargava

6. Progress Report :

TABASSUM LEATHER GARMENTS

53-B, Lajpat Nagar,
 New Delhi 110001
 Phone : 011-6253018

August 28, 2010

Mr. S.N. Arora
 Manager
 Indian Exports House,
 New Delhi

Dear Sir,

The work of tailoring the leather garments ordered by you is in progress as per schedule. Although an unprecedented power-cut has affected the capacity of the men and the machine, the output has not been allowed to be less. We have been able to motivate our workers to put in extra efforts and work overtime to complete the supply of goods within time and within the cost negotiated between us.

Work Completed

Out of the eight thousand, three hundred and fifty nine items ordered by you, three thousand one hundred eighteen items have been supplied to you till July 28, 2010, that is, within the first three months of the beginning of the deal. Two thousand nine hundred ninety nine items were sent to you yesterday. The remaining two thousand two hundred and forty two items will be supplied to you before December 28, 2010, the deadline fixed by you.

Budgetary Status

Till date Rs. 608020.00 have been spent on the material used, and Rs. 429080.00 have been paid to the labour. It is expected that the remaining part of the work will be completed within the budget. The cost of the material is likely to be Rs. 210600.00, and the cost of labour will not cross the stipulated figure of Rs. 200000.00.

Work to Be Done

We have fixed the quota of work to be completed by the five units engaged in the manufacturing of leather garments. We have rescheduled the time table for the workers so that the entire work may be finished without any delay. By December 28, 2010, the remaining two thousand two hundred and forty two items will be delivered to you.

Sincerely,

(Farheena Ali)
 Manager

7. Question

Suppose you are the Manager Stores in a big business organisation and one of your stores catches fire at midnight. Write a report to your boss about the steps you have taken to contain the fire and the result of your preliminary investigation.

Ans. DRAFT REPORT

(i) On September 25, 2009, it was reported that a fire had broken out at our Shakarpur Stores. The watchman rang me up at 12:35 A.M. I reached the store at 12:53 A.M.

(ii) Before leaving my house I got it confirmed by the watchman, Mr. Sheeshram Singh, that the Fire-Brigade had been informed about the accident. I instructed the watchman to use the fire-fighting equipment, the fire-extinguishers and the sand-buckets to control the fire in the meantime. I also advised him to seek whatever help was locally available so that the flames were doused, and the damage minimised.

(iii) When I reached the store, two fire-engines were already there. They were doing their job with professional skill. I persuaded the people who had gathered there to keep themselves out of their way.

(iv) The fire was contained by 1 : 25 A.M. The watchman had received some minor injuries. I requested Mr. R.K. Jain, the Assistant Manager, whom I had called in the meantime to come and assist me, to take him to the Ram Manohar Lohia Hospital.

(v) The preliminary investigation suggests that a short-circuit started the fire. The wiring at the store is four decades old. All the electrical fitting close to the main-switch has almost vanished.

(vi) The alertness of the watchman prevented the largescale damage to the store. He showed wisdom and presence of mind by concentrating all efforts to contain the fire before the arrival of the fire-brigade on stopping the flames from reaching the nearby godown, which was fully packed with material at that time. This he did despite the fact that the wind drove the flames in its direction.

(vii) I recommend the immediate replacement of all the wiring in the premises of the store.

(viii) I also recommend some reward for the watchman, besides the expenses of his treatment to be borne by the company.

8. APPRAISAL REPORT

GOVERNMENT OF RAJASTHAN GROUND WATER DEPARTMENT, JODHPUR

**REAPPRAISAL OF GROUND WATER RESOURCES
OF DAUSA DISTRICT
(AS ON 01. 01. 2001)**

**M. DIKSHIT
SUPERINTENDING HYDROGEOLOGIST**

**P. N. MISRA
SENIOR HYDROGEOLOGIST**

**R. L. KAISTHA
JUNIOR HYDROGEOLOGIST**

M. M. KANT

**G. S. GUPTA
T. A. (HYDROGEOLOGY)**

**OFFICE OF THE SENIOR HYDROGEOLOGIST
(Survey & Research)
GROUND WATER DEPARTMENT
JAIPUR**

JAIPUR

MARCH, 2001

Abstract	
Introduction	
Location and Extent	
Physiography and Drainage	
Climate and Rainfall	
Geology	
Hydrogeology	
Block and Zonewise Description of Ground Water Conditions and its Development Possibilities	
• Bandikui	
• Dausa	
• Lalsot	
• Mahua	
• Sikrai	
Allocation for Domestic and Industrial Development	
Extraction of Ground Water	
State of Ground Water Development	
Assessment of Ground Water For Chemically Unsuitable Areas	
Suggestions	
Tables :	
I-IV. Ground Water Potentials of Dausa District as on 1.01.2001	
V. Extraction of Ground Water During 1999-2000 in Dausa District	
VI. Block and Zone-wise Irrigated Area under Different Crops (Sq. Km.) in Dausa District & Water Requirement in Various Blocks of Dausa District (mem).	
VII. Comparison of Extraction of Ground Water by Different Methods and Accepted Value of Irrigation Draft in Dausa District.	
VIII. Recharge Through Tanks and Ponds and Surface Water Irrigation in Dausa District.	
IX. Projected Demand of Water For Drinking and Industrial Uses in Dausa District as per Tahal Consultants	
X. Normal Monsoon and Non-Monsoon Rainfall Data From 1996 to 2000 of Dausa District.	
XI. Blockwise Bifurcation of Monthly Rainfall for Monsoon and Nonmonsoon Cycle from 1990 to 2000 of Dausa District.	
XII. Block and Zonewise Water Level Data (m) of Dausa District From the Year 1996 to 2000.	
XIV. Panchayat Samitiwise Agriculture Statistical Data of Dausa District for the Year 1999-2000.	
XV. Block and Zonewise Recommendations for Future Ground Water Development in Dausa District.	
ANNEXURE :	
1. Block & Zonewise List of Villages in Dausa District	
Figures :	
1-13 Zonewise Hydrographs of Pre & Post Monsoon Water Levels From 1991 to 2000 of Dausa District	
Plates :	
1. Hydrogeological Map of Dausa District	
2. Potential Zone Map of Dausa District	

ABSTRACT

Dausa district covers an area of 3,420.17 Sq. km. and is located in the Eastern part of Rajasthan. The district lies in between the North Latitude 26°25' & 27°13' and between the East Longitude 76°10' & 77°05'. Physiographically, the area is characterised generally by planes and isolated hills at places. The area of the district is mainly drained by Banganga and Morel rivers and their tributaries. The area lies in semi-arid region of the state. Normal annual rainfall in the district is 643.67mm. However, 446.40mm. rainfall has been recorded during the year 2000.

The present report describes the ground water resources (as on 01. 01. 2001) of the district by adopting the revised methodology and norms suggested by the Ground Water Estimation Committee, 1997. Presently, 41,329 wells are in operation, out of which 38,843 are in use for irrigation purposes and about 2,333 wells/handpumps and 153 tubewells are being operated for

drinking water supply and domestic use. The main water bearing formations in the district are Alluvium, Quartzite, Gneiss and Phyllite. In the Alluvium, the depth to water varies from 4.10 metre (Ranoli, Sikrai block) to 34.20 metre (Hodayali, Lalsot block) below ground level whereas in hard rocks, it varies from 6.95 metre (Dausa, Dausa block) to 37.30 metre (Phulela, Bandikui block) below ground level as observed during pre-monsoon, 2000.

An attempt has been made to assess annual ground water recharge and estimate existing ground water draft for irrigation as well as domestic and industrial purposes. In this report, the water requirement of Kharif and Rabi crops has been calculated and compared with the actual draft by wells for irrigation, domestic and industrial purposes. The block and zonewise projected water demand for the year 2005, 2015, 2025 and 2045 has been considered as suggested by TAHAL consultants (Table-IX). The quality of ground water is generally suitable for irrigation and drinking purposes except a few local patches around Dausa town, Alooda and Baniyana village in Dausa block, Manpur village in Sikrai block and Ukrund village in Mahua block.

Based on the recent assessment of ground water resources, most of the potential zones in the district are "Over exploited" having stage of ground water development more than 100% except a few potential zones viz. "A" potential zone of Bandikui block (98.50%), "Ao" zone of Dausa block (65.96%) & "A" zone of Sikrai block (85.76%). Dausa district as a whole has been categorised as 'Critical' having overall stage of ground water development as 99.86%.*

INTRODUCTION :

The ground water investigations in Dausa district have been carried out by the Ground Water Department and the estimation of ground water resources has been done in accordance with the revised guidelines provided by Ground Water Estimation Committee, 1997.

LOCATION AND EXTENT :

Dausa district lies in the Eastern part of Rajasthan and covers an area of 3420.17 sq.km. between the North Latitude 26°25' & 27°13' and between the East Longitude 76°10' & 77°05'. The district is covered by the Survey of India G. T. Sheet No. 54A, 54B, 54E and 54F.

Administratively, the district is divided into five tehsils, namely, Dausa, Lalsot, Sikrai, Baswa and Mahua. There are 1,052 villages and four towns in the district. Out of 1,052 villages, only 1,009 villages are inhabited. The population of the district is 9,94,431 (as per 1991 Census).

The district is bounded by Alwar district in the North, Bharatpur district in the East, Sawaimadhopur district towards the South-West, Karauli district towards the South-East and by Jaipur district in the West.

• PHYSIOGRAPHY AND DRAINAGE

The district is characterised by undulating plains and isolated hills in the South Eastern and in the Northern direction. The altitude of relief ranges from 280 to 334 metre above mean sea level in the Northern part of the district having West to East slope and from 250 to 273 metres above mean sea level in the Southern part having North-West to South-East slope. Escarpments are common between Nijerna and Lalsot, facing the South whereas from Lalsot Ghati and Didwana, facing the North direction. The high dips and the nature of rocks are responsible for the formulation of escarpments.

The sediments composing of gneissic rocks have been seen near Dausa town. These are weathered in nature and their thickness of weathering ranges from less than a metre to over 15 metre. Denudational hills comprising of Granite outcrops are found at Chandhiawas and Mirzapur near Lalsot. Major portion of the district is characterised by undulating plains, which are big and large monotonous landscape with fairly thick alluvial cover.

The area of the district is mainly drained by the Banganga and Morel rivers and their tributaries. All these rivers are ephemeral in nature and flow during monsoon period only. Banganga river and its tributary (Sanwan Nadi) flow from West to East and drain the North-Western part of the district covering Bandikui, Sikrai, Mahua blocks and a part of Dausa block. Morel river flows from North to South-Western border of the district and from North to South East in the South-Western part and drains mainly Lalsot block and Southern part of Dausa block.

CLIMATE AND RAINFALL :

Dausa district is located in the semi-arid region of the State. There are five rain gauge stations established at Tehsil headquarters. The minimum and maximum temperature recorded in Dausa district is below 10°C. in the month of January and above 40°C in the month of June respectively. The annual rainfall in Dausa district as recorded during 2000 is 446.40 mm. The monsoon generally

extends from the end of June to middle of September. The winter rainfall is almost negligible. Rainfall gradually increases from North-West to South-East.

GEOLOGY

The general geological succession in the district (based on the work of the Geological Survey of India) is as follows :

ERA/PERIOD	RANK	LITHOLOGY
Quaternary	Recent to	Alluvium, Sand, Silt, Gravel, Clay, kankar and wind blown sand
	Sub-recent	
----- Unconformity -----		
Proterozoic	Delhi Ajabgarh	Schists, Phyllites, Marble and
	Super	Quartzites
	Group	
	Alwar Group	Quartzites, Conglomerates & Schists.
----- Unconformity -----		
Archaean	Bhilwara	Gneisses, Schists and Migmatites
	Super Group	

Major part of the district is covered by Quaternary alluvium. The rock types exposed in the district belong to Bhilwara Super Group and Delhi Super Group.

HYDROGEOLOGY :

In the district, topographic features and physical characteristics of the rock formations mainly control the occurrence of ground water. The Alluvium is the main water bearing formation of the district. Ground water generally occurs under water table and semiconfined conditions of Quaternary sediments & weathered and fractured zones of hard rocks.

The depth of water in Alluvium varies from 4.10 metre (Ranoli, Block Sikrai) to 34.20 metre (Hodayali, Block Lalsot) below ground level whereas in hard rocks, it varies from 6.95 metre (Dasa, Block Dausa) to 37.30 metre (Phulela, Block Bandikui) below ground level as observed during pre-monsoon, 2000. In Alluvium, the average yield of wells fitted with pumpsets varies from 60,000 litre per day to 75,000 litre per day whereas the average discharge of tubewells varies from 13.00 to 15.00 m³/hr. In hard rocks, the average yield of wells fitted with pumpsets varies from 35,000 litre per day to 45,000 litre per day and the average discharge of tubewells is 10.00 m³/hr.

• BLOCKWISE DESCRIPTION OF GROUND WATER CONDITIONS AND ITS DEVELOPMENT POSSIBILITIES :

Zonewise description of groundwater conditions in each block of the district is briefly described as follows :

BANDIKUI BLOCK :

Bandikui block covers an area of 632.94 Sq.km. in the Northern portion of the district. The main hydrogeological units in the block are alluvium, Quartzite and Gneiss. Four potential zones have been delineated in the block viz; "A", "Ao", "Q" and "Ph" which are described as under :

ZONE "A" :

This zone covers an area of 198.93 Sq.km. The main water bearing formation is Younger Alluvium. The depth to water varies from 12.75 metre (Lotwara) to 26.45 metre (Abhaneri) below ground level as observed during pre-monsoon, 2000.

SIKRAI BLOCK :

Sikrai block is located in the South-Eastern region of Dausa district and covers an area of 502.23 Sq.km. Two potential zones have been delineated in this block viz; "A" and "Q" and described as under :

ZONE - "A" :

This zone covers an area of 375.41 Sq.km. The main water bearing formation is Younger Alluvium. The depth to water varies from 4.10 metre (Ranoli) to 18.10 metre (Garh) below ground level as observed during pre-monsoon, 2000. The average yield of the wells with pumps is 70,000 litre per day whereas the average discharge of the tubewells is 15.00 m³/hr. The chemical quality of ground water is generally suitable for agriculture and domestic purposes.

The present stage of ground water development is 85.76%. The long-term trend of water level has not shown significant decline during pre-monsoon period whereas during post-monsoon period

it has shown declining trend, therefore, this zone has been categorised as "SEMICRITICAL", the further exploitation of ground water for irrigation purpose has not been recommended.

ZONE – "Q" :

This zone covers an area of 64.21 Sq.km. The main water bearing formation is weathered Quartzite. The depth to water varies from 11.55 metre (Sarai) to 26.60 metre (Denda Baseri) below ground level as observed during pre-monsoon, 2000. The average yield of the wells with pump sets is 45,000 litre per day whereas the average discharge of the tubewells is 10.00 m³/hr. The chemical quality of ground water is generally suitable for agriculture and domestic purposes.

The present stage of ground water development is 214.61%. The long-term trends of water levels have shown significant decline during pre-and post-monsoon periods, therefore, this zone has been categorised as "OVER-EXPLOITED" and further exploitation of ground water for irrigation purposes has not been recommended.

ALLOCATION FOR DOMESTIC & INDUSTRIAL DEVELOPMENT :

The block and zonewise projected domestic and industrial requirement of ground water for year 2025 has been considered as suggested by the Tahal consultants and indicated in table-I.

EXTRACTION OF GROUND WATER :

The extraction of ground water for irrigation has been computed (249.4098 mcm) from well statistics received from revenue department. The decrease in storage for Rabi period 1999-2000 was calculated from average water level data of post-monsoon, 1999 and pre-monsoon, 2000 (354.9021 mcm) and actual water requirement for different crops was calculated (256.6684 mcm). By comparing the extraction of ground water calculated by well statistics and actual water requirement with the decrease in storage, the more realistic value of irrigation draft has been accepted for estimation of Ground Water Resources.

There is a variation in installed gross domestic draft of 1999-2000 and earlier years as withdrawal of ground water through recently constructed Hand Pumps and rural water supply through dug wells fitted with pump sets was not included, while calculating the gross domestic draft of various potential zones of different blocks of the district.

The area occupied by various crops has reduced remarkably in almost all the potential zones during the current year due to non-availability of water and low rainfall in comparison to previous years, therefore, the water requirement of different crops is also reduced.

STAGE OF GROUND WATER DEVELOPMENT :

The stage of ground water development has been computed separately for different potential zones delineated in the district and it is observed that stage of ground water development in almost whole of the district is more than 100% and district as a whole is categorised as "Critical" having stage of ground water development as 99.86%, whereas a few potential zones as "A" potential zone of Bandikui block, "Ao" of Dausa block and "A" zone of Sikrai block show the stage of ground water development below 100% i.e. 98.50%, 65.96% and 85.76% respectively.

In deciding the categories of different potential zones, the stage of ground water development as well as the long-term trends of water level (1991-2000) during pre & post monsoon period have also been given importance, for which hydrographs have been prepared from the year 1991 to 2000. But due to heavy rainfall (above normal) during the year 1995 (Table-XI), the water level has shown abrupt rise, therefore, the study of hydrographs has been made in two phases (1991 to 1995 and 1995 to 2000) in order to arrive at definite conclusion.

ASSESSMENT OF GROUND WATER FOR CHEMICALLY UNSUITABLE AREAS :

An area of 79.76 Sq.km has been delineated as chemically unsuitable which is scattered in isolated and small patches (less than 50 Sq.km.) in whole of the district, therefore, the assessment of these small patches has not been calculated separately.

SUGGESTIONS

In Dausa district, most of the potential zones have been categorised as Over-Exploited or Critical either due to higher percentage of stage of ground water development or long term depletion of water level except the potential zone "A" of Bandikui block, "Ao" of Dausa block and "A" zone of Sikrai block where the stage of ground water development is below 100% i.e. 98.50%, 65.96% and 85.76% respectively. Therefore, no further recommendations have been extended in the district for future ground water development for irrigation purposes. Further, it is suggested that an appropriate artificial recharge methodology may be adopted to augment the recharge to the aquifers. It is also suggested that the expert advice of Agriculture Scientists may be taken in order to grow the crops.

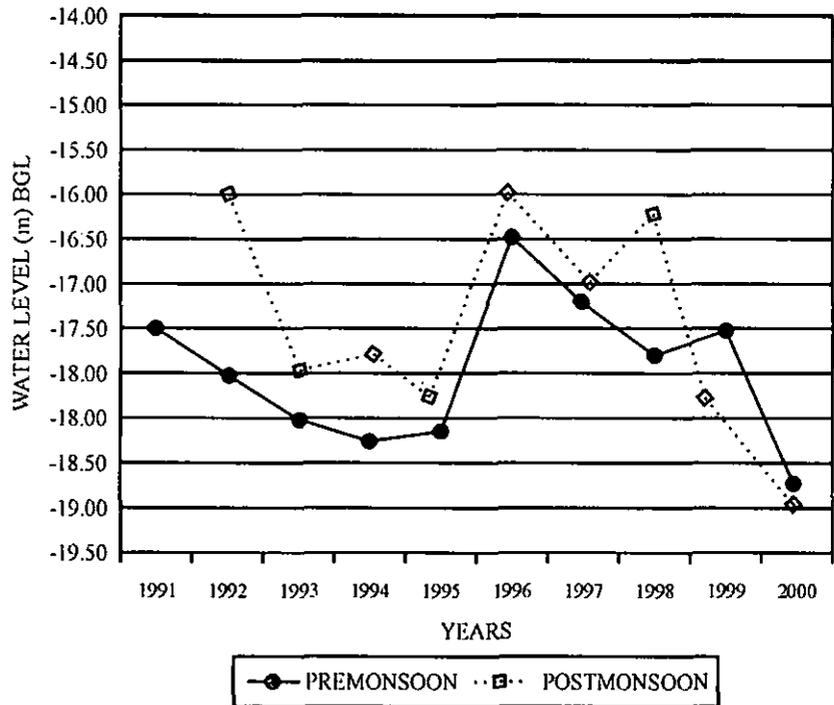
which consume less quantity of ground water. The co-ordinated efforts of Hydrogeologists and Agriculture Scientists may lead to derive fruitful results in this field.

ANNEXURE-1

**BLOCK AND ZONEWISE LIST OF VILLAGES
DAUSA DISTRICT**

S. No.	Village	Census Code	S. No.	Village	Census Code
BANDIKUI BLOCK					
ZONE : YOUNGER ALLUVIUM					
1	Abhaneri	9/16/129	2	Alipur	9/16/206
3	Aliapara	9/16/184	4	Anantwara	9/16/135
5	Badiyal Kalan	9/16/166	6	Baisala Bas	9/16/142
7	Baijupra	9/16/197	8	Balahera	9/16/207
9	Basra	9/16/137	10	Bhedari Meena	9/16/185
11	Chorwara	9/16/141	12	Dalari	9/16/117
13	Dhanawar	9/16/161	14	Dhandholi	9/16/165
15	Dhani Harijan	9/16/130	16	Dheegariya Bheem	9/16/194
17	Dheegariya Kap.	9/16/193	18	Dheegariya T. Kole.	9/16/118
19	Dwarapura	9/16/116	20	Gardawara Brahmin	9/16/62
21	Golara	9/16/175	22	Goojawas	9/16/125
23	Handli	9/16/188	24	Jitalwari	9/16/183
25	Jalalpura	9/16/170	26	Jassapara	9/16/131
27	Jhoopri	9/16/138	28	Joonthahera Kalan	9/16/208
29	Joonthahera Khurd	9/16/209	30	Kanchanpura	9/16/190
31	Kankarwas	9/16/205	32	Khairpur	9/16/169
33	Khala Ramsingh Pura	9/16/172	34	Khathanadi	9/16/162
35	Kheri	9/16/164	36	Khoontla	9/16/121
37	Kothin	9/16/192	38	Lotwara	9/16/186
39	Mau Khera	9/16/195	40	Meenapara	9/16/168
41	Monakawas	9/16/107	42	Moradi	9/16/109
43	Motipura	9/16/122	44	Motooka	9/16/173
45	Mund Ghisya	9/16/143	46	Nanagwara Gujran	9/16/140
47	Nangal	9/16/187	48	Narayanpur	9/16/108
49	Nihalpura	9/16/182	50	Pamri	9/16/104
51	Peechupara Kalan	9/16/124	52	Peechupara Khurd	9/16/105
53	Pundarpara	9/16/171	54	Ralawata	9/16/160
55	Rampura	9/16/139	56	Ranapara	9/16/167
57	Rani ka Bas	9/16/127	58	Rupwas	9/16/161

**HYDROGRAPH OF PREAND POST MONSOON WATER LEVELS (m.)
BGL FROM 1991 To 2000 OF YOUNGER ALLUVIUM ZONE OF
BANDIKUI BLOCK, DISTRICT DAUSA**



• SUMMAR

- ❖ A report can be defined as a systematic account of facts of information, analysis and action achieve a definite business-objective.
- ❖ Major characteristics of report are :
 - (i) It must have purpose.
 - (ii) It is intended to produce some result.
 - (iii) It should be well organises.
- ❖ These preparatory steps in report writing can be summarised under the following heads :
 - (i) First understand the terms of Reference.
 - (ii) Give the right direction to the report by ascertaining the people to be addressed.
 - (iii) Collect all the information from all the relavent soruces.
 - (iv) Now the information gathered is organized.
 - (v) Finally, the matter is arranged in a suitable order and the conclusion helps in this the work.
 - (vi) The first draf is check and revised to eliminate errors and disbalance.

• TEST YOURSEL

1. Write the main features of report writing.
2. Write about investigative report.
3. Write a letter to mayor of your city on work condition of roads and drainage system.
4. Write a report for newspaper on increasing white colour crime in your city.

CHAPTER

3

PROPOSAL WRITING

STRUCTURE

Nature : Proposal, Definition and Kinds

Division of Formal Proposals : Front Matter, Title Page, Summary-
Abstract, Table of Contents etc.

Statement of Request; Body – Statement of Problem, Background, Scope, Uses

Business Proposal

Summary

Test Yourself-I

LEARNING OBJECTIVES

After going through this unit you will learn :

The features of technical communication

Application of these feature while using lanugage as a tool of communication

It would be beneficial to improve your general communication.

- **NATURE : PROPOSAL, DEFINITION AND KINDS**

The Definition of a proposal :

A proposal can be defined as an offer to help in finding a solution to some technical problem. A proposal can also be made to work on a project which might produce some practical or theoretical benefits.

In a rapidly evolving world, the old order must change yielding place to new. The fertile brain of man exerts itself to review the performance of old techniques, to re-evaluate the old theories; to imagine or develop new ways of doing things; to come up with solutions to the existing problems, or suggestions to improve efficiency or quality. Research is a pre-required of development. Hence the need to advance knowledge and implement its results.

Qualities of a Good Proposal :

When a body invites these suggestions, or some one thinks that he has the right answer, a proposal is made to seek the approval of the authority concerned. Since the purpose of the proposal is to convince that authority that the proposal writer possesses the necessary qualifications and means required to undertake such a project, he should present it in a persuasive manner. He should clearly define the plan suggested, which is expected to lead to the visualised solution or improvement.

His language should be simple. The form of the proposal must be attractive and neat. All the information should be precise and systematic.

The written proposal is a plan to evolve the methods of greater skill in any field. Therefore, it should reflect the actual interest of the writer in the proposed work. That is, it should not be merely the fulfilment of a formality before the beginning of the actual work; it should express vibrantly the eagerness of the writer to be of help. In order to produce this effect the proposal should specify the distinctive traits of the project.

The proposal should also present the financial implications of the proposed work; the expenses involved and the gains expected. A proposal must state the benefits that are likely to result from it as well as the risks.

A proposal is not much different from a sale-letter, for it seeks promotion of business of the proposer. So it can also describe the vendor impressively, and conclude with a sales pitch.

Kinds of Proposals

Proposals are requests made for several purposes : research, improvement, expansion etc. Proposals can be made by individuals or organisations or institutions. Proposals ask for permission to begin work, and for financial help.

Kinds of Proposal :

There are two kinds of proposals :

- (i) Solicited Proposal (ii) Unsolicited Proposal

(i) When a proposal is invited by some body, it is known as the solicited proposal. For example, an advertisement appeared in the *Hindustan Times* of 25 February, 2010, in which the Department of Scientific and Industrial Research invited the proposals from industries for financial support for Technology Development Projects. The proposal that will be prepared to respond to this invitation will be called a solicited proposal.

(ii) Sometimes the proposals are not invited by anybody. But an individual, or a group of individuals, thinks that a new technology, or facility, can be developed by working on a definite plan. He can prepare a proposal to start that work, and send it to a body who might feel interested.

This proposal will be called an unsolicited proposal.

The difference between a solicited proposal and an unsolicited proposal lies in the fact that in the former the interest has been shown by the body who has invited the proposal, while in the latter the sender of the proposal has to create interest which is not there beforehand.

The writer of an unsolicited proposal has to make one feel that he would, indeed, derive some benefit from the proposed work, or to convince that the need for it exists.

SOLICITATION FOR PROPOSALS

Moreover, a solicited proposal has to be prepared in conformity with the requirements of the request for proposals (RFP). In this case the party inviting the proposal prescribes the rules and forms; and the party answering the call may have to face tough competition with other parties interested in taking up that job.

**Department of Scientific & Industrial Research
Proposals Invited From Industry
For**

Financial Support For Technology Development Projects

The Department of Scientific & Industrial Research (DSIR) under its Scheme "Programme Aimed at Technological Self Reliance" (PATSER) is promoting and supporting industries' efforts in development of indigenous technologies and the absorption of imported technologies.

DSIR invites Proposals from industry having well established In-house R&D Units with good track records of R&D achievements, for partial financial support to undertake Research, Development, Design, Engineering (RIDDE) projects in the following areas :

- (a) Development and Demonstration of new or improved product and process technologies including those for specialised capital goods, for both domestic export markets.
- (b) Absorption and Upgradation of Imported Technology.

DSIR support covers prototype development, pilot plant, research consultancy, testing and user trials etc. The RIDDE projects should be aimed at improvement or complete development of a product of a process or capital goods, having a good demand and should result in significant techno-commercial benefits. The projects could be undertaken solely by industry or jointly with National Laboratories, IITs, IISc and Universities or Scientific and Industrial Research Organisations. Preference will be given to Proposals from In-house R&D Units or Industry recognised by DSIR. Specified goods imported for use in R&D projects supported under PATSER and undertaken by In-house R&D Units of Industry recognised by DSIR, will be exempted from customs duty based on certification by DSIR as per Notification No. 50/96-Customs dated 23 July, 2009.

Interested industrial units may contact at the address given below for further details and guidelines of the Scheme giving details of the proposed project, including title of the project, objectives, project cost, support sought, duration, names and role of other agencies including R&D laboratories if any, action plan, market demand, expected commercial output and techno-economic benefits along with annual reports for the last 3 years.

**Adviser (PATSER),
Department of Scientific & Industrial Research,
Technology Bhavan, New Mehrauli Road,
New Delhi-110 016**

We can make another classification of proposals :

- (i) Internal Proposals
- (ii) External Proposals

(i) When a proposal is made by someone within the organisation to the higher authorities, or the management of the same organisation, it is an internal proposal. For example, an employee of a company feels that the existing method of production, or marketing, is not yielding satisfactory results. He analyses the problem and arrives at some definite conclusions. He thinks that if the measures contemplated by him are adopted, the problem can be solved or, at least, the situation can improve. He may prepare a detailed plan, logically discussing the problem and the steps he suggests to solve it; and submit it to the management of the company.

Since this kind of proposal would generally involve a lot of expenditure, it can be described as capital appropriation proposal. It should include all the points that can prove its feasibility. It can also mention the losses to which the company may be exposed in case the problem is neglected and not addressed in the proposed manner.

Such internal proposals can also include requests for improving the facilities for the workers, to sanction grants for some employees' specialised training abroad or anywhere, and to finance a research-project which, when completed, is likely to benefit the company.

(ii) When a proposal comes from persons or parties not belonging to the organisation approached by the proposer, it is an external proposal.

In these times of rapid development and specialisation, it is almost impossible that any single organisation should be totally self-contained and independent in respect of all kinds of requirements. However vast an establishment may be, it may sometimes have to request for the expertise assistance of any kind from another establishment having more sophistication in a particular field. It may have to buy services, research facility for a part of a project, or hire equipment or personnel from outside. For example, the Ministry of Social Justice and Empowerment has invited proposals from Research and Development Centres, Academic Institutions, and Industries etc. to develop appliances and courses especially designed for the disabled.

In a competitive environment, companies also become vendors in search of potential buyers. They can prepare sales proposals, long or short, and offer services, goods, or both, to a party. This promotes their own business, while, if the proposal is accepted, the other party is also benefitted. Such proposals should show the vendor's clear understanding of the problem or the need addressed; the vendor's ability to deal with the problem and provide the goods or services, the vendor's experience in that field; and speak of the advantages in case of acceptance, and disadvantages in case of non-acceptance; the costs as well as the financial benefits or savings; and other details, such as time-schedule, staff-training, site preparation etc., if necessary.

Government proposals, particularly IFB's (Invitation for bids), ask for specific information to meet the standards fixed by the agency inviting the bids. These require strict adherence to the rules prescribed by the government. Preference is generally given to the bidders registered with the government. Such proposals have to offer high quality at competitive price to court selection.

On the basis of the purpose of a proposal, another classification can be suggested :

- (i) Sales Proposals
- (ii) Research Proposals

While most of the proposals in the business world are sales proposals, research proposals are made in the academic world. Scholars engaged in research activity in the institutions of higher education often send such proposals for research projects to U.G.C. or other sanctioning authorities. These are requests for grant to fund the project.

Thus there can be several kinds of proposals : solicited, unsolicited, internal, external, government, sale, proposals for expansion, modernisation, services, goods, research, training, and so on.

IFB and RFP

An invitation for bids is more rigid than a request for proposals. An IFB is more specific about its standards, price and delivery schedule. Terms can not be negotiated, and specifications cannot be relaxed. A RFP is not so specific about the details of its requirements. It states a problem, and invites solutions to deal with that problem. The party responding to a RFP is free to devise a solution as far as it can be proved feasible. Such flexibility is beyond the scope of an IFB, which imposes so many restrictions on the bidder.

UTTAR PRADESH BAL VIKAS PARIYOJNA PARISHAD
ICDS-III Project, State Project Management Unit
3rd Floor, Indra Bhawan, Lucknow-226001
NATIONAL COMPETITIVE BID INVITATION FOR BIDS (IFB)

Date : 30.08.2001, Credit No. : NO42-IN.

IFB No. (i) RITES/MSM/ICDS/UP/08/2000 (ii) RITES/MSM/ICDS/UP/11/2000

1. The Government of India has received a Credit (Credit No. 42-IN) from the International Development Association and in various currencies towards the cost of ICDS-III project and it is intended that part of the proceeds of this credit will be applied to eligible payments under the contracts for which this Invitation for Bids is issued.

2. The State Project Director, Govt. of U.P. ICDS-III Project, (Purchaser) through RITES LTD. now invites sealed bids from eligible bidders for supply of :

(i) RITES/MSM/ICDS/UP/08/2000 "Seeaw(Rocker)" as per Schedule listed below

S. No.	Division	No. of Seesaws (Rocker)	Bid Security in Lacs (Rs.)	Delivery Schedule
A	Devipatan, Basti, Gorakhpur	4606	1.50	Within 60 days from the date of issue of Notification of Award
B	Faizabad, Azamgarh, Varanasi, Mirzapur	3715	1.20	
C	Allahabad, Chitrakoot, Jhansi	3216	1.05	

(ii) RITES/MSM/ICDS/UP/11/2000 "Tin Box"

S. No.	Division	No. of Tin Boxes	Bid Security in Lacs (Rs.)	Delivery Schedule
A	Devipatan, Basti, Gorakhpur	13602	1.10	Within 90 days from the date of issue of Notification of Award
B	Faizabad, Azamgarh, Varanasi, Mirzapur	13019	1.05	
C	Allahabad, Chitrakoot, Jhansi	10454	0.85	

NOTE : Schedulewise Consignees and Distribution is given in Section V-Part II of respective bid documents.

3. Interested eligible bidders may obtain further information from and inspect the bidding documents at the office of the address given below :

Group General Manager (MSM), RITES LTD. (Adjoining Office of The State Project Director, ICSDS-III Project), Indra Bhawan, 3rd Floor, Ashok Marg, Lucknow-226001. Tele No. 0522-285192 Fax No. 0522-285192.

4. A complete set of bidding documents will be on sale from 01.09.2001 which may be purchased by any interested eligible bidder on the submission of a written application to the above office and upon payment of a non-refundable fee. Bidding documents requested by mail will be dispatched by registered/speed post/courier on payment of Rs. 250/- Purchaser will not be held responsible for the postal delay, if any, in the delivery at the documents or non-receipt of the same. The details are given below :

		IFB 08	IFB 11
(a)	Price of bidding document (non-refundable)	Rs. 1000/-	Rs. 1000/-
(b)	Postal charges, inland	Rs. 250/-	Rs. 250/-
(c)	Date of commencement of sales of bidding document	01.09.2001	01.09.2001
(d)	Last date of sales of bidding document	01.10.2001	11.10.2001
(e)	Last date and time for receipt of bids	11.00 hrs. 03.10.2001	15:00 hrs. 12.10.2001
(f)	Time and date of opening of bids	11:30 hrs. 03.10.2001	15:30 hrs. 12.10.2001

(g) Place of opening of bids and address for communication .

Group General Manager (MSM), RITES LTD., (Adjoining Office of The State Project Director, ICSDS-III Project), Indra Bhawan 3rd Floor, Ashoka Marg, Lucknow-226001

5. The provisions in the instructions to Bidders and in the General Conditions of contract are based on the provisions of the World Bank Standard Bidding Document-Procurement of Goods.

6. All bids must be accompanied by a bid security as specified in the bid document and must be delivered to the above office at the date and time indicated in para 4 above on or before the time specified above and the bids will be opened at time specified on the same days.

7. Bids will be opened in the presence of Bidder's representative who choose to attend on the specified date and time.

8. Bidder may quote for one or more schedule(s) however bidder must quote for full quantity of the schedule or schedules offered by him.

9. In the event of the date specified for bid receipt and opening being declared as a close holiday for purchaser's

**• Division of Formal Proposals :
Front Matter, Title page, Summary–Abstract, Table of Contents etc.**

A written proposal is structured in accordance with the nature of the project. Still there are some elements which, generally, are present in all proposals. These elements are largely similar to the elements of a report. But there is a basic difference between a report and a proposal : The proposal precedes the work proposed, while the report is prepared after the completion of the work. Therefore, some elements of the report will not be required to be included in a proposal, such as the recommendations.

A proposal usually has the following divisions or parts :

- | | |
|---------------------------|-----------------------|
| I. Front Matter (Summary) | II. Technical Section |
| III. Management Section | IV. Cost Estimate. |

I. Front Matter :

The front matter of a proposal consists of the following elements :

- | | |
|---------------------------|-------------------------|
| (i) Cover | (ii) Title Page |
| (iii) Summary or Abstract | (iv) Table of Contents. |

(i) A proposal is an important kind of communication. It must appeal to the person before whom it will be presented. An attractive cover has its share in producing the desired effect on the reader. The cover should have the title of the proposal, the name of the proposer, the name of the organisation to which he belongs, and the date, neatly printed on it.

For example :

A PROPOSAL
FOR

TITLE

By

NAME

DESIGNATION

NAME OF THE ORGANISATION

MONTH, YEAR

(ii) The title page repeats all the information provided on the cover : Title, proposer’s name, designation, proposer’s organisation, month and year. It should also include the name of the body to whom the proposal is being submitted.

(iii) The summary is a very important part of the proposal. It conveys the gist of the proposal to the authorities who have to take a decision on it : whether to accept it or reject it. It must contain all the information in brief, including the title, the proposer’s name, designation, address and organisation, the venue of work etc. The executive summary must specify the need that will be fulfilled by the proposed work. It should point out which problem is going, or is expected, to be solved by the project. It should also describe, in brief, the solution which is visualised by the proposer, and the value of the ultimate result of the work.

The proposer is expected to state the period of time that is required to begin the work, if the proposal is approved, and the time required to complete it. Lastly an estimates of the cost involved is given by the proposer. The proposer should make a declaration that he possesses the necessary qualifications to work on that project.

A PROPOSAL
FOR

TITLE

SUBMITTED TO

NAME ETC. OF THE
RECIPIENT

By

PROPOSER'S NAME
DESIGNATION

NAME OF THE ORGANISATION

MONTH, YEAR

SUMMARY

1. Project Title _____
2. Proposer (Name and Designation) _____
3. Proposer's Address _____
4. Venue of Work _____
5. (a) Time needed to begin after the approval of the proposal _____
- (b) Duration _____
6. Estimated Cost _____
7. Summary of the proposal(200-250 words) _____

It may be added here that there is a difference between summary and abstract, though we do not always remember their distinction.

A summary is, usually, a little lengthier than the abstract. While the summary describes the whole of a thing, from beginning to end, though in short, the abstract concentrates on the substance of the entire work. A summary endeavours to represent the whole in miniature; an abstract squeezes the essence of the whole.

(iv) The table of contents presents the list of the topics with page-number on which these can be found. Thus the contents help the reader to find out at once where to look for a particular part of the proposal.

The structure of the table of contents will depend upon the nature of work, and its classification into different sections and sub-sections. A table of contents is more helpful when it contains information of both, the headings and the sub-headings used in the subsequent parts of the proposal.

It is customary to indicate the page-numbers against the titles that come before the table of contents in Roman numerals, such as ii, v, vii...; and not to give serial numbers, and the pages on which these can be located are printed in Arabic numbers, like 7, 11, 15..., against them. The sub-sections can be numbered as 2.1, 2.2, 2.3, 2.4..., and 2.1.1, 2.1.2, 2.1.3...; but we should not go beyond the third stage in this management of serial numbers.

For example, a proposal for some technological work may contain the following elements:

TABLE OF CONTENTS

<i>Summary</i>	ii
1. INTRODUCTION	
1.1 The Present State of Things or the Work Done	2
1.2 The Problem Defined	3
1.3 Purpose	3
1.4 Scope	4
2. WORK PROPOSED	
2.1 The Description of the Project	5
2.2 Method to be Used : Processess	7
2.3 Importance of the Proposed Work	9
2.4 Application of its Results	10
2.5 Implementation Plan	11
3. MANAGEMENT	
3.1 Schedule of Work	12
3.2 Facilities Available	12
3.2.1 Utilities : Power, Water etc.	13
3.2.2 Workshop, Laboratory, Library etc.	14
3.2.3 Administrative Support	15
3.2.4 Office : Staff and Equipment	16
3.2.5	17
3.2.6	18
3.3. Facilities Required	
3.3.1 Land, Building	19
3.3.2 Equipment	19
3.3.3 Raw Material	20
3.3.4 Transport	20
3.3.5	21
3.4 Estimated cost of the Project	22

A table of contents will not be necessary if the proposal is not so lengthy.

II. Technical Section

The technical section is the most important part of a technical proposal. It states the problem, describes the work already done, explains the objectives, defines the scope and the limitations of the project.

After the introduction to the back-ground and the scope of the project, the proposer may furnish the details of the work proposed. He should describe his project, explain what methodology is to be used, and point out the significance of his proposed work. The proposer should also elaborate the implementation of the results, the plan of action. Figures can be used to illustrate the concept.

III. Management Section

In the management section the information regarding facilities that exist and the facilities that will be required is given. This may include all the material and human aids, such as the space, the equipment, the people, that are likely to be involved when the theoretical plan is given a practical shape. The proposer must convince the authority concerned that he is qualified in all respects to do the work proposed.

IV. Cost Estimate

In this section the proposer furnishes details of the expenses. These may include all aspects of the financial nature, such as the cost of the material to be purchased, the wages to be paid to the technical hands or consultants whose services will be hired, the probable travelling and other arrangements from time to time at different stages of the work in progress.

Sometimes Back Matter or Appendices are added to provide information, technical glossary, bibliography of the sources consulted and index etc. which cannot be included in the main text.

• STATEMENT OF REQUEST; BODY—STATEMENT OF PROBLEM, BACKGROUND, SCOPE, USES :

Main Body of the Proposal

The main body of the proposal consists of the statement of the request; the statement of the problem, background scenario, methodology, advantages and disadvantages etc.

The statement of the request can be made in the manner illustrated on the next page.

If a proposal is not very lengthy, it can be submitted simply in the form of a letter. But whether the proposal is submitted in the prescribed format or in the form of a letter, it must provide all the information concerning the proposal.

A request for the grant of approval in the form of a proposal should contain the statement of the problem, the background, the methods to be adopted, and the advantage and the probable disadvantage. It should also provide details of the facilities that are available and that are required, the management plan, the people involved, their qualifications, the agencies supporting the project, the technological or economic gains resulting from the project, and the plan to implement the findings etc.

In a technical proposal the technical section is more important than any other part. All the facts should be precisely presented to increase the appeal of the proposal to the recipient.

The proposer should begin with the statement of the problem. He should produce the details of the work that has been done. The proposer should, then, describe his own project. He should tell what methods he proposes to use while working on the project. He should express his calculations of the significance of the results which are likely to be produced.

He should point out both, the benefits and the probable risks. In order to avoid unnecessary debates at later stages of work, a clear statement of responsibilities of the vendor and the buyer can be made.

Since a proposal is prepared to win the approval of the body to whom the proposal has been submitted, the proposer should emphasise the distinctive aspect of his work. He should highlight the extraordinary nature of his suggestions and feasibility of the project. But he should be very correct and realistic. He should never try to mislead the approving authority. A sound solution offered to a problem needs no other recommendation. The practical worth of the proposed task is the main basis on which the assending of the proposal rests.

STATEMENT OF REQUEST

Date : 28 February, 2010

V. K. Varshneya
Research Officer
Indian Industries
Rourkela

Adviser (PASTER)
Department of Scientific & Industrial Research,
New Delhi.

Sub : Proposal for financial support for technology development project.

Sir,

In response to your advertisement in the *Hindustan Times* of 25 February, 2010, I submit the proposal enclosed herewith.

I shall be grateful to you if you intimate the status of the proposal soon.

Yours faithfully

Business Proposal

A business proposal is a device to promote business. It constitutes a plan to sell an idea or product.

It might be in the form of a response to a request or advertisement. It might be an unsolicited offer. In both the cases it aims at persuasion. It is a systematic attempt to convince a party that the proposer has the right solution to a problem, the best offer to satisfy a need—whether already realised or pointed out in the proposal itself.

A business proposal can be made in any field of business activity. One might propose to start a business or to expand it by opening branches in new areas. It might cover production, a part of manufacturing process, technical advancement and quality improvement, sales promotion and profit increasing, repair and renovation, and so on.

Business proposal is a methodical statement of request and plan to achieve a desirable objective, it must cover all the aspects of the proposed work. It must describe the background against which the proposed work has assumed importance. For example it may describe the difficulties, shortage, or decline noticed. It should also define the scope of the proposed work; *i.e.*, how far the proposed plan can meet the requirements; to what extent the problem is going to be solved. It makes tentative calculation of the success, or of the application of a remedy.

It should also contain an account of the methods suggested and the time cost estimate etc. Given below are some examples of a proposal.

A PROPOSAL FOR DEVELOPING PORTABLE LUGGAGE CARRIERS

SUBMITTED TO
THE COUNCIL OF DESIGNERS
MACHINE DEVELOPMENTS
MUMBAI

BY
ROHIT SINGHAL
MECHANICAL ENGINEER

ASHEESHA MANUFACTURING WORKS
KANPUR
AUGUST, 2010

PROPOSAL –I (TITLE PAGE)

SUMMARY

- | | | | |
|----|--|---|--|
| 1. | Project Title | : | A PROPOSAL FOR DEVELOPING PORTABLE LUGGAGE CARRIERS |
| 2. | Name and Designation of the Proposer | : | Rohit Singhal Mechanical Engineer |
| 3. | Address of the Proposer | : | A-90, Adarsh Nagar Kanpur-526012 |
| 4. | (a) name of the institution where the work is to be done | : | Asheesha Manufacturing works, Kanpur. |
| 5. | (a) Time required for commencement of work | : | Two months after the approval |
| | (b) Duration | : | Six months after the commencement. |
| 6. | Amount Required | : | Rs. 220,000.00 |
| 7. | Proposal Summary | : | The project is envisaged to develop a portable luggage carrier. It would be a folding system consisting of tube and wheels, light enough to be carried; strong enough to carry the burden. It would be designed to answer to a very common need— a porter at all places, at all times, at the disposal of a man who wants to travel light. |

TABLE OF CONTENTS

Summary

1. INTRODUCTION	
1.1 The Work Done	
1.2 The Problem	
1.3 The Objective	
1.4 Scope and Limitation	

ii
2
2
2
2

• SUMMARY

- ❖ A proposal can be defined as an offer to help in finding a solution to some technical problem.
- ❖ There are two kinds of proposals :
 - (i) Solicited Proposal
 - (ii) Unsolicited Proposal
- ❖ A proposal usually has the following divisions or parts :
 - I. Front Matter (Summary)
 - II. Technical Section
 - III. Management Section
 - IV. Cost Estimate.
- ❖ Qualities of a good proposal are :
 - (i) All the information should be precise and systematic.
 - (ii) The form of the proposal must be attractive and neat.
 - (iii) It should clearly define the plan suggested.

• TEST YOURSELF

1. What do you mean by a good proposal.
2. Elucidate main body of proposal.
3. Describe the business proposal.



CHAPTER

4

ESSAY/COMPOSITION WRITING

STRUCTURE

- Short Essay Writing
- Examples
- Summary
- Test Yourself-I
- Test Yourself-II
- Test Yourself-III
- Test Yourself-IV

LEARNING OBJECTIVES

After going through this unit you will learn :

- Essay writing
- Characteristics of good essay
- Improve your writing and reading skills by going through various essays.

• SHORT ESSAY WRITING

Definition :

Essay writing is one of the creative activities of the educated and thoughtful persons.

The word 'essay' means an attempt. In the beginning the essay was rather an attempt to say something on any topic without much formality and observance of rules fixed for a genre of creative writing. It showed no rigidity in terms of size of content. The term 'essay' could be as easily applied to an aphoristic essay of Bacon as to Locke's *Essay Concerning Human Understanding*. An essay could be a lyric in prose, like Lamb's *Dream Children : A Reverie*, as well as a social sermon, like A.G. Gadiner's *On the Rule of the Road*. Dr. Johnson rightly defined essay as a loose sally of mind and an 'undigested' piece of writing.

But an essay composed by a student in the twenty first century does not enjoy that liberty. Today an essay must be well-ordered, systematic, balanced, evenly-proportioned, neatly shaped, and organised round a thematic focus. Ideas must proceed in it in a logical manner. The analysis of the topic must be precise and objective. The parts of the essay must be interrelated to form a whole.

Characteristics :

The characteristic features of a good essay can be summarised under the following heads.

(i) *Completeness* : An essay ought to be a complete discussion of a topic. It must not appear to be fragmentary.

(ii) *Unity* : An essay, must recognise its limits, and should not try to go beyond them. The writer of the essay has to exclude much he might feel tempted to add, and to concentrate on the main theme. One theme is enough for one essay.

(iii) *Form* : How well a writer is able to reconcile the requirements of the head (i) and (ii) given above, this defines the form of the essay. Like any other composition, an essay too must have a formal appeal. A disjointed, rickety, and lop-sided essay would fail to make any impact.

(iv) *Order* : An essay must develop the theme step to step. It must have a beginning, a middle and an end. None of these three parts must look like standing apart; one must lead to the next, and the end must refer to the beginning. Movement from one part to another must be natural, not arbitrary.

(v) *Justification* : What can be the justification of an essay's being there ? A lot has been written in the world on every topic by the masters of their respective fields of knowledge. An essay is not expected to be a highly specialised discussion of a subject, full of jargon and data. It must reveal at least some freshness or originality of viewpoint to justify its writing. For all its transformation, the essay has retained this characteristic independence of conventional opinions and scope for novelty. If

this personal need to speak out is missing, the writer of the essay should be realistic enough not to expect many readers.

Types of Essays :

There can be as many types of essays as the spheres of human thought, experience, and action. Then, there is so much of overlapping among the generally enumerated types that all classification seems to be arbitrary. A true essayist hardly ever sits to write a particular 'type' of essay. Still we can speak of some of the conventionally established types in the following parts of this chapter, referring to their content, and to their form or style of presentation of that content.

Relevant Essay Writing for Engineers/Professionals :

One wonders why a professional or engineer should learn essay writing ? To what uses can he put his training in this skill ?

As a matter of fact, previous times when the role of an engineer was limited to constructing a dam or maintaining the machines in a factory. Today, engineers are playing so many roles in all parts of our life, and the life style has been so completely revolutionized by technology, that a closer interaction between the providers of these specialised services and the end-users has become very crucial. Even an engineer is a human being; but the pressure of showing results within fixed time-frames and targets, and constant dealing with machines, are likely to turn them into mechanically functioning biological units. All personal, human element from their personality and attitude seems to be drying up. Essay writing, other than the scientific, technical treatises or papers, provides an opportunity to the over-busy student of technology of feeling those numbing moral-ethical resources in their souls. They too need to put their professional duties in a wider perspective; to realize their roles as citizens of the world; and to evaluate the significance of their existence. On purely technical level, essay writing forces them into the habit of giving a logical order to their ideas, and introduces clarity into their thought-processes, and vividness in expression. These ultimately lead to better communication skills, an essential requirement of success in professional career.

Dimensions of Essay Writing :

Writing of essay is a multi-dimensional activity. There are so many parts of our experience of life in this world, which can enter into the angles of our presentation of a topic. Essays can be literary (e.g., *My Favourite Book, Life and Literature, Shakespearian Drama*), scientific (e.g., *Hazards of Nuclear Energy, Space Exploration, Synthetic Compounds*), sociological (e.g., *The Evil of Dowry, Live-in Relationships, Bringing up Children in a Slum*), and contemporary, problem solving essays (e.g., *Education and Inflation, Crisis of Drinking Water, Population and Unemployment, Communalism in a Secular Democracy*).

All of these dimensions are wide enough to accomodate a full spectrum of approaches and disciplines. For example, literary essays may be about an aspect of a literary work as well as about a critical theory (*Similes in Paradise Lost, Greek Tragedy*). Scientific essays may be about general notions (*Conversion of Matter into Energy*), or about a gadget (*Slim Mobiles*), or about a research (*Genetic Cure for Polio*). A sociological essay may refer to family, social institutions, conventions, reforms, and what not ! Similarly, there are innumerable problem in the contemporary world which are waiting to solved. Pollution, deforestation, urbanisation, labour unrest, unequal distribution of wealth, political corruption, arms race, terrorism, secessionism, growing regionalism, scarcity of energy or power, and so on.

Horizons of Essay Writing :

The main types of essays can be :

- (i) Descriptive (ii) Narrative (iii) Argumentative (iv) Imaginative
- (v) Reflective, or Expository, or Informatory

The distinctive features of these five types of essays, and the suggestions to write them are given below :

Type of Essay	Distinctive Features	Suggestions
(i) Descriptive	describes a scene, a person, an object, a place, an event etc. e.g., a computer, a leader, a natural phenomenon, a monument, and a book.	<ul style="list-style-type: none"> • The introduction may explain why this particular object has been chosen for description. • The body describes all the parts. • Conclude with a comment on the significance of the thing described.

(ii) Narrative	narrates an incident, an event, an adventure, an experience etc.; e.g., a train accident, a visit to a sanctuary or a shrine, an encounter with a wild beast or an old friend, an account of one's struggle to attain some goal in life.	<ul style="list-style-type: none"> • The introduction gives background, and leads to main part of the story. • The body is an account of the main event, whether real or imaginary. • The chronological order is maintained till the end. The conclusion winds up the narrative.
(iii) Argumentative	argues in favour of against some opinion, endeavours to prove a viewpoint; e.g., <i>Is democracy successful in India, Should Science Be Amoral, Can Reservation Bring Social Justice ?</i>	<ul style="list-style-type: none"> • The introduction presents the gist of the controversy, and states on which side the writer stands. • The body enumerates the arguments that support the stand taken, which must be convincing, forcefully presented and real. • The arguments lead to the conclusion; without prejudice, and with due consideration shown for the opposite point-of-view.
(iv) Imaginative	Imagines a situation and fantasises; e.g., <i>When God Visited Me Last Night, if I were the Prime Minister, Had Adam Not sub-mitted to Eve, A Flower's Autobiography.</i>	<ul style="list-style-type: none"> • Let your imagination function without any restrictions. • Take it as an opportunity to speak out honestly. • Make it interesting by revealing your hidden personality.
(v) Reflective, Expository, Informatory	analyses a topic, social, moral, philosophical, political; concrete or abstract; presents one's ideas on a subject in an impressive manner; e.g., <i>Problem of population, Unemployment, The Evil of dowry, Nepotism, Honesty Vs. Success, Liberalism etc., explaining a process, or how things operate; factual composition as on a scientific subject.</i>	<ul style="list-style-type: none"> • The introduction comments on the significance of the topic selected. • The body consists of the various ideas expressed by the writer on that topic. It might be a discussion of the several aspects of a problem, its causes and solutions. • The conclusion can be in the form of a call to improve the state of things, an attempt to create awareness and so on.

Outlines :

Outlines help in planning an essay. The points facilitate a proper distribution of matter among the several parts of the essay. These also make it possible to organise the material, maintain order, and avoid disbalance.

Outlines can consist of three broad divisions :

- (i) Introduction (ii) Main Body (iii) Conclusion

The main body can include a number of sub-divisions in accordance with the needs and the scope of the subject.

Given below are some examples of outlines only :

1. *Shall We Prove Malthus Right ?*

- (i) Introduction — Problem of population and the Law of Malthus.

- (ii) Magnitude of the Problem
 Failure and Apathy of the Government
 Causes of the Abvove
 Religious Orthodoxy
 Ignorance, Social Pressures
 Economic Backwardness

- (iii) Conclusion – Suggestions to Improve the Situation Incentives and Disincentives

2. *Impact of Information-Technology-Revolution on India's Job-Market.*

- (i) Introduction – Revolutionary Developments in IT.

- (ii) Favourable Impact
 New Opportunities
 Indian Excellence, International Recognition
 Job's Abroad
 Unorganised Market
 Initial Boom

- (iii) Conclusion—The Slump, the Need to Innovate

3. *Merits and Pitfalls of Technical Education in India.*

- (i) Introduction —The History of Technical Education in India, and its Recent Expansion.

- (ii) Merits — Premier Institutions
 Global Reputation
 Revolutionary Expansion
 Easier Availability

Pitfalls — Sub-standard
Lack of Facilities
Still Expensive
Unplanned Development

(iii) Conclusion — Must be Regulated and Upgraded

4. *Terrorism and National Integration.*

(i) Introduction — A Major Problem.

(ii) Origin of Terrorism, History of Neglect and Opportunism.

Anti-national Forces Patronised for Petty Gains.

National Integration, Cannot be imposed, Must Issue from Within.

A serious Threat, the Role of Military.

(iii) Conclusion — Honest Socio-political Initiatives Required.

5. *Science and Technology : Perspective for the Poor.*

(i) Introduction — Knowledge and its applications.

(ii) Technology — Is it a tool to exploit the poor, or to uplift their standard of living ?

Instead of Heaping Luxuries

Let's make the good things reach all.

(iii) Conclusion — Science Needs Perspective, The Poor should not be left out of Focus.

6. *Creating Rural Employment.*

(i) Introduction — India Lives in Her villages but poorly.

(ii) Sole dependence on Agriculture and its limitations Need for more opportunities

creating

infra-structure, Roads and Electricity Agro-Industries, Vocational Education, Financial

Aid and other motivations.

(iii) Conclusion — No target of development complete without rural employment.

7. *Human Face of Industrialisation.*

(i) Introduction — History of industrialisation, and its impact on Human Society.

(ii) Industrialisation — a Partial Boon, Machines are not Human, Let Man Dominate,

Less

Labour, More production, cheaper goods for all, More jobs and Business.

(iii) Conclusion — Industrialisation for the Greater good of humanity rather than for the higher profits for a few.

• EXAMPLES

1. INFORMATION TECHNOLOGY

Information Technology (IT) means the technological advancement which makes the storing, retrieving and sharing of information more efficient and speedy. IT is one of the strongest forces that have revolutionised our way of life in the recent years.

The history of human civilization is partly an account of man's progressive exploitation of information. Information is the nourishment of knowledge, and knowledge can be put to constructive as well as destructive uses. While technological advancement has expedited and sophisticated this process, technological advancement itself has been stimulated and accelerated by the scientific sharing of information and application of knowledge.

The story of the evolution of information technology has some obvious mile-stones. The development of the script, the invention of the printing press, the telegraph, the telephone, the wireless and so on. The Twentieth Century saw a rapid growth of the means of communication and transport, which have led to the IT-Revolution. While railways and air-travel reduced distances, radio and television made distances irrelevant and the possession of information a global phenomenon. If space-exploration could not have been possible without the communication of information, the instant sharing of information could not have been as perfect as it is without the satellites.

The arrival of computer proved to be the longest height taken in the same direction. Computer has miraculously increased and augmented the interaction among the sources and the seekers of information. On the one hand, the computer has assumed the role of a sort of giant memory filled with the information which several libraries would hardly accommodate; on the other hand, the internet has interconnected, all the minds that want to share this knowledge, to intercommunicate and

to contribute to the ever-expanding web of information. The practical application of this technology is multidimensional, even all-pervasive. We are already using it in commercial, medical, educational, defence, research, space, public services — like travel and electricity, and in the sphere of entertainment. Today we can compile a separate dictionary in which every word should begin with the letter 'e', as — e-mail, e-chat, e-commerce and so on. This technology is advancing so rapidly that what we learn today becomes old tomorrow. Things are going digital, growing smart, and moving towards convergence.

Yesterday we talked about DTH, today we are asking for CAS. This speed of change is perhaps without any analog in nature. We owe it to nothing but information technology.

We have been through a boom brought about by the progress of I.T. We have seen a tide of jobs in software industry and medical transcription besides other, seemingly endless channels open to I.T. graduates. Just now, a new ray of hope is in view, as some of the most renowned companies are again recruiting.

More powerful implies greater risks. IT has not been programmed to rid man of his potential for evil. Sharing of information is good, but the conventional wisdom— 'good fences make good neighbours'—returns to haunt us when we watch the cyberspace abused. Our secrets are no longer ours and secrets.. Hacking and piracy are threatening our growing dependence on computer. Even national security is in danger in an environment of cybercrime. At home, children are being exposed to a very unwholesome way of life, in which their games, pastimes, friendships and all are virtual rather than real. Everybody knows that the most popular and profitable websites on the internet are pornographic.

I think it is time to pause and consider whether the benefits of IT-revolution outweigh the above-mentioned perils. Recently, I come across a query in a 'Troubleshooting' column, in which a PC user wanted to know 'if' he would ever be free from such troubles as virus attacks, bugs, system crashes, frozen mouse cursors, corrupted hard disks and data, and so on. The columnist had no answer to his question. Such questions are going to crop up as the number of PC users increases; and that might emphasise the fundamental need of ours being better informed to deal with a trouble-ridden infotech.

THE PLACE OF THE 'SACRED' IN A SECULAR DEMOCRACY

Democracy is a political system which theoretically ensures the equality of all men and women. Secularism seems to be a very logical attitude to be adopted in a democracy towards all sects and religions; and it means a policy of non-interference by the state in religious activities as well as that of any religion in national policies. In such a system nothing can be sacred but the greatest good of the greatest numbers, without any discrimination and favouritism.

If such a system existed in practice, it would be a paradise on earth and this would have been no need to discuss the role of the Sacred in that world. But, since it is not possible to achieve this ideal in reality — since from initial stage people can never be equal and free from religious prejudice we have to see what can be a constructive role of the Sacred in a secular democracy. Sacred means the things associated with object of our unshakable faith. Let us see if any positive contribution can be made by it to achieve the ideal state of affairs specified above.

Our task is going to be a very difficult one and all of us will have to make sacrifices. There is a world of difference between what we discuss in an intellectually enlightened circle and how we react in a limited testing and unfortunate circumstance. If we really means to do something we shall have to resist the charm of abstractions and illusions and be very practical and factual in our approach. Here I venture to suggest two steps which may not be very pleasant to hear of, but, let us not forget that the very necessity of discussing this topic in an apparently civilised world is not a pleasant and even respectable experience.

The first step I suggest would be to reconsider the nature of the sacred in the light of our experience of ages and the second step would be to redetermine the status of the Sacred with reference to the needs of a dignified human existence.

For a reconsideration of nature of the Sacred we have got to force down our throats the very fact that such a reconsideration is possible. Traditionally the supreme nature of the Sacred has been regarded as an unquestionable divine edict. Its message and interpretations reach us-along with a warning against all doubt and curiosity — through the ministers of religious activities. I would not have objected to the assumed infallibility of the Sacred precepts and their exponents if they had been able to fulfil their immense responsibilities beyond all short comings and blame. In order to illustrate my point I beg to refer to the practice of treating places of worship as sanctuaries. I don't grudge them the immunity to all outer and even legal intrusion, I only want to impose upon them the

responsibility to see that they are not being unduly exploited by most heinous trespassers against any set of human values; and thus, unintentionally and unwittingly encouraging rather than curbing the evil.

The experience of the ages is that the name of the sacred has been too often misused by its inveterate enemies. Precious and limitless blood has been shed. Politicians, war-mongers, hypocrites and all have utilised the religious-mindedness of the people to their personal, sinful ends.

It can be justly argued that the misuse of a good cause should not bring blame on the misused. The fault is with us, not with the Sacred. And I think that it is so. What I mean to suggest is simply this that when the infallible, unquestionable Sacred is misused with selfish motives, it becomes a reflection on the untouchable nature of it. If it can be touched by the misanthropists who blacken its image with dirt, why should the lovers of mankind hesitate in reconsidering its nature for a better lot of humanity? Why should the priest cry that it ought not to be discussed? Why should its concerns be confined to heavens and temples instead of making it a support to all in this life here? Why should we only read the Sacred in scriptures rather than observe it in our daily conduct — even if it puts it to test and prompts questionings! Why should we be only visitors and not the lodgers of the divine shelter! We can't forget that when a single man is stabbed in the name of the Sacred, it is a part of the Divine that is murdered; and it effects the nature of the Sacred! We should assess our faith and modulate them to save humanity. We should obtain from narrow mindness.

It is only after taking this first step that we shall be able to take the second one which would be to redetermine the status of the sacred. Today we place religion supreme in the hierarchy of our faith. We think that our foremost accountability is to the sacred, the rest duties come second. This supremacy of the Sacred would have been justified when it were regarded infallible and absolute. As soon as we accept that it can be misused to tyrannise mankind as effectively as it can be used to bless it — and so it can be talked about and its nature redefined — we place something other than the sacred as our primary goal to which religion is only a means. And that is the maximum good of the maximum number. We visualise this ideal of human welfare in the form of an ideal state in the material world.

It is appreciable that our first accountability ought to be to Man rather than the Sacred. Yet a little thought will reveal it is not so bad to think this way as it seems. After all, interests of humanity at large and the claims of the Sacred clash only when the changeable is mistaken for the unchangeable and the inessential for the essential. I can not imagine any divine precept preaching against human good and in favour of its slaughter for whatsoever cause. It is we who commit the folly of thinking that God remains safe in his temple when we make a man's heart bleed, shattering the real citadel of Sacred — we have acted piously! with the passage of time it happens that the rituals of a religion are substituted as the real objects of faith instead of the spirit behind them. The Sacred then becomes not so much the inspiration of the miserable multitudes as an instrument of the wicked few. And therefrom arises the conflict between what is supposed to be the Sacred and the human good. If we subordinate our duties of the Sacred to our duties to humanity, there is much probability of our being saved from fanaticism and communalism. Since we give undue importance and priority to the Sacred, religions intoxicate us, blind us to truth and drive us to the massacre of the good and the beautiful on earth. This destructive passion of hatred, then, can be checked and our highest energies devoted to the service of humanity.

The tone of this argument suggests as if religion were just a social necessity and not the divine cause of this creation! Let it be so; today, what concerns us is not the cause of creation as much as the social necessities. However, this re-determination of the status of the Sacred would by no means harm its sacredness. On the contrary, it will strengthen it in various ways. It is only our Sacred affiliations that elevate us above animality of earthy creatures. It is an ennobling of man, not his degeneration, which is aimed at by religion. It is expected to work as a motivating force towards moral perfection; if it allows itself to be wielded by the wrong hands into an opposite direction, let us look for a stronger compelling force, which may be free from the limitations of the sacred. People may ignorantly quarrel among themselves on account of religious differences, (which, in fact, are the differences of mannerisms), but they share a common lot as human beings; The bonds of the Sacred binds us to different Gods; the bond of humanity binds us together and to one-another. Let this latter bond be stronger than the former ones! Or, let us endeavour to defend the sanctity of this bond alone, the rest will be taken their care of afterwards. Such a re-determination of the status of the Sacred is imperative to preserve the dignity of human existence on earth today as well as the dignity of the sacred.

As I pointed out in the very beginning, the task is very difficult and sacrifices will have to be made. Those, who are exploiting the religious feelings of the common people unduly, would not tolerate the decrease of their powers. The ministers of religion would resist and struggle, being subject to human weaknesses, to stick to their unquestionable authority. It is going to be an attack on their monopolies. Here is an opportunity for the sentinels of the Sacred to prove that the Sacred exists for the sake of the multitudes and not to serve the purposes of the few.

Here, we come across two problems. First we know that the common bond of humanity is too often ignored before narrower considerations; because the latter are always present before us in a more concrete and tangible form than the former. Secondly, if the undesirable elements, trading in religion, refuse to give up their doubtfully sacred supremacy, who will enforce them to act in a more reasonable manner? The solution of these two problems can be offered, almost simultaneously, because we are talking of the role of the sacred in a secular democracy; I have already pointed out that the ideal of human welfare is visualised by us in the shape of an ideal state in the material world. (And it might have exasperated many that the writer of this essay is so short sighted and superficial in his view). True, the state is not always a perfect representative of the highest good of human race. State should protect the interest of majority without fear and favour of any religion.

Painful, and even demoralising it is to substitute the term 'human values' by the term of 'state Reason'; but I cautioned in the beginning, if we really mean to do something, let us be concrete, factual and even petty rather than great and abstract and obscure.

So, to conclude, I repeat that such a reconsideration of the nature and status of the Sacred with help immensely to promote national integration in a secular democracy. I must add the process would inspire a spiritual revitalisation of our sacred views against the rust of meaningless, conventional formalism, an analysis of the distinctions between the essential and the inessential in religion, a great consolation to all religious souls. However, we also take the risk of scepticism while subjecting our faith to the test of reason. The risk would have been fatal if the people were to be left in a void. Since we propose to establish a stronger bond in place of a weaker one and since it is only a reordering of priorities we demand, it is not going to be a losing bargain in any way. Then, fanaticism and superstition are no justifiable guards against scepticism. Better not to believe rather than believe blindly, for wrong reasons, to objectionable consequences! If the king of the jungle goes mad and begins upaying, senseless destruction of the region, let us confine him to a cage; even if there be a risk of his lying in it as good as dead!

3. MEDIOCRITY IN EDUCATION SYSTEM IN INDIA

Some time ago a news on the front page of my newspaper shocked me : India celebrating her touching a certain figure (I shrink from repeating the staggering number of running into so many giddy ciphers) in her ever expanding population. Was it really an occasion fit for celebrations? I confess my inability to partake of the spirit so smilingly displayed by a VIP — holding the baby that was supposed to have rounded off the number — in the snap the accompanied the news-item.

The experience returned to my mind as I contemplated a clue to the significance of the topic of the essay. Do we really need to lament the mediocrity in our education system? Have we not been working systematically, all through these decades of political independence towards this goal? Is the development (or decline?) not in harmony with our policies as a whole, which glorify certain ideals with such frenzy as obscures an enlightened protest against the incompleteness of those policies? If only we compared our way of life today with that it used to be just before the independence, the trend of Indian society would be very clear to us. The picture of India's historical growth during the second half of the twentieth century has been distorted due to an evil which Charles Dickens denounced in his **Hard Times** in the nineteenth century, that is the evil of treating human being as statistical units, an obsession with the treacherous data.

If we go through the speeches of our leaders, in which they report the progress made by India in the field of education, we find them laying all the emphasis on the number of colleges, which goes on increasing, the increasing number of the students who now flock to these temples of scholarship, almost like children marching to a fair or a circus for their amusement. They also feel glorified as they announce the new schemes to propagate education (such as adult education programme). They expect our applause and our thanks for the largess they distribute to make knowledge more widespread and more popular. Their efforts must be appreciated, indeed. But where is the clause that would ensure that quantity is not increased at the expense of quality? This most important factor is most of the time totally disregarded. It is true that in such a large country as India we need more of schools and colleges to make knowledge accessible to a greater part of our population. But we should

not disregard the difference between scholarship and literacy. We shall have to be more precise with regard to our objectives in the sphere of education and our conception of education whether we visualise it in terms of buildings of schools and colleges, the army of teachers and students or what ?

All of us are acquainted with the mediocrity which has entered into the body of scholarship, even in its highest species, since possessing a degree of Ph.D. was linked with promotions and appointment in higher education when qualifying NET was made compulsory for these appointments, it seemed to be a step in the right direction. Still I do not understand how a Ph.D. (in whatsoever year it might have been acquired) could become a substitute for NET. Even without this illogical concession, it remains to be seen to that the candidates that come after qualifying NET do really possess an (almost pathological) aptitude for teaching. Today there is no dearth of such lecturers as managed to secure high percentage of marks by adopting those means that expose the vulnerability of the teaching community (particularly in their capacity as examiners); then they had to make compromises with the tainted machinery of recruitment (right from interviews upto postings). Can you imagine the state of mind in which they enter a college which can open to them an opportunity to take revenge on this ruthlessly exploiting system as readily as one to mould healthier mindsets which may later on reform this system! Let us hope (at the cost of truth) they choose the latter course. How long can they retain their zeal in an environment in which they have to compete all the time with the professional lecturers who have commercialised this service so completely that the idealism of a few looks futile and ridiculous. What kind of students will such people produce if not the mediocre ones ?*

This is not the end of the tragedy. The plot is extremely complicated. So far I have not come across any VIP telling us how many posts of lecturers for how many years continue to remain vacant (inspite of the ever increasing number of students), and how tutors are employed for two or three months, that are supposed to exist and teach on the amount which would not be enough to feed a precious pet of a minister. How committed these tutors would be to their duty can be imagined. Let us forget the link between the salary and the commitment for a moment, for even highly paid lecturers are not sometimes better than these tutors, and sometimes you may discover a tutor doing far better than his regular colleagues. The question is — are the students willing to come even to those classes that are regularly run and in which a teacher is sincerely trying to give his best ?

Here we enter the gloomiest quarter of this frightening scenario of mediocrity. The people who really have to teach have no control over the process of selecting the people who must be taught. The day we decided to compromise on merit, whether in admissions or in jobs, we embraced mediocrity as the catchword of Indian density.

If we allow mediocre, sometimes even lower than mediocre candidates to teach and to be taught, for whatsoever reasons, even in higher education, we have no right to cry over mediocrity. We have imported it, courted it; ensured it that mediocrity should not be kept out of the campus. I have been astonished by the smartness of the students who come for a viva voce and do not remember their syllabus. It is not less than a miracle that these candidates are able to reach that final stage of their academic career. I often make my wisdom mediocre when I explore our ill-equipped, chaotic library, dig out a book, and squander my eyesight dimmed during the last twenty years of this extravagance (sitting in an austere departmental room in which light and water are a luxury) — to give something higher than the average to these very students.

It will not serve any purpose one section blaming another for the decline of education to mediocrity. We can not pass the buck to the system; we all are the system, and all of us will be affected, later or sooner if it decays. We already find it difficult to find out a proper tutor for our own children out of the jobless crowds that leave the institutions-every year after having been taught by us. We, whether we are the makers of the policies or those at the receiving end, must be honest enough to accept the truth. When you flatten the top of a hill to accommodate a crowd on it, it ceases to be the highest point, it gets flattened, lowered. If the pebbles from the bottom are pushed upward all the time, no body can, for all one's zeal and sincerity, save the peak from getting reduced to an everexpanding plateau. The roots of mediocrity in Indian education lie not in the campus but outside it, where there stand ever growing jungles of population and parliaments of the gradencrs who nurture these trees so fondly. Can education be other than mediocre among a people whose religion, ethics, politics, economy, philosophy (in any), medicine, transport, that is every thing except the dreams and the pretensions, is mediocre ?

(ESSAY ON ENVIRONMENTAL ISSUES)**4. Agents of Pollution :**

Agents of pollution are too many to be numbered. There has been a similar competition among nations, companies and individuals to contribute to this global phenomenon. The race of economic progress and industrial development has, indeed, been a race to plunder this planet more and more, faster and faster. The irony is that whatever our records in these fields of scientific and commercial activity, our achievements in terms of pollution have been equally formidable. Rapid development of Industry and technology are the main cause of pollution.

When we invite a VIP to dedicate a fly-over to the nation, it involves a lot of vehicular traffic for a number of days. The fly-over might have belonged to the people without the ceremony; therefore, it is voluntary pollution that we cause even before the fly-over is in regular use. The people who had to take a longer, alternative route on that day, because the habitually taken route was closed for security etc., are involuntary agents of pollution.

A plan to promote tourism in remote hill areas is an organised agent of pollution. It is a well-drawn map to guide pollution to the virgin, pure parts of a region. But when a film-maker chooses to shoot his film in a virtually unknown part of a beautiful state, he happens to start a process which would pollute that place even without any organisational support.

An individual disaster, like Bhopal Gas Tragedy, is a giant polluter, while a generator singly, is a small polluter. We know that nuclear tests, factories, thermal-power plants and fuel-based means of transport are polluting the world. But we do not know to what extent our food has been polluted by chemical fertilizers and insecticides and our water by detergents. Some agents of pollution are strong enough to muzzle the law; they encroach upon public land, block the drains, violate all norms of construction and stay where they are by pulling their political strings. Some agents of pollution defecate by the railway tracks, and burn wood for fuel; and they can be thrown out of their slums unless they enjoy the protection of a local don with right connections. The theories that idolise such things as computerisation, degrees of doctorate, modernity and material progress, are subtle promoters of pollutions, for they expose us to, often unnecessary radiation; lead to consumption of paper without adding an insignificant part to knowledge; force us to discard old models for the new ones just for the sake of style, and thus creating leaps of non-disposable junk; and justify excessive consumption of energy and wasteful production, drying up our limited natural resources. Against this grim background a shameless smoker on a bus or in a cinema-hall is a superficial agent of pollution.

So, during the two hundred years of rapid scientific progress we have polluted our air, soil, rivers and organism. Greed, superstition, ambition, ignorance, selfishness, all have abetted this crime against nature. I am still trying to trace the agent of that sound pollution which is caused by our noisy religious functions. I wonder if he be an earthly or a supernatural one.

5. The Ganga and Pollution Control

Rivers are an important part of our environment. If forests are the lungs of the environmental body, the rivers are like its arteries. In India we hold rivers to be sacred and the Ganga is a most sacred river to us. Originating in the Himalayas, it flows across four states of Northern India, Uttaranchal, Uttar Pradesh, Bihar and West Bengal, to meet the sea in the Bay of Bengal. We worship the Ganga. We call it 'mother'. Every Hindu makes this river a means to get purged of his sins, and to go to heaven after death. We even have a mythological story about the great effort performed by Bhageeratha to make the Ganga descend, from heaven to this earth. He had got the ashes of his thousand kins, killed in a war, lying after the funerals; and to clean the earth was a task impossible for a man. Therefore, the help of a divine river was involved. Thus the Ganga came down to purify our land.

It is ironic that so sacred a river has not been spared by the self seeking, pollution-spreading man in the modern age. Once the water of the Ganga was *amrit* (nectar) indeed; today it is not fit for human consumption. Our economic growth has violated a chaste river.

So pollution control stands in a two-fold relationship with the Ganga. The Ganga has existed to control the pollution for us for ages. We have been dumping our rubbish into it, and burning our dead on its banks. But the vast quantity of industrial waste, and the filth of a vaster population, have polluted the river itself. Factories allow their impurities to flow into the Ganga, and the towns drain their sewage into it. Religious cities like Haridwar and Varanasi are as guilty of this sin as the industrial cities like Kanpur.

1. Use the key-expressions given below to write a short essay on the suggestion that 'Medical Research, by itself, is not enough to deal with the challenge of disease'.

Medical research not enough—absence of scientific standpoint—practical application—cures and medicines invented— forgetful patients—role of hygiene—who should do it ?— individuals ? —no control on conditions—e.g., water supply and epidemic—medical science and mortality and survival—advanced knowledge, but implementation ?—insulin—regular doses—negligence—carelessness— unscientific mind of common people—cures and suffering—observance of rules—difficult prevention—no control—mindset—superstitious fears—fight the common enemy of man—disasters.

SOLUTION

Medical research, by itself, is not enough to deal with the challenge of disease. It will be ineffectual in absence of a scientific standpoint, which makes the practical application of this research possible. Cures for several diseases have been invented. In some cases we have got medicines to keep a medical problem under check. But these results will not be achieved if the patients forget to take the medicine. Similarly, certain diseases can be prevented by maintaining proper hygiene and ensuring cleanliness in our environment. But who will take the responsibility to ensure it ?

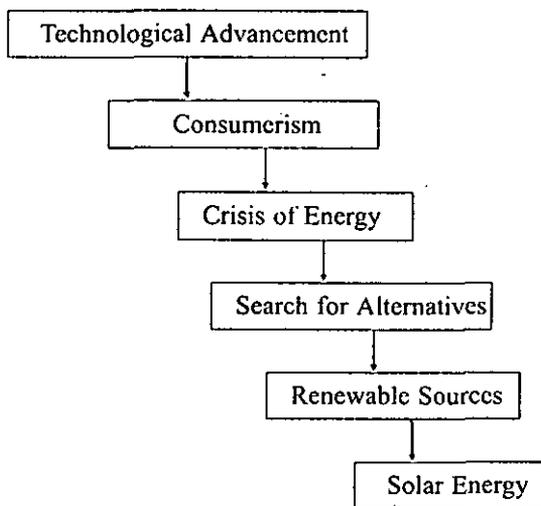
Some individuals may come forward to assist in this work, who are willing to make sacrifices. But do these people, the individuals, have any control on the policies and arrangements that can bring about the improvement in conditions ? For example, in case of waterborne diseases, how can an enlightened and willing-to-do-good man interfere with the system which regulates the water-supply in a city?

Post-natal survival has improved. Medical science has reduced mortality rate as much as prosperity. But advancement in knowledge is not always applied in practice.

Regular doses of insulin can help a diabetic to lead normal life. But it will not help those that neglect regular treatment due to strange reasons — such as carelessness about replacing a broken syringe. Hence, the need for scientific standpoint on the part of the common people.

Discovery of a cure is not enough to abolish suffering due to diseases if people donot observe the rules. Prevention of diseases is even more difficult, for individuals have little control over the conditions responsible for the spread of infection. More than science, it is the scientific mindset which would make us fight against disease as against a foreign invader.

We need to grow out of superstitious fear and realise our real enemies. Instead of fighting against fellow humans, let us fight against the common enemy of mankind — destructive forces of disease and disaster.



2. Write an essay using the following clues :

Title : 'Solar Energy is Expensive'

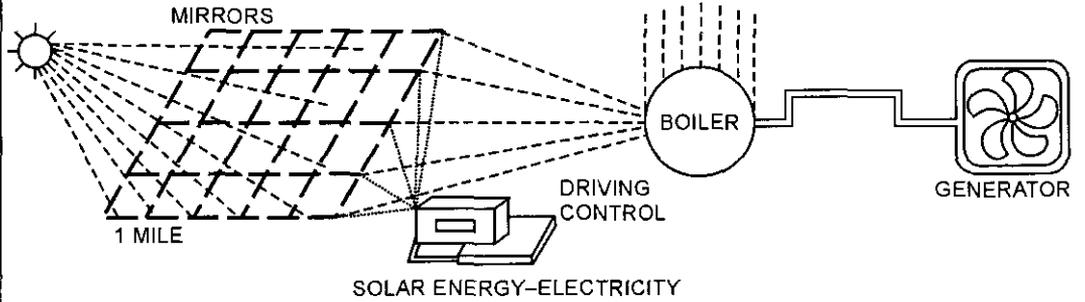
Outline :

1. Introduction

2. Projects and Problems
3. Expensiveness
4. Conclusion

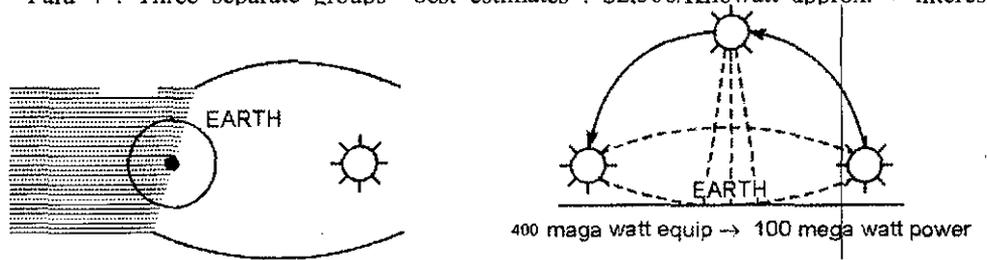
Para 1 :

Para 2 : A Project of Energy Research and Development Administration

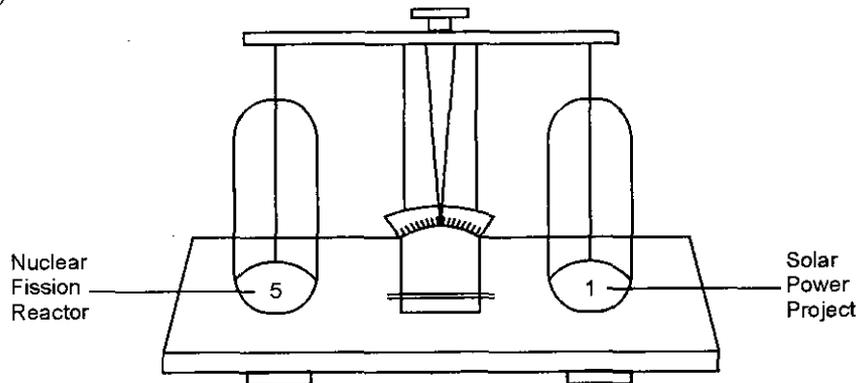


Para 3 : 400 megawatt equip → 100 megawatt powers

Para 4 : Three separate groups—best estimates : \$2,500/Kilowatt approx. + interest +

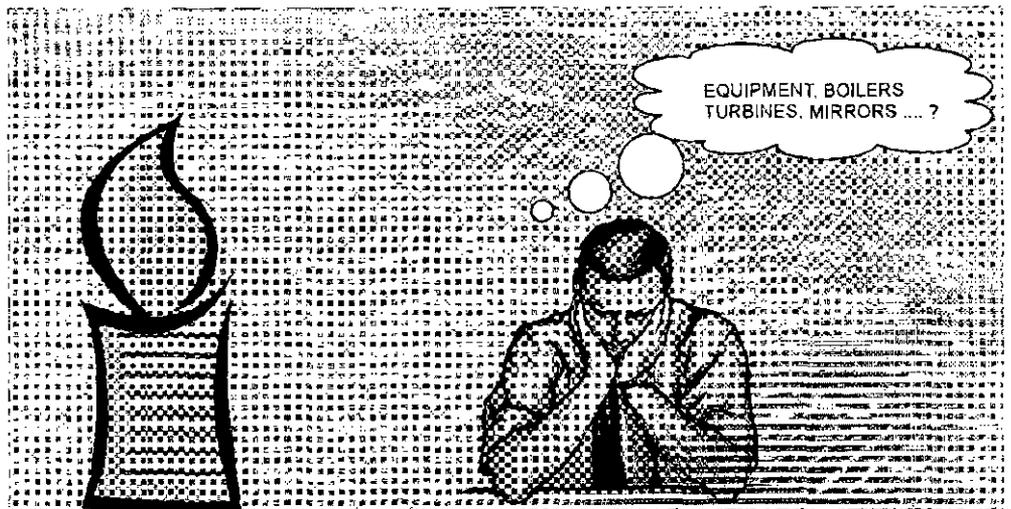


inflation)



Para 5 :

Ans. (viii) Solar Energy is Expensive.



Dream Vs Reality

Technological advancement encourages consumerism and consumerism encourages technological advancement. The high speed of progress has produced another problem for man—the crisis of energy. Man's search for an alternative and renewable source of energy had once appeared to have found an answer to this problem in solar energy. But the difficulties involved in the practical application of this technology have exposed the incompleteness of this answer.

One of the projects suggested by the Energy Research and Development Administration is this. A large field, may a mile on a side, will be covered with mirrors. All of these mirrors will reflect sunlight, which will be used by a central boiler. A mechanism, controlled by computer, will drive the mirrors. This boiler will use the conventional method to generate electricity.

The problem is that the sun shines for only part of the day. The intensity of the sun varies from morning to noon and from noon to evening. During the night we have no sunlight. So, in order to get an average of 100 megawatts of power the heat of the sun, whenever it shines, must be utilized to the maximum. For a plant to generate 100 megawatts daily, equipment to generate 400 megawatts should be available.

At least three separate groups are working on this kind of project. The best estimates give about \$2500 per installed kilowatt, exclusive of interest and increasing due to inflation during construction. A nuclear fission reactor costs about \$500 per kilowatt. Solar power is about five times as expensive as nuclear power.

In conclusion, it can be said that solar energy remains expensive. The cost of equipment, boilers, turbines and so on, would be too much. Even in mass production, the mirrors cannot be built cheaply. These practical problems make the use of solar energy a dream that is not likely to come true in near future.

3. Develop a short essay using the idea —

'Why fall in love? Why not Rise in Love?'

Use these clues : Law of Gravitation—downward pull—'falling' in love—a negative view—blinding Cupid—succumb to a beauty's attractions—a scientific metaphor : a moral bias—poetic consent.

Ans. It was Newton who first opened our eyes to the Law of Gravitation functioning all through this universe. He once happened to be looking upon an apple falling, and thereby, striking our block heads into the discovery that our bodies are weighty enough to stay on earth rather than float in the air because the earth pulls them downward. Hence things are caused to fall when they miss their present support and are pulled down by a force. Since they are pulled 'down', they 'fall'.

Now, think of a man who has 'fallen' in love! It would be an enlightening exercise to study the use of this word 'fall' in context of love, with reference to Newton's law.

When the feeling of love is born in the heart of a person, we say that he or she has fallen in love. Why don't we say he has 'risen' in love. If such a usage as 'falling' has been justified by the tradition in respect (or rather disrespect) of so frequently a failure to fall in love! Is it not a triumph as well! We human beings fall prey to so many evils and allurements, and to approve of the 'falling' for 'being' in love is to import so much of needless violence and cynicism into a soft and humane bargain. The very image of Cupid shooting his arrows and blinding mankind supports this hard view. It suggests that people are preyed upon and conquered by an evil when they are in love.

Well, to return to the Law of Gravitation; falling in love means to make a compromise (partial or full) with some one who is bound to be, if not much, somewhat different from one's own self; since it cannot be a presumption in a scientific analysis of the subject that there may exist two individuals on earth perfectly similar to each other. Imagine a man who distinguishes himself from the common crowds with a puffed ego; who would stick, reasonably or unreasonably, to all his beliefs; who boasts of fanaticism in religion and fundamentalism in politics; who, in brief, is always and everywhere his own self and never 'like' some one else. He safeguards his identity, his weight of personality. Now, luck conspires and he comes, across an infallible beauty. The mysterious force pulls him off, the principles withdraw their support; he succumbs to the great attraction. The bark being missed, the apple lies upon the grass, prostrate.

So he falls. The weightier the spirit, the greater the shock : the lighter a thing, the lesser it matters. To say, that the bowing down of a weighty personality before a beauty or, the head yielding to the heart, is a fall, is to thrust moralistic bias into a scientific metaphor. And it is only a severe ethics that would regard the regard of head for heart a weakness, and only a frowning mythology would call an unscrupulous tribute to beauty a blinding of vision.

Thus, lovers have been falling in love for ages like stumps in cricket. Yet the verb 'fall' degenerates the sublimity of love. Most surprising is the mute acceptance of this unjust practice by

the poets for so long, they fall in the cause of love. However, a realistic trend in poetry and perpetual amorous violence do justify the association of falling with loving as in this confession—

I fell in love, headlong!
My reason was over-powered
By a passion of the blood,
My brains were disgruntled,
My cap was lost in the mud
I felt the grounds strong!

Yet the real wreck came
When the grounds were missed
And my fine, frail frame
Handled with blow and fists!
Echoing stars' ping-pong!

Q. (iv) Develop an essay using the clues given below :

Ans. Title : 'Democracy in India'

Outlines :

- (i) Introduction
- (ii) Historical, cultural background
- (iii) Geographical, social background
- (iv) Political reality.

Beginning : According to Abraham Lincoln, 'Democracy is a government of the people, for the people, and by the people.' Which people ? Can we imagine uncultured savages queuing up to cast their votes ? How will the various sections of population find fair representation in a country consisting of nearly all kinds of people on earth.

Democracy in India has served as an experiment to explore the answers of all these questions relevant to a government of the people, for the people, and by the people.

4. Develop an essay using the clues given below :

Title : How 'Remote' ?

Outlines :

1. Impact of 'remote control' technique.
2. Remoteness from harm.
3. Remoteness from nature.
4. Between remoteness and closeness

Introductory Paragraph :

The other day a news item caught my eye. A teenager, of hardly fourteen, had been reduced to an invalid due to his enormous obesity. As I went into the details of the news, I was shocked to discover the background to this unhappy development. It was a very unlikely agent that happened to be the real culprit behind this crippling attack. A new luxury of modern life, a gadget of the electronic technology, a remote control.

Concluding Paragraph :

In conclusion, it can be said that wisdom stands somewhere between too much remoteness and too much closeness. While the remote control technique provides us a safe distance from the harmful radiations and saves our labour, it tempts us to stick to a posture of sloth. If we do not fight against this temptation, we may come too far away from nature. Let us balance our distances and nearness before we too grow into a couch potato.

5. Give below are the outlines of an essay—'Television—Boon or Bane', of which the first and the last paragraphs are also given.

Write the remaining two paragraphs.

'Television—Boon or Bane ?'

Out-line :

1. Television, both boon and bane.
2. How is it a boon ?
3. How is it a bane ?
4. More a boon than bane.

First Para : Television has meant both, a boon and a bane, to mankind. It is the same with most of the inventions of science during the last two centuries. Perhaps the real problem is the attitude of

man to his own creations. Should he use them or should he be used by them? Used judiciously, television becomes a boon, used irrationally television becomes a bane.

Last Para : In the final analysis, it can be safely asserted that television is more a boon than bane to mankind. As has been pointed out above, there are several aspects of this modern dependence to TV, which would be categorised as harmful ones. But the benefits of TV cannot be overlooked simply because they outnumber the negative points. Moreover, we have no substitute for the role that TV is playing in our life today. It might be a mixed blessing, but a blessing it is.

6. Given below are the outlines of an essay—'Mass Media—a Help or a Hindrance to Democracy,' of which the first & the last paragraphs are given.

Write the remaining two paragraphs :

'Mass Media—a Help or a Hindrance to Democracy'

1. The Role of Mass Media in Democracy.
2. As a Watch-dog.
3. As an Open Parliament.
4. No Real Hindrance, Rather a Corrective.

Introductory Paragraph :

Do you remember that film 'Kissa Kursi Ka', in which Shabana Azmi played the mute masses? This film had upset the political apple cart of Indira Gandhi during the emergency. The film was banned. The protest was suppressed. But, was it? The film had already done its work. It set the trend of allegorical, disguised criticism of that attack on democracy in India.

Concluding Paragraph :

Finally, it can be maintained that a relationship of hatred between mass media and democracy is destructive. Mass media should not be looked at as a hindrance to democracy. It should rather be regarded as a corrective. The voice of protest should not be suppressed. In fact it cannot be stifled. It will only put on a mask to expose the game of chairs.

7. Given below are the out-lines of an essay—"The Effects of Pollution on Man', in four paragraphs. The second and the third paragraphs are also given.

Write the first and the fourth paragraph.

'The Effect of Pollution on Man'

1. Introduction
2. Effects on the environment.
3. Effects on the spirit of man.
4. Conclusion

Para Second : As far as the effects of pollution on environment are concerned, these are easier to be noticed. One can see the declining quality of the elements that form one's environment. The rivers flowing by industrialised towns have been reduced to drains filled with toxic waste. Even the air free from smoke and pollutants has become a rare commodity. The food we take is no longer healthy. It is carrying the vestiges of fertilizers and pesticides. All these effects have resulted from one cause—the so called development.

Para Third : The problem is that in his hurry to catch up with the rest of the world, a man forgets or ignores the cost he would be paying to reach earlier than others. This, in itself, is a form of pollution, the pollution of moral environment. The effects of this subtler kind of pollution are not so clearly visible to the physical eye. But this is a more damaging kind of pollution as far as the life of man is concerned. The time has come when one should stop for a moment and think whether man was created to be a machine, or perhaps worse than a machine, for he, after all, feels, is sensitive. The fact that most of us never through seriously about this danger is another result of polluted environment.

• TEST YOURSELF-II

1. Visuals :
 - (a) help in reading comprehension
 - (b) disturb comprehension
 - (c) make no difference
2. The literal meaning of 'essay' is :
 - (a) a piece of writing

- (b) attempt
(c) example
(d) none of the above
3. A good essay should have :
(a) unity (b) order
(c) form (d) all of the above
4. An argumentative essay presents :
(a) a case (b) description of a battle
(c) a court scene (d) none of the above
5. An imaginative essay is a :
(a) fantasy (b) series of images
(c) bundle of lies (d) none of the above

ANSWERS

1. (a) 2. (b) 3. (d) 4. (a) 5. (a)

• TEST YOURSELF-III

1. Write down the main feature of a good essay.
2. Essay writing is a art. Do you agree with it.

• TEST YOURSELF-IV

1. Write descriptive essay as following topics :
1. Flood – Nature’s resentment.
 2. Poverty and exploitation are behind increasing nercalism.
 3. Rising prices.
 4. Increasing crime against woman.
 5. Commonwealth Games whether good or band for India.



CHAPTER

5

MESSAGE WRITING

STRUCTURE

- Message
- Format
- Sample Message
- Summary
- Test Yourself-I
- Test Yourself-II

LEARNING OBJECTIVES

- After going through this unit you will learn :
- What is a message
 - Its importance
 - How to write a message

● MESSAGE

A message is a piece of information, news or request meant for someone. Although now a days telephonic message are more in vogue but often it happens that the person for whom the message is meant not present and someone else has to receive the message. The person who has received it may also have to go out after some time so he/she writes a brief, clean message for the person for whom it is meant.

● FORMAT

MESSAGE

DATE

TIME

NAME (of the person to whom the message is written)

BODY

NAME (of the person who pens the message)

Guidelines for Writing Messages

- Mention the Date and Time of giving the message.
- Write the name of the person for whom the message is meant. Give only a brief saturation e.g., Dear Papa.
- Write only important points and this should also be in reported speech.
- Put the sender's name/signature at the end of the message.
- Stick to the prescribed word limit (50 words for the body of the message).
- Don't write sender or receiver's address.

• **SAMPLE MESSAGE**

Q. Mr. Khanna calls up his friend and colleague Mr. Sharma but the latter is not at home. His son Varun takes down the message. As Varun, write the message for your father. Mr. Sharma is not more than 50 words. Put the message in a box.

Mr. Khanna : Hello! Can I speak to Mr. Sharma, please ?
 Varun : I am sorry, he is not at home. May I know who's calling.
 Mr Khanna : I am Ram Khanna, his colleague.
 Varun : Hellow Uncle I am Varun his son. Can I take down the message for Papa?
 Mr. Khanna : Hi Varun ... Please tell your father to reach hotel Maurya Sheriten tommorrow.
 Varun : Tomorrow ?
 Mr. Khanna : Yes, at 8.00 PM at the Pajero Banquet hall, our M.D. is organising a dinner party.
 Varun : O.K. I'll convey the message.
 Mr. Khanna : O.K. Bye.
 Varun : Bye!

MESSAGE

Date : 19 July 2009

Time : 6.30 P.M.

Situation : Papa

Your colleague Mr. Ram Khanna called up to inform that you must reach Hotel Maurya Sherion at 8 PM tomorrow at the Pajero Banquet hall to attend the dinner party organized by your M.D.

Signatory

• **SUMMARY**

- ❖ A message is a pice of information, news or request meant for someone.
- ❖ Guidelines for Writing Messages
 - Mention the Data and Time of giving the message.
 - Write the name of the person for whom the message is meant. Give only a brief saturation *e.g.*, Dear Papa.
 - Write only important points on this should also be in reported speech.
 - Put the sender's name/signature at the end of the message.
 - Stick to the prescribed word limit (50 words for the body of the message).
 - Don't write sender or receiver's address.

• **TEST YOURSELF-I**

1. Read the conversation given below between Raghav and Suraj. Draft the message in not more than 50 words for Himanshu.
 - Raghav : Can I speak to Himanshu please ?
 - Suraj : May I know who is speaking.
 - Raghav : I am Raghav, a classmate of Himanshu.
 - Suraj : Hi Raghav, actually Himanshu is not at home. He is away for his Music class and will be back at 3.30 pm.
 - Raghav : OK then could you take down a mssage for him ?
 - Suraj : O sure.
 - Raghav : Well I have heard that our maths teacher has given some exercise for test. Since I was absent from school today. I do not know the exercise. The test is tomorrow and I need the exercise urgently. Please tell him to ring me up as soon as possible. It's very urgent.

Suraj : Don't worry as soon as Himanshu comes back I'll him to ring your up.
Raghav : Thanks a lot ! Bye.
Suraj : Bye

As Suraj has to leave, he writes a message for Himanshu and leaves it on his study table. Write the message from Suraj in not more than 50 words.

2. The following is a conversation between Mangal and Arpita. Mangal's sister is not at home. Mangal has to go to a movie with his friend, he leaves a message for his sister. As Mangal write the message in not more than 50 words and put it in a box.

Arpita : Hello! Is it 9712634784
Mangal : Yes; May I know who is calling.
Arpita : I am Arpita, can I talk to Mansi please.
Mangal : She is not at home right now, she will be back after 3.50 PM.
Arpita : OK then could you take down a message for her ?
Mangal : O! sure.
Arpita : Tell her that I am going to purchase new books. If she also wishes to go, she should be ready by 5. I'll pick her up on the way.
Mangal : I will give her your message.
Arpita : Thank you and please ask her to confirm her program.
Mangal : Sure, Bye
Arpita : Bye.

3. You are Shubham. You have invited your friend, Avinash to Dinner tomorrow. But you have to leave for Delhi at once with your parents. Send Avinash a written message conveying your regrets in not more than 50 words. Put the message in a box.

Special selection camp
8.00 am Tomorrow
Auditorium
Final selection of singers.
Come with musical instruments.
Punctuality must.

• TEST YOURSELF-II

1. What do you mean by a message ?
2. Writ a message about in 50 words to your brother for his selection in Range Trophy.



CHAPTER

6

E-MAIL WRITING

LEARNING OBJECTIVES

- E-mail Writing
- Illustrate the Format of Posta and Electronic mail

• E-MAIL WRITING

Business communication got its greatest torrent in the form of electronic communication. Computer-to-computer communication has become an important stage of a fast growing aspect of business activity. Telephonically, computers can establish connection with other computers, whatever the distance. This connectivity can be attained in two ways : Full IP connectivity, and E-Mail connectivity.

Electronic Mail or E-mail

Electronic Mail, or E-Mail, is the modern, electronic version of the conventional postal mail service.

All that we used to do, or still do, via postal or courier services, can be done more quickly, efficiently, neatly, and cheaply, with the help of E-mail, E-mail includes the transmission of letters, documents, messages, orders, replies, inquiries, acknowledgements, complaints, reminders, bio-data, and every kind of material.

We can use e-mail not only to transmit information but also to invite comments, collect opinions, elicit discussions, forward messages, and for several other purposes. Sounds and graphics can also be added to the messages being sent by e-mail. These messages can be edited, printed, and sent to various other recipients. E-mail includes the computer based systems that can be used to discard a message as well as to retrieve a message.

Main Requirements for E-mail ?

The main requirements for E-mail are the following :

- PC with MODEM
- Phone Line
- Communication Software

How the E-mail Works ?

Sending e-mail is like sending a letter by post. With e-mail we send a message, or receive it, in digital form through channels of communication.

We address a message to the person with whom we are communicating and leave it on a service provider computer, by dialing through a modem. This message will go into the electronic mail box of the addressee. The message is thus delivered, and received by that person as soon in brief, is the electronic correspondence; though it is not so simple as it looks.

Sending E-mail

We send an e-mail by going through these steps :

First, we log on, *i.e.*, connect to a computer network, or to an e-mail program. The second step is to select the receiver of the message, whose e-mail address must be known to the sender.

The third step is the message itself. We have to compose the message in a suitable form. finally, the process is completed as we instruct the programme to transmit the message.

Receiving an E-mail

In order to receive and read our e-mail, we go through the following steps :

The first step is to log on, *i.e.*, to connect to the network.

The second step is to review the list of our e-mail.

The third thing to be done is to make a choice; for we might not be going to read all the messages just then.

Now we deal with the message received as per our requirement. We might choose to store it or delete it. We may have a print out. We may even reply it, or perhaps forward it to other recipients.

Finally, having disposed the message in hand, we can pass on to read the rest of the mail.

Organization and the Functioning of E-mail Systems

E-mail systems, generally, have the following two sub-systems :

- (i) The user agents
- (ii) The message transfer agents.

While the user agents are local programs, allowing people to read and send e-mail, and interact with the e-mail system.; the message transfer agents, running in the background move the messages from the originator to the destination.

E-mail systems provide the services for supporting following functions :

(i) *Composition* : The system can help in the process of composing message and answering an e-mail. For example, the address of the sender of the e-mail received and to be answered can be automatically shifted from its source to the message being composed as the answer.

(ii) *Transfer* : This facility establishes a connection between the originator and the recipient. the message must be moved by the system itself so that the user has not to take trouble.

For the Simple Mail Transfer Protocol (SMTP), the sender and the receiver better had an internet connection. When they avoid it for reason of security etc., they can communicate by using application layer e-mail gateways.

(iii) *Reporting* : The system should report to the originator if the message has been delivered. If it was not delivered, what happen to the message ?

(iv) *Displaying* : The system should be able to display the message received so that it is read and dealt with.

(v) *Disposition* : Disposing a message includes all that can be done with the message received. It can be saved, re-read, retrieved, forwarded, rejected, and so on.

(vi) *Mail boxes etc.* : Several e-mail systems have the facility to store the incoming e-mail. Mailing Lists are also included in the system to send the copies of a message to all the addresses on the list.

Registered e-mail lets the sender learn if the message had reached its destination or not.

There are a number of protocols available (POP, IMAP, DMSP etc.) for the delivery of e-mail.

(vii) *Privacy or Security* : To prevent the reading of an e-mail by the undesirable people on the way during its transit from one site to another, one can instal some secure e-mail system. then the authentic recipient alone would be able to receive and read the message.

Structure and the Format of E-mail Letters

Since an e-mail is only an electronic version of conventional methods of correspondence, the structure and the form of the e-mail follow almost the same rules as apply to the latter.

Just as in postal mail, we send a message in an envelope which carries the address of the recipient, an e-mail being a less formal and more relaxed way of communicating, and several worldwide services providing free e-mail services to the subscribers, it encourages one to chat, and thus take liberty with the form and the language being used.

We can explain the format of e-mail under following three heads :

(i) *Envelope* : Envelope contains all the information which is distinct from the message itself. In it we include the name and the address of the recipient, and the priority and security level.

The format of the address of the recipient ought to be such as the user agent can understand. For example, an e-mail addressed to the Pragati Prakashan bears the address as given below :

www.pragatiprakashan.com

One can post a letter via e-mail to the Times of India on the address given below :

www.timesofindia.com

And an e-mail to IBM can be sent on :

http://www.ibm.com

Some personal e-mail address :

[abc@xyz.com]

reetasen@timesgroup.com,

vyomgu8pta.2003@yahoo.com.

(ii) *Header* : The message includes two parts – the header and the body.

The header means all the information about the sender, the date and the occasion of the communication, or the subject.

It can also include such fields as Cc, Bcc, Message-Id, and Keywords etc.

(iii) *Body* : The body is that part of the message which contains all the matter or information which is to be conveyed to the addressee. This is the actual message, while the first two parts of the e-mail were commands for transporting the message to the right destination or destinations.

Then body of an e-mail message can be like a business letter or a personal letters as required in the relevant context. It consists of the following parts :

- Salutation
- Body (Message)
- Closing
- Signature

Formats of Postal and Electronic Mail.

The figures given below show the points of comparison between the formats of postal and electronic mail :

	A. Electronic Mail	B. Postal Mail	
E N V E L O P E	Name : Dr. Ajay Kant Street : 62, Aurangzeb Road City : Delhi Zip Code : 190053 Priority : Urgent Encryption : None	Dr. Ajay Kant 62, Arungzeb Road New Delhi Delhi 190053	E N V E L O P E
H E A D E R	From : Mahesh Singh Address : 7D, Avas Vikas Location : Rohtak Date : Oct 5, 2003 Subject : SOS	Mahesh Singh 7D, Avas Vikas, Rohtak Oct. 6, 2003 Subject : SOS	H E A D E R
M E S S A G E	Dear Dr. Kant You have still not reported your arrival. Please contact me immediately. Yours truly Mahesh S.	Dear. Dr. Kant, You have still not reported your arrival. Please contact me immediately. Yours truly, Mahesh S.	M E S S A G E

The Language Commonly bring used for E-mail.

In the age of SMS, the use of e-mail has produced some rather disconcerting effects on the language of communication. As e-mail tends to promote chat-like informality, the users of e-mail take liberty with spellings and grammar. They use the speech of chat-rooms and ignore formal disciplines.

The most conspicuous development in this context is the fondness shown for short forms, abbreviations and acronyms. For example, one frequently comes across such expressions as the following :

- FYI (i.e., for your information)
- IMO (i.e., in my opinion)
- YRNW (i.e., you are not welcome)
- BBL (i.e., be back later)
- IOW (i.e., in other words)
- BAM (i.e., by all means)
- BNM (i.e., by no means)
- WIT (i.e., whatever it takes)
- ASAP (i.e., as soon as possible)

However, using capitals is regarded as shouting in e-mail-chat. Use of inverted comas or quotation marks indicates that the message is still in the process of being composed. The punctuation marks of exclamation and interrogation are used to convey the sense of comment and inquiry.

Given below is a short write-up borrowed from a national daily to give you an idea what informal e-mail is doing to the language of the younger generation. It is hardly required to be added that the professionals carrying on formal correspondence should avoid these extremes. They should take care to be correct, for the recipient may print copies of the message, and even forward them to others.

Spellcheck (by Richo Jha)

At age 59, I am being forced to befriend a computer. With my children living thousands of miles away, it keeps me in touch with them. I received an e-mail from my teenaged grand-daughter in Dubai. It read :

Hi d'ma, Hwdy/betcha dont no wot hapn tday/v a grpa yng grlz tzd t hellouta dat smrt kuki/... hada party at r place in t evvng...Howdy like my hyrstyl, Blewup all mi pkt mny on hr cut. Luv u, Puku. Needless to say, I could not decipher this coded letter. So I replied;

Dear Puku, -Sorry to disappooint you, dear, but I could not understand the lovely thoughts in your e-mail. I know you will be embarrassed to have a dated granny like me, but give me some tim, dear. I promised her that I shall soon learn the language of computers. In the meantime, why don't you send me a handwritten letter describing your school, your friends, your teachers and life in Dubai. It may take a longer time reaching me, but I will be able to read it again and again; and can read it aloud to my friends here. And I will be above to read it in bed too. With all my love and blessings, Dedima.

Imagine my joy when, three weeks later, came a letter. My darling grand-daughter had sent me a handwritten one. I was one-up on my friends. Whose grandchildren send letters by post these days ? I was extremely happy to attain this latter.

Dear Daadima, I hav u. Se, how I've kept mi/my (wich one is rite daadima? In maths we use pi, so I think it will be mi) promic? Mi skool seliberated its 50th aniversry lto Jay. Loads of fun me had. I carid mi kamra with me, so I cliked many fotografs. I'll soon skan them and e-mail to u. it was a hot day today, so I did not enjoy the sports comptishions. Tel u the truth daadimaa, I don't like the vether in Dubai. I mis Bombay. I wunder why they kall it bi sum other name. Anyvay, we wil soon come to u during mi skool brek. Luv u and mis u, Puku.

I was appalled at her spellings, so shot an -mail right away : "... lovely receiving etc. ... but honey, I feel ... be doing something about your spellings ...".

To which a reply came within minutes : "Sory daadimaa, no spel cheqs ven we rite on paper. C? papr ken never be az smrt az a komp. Luva ...". (Source : Times of india, 10, 2003)

Benefits and Limitations of E-mail

The benefits of using e-mail for correspondence are :

- (i) It is instant communication.
- (ii) It is less expensive than telephone and faster than the courier.
- (iii) It is unobtrusive. The receiver of the e-mail need not be at the destination point when it arrives; for e-mail can be stored, and the receiver can retrieve it whenever he seek to do it.
- (iv) It can be saved on deleted, as suits the receiver.
- (v) The privacy of e-mail can be ensured by using security system.
- (vi) The sender can send e-mail to various addresses on the mailing list simultaneously. The receiver can forward it too.

I could be added here that for all these plus points, there are some limitations of e-mail too. First the privacy might not be so foolproof, Secondly, the unavailability of the receiver might cause delay of feedback after all. And thirdly, too much of e-mail as a management tool might be unproductive, for it lacks human touch; tends to be short to the point of rudeness, and to include unnecessary c.e. lists; and it might elicit a less sincere response than that in a face-to-face conversation.

In order to understand this last point, mentioned above, let us use an example. Suppose Mr. X is the boss who sent the following e-mail to his employee Siddhartha :

Subject : Missed deadline

From : The Boss

To : Siddhartha

cc : DP

I hardly need to tell you, but you missed deadline.

Complete report before lunch. Ask DP to help.

You were given this charge for securing this project only.

This message asks for no explanations, leaves no scope for Siddhartha to offer one unsolicited, *i.e.*, lacks a human dimension to the communication. It is, indeed, very business-like a shortness and directness; but this no-frills approach is like a face without an encouraging expression on it. So, Siddhartha, instead of commenting on the reasons for delay or any difficulties involved, might choose the easier way; he might also e-mail a very short reply :

“Yes Boss”

The last, but not least, is the flood of spam, or useless, junk e-mail, which invades one's mailbox, Efforts are on to check this encroachment, but, presently, the problem exists.

• SUMMARY

- ❖ Electronic Mail, or E-mail, is the modern, electronic version of the conventional postal mail. service.
- ❖ Main Requirements for an E-mail ?
The main requirements for E-mail are the following :
PC
Internet connection
Internet explorer or any other application to surf net
An e-mail account
- ❖ Benefits and limitations of e-mail.
 - (i) It is instant communication
 - (ii) It is less expensive
 - (iii) It can be saved or deleted
 - (iv) It lacks human touch
 - (v) Can be too short or too long to the point of ruteness.

• TEST YOURSELF

You went for a long derive on weekend. Write in your own words and sent it as a mail to your parents.

Write about your picnic programme which you enjoyed last week and mail it to your friend.

Write a short note on advantages and disadvantages of E-mail.



CHAPTER

7

SENTENCES PARAGRAPH WRITING

STRUCTURE

- Requisites of Sentence and Paragraph Writing
- Squinting Construction
- Sentence and Its Parts
- Part of Speech
- Composition
- Transcoding Interpretation and Analysis
- Summary
- Test Yourself-I
- Test Yourself-II

LEARNING OBJECTIVES

After going through this unit you will learn :

- Various types of sentence
- Writing a good sentence and a paragraph
- Features of a good sentence
- What is Composition
- Writing a Composition
- How to Respond in a group discussion by going through various examples

• REQUISITES OF SENTENCE AND PARAGRAPH WRITING

Distinguishing Features of a Good Sentence

A good sentence must be correct and communicative. It must convey the idea or the information without ambiguity and confusion. It must also avoid unnecessary length. It must have order and consistency. The different parts of the sentence must not be left uncared for or hanging loose. The subject must agree, in person and number, with the verb, and the form of the verb must be in harmony with the subject. Similarly, the pronoun should respect the noun, and the preposition, adjective and adverb etc. must be properly placed.

Grammatical correctness is the first requirement of a sentence, all other graces of diction and form come second. For example, given below is a very simple sentence.

'Here is the books you asked for.'

But this sentence has a serious fault; the subject in it does not agree with the verb. We can rewrite this sentence in the following manner to make it faultless :

'Here are the books you asked for.'

OR

'Here is the book you asked for.'

Temptation For Composing A Sentence

While composing a sentence, we should resist the temptation of making it too short, even at the cost of clarity, and the temptation to go on adding clauses, and thus crowd it with information, even at the cost of comprehension.

Some of the faults that result from one's inability to resist these temptations are ellipsis, squinting construction, split infinitive, stacked modifiers, dangling participles, avoidance or

over-use of expletives, garbled sentences, rambling, and loaded sentences etc. While ellipsis and split infinitive can be employed when they do not harm the clarity of the sentence, most of the other faults should be strictly avoided.

Expletives, Garbled, Rambling Sentences and Loaded Sentences

Expletives :

An expletive means an oath or exclamation; e.g., What *the hell* do you mean ?

Such expressions must be avoided in polite society.

But an expletive is also a word, or group of words, which fills the gap in a sentence, or it replaces a word in a particular position. This kind of filling may be desirable or undesirable, e.g.,

It is good to proceed according to a system.

(‘To proceed according to a system is good’—would be awkward).

There are so many people wilfully refusing to act reasonably.

This sentence can be written without the expletive without any harm—

So many people, or several people, wilfully refuse to act reasonably.

Garbled sentence :

A *garbled sentence* is a confused construction. It happens when we force too many ideas in the space of a single sentence, and thus make it very complicated. The act of ‘garbling’ includes bad selection, mutilation, and corruption. For example :

His style of functioning is characterised by his subservience to the motive of gain which instigates him to work laboriously and systematically, expressed in his endless emphasis on monetary aspects of the whole business, besides the steps taken to cut the expenses and retrenchment of labour, not sparing even the experts whose experience might have proved to be an asset in the present circumstances and would have helped even in the achievement of his cherished objectives.

This long sentence can be broken into a number of sentences for the sake of convenience and clarity. For example :

He is governed by the motive of gain. So he works laboriously and systematically. For the same reasons he emphasises the monetary aspects of the whole business. He has taken steps to cut expenses and retrench labour. He has not spared even the experts who, with their experience, might have proved an asset in the present circumstances. They might have helped him to achieve his cherished objectives.

Rambling Sentence :

A rambling sentence rambles. It visits too many ideas before having a full-stop. It creates difficulty for the mind to take in so much in the same breath. This defect can be removed by dividing the long sentence into two or three sentences. For example, this sentence rambles too much as it is :

The smoke that was polluting the atmosphere should have been noticed much earlier when it was actually done, for in case of a major accident the owners of the factory, though they might have been forced by the courts or by the workers, or even by their own good sense, to pay the damages, would not have been affected personally, except in terms of money, while the workers might have had to pay with their lives.

We can break this sentences as follow :

The smoke that polluted the atmosphere should have been noticed much earlier. In case of a major accident the owners would have suffered only financial loss but the workers might have lost their lives. No compensation, paid voluntarily or extracted by force, would have helped the dead.

Loaded Sentence :

Sometimes we load a sentence with so many facts in its subordinate clauses that the main idea contained in the main clause gets obscured. For example :

Since air is a gift of God, for which we have not to pay anything, which is so freely and so easily available to the highest and to the lowest in this world, its purity must not be neglected.

This sentence seems to lay so much emphasis on the divine and natural qualities of the air that the main idea gets ignored. So it would be better if we unload the sentence :

The purity of air can not be neglected just because it is easily available free of cost all.

• SQUINTING CONSTRUCTION

Squinting Construction

Squinting Construction : The word ‘squint’ means ‘obliquely’, or ‘looking askance, not directly’, or ‘to glance aside’. This word, therefore, refers to a defective, diverted vision; a kind of

'seeing here but looking there.' When we look upon the countenance of a person suffering from a 'squinting eye', and try to have an eye to eye contact with him, we are never sure which way he is actually looking at that time.

Thus a 'squinting construction' in language means a loosely constructed sentence, in which it is not possible to decide which part of the sentence is being modified by a particular word. The confusion is, usually, caused by a misplaced adverb.

A squinting construction is generally the result of carelessness, and it makes a statement vague, ambiguous, enigmatic, and, sometimes, even absurd.

Given below are some examples of the squinting construction, each followed by two interpretations to which it lends itself :

(i) The items that we received *finally* met the requirements.

This should be written either as —

The items that we finally received met the requirements.

or as —

The items that we received met the requirements finally.

(ii) The people who reached the site *timely* were able to welcome the visitors.

The meaning of this statement will be more clear in either of these two forms —

The people who reached the site were able to welcome the visitors in time.

The people who timely reached the site were able to welcome the visitors.

(iii) The executive who complains about the inadequate facilities *endlessly* postpones the beginning of the actual work.

This statement should be written as —

The executive who complains about the inadequate facilities postpones the beginning of the actual work endlessly.

Or this statement should take the following form—

The executive who complains endlessly about the inadequate facilities postpones the beginning of the actual work.

Sometimes the same word – a particle – combines with a verb to make a Phrasal Verb and also begins an Adverbial Phrase as a Preposition. When this Particle – Preposition – makes two interpretations possible, it squints :

He is putting *up with* his friend.

He looked *down upon* my contribution.

• SENTENCE AND ITS PARTS

Sentence : A sentence is a meaningful combination of words, complete in itself.

Example :

My best friend has still not arrived, and lo ! a message from him is here.

• PARTS OF SPEECH

The words play several roles in a sentence and are known as parts of speech in the language of grammar according to their functions.

There are eight parts of speech that characterise words :

- | | |
|----------------|------------------|
| 1. Noun | 2. Pronoun |
| 3. Adjective | 4. Verb |
| 5. Adverb | 6. Preposition |
| 7. Conjunction | 8. Interjection. |

Let us identify these parts of speech in the example given above :

My best friend has still not arrived, and lo ! a message from him is here.

2 3 1 4 5 5 4 7 8 3 1 6 2 4 5

We can form infinite types of sentences by using these parts of speech. Every word from the vocabulary belongs to one or the other of these parts of speech. We shall study them separately.

Subject and Predicate : A sentence can be divided into two main parts

1. Subject
2. Predicate

The person or the thing about which something is being said is the subject of the sentence. And whatever is done by the subject, or whatever is said about it, is called predicate.

Example s:

- | | | | |
|----|---|----|--------------------------|
| 1. | Ramesh | 2. | is my brother. |
| | It | | is not true. |
| | You | | can go by taxi. |
| | Children | | play football regularly. |
| | Sita's mother | | is ill. |
| | All of the late-comers | | will be punished. |
| | The book, which you
have been reading, | | belongs to me alone. |

As the above sentences show, the subject of a sentence is either a noun or a pronoun. Other parts of speech, such as an adjective or a clause qualifying the noun, are attached to the noun or the pronoun to complete the subject. However, in the sentences beginning with 'There is' or 'There are', 'There' functions as the subject.

Examples :

- There are five persons going to play it.*
There grew a tree behind the hut.

The predicate of a sentence is a verb which can have other words to go with it as object, complement, adverb etc.

Types of Sentences : There can be four kinds of sentences :

- | | |
|----------------|----------------|
| 1. Statement | 2. Question |
| 3. Exclamation | 4. Imperative. |

These sentences can be affirmative and negative.

1. Statements are the sentences that express facts, tell about things or happenings, and describe anything. These are also called assertive sentences.

Examples :

- Ramesh is my friend.*
Birds fly in the sky.
A child fell into the pit.

2. Questions are the sentences that express enquiries. These are also known as interrogative sentences. A question-mark (?) must be placed at the end of a question.

Examples :

- Is Ramesh your friend ?*
Do birds fly in the sky ?
What has happened ?

3. Exclamations are the sentences that convey feelings of joy, sorrow, surprise, pity etc. An exclamation-mark (!) is placed at the end of an exclamatory sentence.

Examples :

- What a stroke !*
How nice of you !
What a piece of work !
What a depressing sight !

4. Imperative sentences are those that express commands, requests, advice etc. In these sentences the subject 'you' remains implied. A suggestion or advice etc. can sometimes begin with 'Let'. In that case the subject — either in the first person or in the third person — is expressed.

Examples :

- Sit down.*
Please help me.
Take these books away
Let them come to me.
Let us start the work.

Negative : In order to form negative sentences, we either use 'not' or 'not' with an auxiliary verb.

Examples :

- Why can't you do this work ?*
He is not my friend.
He does not like me.
We shall not be going.

Don't go away.
Ask him not to stay.
Let's not begin yet.
You had not finished before we left.
Is he not here ?

Clause : A clause is a sentence which becomes a part of a larger sentence.

Examples :

She is the girl *who stood first*.

The dress, *which she purchased yesterday*, was found to be torn.

Phrase : A phrase is a combination of words which makes sense, but is not complete in itself, and therefore, is a part of sentence.

This character looks *larger than life*.

I can help you *in proportion* to your need.

Good heavens, she is present !

The party being over, the guests started to leave.

• COMPOSITION

To compose means to create, to form by putting together. For example, children compose different shapes and things by putting together pieces of blocks. The pieces lying about in a disorderly manner are so arranged as to convey an idea. Similarly, we use words to compose sentences, and sentences to compose a paragraph. These paragraphs are again put together to compose an article, an essay or any piece of writing.

But writing is not just a putting together of words. It should not be a mirature of ill-connected or un-connected ideas. Even if the ideas be relevant to the subject, they must not be joined without some kind of rational order. This ordering of sentences and ideas is as important for intelligibility as for effect.

Essentials of Descriptive Writing :

Composition can be orderly at two levels : Physical or Formal, and Ideal.

Physical or Formal orderliness includes the division of the matter into paragraphs, and such aspects of the written composition as the title, the sub-titles, the length of sentences, the size of paragraphs, the margin, the illustrations, the quotations, the references, and the printing of all these parts of the composition.

Ideal orderliness is more important. How to arrange the ideas to describe an object or process, how to develop a theme systematically, how to begin, how to discuss and analyse, and how to conclude — one has to learn all of these aspects of writing. Clumsiness of presentation can mar the best of the material. One has to proceed according to a scheme to avoid confusion. One has to preserve the interest of the reader and avoid sameness. One has to put to the most effective use the sentences and the paragraphs. One has to respect the principles of unity and co-herence.

Let us make this discussion of the topic an example of the methods that can be used. We shall employ the method of question and answer, the examples, and the use of sub-titles during this discussion.

Suppose we are in classroom. The students of B-Tech. are full of curiosity, for the subject — the essentials of writing, the stylistic patterns and details — is something new to them. They are asking questions and the teacher is explaining to them what they want to know. The students are acquainted with some terms they have come across in the books; they want to understand the meaning of those terms.

So, here we go
 (The class begins)

The student : Sir, how can we avoid montony and introduce variety in a series of sentences within a composition ?

The Teacher : When we write a piece in prose, we should try to avoid sameness. This can be done by introducing variety in the form and the size of the sentences. Though we should prefer Active Voice, cherish simplicity, conciseness and consistency in sentences, specially in technical writing, we cannot evoke much interest unless we respect the principle of change and variety. Freshness can be preserved if we sometimes increase the length of the sentence, adopt the passive voice; loose style; and insert complex sentence structure. In short, flexibility, rather than rigidity, helps a writer of a composition.

Student : What is a paragraph, Sir ? How does it behave in technical writing ?

Teacher : A paragraph is a unit of writing, longer than a sentence. It consists of a number of sentences. In it, sentences are grouped round a single idea, which might be self-contained, or develop a theme taken up in the last paragraph, or lead to another point in the next paragraph.

A paragraph can perform the function of an introduction, an exposition, an explanation, a description, an analysis, a comparison, an argument, an illustration, or a conclusion. It can be short or long according to the needs of the idea it takes up, and the function it has to perform.

Student : What is a Topic Sentence ? Sir, Where do we find it in a paragraph ?

Teacher : A Topic Sentence is that part of the paragraph which states its main idea clearly and concisely. It can be found at the beginning or at the end of a paragraph. In the former case it defines the theme developed in the rest of the paragraph; while in the latter, it concludes the discussion occupying the paragraph with an inference or a final observation.

Sometimes the topic sentence can be found somewhere about the middle of the paragraph too. In certain paragraphs, the topic sentence remains implicit, the main idea echoed by all the sentences, without being clearly stated in one sentence.

Student : Sir to what uses can a topic sentence be put ?

Teacher : A topic sentence gives unity to a paragraph. It binds all the sentences in a paragraph together. These sentences either develop the idea contained in the topic sentence, or lead to it, and thus work together.

A topic sentence summing up the paragraph, or providing the key to it (both these functions depend on the position of the topic sentence in paragraph), emphasises the main idea. Thus, on the one hand, it helps the comprehension, and, on the other hand, it helps the memory.

The above two uses of the topic sentence impose a system on the paragraph, or the group of sentences.

Student : Sir, what is the importance of Emphasis in a paragraph ? How do we achieve it?

Teacher : Emphasis helps in bringing one's writing nearer to its goal—information, persuasion, or refutation. It intensifies the effect, and brings out the main theme.

Emphasis, in a paragraph, can be achieved by using such mechanical devices as the use of italics or dashes etc.; by repeating the key words as such or using words with similar meaning, by arresting the attention or stressing the gravity of a thing with the help of a question; by elaborating the main idea too much, by using topic sentences, by first pretending to side with a view-point but then turning the tables on it, and by simply using intensifiers or emphatic words.

For example :

All these advantages issued from *order*.

What made the difference ?—*Order*.

Let order be your watchword. Let order lead you for ever. Let system govern your planning...

Who can deny the importance of order ?

Spontaneity, freedom, extempore steps make life a romantic adventure. But order gives a direction and a goal to this adventure, and saves it from going waste.

Order is the most urgently needed principle in the world today.

Student : What do we mean by 'Coherence' and 'Unity', Sir ?

Teacher : Coherence and Unity : 'Coherence' means 'consistency' or 'sticking together', and 'Unity' means 'oneness' or 'a single whole'. We have been discussing the factors that affect and ensure consistency among the several parts of a sentence, in the foregoing parts of this lecture. Our observations in the course of this discussion can be summed up in the following manner.

A sentence as well as a paragraph must have unity; its constituent parts should be so arranged as to cohere among themselves, and also to make a single whole. All the parts should contribute to one effect and lead to a unified purpose. This goal can be attained by doing away with loosely hanging fragments, squinting words and clauses, dangling ends, and unnecessary splitting. Making a logically connected series also helps. The easiest way is to express one idea in one sentence, and avoid too much length.

The concept of unity and coherence is one of the basic principles that govern the universe. Aristotle has endlessly emphasised the importance of unity and coherence. He compares the complex structure of a work of art with a living organism, in which all the parts are inter-related, and they, together, make a whole. Technical writing gains in clarity and effectiveness if the same principle is respected. This aesthetics of a verbal pattern has not less appeal for our understanding than for our vision.

Student : What are the most important methods, Sir, of attaining coherence and unity in technical writing ?

Teacher : The Methods of attaining coherence and unity in technical writing cannot be finally formulated. A good deal of success depends on the writer's background, personality, mental attitude, intellectual status, language resources and so on. The devices that are independent of these circumstantial and personal factors, and that can contribute to lucidity, system and grace, cannot be classified very precisely. The categories are bound to overlap. These limitations should not stop us from cultivating some knowledge of a few commonly employed methods. Read these notes.

(One of the students distributes the notes given by the teacher. All of them read the following points.)

Coherence :

The most important methods of introducing coherence are repetition of certain words and use of pronouns for antecedent nouns.

Since coherence demands that all the sentences should stay together, such cohesive devices can also be used as linking the sentences in a logical order, and ensuring smooth transition from one idea to another. In order to save repetition from growing oppressive, we can use synonyms of the key-words. In order to provide links and avoid jerks, we can use such words as 'however, still, moreover, therefore, similarly, and but' etc.

A paragraph dispensing with such links would appear rather 'choppy'. For example :

We move the candle closer to the mirror. The screen must also be moved away from the mirror. At a distance of 12 cm from the mirror, the candle forms a virtual image. The screen is no longer necessary. Now the image cannot be received on the screen.

We can make the above passage more coherent by using some links and smoothening the transition from one sentence to the next one :

As we move the candle closer to the mirror, the screen too has to be moved away from the mirror. However, when the distance between the candle and the mirror is reduced to 12 cm, a virtual image is formed. Therefore, the screen is no longer necessary; for the image cannot be received on the screen now.

Unity :

Popular devices of unity are chronological method, spatial method, inductive method, linear method, deductive method, and interrupted method.

All our knowledge of sentence construction will be futile unless we know how to arrange sentences to form a well-designed paragraph. A paragraph is the most important unit of a report or article; and the first essential of design in a paragraph is its unity. One paragraph should explain one topic. A new topic should be introduced in a new paragraph.

Another important quality of a well-designed paragraph is its appropriate size. A paragraph must neither be very short nor very long, unless the occasion makes it necessary to do so.

Besides these suggestions, an appropriate arrangement of matter, in accordance with the nature of that matter, results in the right design. The methods described in the following paragraphs help in introducing unity in writing.

Chronological method : When the matter refers to some developments in terms of time, a chronological order introduces system in its presentation. This order is preferred in historical narrations. For example :

The demand for electricity is high during winter mornings. It is not so high in the middle part of the day, specially a sunny day. In the evenings the demand for electricity is maximum. It again comes down a little after the midnight.

Spatial Method : When the matter refers to certain areas, an area-wise arrangement of the matter must be preferred to present it systematically. For example :

The consumption of electricity is the maximum in the metropolitan cities. Even in the big, industrial urban areas it is enormous. The smaller towns do not consume so much electricity. The rural parts of the country get the least of it.

Inductive Method : When the matter consists of some details or known facts, the consideration of which leads to a conclusion, it is desirable to adapt the inductive method. This is a logical arrangement, beginning with the supporting information available and concluding with a topic sentence or conclusion. For example :

Power troubles seem to be unmanageable within the existing system. There is a wide gap between production and demand. Half of the production units remain inoperative. The government has no funds to invest in this sector. The staff has not been able to shake off the sloth of the

pre-globalisation era. Distribution losses are fifty percent even now. The harassment of the honest consumer is not over as he has to pay higher rates so that the loss on account of theft is made up. These considerations lead to one conclusion, that the power-reforms should be expedited, and completed as soon as possible.

Deductive Method : The deductive method is the opposite of the inductive method. It reverses the arrangement of matter prescribed in the inductive method. When a statement is made in the beginning, and it is followed by the facts that substantiate the assertion or suggestion made in the beginning, this method is adopted. In it, one starts with the topic sentence and goes on to record the supporting facts. For example :

The power-reforms should be expedited, and completed as soon as possible. Distribution losses are fifty percent even now. The harassment of the honest consumer continues. He has to pay higher rates so that the loss on account of theft is made up. The staff has not been able to shake off the sloth of the pre-globalisation era. There is a wide gap between production and demand. Half of the production units remain inoperative. The government has no funds to invest in this sector. Power troubles seem to be unmanageable within the existing system.

Exposition :

This method, very commonly used in technical writing, is almost similar to the deductive method. The paragraph begins with a topic sentence. Then the writer explain the idea so as to make it more and more clear. While in deductive order, the main idea is proved with the help of examples, data, arguments etc, in exposition, the writer tries to interpret, to discuss the same idea in several ways, to make our acquaintance with the topic more complete. For example :

The power-reforms should be expedited, and completed as soon as possible. These reforms had been overdue for long. We had been postponing them on one or the other pretext. Even when we begin the process of reform, labour-trouble and political inconvenience placed so many hurdles in its way that too little has been achieved in too long a period. Now we have reached the limit set by the new economic order, before which the process was to be completed. Hence the need to expedite the pace of power reforms.

In the above examples, we can give an interrogative form to the topic sentence. In that case the rest of the paragraph will form an answer to that question opening the paragraph. This order of moving from a question to its answer also gives unity to the passage.

For example :

Why should we expedite the power-reforms ? Because, distribution losses are fifty percent even now. Then, the harassment of the honest consumer still continues ...

Interrupted Method : Interruption is not a good word to go with 'method'. But sometimes even interruption can serve a purpose. When the matter in hand warrants it, a line of ideas is given a break and a turn in order to produce the desired effect. In such an arrangement, the topic sentence appears somewhere in the middle of a paragraph. 'However' is a commonly used device to facilitate this contrast. A question or a rhetoric interrogative can also be employed to arrest the attention. For example :

During the first fifty years of independence, India has been trying to catch up with the rest of the world in the race of progress. Several means of communication were gradually made available to large parts of the formidable Indian population. Nothing, however, has been as spectacular as the change brought about by the computer. (or, can anything challenge the supremacy of the computer in this process of change ?). Information technology has boosted the image of India so tremendously that the most developed nations are inviting our IT experts. Computer is rapidly entering into all spheres of our life. Even the smaller towns of India offer training programmes in this field.

Linear Method : Linear means 'consisting of lines' or 'one dimensional'. Each sentence leads to the next one in a paragraph, with the purpose of maintaining a forward movement; and each paragraph can be a step to take us to a goal. A logical series can be made even with a consecutive arrangement of information. This arrangement can also consist of a system of outlines or enumeration of points. For example :

The first step to curb power theft can be to evolve an effective body of enforcement. The second, to make the engineers accountable for the gap between the paid and the unpaid units. The third, to check the distribution points periodically and unexpectedly. The fourth step can be a total immunity to political pressures.

The linear order often splits matter into separate units. Each unit makes its contribution to the general idea. Numerals can be used to enumerate these units. For example :

If optimisation becomes desirable, the feasibility of computer control must be decided. This must take into account (i) the process itself, (ii) the mathematical model to be used, (iii) the techniques of software, and (iv) the cost etc.

(Reading concluded)

The Teacher : Now distinguish between inductive and deductive methods as significant tools of good technical composition. How are these methods helpful to a technical writer ?

The Best Student : The inductive and the deductive methods can be described as the opposite of each other. While in the inductive method, we proceed from particular to general, in the deductive method, we proceed from general to particular. The former leads from the known to the unknown, whereas the latter leads from the unknown to the known.

Both of these methods are significant tools of good technical composition for very different reasons. When the writer is noting down some observations, and then draws on inference from these, the inductive method serves his purpose well. For example :

We cannot use a cascade control system on all occasions. We can employ this method only when a suitable intermediate variable can be measured. It fails when the inner loop is closed around the largest time constant. In that condition it cannot yield effective results. Thus, cascade control has its disadvantages and limitations.

When the writer begins with some *a priori notions* and tries to justify his opinion by citing evidence, the deductive method helps him. For example :

The earth must be spherical in shape. When we begin to journey in any one direction, and go on along a straight-line, we arrive at the point of starting again. We all see the sun rising in the east every morning and setting in the west every evening. And it is so in all parts of the world. We see a ship going far, and gradually sinking below the horizon, just as we see a ship coming up from a far, as if rising out of the waters.

A technical writer has to perform both of these functions quite often : drawing general conclusions from particular facts, and proving an assumption with the help of data or observations. Thus the methods of induction and deduction help a technical writer.

Often a paragraph uses more than one of these methods in combination. (The class is over).

The Art of Elaboration :

In the above discussion, we have seen a classroom drama. This drama includes references to the use of a topic sentence and the methods of elaborating it.

The art of elaboration means the art of developing a theme. A topic requires some amount of description and discussion to reveal its importance. Elaboration may consist of the enumeration of the several details noticed. It may consist of a recording of a process. It may be in the form of approaching a subject from different view-points. It may be an analysis of the various aspects of a problem. The nature of the subject will guide us to decide how to elaborate it.

The simplest exercises in the art of elaboration are the writing of a paragraph on a given topic.

In English we have a large number of maxims and proverbial sayings. We can expand any of them into a paragraph. Let us have some examples.

1. Bad News Travels Fast

It is said that bad news travels fast. They also say no news is good news. It is a matter of everyday experience that we are more excited about the unpleasant incidents than about some good incidents. An accident shocks us. It causes an emotional stir or a moral shock. We are deeply affected. We might condemn it or mourn it. Whatever our reaction to it, it is an intenser one than our response to the tidings of a positive nature. We tend to share our knowledge of a tragedy or a loss with our neighbours and relatives. We involve, willingly or unwillingly, in the process of spreading a bad news. A good news, even if it reaches us, fails to arouse our interest to the same degree. Moreover, a bad news, keeps haunting the media and the social gatherings for a longer period than a good news. A bad news, travelling fast, goes far, and goes on for too long.

2. Forbidden Fruit is the Sweetest

Forbidden fruit is the sweetest. When God forbade Adam to eat the fruit of knowledge, that fruit became the most important thing in the Garden of Eden. Paradise was full of so many sweet fruits but none of them was as sweet as the forbidden fruit. Similarly when a book or a film is banned, it attracts the attention of the public. People feel more eager to read that book specially, or to see that movie in particular. It might not be a good film but the ban makes it an object of intenser desire. There seems to be something in human nature, which impels a man to discover the taste of the forbidden fruit. The forbidden thing assumes a distinction. We are filled with a curiosity to find out the truth

that is being concealed. But it is not only that. Even when we know the taste of a thing, we crave for it during the period in which it is denied to us. When we are ill, we often want to taste a little of something very spicy and tasty. We know it is not allowed, we know it is harmful, but the fact that it should not made it the more desirable to us.

3. Still Waters Run Deep

A shallow current of water may make a lot of noise as it flows but the noise is not the thing to indicate the massiveness of that body of water. Still waters run deep. They need not make any noise. They would not make any noise because they have intensity of deepness. Such is the nature of a truly learned and wise man. He knows a lot. His talent is deep and great. Why should he have to show it off ? The persons who boast most are often the most cowardly ones. A quiet person is likely to surprise us with his boldness and firmness. So it is in all the fields. A prosperous man would indulge in a vulgar display of wealth. A man conscious of his being not so rich borrows money to give a treat to impress others. A truly worthy man does not attach so much importance to his external appearance, dress, vehicle etc. A man of average, or below average, abilities maintains a glossy image to court attention. So we should not be deceived by the appearances.

4. Too Much Familiarity Breeds Contempt

There is a kind of romanticism inalienable from human nature. We pine for what is not. Keats says, 'Heard melodies are sweet, but those unheard are sweeter'. We choose a friend; fall in love with him; assert that we cannot live without him. And then, sooner or later, there comes a time when we cannot bear the company of the same person. Too much familiarity breeds contempt. Nobody is perfect in this world. We all have an unlikable side to our character or personality. This is not generally revealed before we have been in the company of a person for a long time. We put on our best manners before others. But the seamy side will be discovered. And when it is known, the honeymoon ends. If not contempt at once, a sense of sameness or satiety begins to vex us, which we would wish away. It is so not only with persons but also with places and things. We visit a place of tourist interest and enjoy our stay there. If we stay there long enough, its faults will be discovered by us. And then we leave it feeling disgusted.

5. God Lives In Small Things

The name of God evokes images of greatness and loftiness. Is he not infinite, timeless and universal ? But He cannot be so without entering the smallest, the tiniest particles of the universe. If He is omnipresent, he is in every insect and atom. Let us not forget that God lives in small things. This axiom applies to all parts of life. More than our pilgrimage to a shrine, our purity of soul in the everyday business takes us nearer this realisation. If we think that we can be as dishonest as we like in the vanity fair of this worldly life because we go to the temple regularly, and never miss a prayer, we are fools. We are inconsistent : on the one hand we worship God, on the other hand we ignore him most of the time. We assume that he is blind or absent or mindless, and would not see us accepting a bribe. One, indeed, can never be religious in the true sense of the world if one neglects this simple fact that God lives in small things. Let us not erect huge edifices to house him, and deceive ourselves by glorifying such acts.

6. If Winter Comes, Can Spring Be Far Behind

(P.B. Shelley)

Life is not static; it is a flux. The pace of time never stops. How the principle of change governs and regulates this universe can be seen in the cycle of seasons. It cannot be winter for ever just as it cannot be spring for ever. All of the seasons come and go, and endlessly repeat this eternal, ceaseless sequence. This system of change and flow is significant. It teaches us the lesson of acceptance and optimism. Ups and downs would occur to make the road uneven. Man's feelings would fluctuate between joy and sorrow. And he himself would swing between life and death. Day and night alternate. So wait for the dawn; the gloom would disperse.

7. Only Wearer Knows Where The Shoe Pinches

Man is an egotist. Nature has equipped him with such apparatus of perceptions as restricts his sympathies. Our concerns are mostly self-centred. Even when we sympathise with others, we are incapable of suffering what they really suffer. The wearer alone knows where the shoe pinches. The on-lookers can never feel it, for they are not wearing that shoe. We generally think that others are placed in more favourable circumstances than we are. When they complain, we feel like laughing. Their problems are too petty to be important to us. It is often said that the whole world is one; but it is equally true that every individual lives his single, distinctly own life as if shut in a narrow cell of his own.

8. Machine are Mills of Destruction

Life is what it is, you cannot change it much. However, the history of human civilization and scientific progress is the story of man's efforts to *improve* the quality of life. Man's interference, his mental, technical gymnastic, the application of his knowledge to invent machines, all aimed at one goal — how to make life more comfortable. But we are already realising the limitations, the negative aspects, of our gain. The machines produce but by being the mills of destruction. The process of mechanised production involves a lot of wastage and damage. Environmental pollution, to empty out of natural resources, unemployment, moral degradation, dehumanisation of relationships, cut-throat competition etc. are some of the destructive demons manufactured in these mills.

9. We Live In Deeds, Not In Years

Should our life be a long one or a great one? Shall we count our achievements in terms of years or in deeds? These are fundamental questions. When we say that years do not matter; deeds are important — we invent a philosophy of life. This seems to be a wholesome view of life. If years were more precious, nobody would risk his life to explore the new world, or the space; no body would court martyrdom to protect the honour of his country. In short, no ideals or values would mean anything to a timid, cautious, creeping species engaged in the sole task of self-preservation. But no security measures can nullify accidents and death. Is it not worthwhile if we snatched some glory before the curtain falls without a warning.

10. To Err Is Human, To Forgive Divine

(Alexander Pope)

'Thou will not commit an error' — we tell ourselves. And we don't. But errors get committed even though we learn it too late that these were errors. Then, should we give up all effort? No, it is our duty to do our best. Consequences and rewards are not within our control. We speak of division of labour. Let us add this one to it — 'To err is human, to forgive divine.' Everything in this universe has an inherent will or tendency. This leads him on irresistibly. This becomes his destiny. So, man cannot escape his committing of errors. It consoles us to carry this faith in our hearts that Gods would forgive us what they themselves willed us to do. This attitude of mind saves us from undue apprehensions, and encourages us to welcome an opportunity to test our worth.

11. United We Stand, Divided We Fall

All of us have heard that old story about an old man, calling his quarrelling sons and demonstrating to them that unity is strength. He showed how a single stick could be easily broken while a bundle of five sticks could not be. We in India know it better than the other nations of the world. History tells us how the foreign invaders exploited our divided-ness and made us fall so easily and for so long. Even today we stand as long as we are united. Disintegration, secessionism, regionalism and communalism are the divisive forces which threaten our national unity. Hence the need to remind ourselves that united we stand, divided we fall. Together we can make progress and face all challenges. Separately, we can hardly survive in an environment hostile to our well being.

12. All that Glitters is not Gold

Appearances are often deceitful. We should not judge the worth of persons or things by their outward forms. Glittering coatings might be concealing base metals rather than gold. That is why the wisemen of the world advise us to wait and watch, to peep deeper into the reality of those who attract us at first sight. External charms attract us so readily while inner selves may repulse us. 'All that glitters is not gold' teaches us caution and sobriety in this worldly affairs. We can avoid much disappointment and heartburn in life by following this dictum.

Given below is a list of some commonly heard proverbs. Develop them into paragraphs.

- | | |
|--|---|
| 1. Think before you leap | 2. Seeing is believing |
| 3. All that glitters is not gold. | 4. A friend in need is a friend indeed. |
| 5. Time is a great healer | 6. The pen is mightier than the sword. |
| 7. United we stand, divided we fall. | 8. You can't have your cake and eat it. |
| 9. As you sow, so shall you reap. | 10. Beggars can't be choosers. |
| 11. It never rains, it pours. | 12. Waste not, want not. |
| 13. Nothing venture, nothing gain. | 14. A rolling stone gathers no moss. |
| 15. Out of sight, out of mind. | 16. Every dark cloud has a silver lining. |
| 17. A stitch in time saves nine. | 18. Variety is the spice of life. |
| 19. Birds of a feather flock together. | |

- | | |
|--|--|
| 20. It is never too late to mend. | 21. Honesty is the best policy. |
| 22. Virtue is its own reward. | 23. Charity begins at home. |
| 24. Revenge is wild justice. | 25. All that glitters is not gold. |
| 26. A bird in hand is worth two in the bush. | |
| 27. Do as you would be done by. | 28. No smoke without fire. |
| 29. The early bird catches the worm. | 30. Make hay while the sun shines. |
| 31. Whatever is, is right. | 32. Great oaks from little acorns grow. |
| 33. Rome was not built in a day. | 34. A thing of beauty is a joy for ever. |
| 35. A little learning is a dangerous thing. | |
| 36. If ignorance is bliss, it is folly to be wise. | |

Description of Simple Objects, Places, Persons, Principles, Processes, Operations etc.

While elaborating an idea, we are free to use our imagination, knowledge and powers of reflection. But we have got to be more objective and precise in scientific writing. For example, when we are describing an instrument, we observe it accurately, noticing its parts and details. We speak of its definition, its parts and their arrangement or organisation; and of its function. Similarly we can give factual account of a place, a person or an operation. We also state the principles, and explain them without unnecessary decoration or figurative expression.

We shall have some examples of this kind of writing.

(i) Description of a Spring Balance (Fig. 1) :

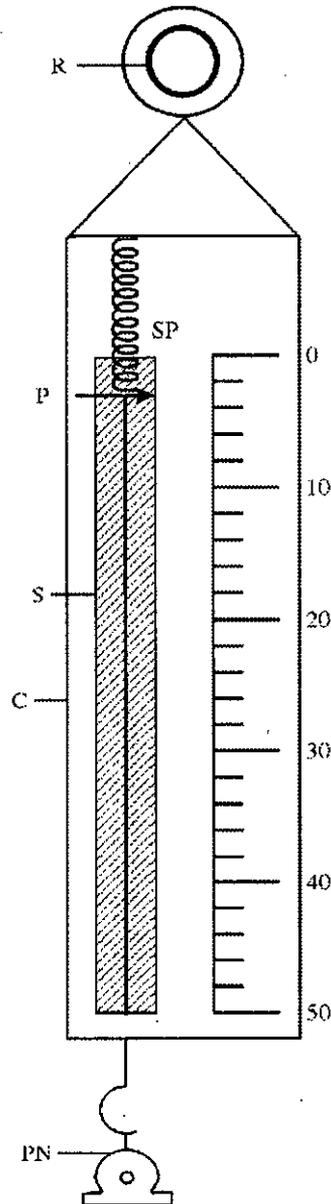


Fig. 1.

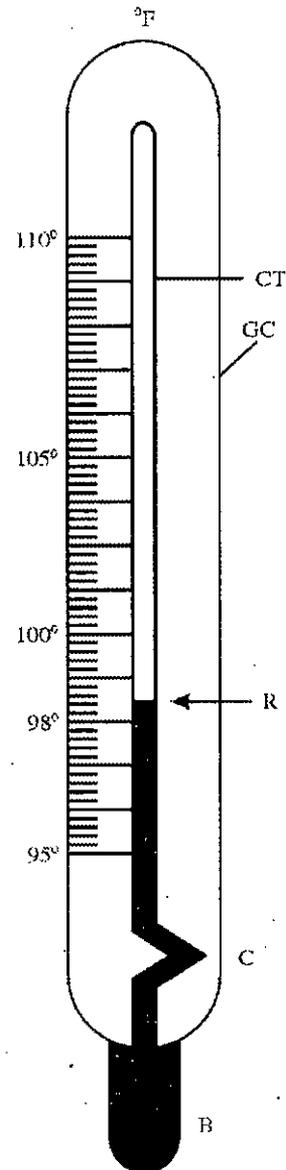


Fig. 2

Definition : A spring Balance is a device used to measure the weight of a body.

Principle : A spring balance functions according to Hook's law, which says that a spring elongates when a weight is suspended at its end, and there is a direct proportion between the extension produced and the weight suspended.

Description : A spring balance consists mainly of three parts : a spring, a pointer and a scale.

The spring (SP) is enclosed in a metallic case (C) which has a slit (S). The upper end of the spring is fixed to a ring (R) at the top of the case. The lower end of the spring has a pan (PN) for the weight attached to it. A pointer (P) is attached to the lower end of the spring. This pointer passes out of the slit and rests against a scale which has been graduated on the case.

Function : When the spring balance is not being used the pointer shows zero weight. When a body, of which the weight is to be measured, is placed on the pan, the spring gets elongated. The weight pulls it downward by the force of gravity. The pointer moves downwards on the scale. We can learn the weight of the body by reading the position of the pointer on the scale.

(i) **Description of a Clinical Thermometer (Fig. 2) :**

Definition : A Clinical Thermometer is an instrument used by the doctors to measure the temperature of human bodies.

Principle : A thermometer is based on the variation of a physical property of a substance, with temperature. This thermometric property of the working substance is used to measure the temperature of body.

The thermal expansion of mercury makes it a good working substance.

Description and Function : A clinical thermometer consists of a thin glass capillary tube of a very fine bore (CT), which has a long cylindrical bulb (B) at its one end. The bulb is filled with mercury. The bulb is shaped like a cylinder to maximise the surface that comes in contact with the human body. There is a constriction (C) above the bulb, which allows mercury to expand through it easily when the temperature rises. But when it falls back, the constriction makes the passage difficult. This allows us to read the temperature.

The capillary tube is placed in a glass case (GC). A scale is marked on this case. The stem of the case is not round but prismatic. This helps us in reading the scale, for the prismatic shape magnifies the red thread (R) only at an appropriate angle.

(iii) **Description of a Mobile Phone :** A mobile phone is one of the most popular inventions of modern times. Run on a tiny battery, which needs to be charged, it can be easily carried. It enables the user to establish a connection from any place, where signals are available, which the antenna can catch; and even to continue communication while on the move. It is small and light in weight, consisting of an electronic chip, and a tiny microphone. The keypad has the keys that are multipurpose. One can dial a number or send a message. Its small LCD screen provides all messages and necessary information. Mobile phones with camera, calculator etc are also available.

(iv) **Describing the Formation of Image by a Convex Mirror :** When an object is placed in front of a convex mirror, rays from the object fall on the mirror and are reflected differently from the way a plane mirror would have done. One of the rays, parallel to the axis is reflected so as to appear to diverge from the focus of the convex mirror. Another ray, which appears to be converging at the centre of the curvature of the convex mirror, is reflected back to itself, as if it were a plane mirror, parallel to the object. The two rays meet at a point from which they now appear to diverge. In this way an image is formed that is upright, diminished and is virtual.

The virtual image is formed between the pole and the focus. If the distance of the object from the mirror is exactly equal to its focal length, the image is formed exactly at the mid point between the pole and the focus. As we move the object closer to the mirror, the image is also shifted towards the pole of the mirror.

(v) **Description of a Chemical Laboratory :** A chemical laboratory is the place where we make experiments in chemistry. In order to facilitate this work, it is fitted with different types of apparatus etc. The most basic components of a chemical lab are the working bench, the water tap, the gas tap, the sink, the waste box, the exhaust fan, the fume closet, the reagent shelf and the side shelf.

The working bench is the table used to do experiments. It is provided with some other facilities. Among these, the water tap, the gas tap, the sink etc. are the most important ones. An exhaust fan is required to keep the place free from the harmful, poisonous gases. The fume closet is used specially to conduct experiments involving harmful substances. The reagent shelf is an essential feature of a lab. It is a rack, placed on the working bench, to keep the reagents on. Another rack fitted on a wall of the lab is called a side shelf. Thus a chemical lab is prepared according to the requirements of chemical experiments.

(vi) Description of a Physics Lab : Our Physics Lab is a major part of the institute. Its several parts include the experiment halls, dark-room, and stores etc. The range of apparatus is very wide. It has such basic instruments as screw gauge and vernier scale, magnets, voltmeters, ammeters etc. different kind of lenses, and so on. It also has some very sophisticated equipment to conduct experiments. Our Physics Lab has also been tastefully decorated. The portraits of the great scientists like Newton and Einstein hung on the walls inspire the students. There are a large number of charts, graphs, and diagrams too. The computer room is separate. Electric fittings have been done so as to provide the points at the slabs on which the instruments are placed and experiments are carried on. Thus our physics lab is well-equipped to facilitate all kinds of experiments.

(vii) Description of a Person (M.K. Gandhi) : M.K. Gandhi looked like an ordinary Indian. He had a bald head and a wrinkled face. He was generally seen bespectacled, and clad in a dhoti. He carried a stick in his hand to walk conveniently. He looked very simple but wise. His eyes would sparkle with humour sometimes and a mild smile make his face gentle. He was not tall. He was rather lean. He had a dark complexion. His austerity characterised his personality. Because of his exceptional contribution to the world, the personality of Gandhi appeals to us as an object of sublime grandeur. It carries an almost superhuman glow around itself.

(viii) Describing a Situation : Here we give a summary of a famous story to illustrate the presentation of a situation. In this story, 'The Eyes Are Not Here' written by Ruskin Bond, an interesting situation develops and takes a surprising turn. The irony of the situation is to be appreciated.

A blindman sits in the compartment of a train. He hears a girl enter and settle herself in the same. He starts the conversation. The girl responds to his remarks and seems to be taking more and more interest. When the man tells her that he would be going to Mussoorie, she tells him how much she loved the hills. When he tells her that she has an interesting face, she thanks him for she had been tired of people telling her that she had a pretty face. She appreciates his gallantry but wonders why he is so serious.

The girl leaves the carriage at her station. Another passenger enters the compartment. He apologises to the blindman for he is not as attractive a co-passenger as the girl was. The man wants to know whether she kept her hair short or long. He says that he did not notice, for he concentrated on her beautiful eyes. He adds that her eyes, however, were useless, as she was blind. He wonders if the man who had been travelling with her did not notice it.

(ix) Here is another description of a situation borrowed, from 'The Capital of the World', a story by Ernest Hemingway. This situation also develops into a tragically ironical incident.

(Paco, a young boy, worked in a hotel of Madrid. The dream of his life was to become a bull-fighter. He was always imagining scenes of bull-fighting, so realistically that he forgot the difference between reality and fantasy. See what happened to him.)

Now there were these two boys in the Kitchen, Paco and Enrique, the dishwasher. Paco took a napkin and imitated the movements of a matador facing an imaginary bull in the ring. Enrique mocks his elegant passes; removes his apron, and using it as a cape, gives a perfect performance. He adds that it would not be so easy in the ring with a real bull. Fear is common to all. But Paco had done it so many times in his imagination that he was fully confident that he would not be afraid.

Enrique suggests a way to try it. He would make the imaginary bull more realistic by fastening two meat knives to the legs of a chair to represent the horns of a bull. He would hold it before his head and charge like a bull. Then will the skill and confidence of Paco be tested. Paco proposes to play this game in the dining room. Enrique starts preparing the mock-bull's head with the knives and the chair.

Enrique tries to dissuade Paco from this misadventure of mock-bull-fight. But Paco is firmly resolved. The fight begins. Paco swings the apron borrowed from the dishwasher. Enrique makes passes. Paco wants him to come straight and charge as many times as he wanted. Enrique, in order to show Paco the danger of this game, comes straight. Suddenly Paco discovers that the knife was inside his body and blood was rushing out.

(x) Description of an operation : In a story of Katherine Mansfield, 'The Fly', we find the description of a very strange operation performed. A character, called the boss, performs this sadistic operation. We reproduce it in our words.

His eyes fell on a fly in his broad inkpot. The fly struggled to free itself from the liquid and climb up out of it. The boss picked it up with a pen and put it on a blotting-paper. And then began a cruel sport. The boss took a drop of ink on his pen and dropped it on the fly which had just now escaped danger and had shaken itself dry. The struggle began once more. The fly showed courage. Its

smartness surprised the boss. He did it yet again. And so it went on till the fly was exhausted and went to death.

• TRANSCODING, INTERPRETATION AND ANALYSIS

A code is a system of symbols. When we write anything, we express our ideas with the help of words made up of letters. So language is a kind of code. In scientific and professional writing we often have to put information in the form of a diagram, a table, a chart, a graph, or anything other than the sentences and paragraphs. This kind of representation helps in grasping the subject more precisely. To change the code, or the symbols, of communication, from one category to another, e.g., from language to a graph, or from a table to a paragraph, is called Transcoding.

Transcoding is a tool of interpretation and analysis. We can analyse the information by converting the text into a chart or a table; or by interpreting the graphs etc. in a paragraph. While in the former case, we condense the textual details in the form of a visual text, in the latter case, we infer information and its significance from the visual text.

When we put verbal information into visual code, we select the most suitable code. For example, a bar-graph makes it easier to make comparisons, while a table is the best code to demonstrate the contrast. A pie-graph tells us about the proportion of the component parts in a situation, and a line-graph indicates the trends. When we decode a visual text, we not only describe the facts but also interpret them. We analyse the information and draw conclusions too.

Examples :

(i) Given below is a discussion of the classifications of communication. The information provided in the text has been condensed into a chart.

'Communication can be divided into two parts :

- (i) Written communication,
and (ii) Oral communication.

As these terms indicate, the written communication makes use of the written word, while the oral communication makes use of speech. The former is naturally more formal and objective than the latter. In written communication, one has to exploit the verbal resources fully and solely; there is no other channel available to the person who is communicating to a man or a body or organisation in that case unless we include figures, charts etc. whose use is limited to very special occasions. But in oral communication there are some non-verbal means also available to the speaker. Sometimes these non-verbal vehicles, gestures, tone etc., succeed better than the verbal ones when a direct, person to person, contact is there, instead of the lifeless piece of paper that links the two persons in written communication. This leads us to another basis of categorising communication.

- (i) Verbal communication,
and (ii) Non-verbal communication.'

The Chart :

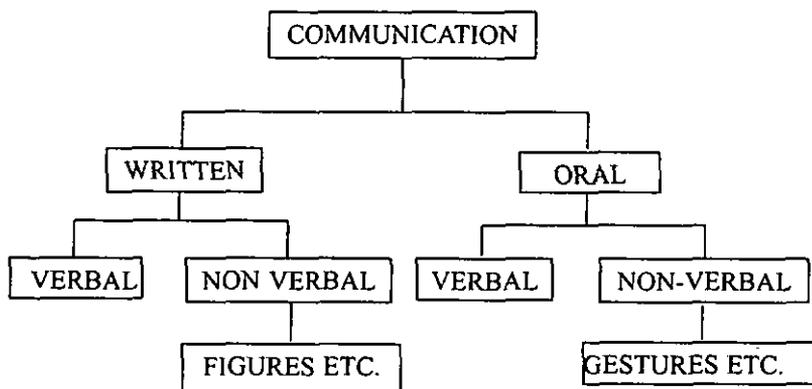


CHART SHOWING BRANCHES OF THE COMMUNICATION

(ii) Given below is a discussion of the problems of communication. There are some barriers to communication which cannot be avoided.

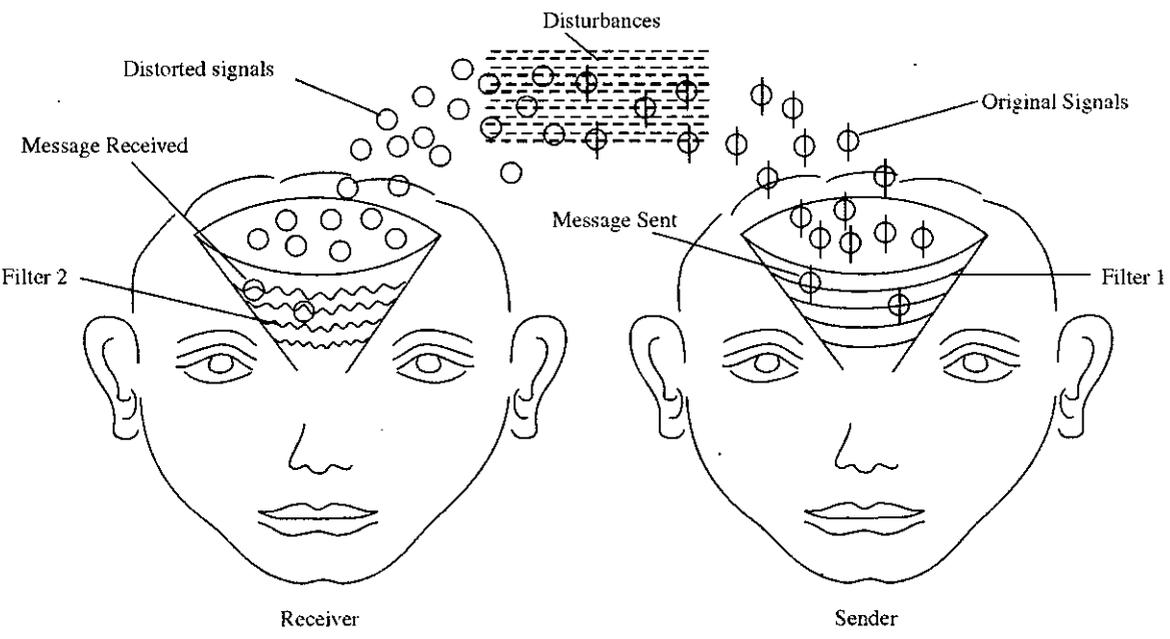
We shall turn the information to this effect, as contained in the following text, into the form of a figure. This figure should be a code to convey the same visually and graphically.

'Communication cannot be entirely a one-way process. Even when no response is supposed to be sent by the receiver to the sender, the communication should produce the intended effect. This can be possible only when we have an effective medium of communication.

One has got to be mindful of certain basic rules. For example, one man should not try to dominate a conversation. One should not agree or disagree without solid reasons. One should use the symbols for ideas (words) that have a common frame of reference. If our favourite expressions are unintelligible to others, these defeat the very purpose of communication.

Because of this last condition and its difficulties, communication can never be perfect. It being an exchange between at least two brains, and no two brains being exactly similar, some part of the meaning will be lost during the transit of information from one mind to another. Our brain functions more like a filter than a funnel. The brain of the speaker or writer turns his conception into a language, a lingual symbol, a verbal image. This symbol carries the communicated matter to the person addressed. Here these images or words should again be translated into an idea. But the way in which this second brain performs this function may not be precisely the reversal of what the first brain had done. The final image decoded by the receiving mind may be a slight distortion of what had been originally projected by the sender. Hence the need for making our communication more and more vivid and lucid.

The barriers of communication may be such as the poor form of the communicated matter; the presence of distorting 'noises' – internal and external (*i.e.*, an unsuitable mood, anxiety, distraction etc. and physical, environmental disturbances – interruptions, failure of mike or voice, some noisy activity – a parking place – in the neighbourhood); very different perspectives and sympathies addressed to the same issue; and the absence of a language well-known to all the people participating in a conversation.



Barriers to Communication

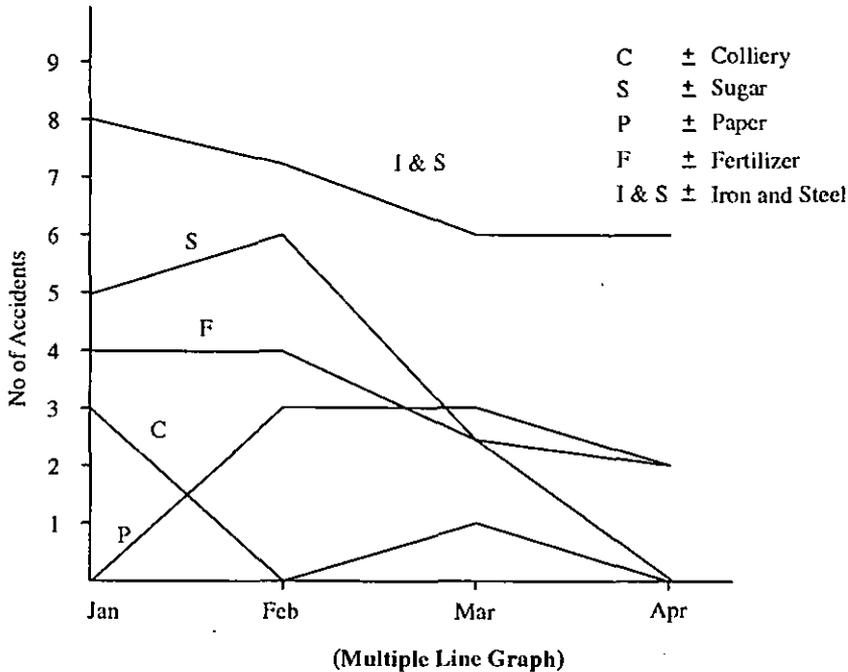
(iii) Let us interpret this table :

S. No.	Industry	Jan.	Feb.	March	April	Total
1.	Colliery	3	—	1	—	4
2.	Sugar	5	6	2	—	13
3.	Paper	—	3	3	1	6
4.	Fertilizer	4	4	2	1	11
5.	Iron and steel	8	7	6	6	23

The Table showing the number of industrial accidents in the first four months of the year 1990.

The Interpretation : The table provides a confusing picture of the degree of risk in different industries. According to it, the colliery is the safest place to work. But the number of accidents does not mean the number of casualties. One accident in a coal-mine might be far more destructive than ten in any other industry. April appears to be a favourable month. Iron and steel is uniformly risky. Sugar and Fertilizer have shown improvement.

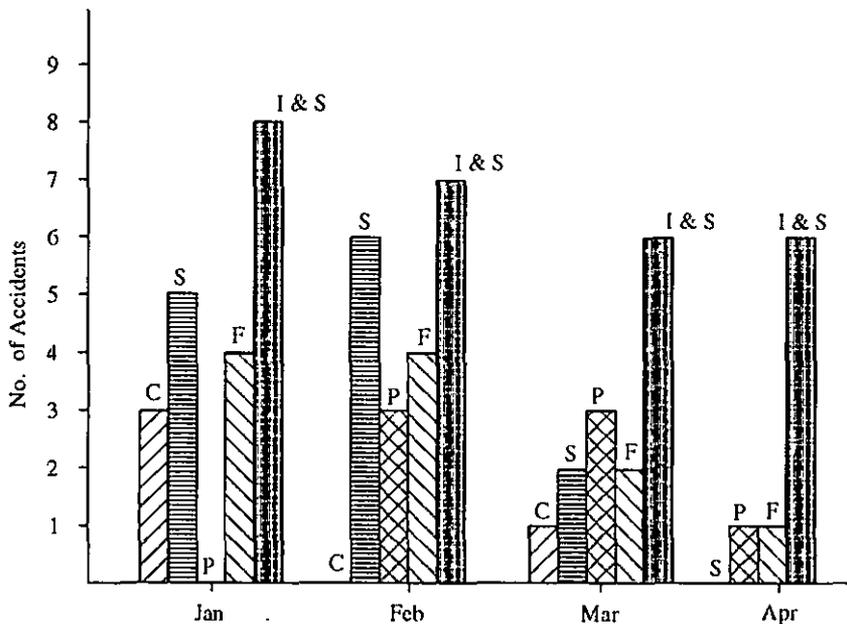
(iv) We can match these inferences with the trends indicated in the multiple-line graph given below :



The Interpretation : The above line-graph provides an encouraging picture of industrial accidents in terms of time. All lines except one (paper) begin with a higher number. But all of them show a downward trend towards the later months. If Jan. and Feb. are the worst months, April is the best, for industrial safety.

(v) Let us analyse this bar-graph of the same information.

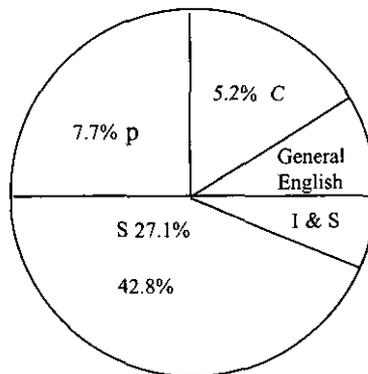
The Interpretation : The bar-graph provides a mixed picture of the accidents in industries. While the column of iron and steel remains high, colliery remains the lowest. The contrast is most



vividly seen in the month of April. The year begins with a dismal picture. The spring seems to be bringing some relief. The picture shows that winter is not a factor to cool down the minds of the blundering humans.

(vi) When the industrial accidents are represented with the help of a pie-graph, the interpretation becomes more complete and general.

The Interpretation : The pie-graph provide a general view of the share of different industries in accidents. Iron and steel has the dubious distinction of having the greatest share. Colliery contributes the least. It seems to suggest that the consciousness of a higher degree of risk and more casualties forces the colliery to guard against accidents more conscientiously. More of alertness can reduce the share of other industries in accidents too.



(Pie Graph)

(vii) Refer back to the third example of the art of description, viz., 'Description of the Formation of Image by a Convex Mirror.' Condense the information contained in its second paragraph in the form of a table.

The table showing the position the size, and the nature of an image formed by a convex mirror as the position of the object is varied —

No.	The Position of the Object	The Position of the Image	The Size of the Image	Nature of the Image
1.	At infinity	At the Focus	Diminished to a point	Virtual and upright
2.	At any other point	Between the Focus and the Pole	Diminished	Virtual and upright

Argument : Debate, Dialogue and Group Discussion :

A subject can be analysed singly by a person. When it is analysed by two persons, bilaterally, it becomes a dialogue or a debate, and then, it becomes an argument. A debate is a more formal discussion of the pros and cons of a topic than a dialogue.

When more than two persons participate in a debate, it becomes a group discussion, or GD as we call it now.

An argument is purposeful only when the speakers participate in it with an open mind. They should remember the courtesies and observe them. They should neither be arrogant nor impolite. If they differ, they should give reasons. If they agree, they should substantiate their attitude. They must be logical and reasonable. They must try to convince the listeners.

A debate becomes more lively if the speakers have a distinctly defined attitude. They are more likely to discover the truth and helps us in grasping the issue. Their mental approaches would complement mutually and place the topic in perspective without any scope for partiality.

A GD must be a balanced performance. All of the speakers should be involved. One of them must not dominate it. Nobody should be a passive listener, sitting silently in a corner. Such persons should be encouraged to participate. Everybody must have his or her chance. However, it cannot be denied that some persons are more vocal and firm in expressing their views than others. They would play a more significant role in a GD. They might initiate the discussion. They might give it a direction. They might even conclude it.

Digressions should be avoided in a GD. Nobody would allow them or approve of them. It does not mean that one can never interrupt the other speaker. If a speaker begins lecturing others, he must be interrupted at the right opportunity. If we feel that the opinion being expressed is quite untenable, we are entitled to check the speaker.

It is good if the speakers keep a cool head, but a little passion sometimes seems to be not undesirable. One ought to be assertive, though not aggressive. An argument tests the positive attitude of the speakers, and their ability to resist the opposition with conviction, not with violence. Such expressions as 'if you don't mind...', 'I beg to differ with...', 'excuse me, but I don't think...', 'I trust you would allow me to say...', 'Will you kindly listen to what the facts scream...', can be used according to the occasion and the subject of argument.

It is also important to make our presence felt in a GD. For this more than the knowledge of a subject and speaking power is required. We should have the right tone and pitch, the right gestures and other aspects of personality. It makes a poor impression if a speaker is continually shifting in his chair and betraying his uneasiness. He should neither shout nor whisper. He must appear to be addressing all the members of the group, and not stare at one person.

Now we shall have some examples of arguments.

(i) *A dialogue between two friends after their having seen a movie* : (A & B are the two friends)

A : The same old, usual stuff ! We have wasted our money and time.

B : Not so bad, after all ! The photography was superb.

A : But we don't see it for its photography ! It must have some story.

B : Who makes a film with a story these days ? Music, dance, exotic locations and photography — and that is all you can reasonably demand.

A : So I am being unreasonable to ask for a story ?

B : I don't mean that. I simply want to say that tastes have changed and filmmakers have to move with times.

A : That's why I prefer old films !

(ii) *A debate on Medical vs socio-moral Ethics* :

(pros and cons of the medical science's disregard for the moral and social values)

1st Speaker : The aim of medical research and profession is to improve the physical health and save the life of man. In order to fight against diseases and discover medicines it must use the resources available to itself and do whatever can be done. The so-called moralists and the patrons of social ethics unnecessarily raise a hue and cry against medicine.

2nd Speaker : I'm afraid the objections raised by the animal-rights lobby and others are not totally baseless. I would say that they are right to oppose the cruelty inflicted upon helpless and innocent animals in the name of medical research.

1st Speaker : What would you prefer ? Should the human beings be allowed to suffer from painful diseases and allowed to wait for their deaths ?

2nd Speaker : No, that is not my point. I would have them to be more careful, more respectful towards these fellow-inhabitants of the earth. The conditions in which they are kept, the way they are left mutilated — These things are certainly avoidable. But our criticism of medical science is directed against a more unethical aspect of its modern practice.

1st Speaker : What's that 'unethical aspect', I would like to know ?

2nd Speaker : I object to such controversial novelties as euthanasia, transplants, cloning and all. How can a doctor help a patient end his life before God's willing to call him ?

1st Speaker : The doctor can do so because he knows that the disease is incurable; that it is extremely painful; that a man should be helped to die in a dignified manner, if the man wants to avoid an ugly, prolonged, indignified, parasitic, less than human existence. I wonder what is wrong with the organ-transplants ?

2nd Speaker : It is wrong because it has introduced a kind of illegal and immoral trade. People are being lured to sell their organs for money. Sometimes they are not even paid what they were promised. Sometimes they lose an organ without their knowing it.

1st Speaker : Cloning of embryos and growing of stem cells is an attempt to dispense with that alternative. If we grow an organ for the ailing patient in need of a transplant, nobody will have to sell organs for him. But you oppose even that ?

2nd Speaker : An embryo is also a living thing. It is a sin to kill it no less than to produce it in the unnatural way.

1st Speaker : Now this is going too far in the negative direction. Perhaps you would ask to ban abortions, and even contraception, to stop all interference with the work of nature ?

2nd Speaker : Yes, if these become the factors to encourage immorality and promiscuity !

1st Speaker : And what about the population explosion ?

- 2nd Speaker : Nature will take care of it, as of everything else.
- 1st Speaker : You mean Malthus, and perhaps, AIDS ?
- 2nd Speaker : I mean only this — that medical researchers are also human beings. They should not rise above the ethical considerations. They should not pretend to be indifferent to the moral and social implications of their work. I hope I am not asking for too much ?
- 1st Speaker : No, you aren't.
- (iii) *A Group Discussion on the Topic — 'Has Going Nuclear Helped India ?'*
 [Let us imagine a politician from the ruling party (A), another from the opposition (B), a scientist (C) and a social activist (D), who is a pacifist too, participating in the GD].
- D : Friends, we have gathered to discuss the merit of India's experience as a nuclear power of four years. We luckily have a scientist here with us. It might help us to view this issue more objectively if he obliges us with his opinion on the subject in question ?
- C : Thank you Mr.... A scientist's job is to work for the good of his country as well as for the advancement of knowledge in his field. It was the responsibility of the scientific community to keep India pacing along with the other countries of the world in the field of nuclear research as in any other field. That we could perform our duty well gives us satisfaction.
- B : What kind of satisfaction do you mean Mr... ? Has this country achieved anything positive by becoming a nuclear power ?
- A : Excuse me Mr..., I would like to answer your question, if you don't mind. As we all must know India occupies a very important place in the South Asian region. She is the most powerful nation of these parts of the world. Yet a rather timid image of the nation was being built up and she was being denied the status she deserved. India's decision to go nuclear was a very correct and timely step —
- B : You are following the line of 'resurgent India' argument ! But what I wanted to know was how, in what sense, India has been benefited by that decision. It was four years ago that India chose the option. I think four years is a period long enough to produce the results that can be assessed.
- D : Yes, here I agree with Mr.... We must be told how the people of India have been benefited by this step taken in 1998. Has this step promoted the cause of peace in the region ?
- C : Mr... when you speak of the people of India being benefited by her nuclear status, I must remind you that man does not live by bread alone; he must have such things as a sense of pride, self-importance and confidence too. He should feel secure —
- B : Security is not the item that nuclear status has bought for India ! Just one year after Pokharan II, we had Kargil. And recently we have again been on the verge of a war with a neighbour against whom the nuclear bomb was supposed to provide us security —
- A : This is not the right perspective to look at the question. Nuclear programme of India has never been directed against any country in particular. It is a very narrow way to look upon the nuclear ambitions of India. As a matter of fact, India needed this status to make its presence felt generally and to secure itself against any potential threat.
- C : This, indeed, is the appropriate application of nuclear capability; these weapons are not to be actually used but to prevent their use against our own country.
- B : But that is where it has not helped the country ! Nuclear deterrence —
- A : You mean the bomb has been used against —
- B : Of course I don't mean that; nobody can ! But where is that positive effect of the nuclear deterrence when our country has been attacked, though stealthily, and has gone very close to the point of a war again, and a neighbour, smaller in size, has been threatening to ruin us ?
- C : That the war did not happen means that the doctrine of deterrence has worked. Nobody is mad enough to ignore MAD...
- A : And if they thunder in spite of knowing it, they just try to bluff; and we have called their bluff !

- D : Gentlemen, we have neglected a very important aspect of the question. The question is what is India? If India is her millions of people, living under the line of poverty, is it wise to maintain an arsenal which costs a lot of necessary development, and which is not to be ever used?
- C : I hope you donot advocate dispensing with scientific progress for the poor countries ! After all, science invents the means for eliminating poverty too.
- D : I certainly do not oppose scientific research. My submission is that knowledge should be used for the general good, not on dcstructive weapons ! Let us apply our technology to constructive projects only.
- A : I agree with you Mr.... But tell me one thing. Can a nation carry on its constructive programmes without an environment of security ?
- C : Besides, there has been a change in the attitude of the advanced nations of the world towards India since India demonstrated her nuclear capability.
- B : No sir ! I must remind you that it only invoked an outcry of condemnation globally, and a series of sanctions —
- A : And all those sanctions have been withdrawn ! This is what India has achieved during these four years. We have been able to convince the world that we were right.

(iv) *Present your views on the topic-How far the press should be free :*

It is an old, commonly accepted view the press should be free. Freedom of press is essential for the proper functioning of government and other institutions. The role of a free press becomes even more relevant in a democracy. A free press provides a forum to air all points of view and fruitful debate. It is an instrument to introduce new ideas and initiate a process of a awareness and reform. A free press also exposes prevailing evils. Today sting operations are exposing corruption in all walks of life. But absolute freedom is also dangerous. For example, undesirable persons have misused the power of the press to blackmail people and to settle scores. Irresponsible, yellow journalism cannot be allowed in a healthy society. So the freedom of the press too needs to be curbed to a rational extent. If self imposed discipline is missing, steps should be taken to form a sense of responsibility in the press.

(v) *Present your views on the topic-Minimum Age for marriage for both boys and girls may be decreased :*

Fixing minimum age for marriage is one of the examples of men's efforts to regulate natural processes in accordance with our social-political needs and goals. In order to insure efficient, mature parentage, healthy issues, and control population, the age for marriage had to be raised. But the changing social environment, early puberty, and the evil of premarital sex are here to modify the conventional approach to this issue. Perhaps the age for marriage for both boys and girls should be lowered to deal with these new challenges which endanger the moral fabric of our society and account for the upward curve of the crime-graph.

(vi) *Will privatisation of public sector bring positive economic and social changes :*

Privatisation of public sector was suggested as a panacea for the unprofitable PSU's. But steps taken in this direction have opened pandora's box. The link between positive change and privatisation is not so simple. While economic sense, or rather commercial sense, favours privatisation, social concerns point out its negative impact Perhaps we should avoid a generalised policy, and decide on the basis of specific cases. An inefficient, sick unit may be saved through privatisation. But to disinvest in a profit making PSU is like putting public money into the hands of capitalists. The experience in banking sector, for example, shows that private banks lack social accountability while public sector banks suffer losses. We have to be clear about what is positive for both economy & society.

• SUMMARY

- ❖ A good sentence must be correct and communicative.
- ❖ An expletive means an oath or exclamation.
- ❖ A *garbled sentence* is a confused construction.
- ❖ A rambling sentence remables. It visits too many ideas before having a full-stop.
- ❖ Loaded sentence contains too many facts that the mainidea is not clear.
- ❖ A 'squinting construction' in language means a lossely constructed sentence, in which is is not possible to decide which part of the sentence is being moified by a particular wold.
- ❖ A sentence is a meaningful combination of words, complete in itself.

- ❖ There are eight parts of speech that characterise words :
 1. Noun 2. Pronoun 3. Adjective 4. Verb
 5. Adverb 6. Preposition 7. Conjunction 8. Interjection.
- ❖ There can be four kinds of sentences :
 1. Statement 2. Question 3. Exclamation 4. Impreative
- ❖ A composition is a short piece of writing to convey an idea or message on a particular subject.

• **TEST YOURSELF-I**

Rewrite the following statements twice to rectify their squinting effect :

- (i) The new method that was adopted immediately caused a lot of trouble.
- (ii) The articles you ask for generally are out of stock.
- (iii) The things you said so beautifully changed his attitude.
- (iv) The way he mishandled the situation enormously worsened the atmosphere,
- (v) The customers who maintain a link regularly come to collect the latest information.
- (vi) The smoke that increased the pollution suddenly scared the workers.
- (vii) The profits they acknowledged honestly were shared with the share-holders,
- (viii) The precautions that the manufacturers took at last improved the quality of the product,
- (ix) The man who comes late daily spends a lot of his time with his computer.
- (x) The technical hands that had emigrated willingly worked hard in America.
- (xi) The technology which provided entertainment and information digitally divided the country.
- (xii) The catalyst that had been rejected initially speeded up the reaction.

SOLUTION

- (i) The new method that was immediately adopted caused a lot of trouble.
The new method that was adopted caused immediately a lot of trouble.
- (ii) The articles you generally ask for are out of stock.
The articles you ask for are generally out of stock,
- (iii) The things you so beautifully said changed his attitude.
The things you said changed his attitude so beautifully,
- (iv) The way he enormously mishandled the situation worsened the atmosphere.
The way he mishandled the situation worsened the atmosphere enormously.
- (v) The customers who regularly maintain a link come to collect the latest information.
The customers who maintain a link come regularly to collect the latest information.
- (vi) The smoke that suddenly increased the pollution scared the workers.
The smoke that increased the pollution scared the workers all of a sudden.
- (vii) The profits they honestly acknowledged were shared with the share-holders.
The profits they acknowledged were honestly shared with the share-holders.
- (viii) The precautions that the manufacturers ultimately took improved the quality of the product.
The precautions that the manufacturers took improved the quality of the product at last,
- (ix) The man who daily comes late spends a lot of his time with his computer.
The man who comes late spends a lot of his time daily with his computer.
- (x) The technical hands that willingly had emigrated worked hard in America.
The technical hands that had emigrated worked hard willingly in America.
- (xi) The technology which digitally provided entertainment and information divided the country.
The technology which provided entertainment and information caused the digital divide in the country.
- (xii) The catalyst that had initially been rejected speeded up the reaction.
The catalyst that had been rejected speeded up the reaction initially.

• **TEST YOURSELF-II**

1. Write short composition on ;
 - (a) Write about a healthy conversation between lecturer and student on increasing naxalism.
 - (b) Child is the father of a man.
 - (c) Man does not live on bread alone.
2. Describe Transcoding in your own words.
3. Write a group discussion on increasing flood problem in India consistently on the basis of cause and preventing measures assuming. There are 4 people in the group.
4. Describe in detail pre-requisites of a good sentence and their features.
5. Write a short note on various types of sentence.



CHAPTER

8

PRESENTATION STRATEGIES

STRUCTURE

- Defining Purpose
- Audience and Locale
- Organizing Contents
- Preparing Outline
- Audio-Visual Aids
- Nuances of Delivery
- Body Language : Kinesics
- Space : Proxemics
- Setting Nuances of Voice Dynamics
- Time-Dimension : Chronemics
- Example
- Summary
- Test Yourself

LEARNING OBJECTIVES

After going through this unit you will learn :

- How to give a good presentation
- How to organize your presentation
- Guidelines for giving a good presentation.

Communication skills include a professional's ability to make a good presentation. It is either the team leader or the most effective speaker that would be chosen to do this job in an institution or corporate body. The success of a project, which is the occasion of the presentation will depend on the performance of the speaker. We, therefore, have to learn presentation strategies.

• DEFINING PURPOSE

The purpose of a presentation must be clearly defined before we start the preparation. It may be to provide information with some implicit goal; it may be to promote a new product for business; it may be to highlight the finding of some research. Whatever it be, our effort will be to convince the audience with all those supporting material or manners that are at our disposal. Data, illustrations, visuals (slides, transparencies, charts etc.), body language, voice modulation — all these factors are designed and moulded to reach the target defined by the purpose of presentation.

• AUDIENCE AND LOCALE

It helps if we know about the mental level and cultural background of the audience beforehand. Level of understanding naturally varies from one section of audience to another. By having some prior information about their character, the speaker can decide and plan his presentation techniques. For example, what kind of visual aids are likely to be more effective agree with of audience we have to address.

The relationship between the speaker and the audience can also affect the presentation strategies. We may be facing a prejudiced equal team; in which case, some harassing reactions can be anticipated, and we should go prepared for that.

Knowing about the locale is another preparatory step. We have to be sure about the size of the audience, and the place where they will be seated. Arrangements of lighting, mike, projector,

computer, screen, dais, table etc. must be taken care of. We have to adjust our visual aids and the arrangements or facilities available with each other.

• ORGANIZING CONTENTS

As we prepare our presentation, we are likely to collect lots of material from relevant sources. If the whole of it is poured out on the audience, the effect might be confusion and shock. Like any other piece of writing or speech, a presentation should have order, unity and a methodical, systematic arrangement of ideas or facts.

We generally organize contents into these three parts of our presentation :

Introduction

Main body

Conclusion

Introduction being the opening of our presentation, it should be made arresting and interesting. We may begin with some alarming statistics, some humorous anecdote, or some quotation. Then we state the purpose and the scheme of our presentation. Thus the introduction prepares the audience for what is to come in the main body of the presentation.

The main body requires its own arrangement of material according to a system. The purpose of the presentation will decide in what kind of order the main content is to be organized. We may take up several parts of the topic pointwise. We may trace the development or growth of a phenomenon with reference to its chronological stages. If a problem is to be discussed and its solution is to be suggested, we can analyse the causes, highlight the effects, and conclude with the suggestions to deal with the problem. If a new product is being launched, we have to point out its need, and play up its advantages, by dwelling upon its distinctive features.

The conclusion will sum up the main points. It will also remind the audience the occasion of the presentation.

Conclusion often has an echo of the beginning. It can also be made interesting by using some quotation etc. Sometimes the conclusion will appeal to the audience to approve of the proposed line of action. Sometimes questions are invited from the audience at the end of the presentation.

• PREPARING OUTLINE

In order to save the presentation from being unnecessarily lengthy or rambling, it is desirable that we use an outline. An outline helps in the management too by keeping us restricted to the pre-designed track. When the presentation is not to be read out, using an outline becomes even a help to the memory of the speaker.

• AUDIO-VISUAL AIDS

We increase the value of our presentation by using audio-visual aids.

While addressing a large audience, the speaker has to make use of public address system.

We know by our common experience that things seen are retained longer in the memory than those merely heard. So it is always advisable to make use of visual aids during a presentation. Visuals are not mere decorative appendages; these facilitate comprehension on the part of the audience, and provide great support to the speaker. A presentation becomes a memorable experience if the speaker is able to exploit the visual resources judiciously.

Visual aids include handouts, charts, tables, slides, transparencies, figures, pictures, graphs etc. The speaker has to choose the most appropriate ones in accordance with the nature of his presentation, and the facilities available. Too many visuals, crowded visuals, vague, confusing visuals will spoil the presentation. Let the visuals be neatly designed, vivid and accurate, clearly perceptible, easy to grasp, and balanced in number. Instead of putting too many details in one slide, let there be only the most important key words; the speaker will fill in the details orally. Large fonts, which can be seen by all parts of the audience, must be used. According to the mental status of the audience, the speaker should make his visuals colourful or factual, technical or simple, verbal or figurative, and so on.

While using power point presentation, or overhead transparencies, it is safer to carry printouts or written notes. Any failure of the system or the equipment may, otherwise, interrupt the presentation.

A pointer, or rule, or at least your pen or finger can be used to draw the attention of the audience to your visual, and to point out the part being elaborated at the moment.

• NUANCES OF DELIVERY

If the contents of the presentation are important, the manner of putting them forth is even more important. It is not enough that we know what to say; we should also know how to say it in the most effective manner. So the delivery is to be understood in terms of its nuances.

No body would like to listen to a badly delivered speech. It may be disorganized; tardy; monotonous; devoid of glow; or deficiently intonated. The best material would be wasted if the art of delivery has not been mastered. A little practice and preparation can help improve our manner of presentation.

Some speakers are born with the skill, while others have to cultivate it.

Delivery may be extemporaneous, impromptu, with script, or without script. When script is not to be used, memorizing the main points becomes essential. When the script is to be used, reading with tone variation and gestures is required. The speaker is freer to use visuals and have eye contact in the former, the latter restricts his performance in these respects.

Impromptu delivery is a natural act, whose quality depends on the personality and the skill of the speaker. It also has the risk of making the speech disproportionate or discursive. Extemporaneous delivery can be more effective if the speaker has sufficiently rehearsed the presentation. It enjoys the advantages of keeping the speaker free from the obstacle imposed by the script. The speaker is directly in eye-contact with the audience; he receives immediate feedback by reading their faces; he can adapt his strategy to the new situation to maintain the interest of the audience in his presentation.

• BODY LANGUAGE OR KINESICS

Command of linguistic resources is essential to good presentation, but the non-verbal part of communication is equally important, if not more. Much is conveyed through our body language. The most important elements of kinesics are discussed below :

Physical Appearance : Even before he starts speaking, a speaker makes an impression with his personal appearance. He has to be appropriately dressed for the occasion and make a friendly, cheerful presence before the audience. His way of walking to the dais, or the board, and his attitude as a person begins the presentation in a non-verbal, physical sense.

Posture : The way one stands before the audience again counts in a presentation. One's posture reveals one's confidence or nervousness, spirit or lack of it.

Too much restless with our documents, standing rigidly immobilised and nailed to a spot, shifting weight from one foot to another too constantly — these are outward, undesirable postures. Stand erect at ease with confidence, with hands to your sides, in relaxed manner. Lean forward to show interest or to emphasise. Standing with crossed arms may betray your unwillingness to accept interaction with the audience. A right posture can encourage the audience to participate. The body language of the speaker has a way of conveying the message to audience that you would welcome questions rather than ward them off.

Gesture : Gestures are other non-verbal elements of communication. We try to convince our audience with a suggestive raising of hands; underline our denial with a shaking of head; express bewilderment with a movement of shoulders; and solicit urgent attention with a raised finger. These are natural accompaniments to speech. Right gestures in the right place make our presentation more lively. But to over-do them is undesirable. We have also got to guard against the habitual, awkward gestures; like scratching of head, or playing with a pen or any other object.

Facial Expression : A smiling face is the best introducer. While an expressionless face puts off a listener, a tense or sad expression takes all the positive interest out of the communication. Expressions come naturally as we speak and proceed with the presentation. Appropriate facial expressions add to effect produced by the words spoken by the speaker.

Eye Contact : The most important part of non-verbal communication and body language is eye contact. Eyes reflect the mind of a person, and reveal more than the words. How one gazes and how one's eyes move—these are meaningful gestures.

We can know whether a listener is interested or not. We can trace the sincerity of the speaker too. Avoidance of eye contact betrays one's dishonesty. Brief contact shows uneasiness and lack of confidence. Eye contact during communication helps the speaker in reading the response of the

audience. He can, thus, modify his approach in accordance with the type of effect his speech is producing. Eye contact also induces a person to make some kind of comment and provide feedback.

In a small gathering, the speaker looks at the persons being addressed at that time, or moves his eyes from man to man during a general address. In a large gathering, the speaker can neither look into space nor move his head and eyes all the time from one corner to another; but he has to take care that no section of the audience should feel ignored. On both the occasions, one should avoid looking at the ground or the ceiling or the door etc. all the time.

• SPACE OR PROXEMICS

Proxemics means the space between two persons engaged in the act of communication. What would be an ideal distance between these two? No definite measurements can be prescribed in this respect. Much will depend upon the place where the communication is taking place. It also makes a difference whether the communication is between an orator and an audience consisting of twenty or fifty or more persons – as on the occasion of a seminar etc., or it is between two persons – known as dyadic communication. Perhaps the best rule to be followed will be to ensure that none of the parties feels uncomfortable; nobody is made to feel that he or she is being imposed upon by the listener. One sometimes comes across a speaker who goes on forcing one move backwards while listening to him, in order to avoid bad breath or his stepping upon one's toes. These last ones are certainly the opposite of the skill of communication.

• SETTING NUANCES OF VOICE DYNAMICS

No presentation will make its maximum impact if delivered in a dull voice. Nuances of voice dynamics are to be fine-tuned to breathe life into a presentation. A good speaker needs no canvassing other than his naturally correct pronunciation, right accent, proper variations in volume and pitch, and a well regulated pace of speech with necessary pauses. Voice modulation makes all the difference between a presentation and a mere reading or repeating of pre-set text. We all have our share of experience of putting up with bad speakers, who shout or mumble, mispronounce, use wrong, misleading accent, and either know no pauses or pause too long and too frequently. Practice can improve your skill in this respect. Listening to correctly pronounced English can save us from wrong pronunciation and accent.

• TIME-DIMENSION OR CHRONEMICS

Chronemics, or time-dimension means time management. We must reach for the presentation at right time. It is discourteous to keep audience waiting. It may affect their mood adversely. Then we have to respect the limit of time allowed for the presentation. We should manage to complete it within time. The speaker should not encroach upon the time for questions too. Outlines and rehearsals can help us in this management of time.

• EXAMPLE

An assesment team appointed by the U.P. Technical University is to visit your campus. You have been selected to give a brief LCD presentation before the team before they start touring the several departments. Prepare text and slides for the presentation.

Our first right step decides our destiny. (Slide 1) IIET College of Engineering, Greater Noida, accredited by NBA, provides a firm ground for this journey in the life of young professionals. We shall have some glimpses of this fertile ground and the edifice of learning erected on it.

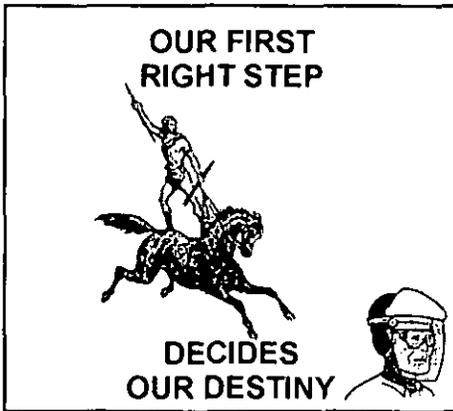
IIET College of Engineering is the tenth institute of a well known Educational Society registered in the year 1994. Under the inspiring leadership of its benevolent chairman, the Society has put its long experience in the sphere of imparting technical education to such productive use that our campus is known as a model institute of the NCR. Its dedicated Director and the committed faculty have been able to establish the image of the Institute as a College of Excellence (Slide 2).

The vision of IIET is to create a centre of world renowned technical education, which should be in perfect harmony with the changing scenario of the business world (Slide 3). And its mission is to train students to be professionals with the highest standards of skills. To achieve these goals, the institute has adequate resources, infrastructure, and staff. Our well equipped labs and workshops, and our rich library, alongwith the availability of latest techniques, net access etc. leave nothing wanting

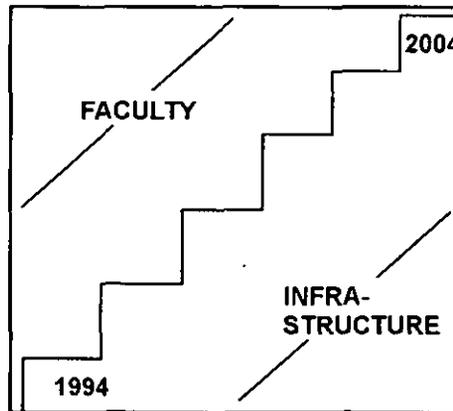
for the full growth of talent and genius. A well managed hostel is its another asset. We can substantiate these claims with some facts that make us proud, and statistics that boosts our confidence.

Mr. Ankit Agarwal, who did his B. Tech. in Electronics and Communication Engineering from this institute, topped the U.P. Technical University in the year 2008. Ms Shobhana Sharma from Computer Science, secured the twelfth rank in the same examination. We had hundred percent pass results, and best placement records in the industry (Slide 4). These achievements are not miracles. These are the outcome of a disciplined academic ambience, a rigorous schedule of practical training, a regular teaching calendar, and a constantly alert process of student evaluation. Students of IJET have distinguished themselves in the field of sports, innovation, and publication too (Slide 5).

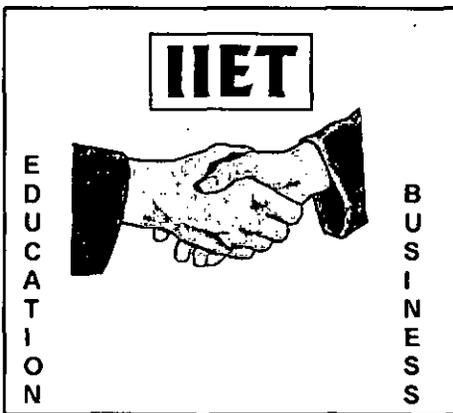
SLIDES



(1)



(2)



(3)

RESULT : 100%

PLACEMENT : 100%

DISTINCTIONS :

Ankit Agarwal I in UPTU

Shobhana Sharma XIV in UPTU

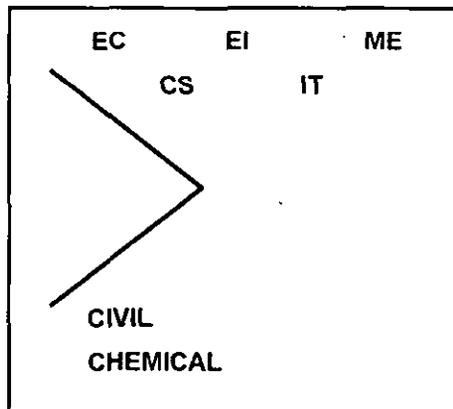
(4)

2007-2008

- GOLD IN ATHLETICS
- AWARD FOR SOFTWARE DEVELOPMENT

THREE RESEARCH PAPERS

(5)



(6)

IJET College of Engineering is not going to sit over its phenomenal rise in a complacent mood. It is ambitious, dreams big and has plans to fulfil those dreams. Presently we have five courses in B. Tech; namely EC, EI, ME, CS and IT. We would like to start B. Tech. in Civil and Chemical Engineering in the coming session (Slide 6). We have almost completed our preparation for that. We sincerely believe that the visiting team will be convinced by the merit of IJET for this expansion and shall do its share to facilitate this growth.

I conclude with our best wishes for an enjoyable and memorable visit, and profuse thanks for this patient hearing. Thank you.

Guidelines for a good presentation presentation

1. Your presentation should be to the point and focusing over actual purpose.
2. There should be a professional look deciding your organizations identity.
3. You need to practice properly deciding your organizations identity.
4. There should be less text, and maximum possible graphics in presentations.
5. Take care of your time, users positive responses, and their ease, don't make people bored with longer duration presentations.
6. There should be uniform colours and front appearance throuhout the presentation to avoid inconvenience.

• SUMMARY

- ❖ *The purpose of a presentation must be clearly defined before we start the preparation.*
- ❖ *The relationship between the speaker and the audience can also affects the presentation strategies.*
- ❖ *Generally contents are organised into these 3 parts of presentation :*
 - (i) Introduction (ii) Main Body (iii) Conclusion
- ❖ *Value of the presentation can be increased by adding audio visual aids.*
- ❖ *Proxemics means the space between two presens engaged in the act of communcation.*
- ❖ *Chromenmics, or time-dimension means time management.*

• TEST YOURSELF

1. How we can enhance the importance of our presentation by using Audio Visual aids.
2. Good body language is the key of success. Describe briefly.
3. Write a short note on : Guidelines for good presentation.



CHAPTER

9

BOOK REVIEW

STRUCTURE

- Significance
- Main Approaches
- Formal Approach : Technique
- Summary
- Test Yourself

LEARNING OBJECTIVES

After going through this unit you will learn :

- All the approaches of book review in detail.
- Encourage students to read more books and critically analyse them.

● SIGNIFICANCE

A Book Review is a critique, or a critical examination of a book.

This critique can be a simple and direct comment on the worth of a book. It may be an impartial statement of the merits and the demerits of a book. The quality and the validity of this review would depend on the qualifications of the reviewer. He might be a layman expressing his personal opinion after going through a book. His review would represent whatever he felt as a man on reading a book. But for an expert in the field of knowledge, to which the book belongs, the reviewing of a book becomes a more sophisticated performance. It becomes much more than a straightforward balance sheet of the distinctions and the limitations of a book.

Book Review

Before answering this question, it is important that we must know why do we review a book? Is it not enough that we have read a book? Is it not enough that we enjoyed it, or found it to be so unreadable that we left it incomplete?

The fact is that we do review a book as instinctively as we review a movie lately seen. We naturally recommend a good book to our friends; and we would like to save them from the agony of spending their time on a work that we found devoid of any value.

Our motives may be as perfunctory as fulfilling a requirement of our syllabus, or as practical as doing a professional job; or we may review a book disinterestedly for the sake of voicing our appreciation of an author's admirable labour. How do we review a book—may be determined partly by the occasion — why do we do it?

● MAIN APPROACHES

Nobody can prescribe the rules of reviewing a book. At least a rigid framework of this kind is neither practicable nor desirable. However, some of the typical approaches that can be applied to a book are given below. The reviewer should adopt any one of them, or use two or more of them in combination, according to the nature of the book. How will he select his perspective is part of the qualification of the reviewer.

Conventional Approach vs. Unconventional Approach

A conventional approach to a work can be to list its merits and demerits, and to pass a judgement on the basis of the same. Every book is likely to have some positive and negative aspects in its different parts. If the merits are more than the faults, which might be minor and occasional, we

can recommend the book as readable or praiseworthy. If the demerits are too numerous to allow the positive side to come to our notice, the book can be rejected. However, such an approach may fail to appreciate the originality of an experimental venture, and to make allowance for the specific individuality of a creatively novel product.

The modernistic standards of the art of criticism demand a good deal, more than the final judgement from the reviewer. A mature reviewer is expected to shed all pre-conceptions of good and bad, all ideological prejudices and moral complacency, in order to grasp the essential spirit of a work. Instead of passing judgement, he must try to interpret the work for the common reader. Such a review would guide the reader without distorting his perspective in favour of or against a book.

The reviews being published in such magazines as India Today are a good example of the unconventional approach.

Analytical Approach :

Here, we are using the term 'analytical' in a particular sense. It simply refers to a review in which the reviewer can proceed, commenting on the constituent parts of a work. This approach is conventionally applied to literary works. For example, while reviewing a novel, the reviewer can use the following points of reference :

Plot; Characterisation; Dialogue; Description; Humour and Pathos; Title; Language and Style, and so on.

Similarly, we can write a critique of an epic, analysing its content and its form separately. In this case, we can use such points as :

Theme; Mythological or Historical Background; Heroic Characters; Conflict; Contemporary Relevance; Description of Nature etc.; and then

Metre; Figures of Speech; Diction; Structure; Use of Episodes; Supernatural Machinery etc.

Thematic or Interpretative Approach :

Thematic or interpretative approach allows much scope for the free play of the reviewer's imagination and feelings. Every book requires a somewhat new approach, and every reviewer has a personality of his own which would colour his perspective. The infinite flexibility of this approach, which is the most popular mode of reviewing now, can be guessed by going through the following examples.

(i) *Social Themes* : All literature is an image of life viewed through the personality of the author. Social themes dominate the works of fiction. We find portrayal of several issues of general interest raised in novels. Marital discord, divorce, domestic problems, role of money in society, institutions of law and justice, education, bureaucracy, cruelty to children, poverty, urban vs. rural, east vs. west, cultural crisis, generation gap, love vs. duty, unemployment, population, communal harmony, economisation of relationships, superstition vs modernity, changing moral values, the problem of accommodation in cities, slums, prostitution, tensions of adolescence, emigration, isolation of the aged, vanity, crime ... there is no end to the themes that can be included into the category of social fiction.

Social Realism or social criticism is, indeed, a very popular aspect of literature. Novels have been written in all languages in all the ages on social issues. The reviewer may approach such books with greater confidence, for all of us come in contact with one or the other of these problems in society. The reviewer may explain how far presentation of the issue has been realistic or otherwise. He might discover some ideological bias in the presentation, or object to the predominance of the topic over the story.

Premchand's *Godan* is a classic of the realistic portrayal of poverty in rural India. *Untouchable* by Mulk Raj Anand is a humanistic portrayal of a sweeper's plight in a caste-system that plagues Indian society. Charles Dickens is often awakening the social conscience with his heart touching stories of the children orphaned and abandoned to the brutal world of greedy people. Jane Austen is always preoccupied with the theme of marriage and social ethics. Thomas Hardy's concern over the disintegration of rural England, under the threat of mechanised farming takes the form of his *Mayor of Casterbridge*. In *Great Expectations*, Dickens attacks the partialities of the legal-judicial system, and also the corrupting influence of money which isolates people from their sincerest friends. Thus the reviewer may relate the incidents and the roles in a novel with the larger issues of social interest which provoke the minds of people.

(ii) *Psychological Themes* : Psychological themes have been haunting the reviewers since the masters of psychoanalysis unearthed for them the deeper layers of our mental being. Some books need to be interpreted in terms of the fixations and complexes that govern the life of the characters in

them. While Sigmund Freud's *The Interpretation of Dreams* is an expert's systematic exploration of the sub-conscious and un-conscious levels of a man's consciousness, it is also an surprising showing of the hidden overflowing of his personality. A dream contains so much information if only we know how to extract it. It is a thrilling realisation that everything seen in a seemingly harmless dream is a symbol, and that we do not know even ourselves.

The writers of fiction have used these investigations into the human psyche quite profusely. In the first quarter of the 20th century, we have a branch of English Fiction, known as the Psychological Novel. It also brought into vogue a new technique of story telling, called 'The stream of consciousness' technique. *Mrs. Dalloway* by Virginia Woolf and *Ulysses* by James Joyce are the famous examples of this experimental fiction. These works are expressly psychoanalytical ventures. A more interesting result of this move in English fiction can be seen in the form of those novels which might be called partly social but greatly affected by their psychological orientation. For example, *Sons and Lovers* by D.H. Lawrence. A review of this novel should begin with an explanation of its strange title which is closely related with its theme, i.e., Oedipus complex. Oedipus complex is a psychic disorder, in which a son feels unnatural attachment for his mother and hatred for his father. The son becomes a lover of his mother and regards his father as a rival in love. *Sons and Lovers* is supposed to be based upon the personal experience of Lawrence in this real life. The novel also contains very realistic scenes of domestic life of a collier. Thus there is much scope for a reviewer to interpret this novel at various levels—psychological, auto-biographical, and social-realistic.

Crime and Punishment by Dostoevsky is another well-renowned work with psychological realism. It shows how a man might escape the legal punishment for his crime, but not the self-punishment that this conscience inflicts upon himself. Joseph Conrad's *Lord Jim* is again an attempt to dissect a guilty man's conscience, upbraiding him relentlessly and forcing him into a sort of penance for once he deserted a sinking ship leaving the passengers to their death. He must prove his worth by going through a trial by fire. *Lord Jim* is also remarkable for its narrative technique in which the novelist imparts authenticity to the story by using a narrator, and impresses the focal incident of the novel on our minds by repeating it again and again as if in a flashback.

(iii) *Fantasy* : Some books are written to liberate us from the humdrum realities of life and provide an escape-route to our imagination into the universe of pure fantasy. We are free to fly in its infinite space and indulge in day-dreaming and erase the fence between the probable and the improbable. Books of science fiction by such writers as H.G. Wells, books written for children, such as *Alice in Wonderland* and the Harry Potter series and the fairy tales form this category of books. A review of such works would evaluate the author's ability to make us suspend our disbelief willingly. Gothic Romances written in the 18th century England, the novels of Sir Walter Scott and such books as *Chandrakanta* by Devakinandan Khatri can also be approached in the same spirit.

The use of the supernatural can lend the enchantment of a fantasy even to a realistic story. Emily Bronte's *Wuthering Heights* is a masterpiece of fiction in which the technique of a narrator's view-point has been employed to present the improbable as probable so that the reader is irresistibly carried away by an account of the strangest happenings in the 'lives' of two lovers.

(iv) *Philosophical Theme* : Though all books imply some view of life, certain books are written to solve the riddle of life. Why do we live, how to live—the books created to answer this eternal question can be described as philosophical. So the right approach to this kind of books would be to interpret them in terms of the significance of life embodied in them.

In this category, we can mention the *Oldman and the Sea* by Ernest Hemingway. This small book presents the universal conflict between man and nature. Man must ceaselessly wage a war against the forces on which his survival depends. The eternal, elemental struggle for existence in an indifferent, even hostile environment is dramatised in Santiago's war against the sea. His character illustrates the philosophy that a man can be destroyed, but not defeated. D.H. Lawrence is always attempting to put forth his interpretation of all the ills of modern society in his fiction, and he prescribes a 'religion of the blood', an assertion of the instinct being superior to the intellect, to restore man to the joy of human existence. E.M. Forster, in his *A Passage to India*, seeks the cure of modern man's problems in the formula — 'goodwill plus culture and intelligence.' The novel is a vehicle to convey his message of liberal humanism. Though the spiritual dimension of his vision fails to provide any remedy for the inevitable loneliness of the human soul in this cosmic blank, his 'double vision' becomes a more realistic interpretation of the human dilemma.

(v) *History, Politics, the Raj Nostalgia and Partition* : Books recapturing the magic and the wretchedness of the British India should be interpreted in the same context—history turned into

fiction. *A Passage to India* records the Anglo-Indian life realistically for us. It also voices the nascent Indian nationalism in the prophetic cry of Dr. Aziz. *Anand Matha* of Bankim Chandra Chatterji offers wide scope for political-historical approaches. It can be taken even as a controversial preference for the British over the Muslims.

Yashpal's *Jhootha Sach* and Bheeshma Sahani's *Tamas* record the catastrophe of partition in poignant colours. These novels are significant in another context; a historical event creates an opportunity to expose the brute hidden beneath the skin of so-called civilized humans.

Staying On by Paul Scott avoids black and white, and endeavours to portray in grey, the life of the Smalley couple who stayed on.

(vi) *War and its Destructiveness* : Certain books can be reviewed by referring to the theme of war in them. In such novels the scene of war and the drama of human hearts against a threatening-depressing background becomes the most significant thing.

A Farewell to Arms by Hemingway is a famous novel in which the realistic portrayal of the ugly face of war, devoid of all that traditional romantic heroism associated with war, is a foil to an intense, short-lived experience of love. The lovers have to flee a world hostile to their harmless existence.

Similarly, *From Here to Eternity* by James Jones takes us into the heart of a situation where military discipline and a man's quest for a little happiness create heart-rending drama.

(vii) *Feminism* : The place of woman in society, the rights of the female members of the human race, the equality of man and woman—such issues have been taken up by several writers in different times and climes. The novels of Sharat Chandra Chatterjee are a realistic picture of the plight and the potential of women in a traditional Bengali society. *Tess of the D'Urbervilles* of Thomas Hardy raises the fundamental question—why should a woman alone be crucified for a weakness which could be forgiven in a man? The novels of Jane Austen are feminist in a different sense; she feminised English fiction by viewing every aspect of social life through the eyes of a woman.

Woman of Substance by Barbara Bradford Taylor can be approached as a positive evaluation of the capability of woman out to face all the challenges that make her advancement in life a model.

(viii) *Sexual Ethics* : The western influence has resulted in greater permissiveness in matters of sexual ethics in modern literature. D.H. Lawrence, in *Lady Chatterly's Lover*, seems to be exalting a sexual relationship between a game keeper and a lady—the wife of his master—into a sublime experience. It is a protest of life against life-destroying forces in a materialistic world. *Couples* and other works of John Updike exploit the licence of the artist as he explores the theme of extra-marital relationships. *The Company of Women* by Khushwant Singh, the story of Mohan Kumar's several experiments with sex, concludes with the protagonist being declared HIV positive, and thus paying dearly for his risky adventurism. These novels have imported some element of pornography into fiction of the mainstream. A reviewer would have to decide for himself what moral attitude to assume while writing about such books.

• FORMAL APPROACH : TECHNIQUE

Some books are remarkable, besides other things, perhaps, more than all those things, for their formal, technical perfection. A new technique, an experimental design, a formal innovation is likely to impress us as the most important aspect of a work. Let us have some examples.

The Guide of R.K. Narayan begins with Raju's coming out of a jail, and his unconscious involvement in another cycle of events as he is prompted by his nature to offer help to others. But then the novelist takes us back to his past. Later on, Raju would be telling his tale to Velan, but much before that the author makes the narrative go back and forth, in a very complex arrangement of past and present interpenetrating. The result is a more heightened drama than that found in a conventional narrative. It is a zig-zag, rather than a straight narrative, which adds a third dimension to the picture. In *Death of A Salesman*, Arthur Miller gives us more than a flash-back. He dramatises the simultaneity of the past and the present on the stage so that the stage becomes the mind of the hero, opened up to our inspection. The day-dreaming salesman is a psychic case, and the technique used by the dramatist conforms to this requirement of the play. In *Strange Interlude*, Eugene O'Neill writes speeches for his characters to tell, us what the character, thinks but cannot speak out in society, as well as what is actually spoken by the character conceding his secret thought. This experiment with asides and soliloquies is a comment on the relationship of an individual to his or her social environment. The reviewer can make these formal peculiarities the theme of this critique of such books.

Comparative Approach

A reviewer can compare the book in hand with something that he might have read on some other occasion, and which returns to his mind as some similarities strike him. He may even contrast a work with some other work on the same subject.

Biographical Approach

Books reflecting the personal experiences of the author justify a biographical approach. The reviewer is not wrong to trace the personality and the life of the author in such works. *Essays of Elia* contains much information about the life of Charles Lamb. *David Copperfield* of Dickens is autobiographical to a great extent.

Autobiographies can be reviewed by examining how far the author has been candid and truthful in telling the story of his life. M.K. Gandhi's *My Experiments with Truth* is a masterpiece in this respect. To read it is to discover a human being of flesh and blood from behind a legend. *Wings of Fire* by A.P.J. Abdul Kalam is an inspiring account of the struggle of a poor boy who advanced in life on the strength of his merit to rise to the enviable heights of success. This real-life drama is more exciting than fiction.

Ideological Approach

Some books are written to expound an ideology. *Capital* by Karl Marx is the Bible of communism. It would be interesting to review it today, after the fall of the Soviet Union. But all books are not so overtly political. The leftist and progressive ideology has influenced not only the Russian writers but also those in India. In M.R. Anand, we find a revolutionary, protesting against the injustice inflicted by the Have's on the Have Not's. George Bernard Shaw in the *Apple cart* ridicules the squabbling and bungling socialists pitched against King Magnus of England.

Historical Approach

Books invite a historical approach when historical developments play an important role in them. Besides historical fiction and drama, we have such books as J.L. Nehru's *Discovery of India*. In reviewing such a book, the reviewer can comment on the progress of Indian culture through the ages, as it is shaped by the historical changes. Nehru's vision of India's 'unity in diversity' and 'continuity through change' is an outcome of this historical approach.

Freedom At Midnight by Lapiere and Collins can also be reviewed using the historical perspective. The reviewer may also take note of the realistic, dramatic presentation of the past in this excellently written book on India.

The above list of the approaches available to a reviewer is by no means complete. There are too many kinds of books deserving to be approached in some specific manner. For example, *The origin of Species* by Charles Darwin should be discussed as the first systematic story of the evolution of life on this planet by natural selection. *Bhagvadgita* is the most complete explanation of the spiritual existence of man; but it can also be interpreted as a very practical counsel for the right kind of psychological attitude towards one's duty. The message of unattached work can free our over-burdened, tension-ridden youngmen from an unnecessary and destructive pressure upon their minds. Milton's *Paradise Lost* is a very different kind of work, which preaches the moral of unquestioning faith in divine dispensation, a surrender to the will of God. We can discuss this epic as much for its theme as for its form. The management of life can be learnt in a totally different and modern context in such a book as *Who Moved My Cheese?* by Spencer Johnson. The reviewer may state whether he enjoyed the allegorical manner used in it or not.

Thus, the students must exploit the opportunity offered to them in this part of the syllabus. They must boldly come out with their opinion on any work of their choice. They can make it an exciting adventure, rather than a dull compromise with a prescribed course. They can express their originality and adopt the most unconventional postures. For example, will it not be a challenging sport if a student of technology were to examine *The Oldman and the Sea* in terms of the techniques of fishing suggested by Hemingway in the course of Santiago's story ?

Given below are some examples of reviews :

(i) *A Himalyan Love Story* (by Namita Gokhale) : Unrequited Love has always fascinated writers, many have blissfully drowned in a pool of romantic longing and loss. Devdas still rules supreme as a romantic ideal, his unshaven face, hollow eyes drawing a crowd even today.

A Himalayan Love Story is a love story with an unhappy ending yet it leaves you with a sweet, melancholy whisper which stays with you long after you have finished reading the slim novel.

The Kumaon hills form a perfect backdrop for Parvati, as beautiful, fragile and strong as a wild flower which grows without any care on the hillside. She lives in dignified poverty with her mother

whose moods change like the sky above the hills. Parvati, though shy and retiring, has a fiery soul within. Her eyes, forever downcast and fearful, reveal nothing, yet her heart is full of longing for the unknown and unexplored.

But destiny has other plans for her, plans which do not include any ordinary joys, everyday happiness. She walks through life, holding on to her dreams, savouring them in secret. Her spirit refuses to be held captive and roams free beyond the mountains. As a young girl, Parvati, sensitive and thoughtful, learns to cope with the darkness that envelops her world suddenly without warning. Her mind searches wildly to find ways to deal with this first of many betrayals which would come later in her life. "I began to have nightmares. I would wake up, trembling, drenched in sweat, and toss and turn in bed until the dawn broke. I had a recurring dream where I was bound and gagged and thrown down a steep cliff at midnight. The feeling of weightlessness, of falling, of hurtling through space, would overcome me and I would wake with a thud. One night I awoke, gasping and choking, to find that she was not in the room. After a while she returned, smiling secretively. I thought I could smell the faint reek of liquor, but I could not be sure. I was certain it was the evil twin, my mother's shade, who was in the room with me. 'Parvati', the daayan whispered, 'come and lie down with me Parvati.'"

Then, when a ray of brief happiness touches her, she is taken aback but quickly learns the art of love in the same skilful manner she had dealt with her despair. Salman, who seemed to enjoy teaching her history almost as much as kissing her, teaches her to fly far beyond the mountain peaks.

The love story moves slowly, meandering through a world crowded with simple joys and ordinary sorrows. You keep hoping something good will happen to Parvati. When Parvati meets Mukul Nainwal, whose life she would taint with love and longing forever, there are no storm clouds over the mountains and neither do birds sing for these two lovers who never really touch each other except in their hearts. Fate, cold and unfeeling, turns her face away from them and time plays games, leading Parvati and Mukul down different paths which never meet and when they do, it is too late.

Mukul returns home after many years and thought his heart longs for Parvati, they seems to live on different planets now. "Then I saw the beloved Magnolia tree of my youth, under whose branches I had briefly known the texture of Parvati's hair, and the smell of her skin, which was the smell of magnolias." Mukul clings to these memories which now seem more real than the alien world around him. Everything has changed for him and though he feels he remains the same, his mind sees the new reality in a different, almost hostile light.

The old resentment simmers, the caste barrier that did not allow them to marry haunts him now. When he meets Parvati, he sees a stranger, her mind a dark hollow where no one can reach, not the woman he loved to distraction and still loves in a shadowy way. "There was no chair in sight, so I sat down on the bed beside her. Still she did not acknowledge my presence. I shook her lightly by the shoulder. She bristled and I withdrew my hand. I looked at my hands, the manicured nails, the thin band on my little finger, the hairs on my wrists turning white, the golden strap of my watch. They were pampered, privileged hands.... I began counting the grey hairs upon her head. 'What are you staring at?' she asked, turning over and focusing an odd smile on me. 'We have nothing to say now.' We sat in silence for a long time."

With this stark scene, a relationship, which could have flowered, dies with a whimper that none can hear. Gokhale's unpretentious prose, extremely readable story telling style, makes *A Himalayan Story* a wonderful read, filled with a fresh mountain fragrance, though I still hope Paravati will meet her lover in another time.

(Reviewed by Bulbul Sharma;
Source : Hindustan times, Nov. 17, 2002)

(ii) *Ghost Stories from the Raj* (by Ruskin Bond) : Every country has its own store of ghost stories. And India, with its several myths and superstitions, abounds in them. And howsoever much someone would say, 'I don't believe in ghosts', the fact remains that a tale of the paranormal always has audience.

Ruskin Bond, well known for his short stories among the young and the old, has on the occasion of 50 years of writing, edited an anthology of ghost stories called *Ghost Stories from the Raj*. This is a collection of stories passed on by the Britishers—writers, officials and travellers—who lived in India during the 19th and 20th centuries.

Since each story has been authored by a different person, the style too is different in each—some fast-paced and some plodding. And some leave behind a sad feeling for the unfairness of it all.

As in *The Munjia*, where a young British officer loses his life because the ghost of a young intelligent boy wants to be free to go to the Gods instead of living with the devils.

(Source : Hindustan Times, Nov. 17, 2002).

(iii) 'Mergers, Amalgamations and Takeovers'—*Law and Practice* (pub-by CS Institute) : Compelled by the present economic scenario and market trends, corporate restructuring through mergers, amalgamations, takeovers and acquisitions, has emerged as the best form of survival and growth. The opening up of the Indian economy and the governments' decision to disinvest, had made corporate restructuring more relevant today. The handbook on 'Mergers, Amalgamations and Takeovers — Law and Practice', brought out by the CS Institute, attempts to give information on legal, procedural, taxation, accounting and related aspects of mergers, amalgamations and takeovers.

The book begins by explaining the meaning and distinction between each and in later chapters, defines and interprets. It further goes into the finer classification of mergers and acquisitions with relevant enumerations.

Aside from the legal aspect, the book also deals with the economic, human and financial aspects of mergers and amalgamations. Stamp duty, taxation and accounting for amalgamations and mergers have also been dealt with. Each chapter is devoted to answering queries and providing formats for notices and schemes under various provisions of the Companies Act. All these concepts have, however, been dealt within the context of the Companies Act, though the issue also comes under other statutes. Myriad situations can arise involving interplay of several enactments, though it is difficult to deal with each separately.

In the present context, the Handbook is a commendable attempt at bringing together information on a technical subject. Written in a simple and easy-to-comprehend language, the handbook offers legal, procedural and related information useful for all corporate executives.

(Reviewed by Madhu Moolchandani;

Sources : Hindustan Times, Sept 27, 2001)

• SUMMARY

- ❖ A Book Review is a critique, or a critical examination of a book.
- ❖ A conventional approach to a work can be to list its merits and demerits, and pass a judgment on the basis of the same.
- ❖ Analytical approach refers to review in which the reviewer can proceed, commenting on the constituent parts of a work.
- ❖ Thematic or interpretative approach allows much scope for the free play of the reviewer's imagination and feelings.
- ❖ A reviewer can compare the book in hand with something that he might have read on some other occasion.
- ❖ Books reflecting the personal experiences of the author justify a biographical approach.
- ❖ Books invite a historical approach when historical development play an important role in them.

• TEST YOURSELF

1. Write about idealical approach of book review.
2. Literature is the mirror of society. Elucidate it on the light of the metic or interpretative approach.
3. Write critically on Historical approach.



CHAPTER

10

FOREIGN WORDS/PHRASES

STRUCTURE

- Phrases
- Foreign Words
- Test Yourself

LEARNING OBJECTIVES

After going through this unit you will learn :

- Some commonly used phrases and foreign words in sentence
- Better writing skills.

● PHRASES

Some Phrases Used In Sentences

1. *All in all* : Sonia Gandhi seems to be all in all in the Congress.
2. *As a matter of fact* : Globalisation is being hailed as a blessing today; as a matter of fact, it will ruin poor people.
3. *Above board* : His dealings are never above board because he has so much to conceal.
4. *At all events* : Don't worry! At all events, I shall come to help you.
5. *At large* : For all our security arrangements, the terrorists are at large.
6. *At random* : Instead of following any order, they called the candidates at random.
7. *At variance with* : Your version is at variance with your wife's story.
8. *At daggers drawn* : It is unfortunate that the two neighbours are at daggers drawn for no reason worth mentioning.
9. *At a loss* : She is at a loss to understand how her son could fail the test.
10. *At stake* : I must demand an explanation! My money is at stake.
11. *Beyond question* : His involvement in this crime has been established beyond question.
12. *Beck and call* : They are at the Minister's beck and call.
13. *By fits and starts* : You are not steady; you work by fits and starts.
14. *By hook or by crook* : By hook or by crook, win he must!
15. *By virtue of* : She got this promotion by virtue of her merit.
16. *By dint of* : They scaled the peak by dint of their dedicated labour.
17. *By leaps and bounds* : His business is growing by leaps and bounds.
18. *Few and far between* : Her letters came but few and far between.
19. *Fair play* : You must ensure fair play for all the participants. Nobody should be unduly favoured.
20. *Flesh and blood* : How long can they resist hunger ? They are flesh and blood.
21. *For good and all* : Let us put an end to this evil practice for good and all.
22. *From hand to mouth* : How can we save, while living hand to mouth ?
23. *Hand and glove* : The fanatics of both the communities are hand and glove with the criminals.
24. *Head and shoulders* : She is head and shoulders above her classmates in all activities.
25. *Head over heels* : The racer fell head over heels.
26. *Half and half* : I don't believe in these half and half measures; you either belong to me or to them.
27. *In black and white* : Don't give me these oral assurances. I want it in black and white.
28. *In full swing* : Teaching is going on in full swing these days.
29. *In quest of* : They wandered in quest of gold.
30. *In the dark* : She kept me in the dark about her plans.
31. *In vogue* : Honesty is no longer in vogue.
32. *On one's guard* : You must be on your guard against the hidden enemy.
33. *On the wane* : Her popularity is on the wane.

34. *Sum and substance* : Can you give me the sum and substance of his talk ? It was rather too long for me to remember anything.
35. *To the letter* : Let us follow the norms to the letter.
36. *Without rhyme or reason* : Your conduct is without rhyme or reason to me! Why did you abuse your colleague ?
37. *With a high hand* : The P.M. lost the support of his cabinet colleagues as soon as he dealt with them with a high hand.
38. *Wear and tear* : You must include the expenses incurred for the wear and tear while calculating the amount spent on this vehicle.
39. *Well to do* : She belongs to a well to do family and yet objects to this petty subscription ?
40. *Wide of the mark* : Your comment is wide of the mark, it contains no substance.

• FOREIGN WORDS

While reading articles etc in English, we often come across some foreign words and phrases. English language has adopted so many of these foreign words that we take them as a part of English expression and forget their foreignness. For example, we use the words — *ad hoc* and *locus standi* — quite naturally to convey our meaning more effectively. Sometimes we do not have a proper English equivalent of these foreign words, and therefore, we have to depend on them. But unnecessary fondness for the unfamiliar foreign terms is not desirable. We should never prefer these foreign expressions just for the sake of show and affectation.

Given below is a selected list of some more commonly used foreign words and phrases :

<i>ab initio</i>	: from the beginning
<i>ab origine</i>	: from the origin
<i>ad infinitum</i>	: to infinity
<i>ad interim</i>	: for the time being
<i>ad nauseum</i>	: to the point of disgust
<i>ad hoc</i>	: for a particular occasion
<i>ad valorem</i>	: according to value
<i>ad verbum</i>	: literally
<i>alma mater</i>	: benign mother (used by old students for their university).
<i>alter ego</i>	: the other self (or intimate friend)
<i>annus mirabilis</i>	: the year of wonders
<i>anno Domini</i>	: in the year of our Lord (A.D.)
<i>ante meridiem</i>	: before midday (A.M.)
<i>a priori</i>	: from the prior thing (<i>i. e.</i> , from cause to effect in reasoning).
<i>amicus curiae</i>	: a friend of the court, a disinterested adviser.
<i>agent provocateur</i>	: a spy showing sympathy to provoke people to commit a crime.
<i>aide de camp</i>	: bodyguard
<i>ancien regime</i>	: the old form of government
<i>au revoir</i>	: adieu till we meet again
<i>bona fide</i>	: genuine
<i>bona fides</i>	: good faith
<i>bete noire</i>	: bugbear
<i>bonhomie</i>	: good nature
<i>bonjour</i>	: good morning! good day
<i>bourgeois</i>	: middle class; townsman.
<i>billet d' amour</i>	: love-letter
<i>bravo</i>	: well done!
<i>carte blanche</i>	: blank card (unlimited authority)
<i>corpus</i>	: body
<i>cadre</i>	: a list of officers
<i>chef de cuisine</i>	: head cook (male)
<i>cul-de-sac</i>	: a blind alley
<i>coup d'etat</i>	: a violent measure or stroke of policy
<i>de facto</i>	: real, actual, from the fact
<i>deux ex machina</i>	: a good out of a machine
<i>denouement</i>	: the solution or the catastrophe in a plot
<i>De Profundis</i>	: out of the depth

<i>de jure</i>	: by right, in law
<i>eclat</i>	: pomp, distinction, applause
<i>elan</i>	: dash, impetuosity
<i>elite</i>	: selected, chosen, pick
<i>emigre</i>	: an emigrant
<i>en mass</i>	: in a body, all together
<i>en route</i>	: on the way
<i>entente</i>	: understanding
<i>en bloc</i>	: as one unit
<i>enfant terrible</i>	: a problem child
<i>et alia</i>	: and others (<i>et al</i>)
<i>ex gratia</i>	: out of grace (not by right)
<i>Eureka</i>	: I have found it!
<i>exempli gratia</i>	: for example (e.g.)
<i>excelsior</i>	: higher
<i>ex officio</i>	: by virtue of one's office
<i>ex parte</i>	: on one side
<i>en fete</i>	: in festivity
<i>faux pas</i>	: a false step
<i>flair</i>	: a keen sense of smell
<i>fait accompli</i>	: something already accomplished
<i>fin de siecle</i>	: decadent, end of the century (19th)
<i>flatus</i>	: inspiration
<i>grand merci</i>	: many thanks
<i>Homo sapiens</i>	: the human species
<i>hocus-pocus</i>	: mumbo-jumbo, jugglery, deception
<i>hunky-dory</i>	: in good condition
<i>id est</i>	: that is (<i>i. e.</i>)
<i>in camera</i>	: in a private room
<i>inter alia</i>	: among other things
<i>in toto</i>	: wholly
<i>ipso facto</i>	: virtually, by that very fact
<i>impasse</i>	: an insoluble difficulty
<i>in absentia</i>	: in absence
<i>joie de vivre</i>	: the joy of living
<i>laissez-faire</i>	: non-interference
<i>locus standi</i>	: right of interference
<i>de luxe</i>	: luxury
<i>Lingua Franca</i>	: mixed language serving as medium of communication among people
<i>matinee</i>	: a morning performance
<i>melee</i>	: a confused scuffle
<i>memorabilia</i>	: things to be remembered
<i>monsieur</i>	: Mr., Sir
<i>magnum opus</i>	: a great work
<i>mala fide</i>	: with bad faith
<i>modus operandi</i>	: mode of operation
<i>nota bene</i>	: take notice
<i>Notre-Dame</i>	: Our Lady
<i>nouveaux riches</i>	: people who have become rich but lately, upstart
<i>octroi</i>	: duty to be paid to get entry into the town
<i>par excellence</i>	: pre-eminently
<i>per capita</i>	: counting by heads
<i>persona non grata</i>	: an unacceptable person
<i>post meridiem</i>	: after midday (P.M.)
<i>prima facie</i>	: at first sight
<i>post mortem</i>	: after death
<i>pari passu</i>	: with equal pace
<i>personnel</i>	: persons employed in a service

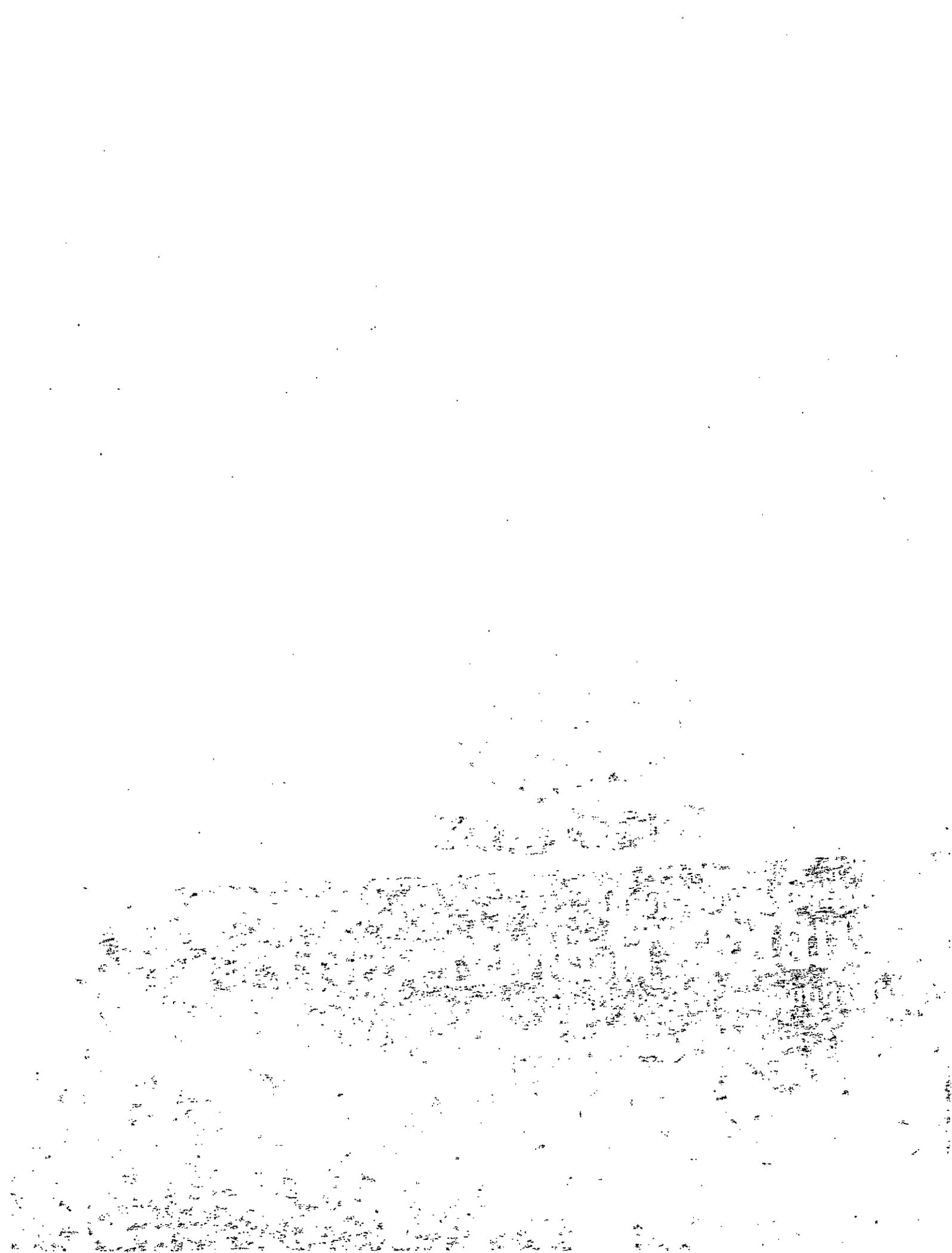
<i>quid pro quo</i>	: something in exchange
<i>resume</i>	: an abstract, summary
<i>raison d'etre</i>	: a reason for existence
<i>sine die</i>	: indefinitely
<i>summum bonum</i>	: the highest good
<i>status quo</i>	: the present state of affairs
<i>sub judice</i>	: under judicial consideration
<i>sub poena</i>	: under a penalty
<i>tour de force</i>	: a feat of skill
<i>tete a tete</i>	: private interview, confidential
<i>terra incognita</i>	: the unknown territory
<i>veni, vidi, vici</i>	: I came, I saw, I conquered
<i>via media</i>	: a middle course
<i>viva voce</i>	: by oral testimony
<i>verbatim</i>	: word by word
<i>versus</i>	: against
<i>vice</i>	: in place of
<i>vice versa</i>	: the terms being exchanged
<i>videlicet</i>	: namely (viz.)
<i>vide</i>	: reference to
<i>vis-a-vis</i>	: opposite, facing each other
<i>zeitgeist</i>	: the spirit of the age.

• TEST YOURSELF

Use following phrases in a sentence and also write their meaning :

1. A black sheep
2. A Lion's Share
3. Crocodile tears
4. Come across
5. Draw up
6. Fall off
7. Get in
8. Hold out
9. Kept
10. Look for





BJ-104

सर्वे भवन्तु सुखिनः सर्वे सन्तु निरामयाः ।
सर्वे भद्राणिः पश्यन्तु माकष्विद् दुःख भाग्भवेत् ॥

DIRECTORATE OF DISTANCE EDUCATION



Swami Vivekanand

SUBHARTI UNIVERSITY

Subhartipuram, NH-58, Delhi-Haridwar Bypass Road,
Meerut, Uttar Pradesh 250005

Phone : 0121-243 9043

Website : www.subhartidde.com, E-mail : ddesvsu@gmail.com