



2022-25

WRITING SKILLS LAB MANUAL

COURSE CODE : 159

Name: _____

Enrollment No. _____

Class: _____

OBJECTIVE OF THIS COURSE

On completion of this course, the student should be able to

- Demonstrate proficiency of skills to translate and write for various media effectively

OBJECTIVE OF THIS MANUAL

This Lab Manual is intended to be used by BA(JMC), Semester I students for the Writing Skills Lab Practical.

The Writing Skills lab Manual covers topics that are essential for the students to strengthen their theoretical concepts. The purpose of this manual is to give guidance and instructions to the student regarding the subject.

- Describe the process of writing process for various media
- Describe the process of translation
- Utilize knowledge gained in writing accurately and creatively for mass media
- Demonstrate proficiency of skills to translate and write for various media effectively.

HOW TO USE THIS MANUAL

Use of this Lab Manual is mandatory for the completion of practicals. It provides the students with first-hand knowledge of the practical subjects. It also makes them learn a systematic approach to do their task proficiently as per the need and requirement of the industry.

INSTRUCTIONS TO STUDENTS

1. Students are **REQUIRED** to carry this manual during the Lab Class.
2. Students are **REQUIRED** to read the topics mentioned before coming to the Lab Class.
3. Students are **REQUIRED** to follow the timeline for each assignment.

Table of Contents**Writing Skills Lab**

TOPIC	PAGE NO.	REMARKS/ SIGNATURE
Translation	4	
Assignment 1A	7	
Assignment 1B	8	
Transliteration	9	
Assignment 2	10	
Transcreation	12	
Assignment 3	14	
Formal Letter	17	
Assignment 4	19	
Informal Letter	22	
Assignment 5	25	
Emails	27	
Assignment 6	30	
Blog	31	
Assignment 7	33	
Social Networking sites	35	
Assignment 8	37	

Principles of translation

- The first thing to remember is that translation is the transfer of meaning from one language to another. It is not the transfer of words from language to language.
- You must translate the meaning of what is being said, rather than do it word-for-word. This is because languages are not just different words.
- Different languages also have different syntax, grammar, different word orders, sometimes even words for which other languages do not have any equivalents. The English spoken by a scientist may have words which a simple farmer cannot even start to imagine. And the farmer is likely to have words for things the technologist never dreamed of.

Simple steps in translation**STEP-1**

- Start by talking about the simplest form of translation - the one where there's already have a story written down in one language (the source) and one would want to translate it into another language (the target). The steps to follow are:
- Read the whole of the original source story through from beginning to end, to make sure that you can understand it. If you cannot understand everything that is said, you cannot translate it. If there are any words or phrases that you do not understand, you must clarify these first. You may decide that the ideas they express are too difficult to translate or not worth translating, but you need to know what they are before you can judge.

STEPS -2

- Do a first draft translation, trying to translate all the source material. But do not translate word-for-word. Remember that you are translating the meaning. When you have finished the first translation, you will now have a draft story in the target language.
- Go back over the whole of your draft translation and polish it without looking at the source original. (You might even like to turn the source story face down on your desk so you cannot cheat.) Make sure that your translation reads well in the target language.
- Compare the final version of your translation with the source original to make sure that you have translated it accurately. This is when you can make any detailed adjustments in individual words or phrases.

SAMPLE

SAMPLE TRANSLATION (ENGLISH TO HINDI)

The Prime Minister, Shri Narendra Modi, today interacted with citizens from villages across the country which has been electrified since 2014. The interaction covered the beneficiaries of Pradhan Mantri Sahaj Bijli Har Ghar Yojana - 'Saubhagya' scheme, through video bridge. This is the tenth interaction in the series by the Prime Minister through video conference with the beneficiaries of various Government schemes.

Expressing delight in interacting with the villagers from the recently electrified 18000 villages, Prime Minister said "People who have not seen darkness, don't understand the meaning of illumination. Those who have not spent their lives in the darkness don't realise the value of light."

Prime Minister during the interaction said that thousands of villages have been electrified since NDA government has taken over. He added that unlike the false promises given by the previous government, the present government has walked the talk of electrifying every village. The Government not only focused on electrification, but also reformed the distribution systems across the country, Prime Minister added.

These 18000 villages which were not electrified even after 70 years of independence were electrified in the last four years. The last one electrified was Leisang village of Manipur in the North east Sector on April 28, 2018. Narendra Modi said that it was difficult to electrify the last 18000 villages, as most were in remote areas, hilly areas and areas with poor connectivity. He added that despite all the difficulties, a dedicated team of people worked hard to ensure that the dream of electrifying every village is achieved.

प्रधानमंत्री श्री नरेंद्र मोदी ने 2014 के बाद से विद्युतीकृत किए गए देश भर के ग्रामों के नागरिकों के साथ आज वार्तालाप किया। वीडियो कॉन्फ्रेंस के माध्यम से हुई इस बातचीत में प्रधानमंत्री सहज बिजली हर घर योजना- 'सौभाग्य योजना' के लाभार्थियों को शामिल किया गया। विभिन्न सरकारी योजनाओं के लाभार्थियों के साथ वीडियो कॉन्फ्रेंस के माध्यम से प्रधानमंत्री द्वारा की गई वार्ता की यह 10वीं शृंखला है।

प्रधानमंत्री ने हाल ही में विद्युतीकृत 18000 ग्रामों के ग्रामीणों से वार्तालाप के दौरान प्रसन्नता व्यक्त करते हुए कहा कि "जिन लोगों ने अंधेरा नहीं देखा है, वे रोशनी के अर्थ को नहीं समझ सकते हैं, जिन लोगों ने अंधेरे में अपनी जिंदगी नहीं बिताई उन्हें प्रकाश के मूल्य का एहसास नहीं है।"

प्रधानमंत्री ने इस वार्तालाप के दौरान कहा कि एनडीए सरकार के सत्ता में आने के बाद से हजारों ग्रामों का विद्युतीकरण किया गया है। उन्होंने कहा कि पिछली सरकार द्वारा किए गए झूठे वादों के विपरीत, वर्तमान सरकार ने हर गांव में विद्युतीकरण के अपने वादे को पूरा किया है। प्रधानमंत्री ने कहा कि सरकार ने न केवल विद्युतीकरण पर ध्यान केंद्रित किया है, बल्कि देशभर की वितरण प्रणाली में भी सुधार किया है।

उन्होंने कहा कि स्वतंत्रता के 70 वर्षों के बाद भी इन 18000 गांवों का विद्युतीकरण नहीं किया गया था, जिन्हें एनडीए सरकार ने पिछले चार वर्षों में विद्युतीकृत कर दिया। पूर्वोत्तर क्षेत्र में मणिपुर के बीसांग गांव का 28 अप्रैल, 2018 को अंतिम गांव के तौर पर विद्युतीकरण किया गया। श्री नरेन्द्र मोदी ने कहा कि इन 18000 ग्रामों का विद्युतीकरण करना थोड़ा मुश्किल था, क्योंकि इनमें से अधिकांश गांव दूर-दराज के इलाकों, पहाड़ी क्षेत्रों और खराब संपर्क वाले क्षेत्रों में थे। उन्होंने कहा कि सभी कठिनाइयों के बावजूद लोगों की एक समर्पित टीम ने हर गांव में विद्युतीकरण का सपना साकार करने को सुनिश्चित करने के लिए कड़ी मेहनत की।

प्रधानमंत्री ने कहा कि सरकार ने पूर्वी भारत में स्थिति बदल दी है, इस क्षेत्र में 18,000 गांवों में से 14,582 गांव गैर-विद्युतीकृत थे जबकि पूर्वोत्तर क्षेत्र में 4,590 गांवों में बिजली नहीं थी। उन्होंने कहा कि सरकार ने पूर्वी भारत के विकास और इसके पूर्ण विद्युतीकरण को प्राथमिकता दी और अब भारत का पूर्वी क्षेत्र भारत की विकास यात्रा में भी एक बड़ी भूमिका निभा सकता है।

SAMPLE

SAMPLE TRANSLATION (HINDI TO ENGLISH)

On 3rd July 2018 MeitY had written to Whatsapp exhorting them to take immediate steps to tackle the menace of misuse of their platform wherein inflammatory messages were circulated that led to unfortunate incidents. On the same day Whatsapp responded indicating their initiative to mark forwarded messages and to step up efforts to detect fake news.

Subsequently, an unfortunate incident has occurred in Bidar where a 32 year old software engineer Mohammed Azam was killed and this was preceded by viral circulation of rumours on Whatsapp about child lifters. It is regretted that the enormity of the challenge and the rampant abuse happening in the country leading to repeated commissioning of crimes pursuant to rampant circulation of irresponsible messages in large volumes on their platform have not been addressed adequately by Whatsapp.

Reports in the media resonate the general sentiment that there is much more that needs to be done by Whatsapp. There is a need for bringing in traceability and accountability when a provocative/ inflammatory message is detected and a request is made by law enforcement agencies. When rumours and fake news get propagated by mischief mongers, the medium used for such propagation cannot evade responsibility and accountability. If they remain mute spectators they are liable to be treated as abettors and thereafter face consequent legal action.

In light of the above, Whatsapp has been requested today to come out with more effective solutions that can bring in accountability and facilitate enforcement of law in addition to their efforts towards labeling forwards and identifying fake news. It has been conveyed to them in unmistakable terms that it is a very serious issue which deserves a more sensitive response.

6

R

O

J

d

d

d

d

d

d

d

d

d

d

d

d

d

d

d

d

d

d

d

d

d

d

Assignment 1A

Writing Skills Lab

Translate a news story from English to Hindi (300-400 words).

Assignment 1B

Writing Skills Lab

Translate a news story from Hindi to English (300-400 words)

Transliteration is utilized when a word or phrase must be conveyed in a language with a different writing system. Think of writing words in Russian or Japanese (which originally use Cyrillic and Kanji, respectively) by using Arabic letters.

Keep in mind that transliteration doesn't really render the words in a new language — just a new format. For example, when you go to a Chinese restaurant, the menu might feature Chinese characters that you don't understand. When those characters are transliterated, they approximate the Chinese word's pronunciation using Arabic letters. If you can't read or speak Chinese, you still won't understand the transliterated language. Only when that Chinese word on the menu is translated into English will you be able to comprehend it.

One detail to note when it comes to transliteration: While many words have standard spelling when transliterated, proper nouns often end up being spelled differently. For example, you'll find that Muhammad can be spelled several ways, with Mahomet, Mohamed, and Mohammad being a few common spellings.

Differences Between Transliteration and Translation

Many people assume transliteration is equivalent to translation. However, there are some important distinctions. Translation allows words in one language to be understood by those who speak another language. Essentially, translation of a foreign word involves interpreting its meaning.

On the other hand, transliteration makes a language a little more accessible to people who are unfamiliar with that language's alphabet. Transliteration focuses more on pronunciation than meaning, which is especially useful when discussing foreign people, places and cultures.

Therefore, if you need to read text in another language, and are more interested in pronouncing it than understanding it, you need transliteration. But if you want to know what it means, you need translation services.

What is transliteration used for?

Transliteration is particularly used by libraries or for the processing of textual data.

When a user performs a search or indexes content, the transliteration process can find the information written in a different alphabet and returns it into the user's script.

Transliteration also enables the use of a keyboard in a given script to type in a text in another one. For example, it is possible with this technique to use a qwerty keyboard to type text in Cyrillic.

Transliterate the one of the following educational session (IGNOU-School of Social Sciences) from the following links.

1. Caste, Class and Gender

<https://www.youtube.com/watch?v=L9s1WecxpH4&index=7&list=PLB95DDB3BF5C3A4EE>

2. Social Movements in India

<https://www.youtube.com/watch?v=UAv5FimoH6s&index=11&list=PLB95DDB3BF5C3A4EE>

3. Social Change in India

https://www.youtube.com/watch?v=22rFTDZwg_g&list=PLB95DDB3BF5C3A4EE&index=16

4. Religion, Culture and Society

https://www.youtube.com/watch?v=GrPK_xR1BtM&list=PLB95DDB3BF5C3A4EE&index=17

5. Social Class in India

<https://www.youtube.com/watch?v=sSrq4RWCTGE&index=19&list=PLB95DDB3BF5C3A4EE>

Source: www.translitteration.com
www.alsintl.com

Millenials in the workplace:

<https://youtube/As8XKJNaHbs>

<https://youtube/Gokdpwb0U28>

<https://youtube/z7tNK92DssU>

Assignment 2

Writing Skills Lab

Transcreation: The process of adapting a message from one language to another, while maintaining its intent, style, tone and context. It means ‘translating’ and ‘recreating’ the original text in a new language whilst making sure it is still appropriate in the context for which it is intended. The person producing the transcreation must understand the desired outcome thoroughly, and be given the freedom not only to translate the original but also to make significant changes to it in the process.

The phrase has historically been used by advertising and marketing professionals looking to transfer the meaning of a message into a new language without losing intended meaning. Today, all different types of professionals are using the term including: product managers, project managers, c-suite executives, and public relations professionals.

The aim of a transcreated message is to successfully evoke the same emotions and contextual relevance in the new language as the original or source language. This includes words, graphics, video, audio, and cultural nuances.

EXAMPLE OF A RADIO AND TELEVISION SCRIPT FOR ADVERTISEMENT SPOT

Jagannath Gupta Memorial Education Society Groups

ITEM	DESCRIPTION
Gender Tactful.	Female
Length	30 seconds
Target Demographic	Parents with elementary and high school aged kids
Character / Narrator	Tutor, Teacher, Educator
Vocal Direction	considerate, encouraging
Suggested Music	Calming, smooth, acoustic instruments
Suggested Sound Effects	Voices of children spelling, reading, answering, etc

Writing Skills Lab

Does your child have difficulty reading? Is mathematics a thorn in their side? Jagannath Gupta Memorial Education Society Groups can help. Our certified teachers are ready to help your son or daughter conquer their fears of reading, writing, arithmetic and more. Choose from sessions after school, on weekday evenings or Saturdays. We guarantee that your child will receive the most effective one-on-one tutoring that money can buy. Take a tour of our facilities and meet the teacher in your desired subject area by calling 011-40619321. Jagannath Gupta Memorial Education Society Groups, helping children reach their full potential since 1986.

Refer to the following link to go through various examples of formats

Source: <https://www.voices.com/documents/secure/voices.com-commercial-scripts-for-radio-and-television-ads.pdf>

Assignment 3

Writing Skills Lab

Create a one copy each for Radio, TV and Print advertisement campaigns from one of the following topics:

1. Must Bol campaign: Fight against silence around sexual harassment.
2. Launch of a new Reality TV show
3. Apparel brands
4. Launch of a new Fast Food Chain
5. Sanitation & Hygiene campaign

Assignment 3

15

Writing Skills Lab

Formal letters -they can shape others' perceptions of you, inform the reader of a serious issue, or get you a job. There are two main types of business letter styles: block style and Administrative Management Style (AMS). Block style is the most commonly used formal letter format; it has a salutation and closing, and is good for letters to businesses you are applying to or someone you have met before. AMS style is more succinct and better for internal memos and situations where you have to be very direct.

STEPS OF WRITING A FORMAL LETTER

1. Write the sender's address and telephone number on the top left hand side of the page. If you are representing a company, write the company's address. If you are the sender, write your address. Write your street address on the second line. Write your city, state, and zip code on the line below that. Include your telephone under your address.

In cases where you represent a business, you can put your logo and address right in the middle of the page. Make sure to center it so that it looks uniform.

2. Place the date directly below the sender's address. It should be one line beneath the sender's address (two hard returns on a keyboard). The date is important for two reasons: if you're trying to get the person or organization to complete a task in a timely manner (send a paycheck, fix an order, etc.), it will give them a time frame to work with or if you need to save a copy of the letter for legal reasons or posterity, the date is absolutely necessary.

If you are writing in a Modified Block style, everything is formatted to the left except for the date and closing. When writing the date, tab over to the center of the page and place the date in the center.

3. Place the recipient's name one line beneath the date (two hard returns on a keyboard). Include his or her title (Mr., Mrs., Ms., Miss, Dr. etc). Follow the recipient's name with his/her job title. Below the name, write the name of the company. One line below that, write the recipient's street address. On the next line, write the recipient's city, state, and zip code.

If you do not know the recipient's title, do some background research or call the company to find out. Always use a woman's preference (Mrs. Ms., Miss or Dr.) If you do not know a woman's preference, use Ms.

4. Give the person you're addressing a salutation. "Dear Sir/Madam" works fine, or if you know the name of the person, address them directly; ensure, however, that you address them formally using "Rev.", "Dr.", "Mr.", "Mrs.", or "Ms.", and include their full name if known. Place a colon after the salutation and add a line (two hard returns) between the salutation and the body of the letter.

If you know the recipient and typically address them by his or her first name, it is fine to use only the first name. (ie. Dear Cody:)

5. **Write the body of the letter.** The body of the letter need not be more than three paragraphs. If you can't say it in three paragraphs or less then you're probably not being concise enough. Single space and left justify each paragraph within the body.

- In the first paragraph, write a friendly opening and then state the reason or goal of the letter. Cut straight to the chase.
- In the second paragraph, use examples to stress or underline your point, if possible. Concrete, real examples are always better than hypothetical examples.
- In the final paragraph, briefly summarize your purpose in writing and suggest how you might want to proceed further.

6. **Sign off your letter with the appropriate salutation.** Leave space between your salutation and your printed name for a signature, if possible. "Yours sincerely," "Sincerely," and "Best," are all appropriate. Leave a space under your printed name for your signature. Finish with your title underneath your signature if applicable.

If you are writing in Modified Block style, everything is left justified (the same as Block Style) except for the date and the closing. Tab to the center of the page and then write your closing.

TYPES OF FORMAL LETTER

Complaint

A letter of complaint is sent to an individual or organisation in response to receiving poor service or a product that is not fit for purpose. An example of a letter of complaint would be a one sent to a tour operator who has provided a bad service while you have been on holiday. This does not necessarily need to be concise as it is important that you detail your arguments and points as much as possible.

Enquiry

A letter of enquiry makes an approach to an individual or organisation either speculatively or in response to printed public domain material whereby you are requesting some information. An example of a letter of enquiry would be one sent to a company requesting a copy of their catalogue or brochure. By their very nature these are short and to the point, it is usually beneficial to include other methods of contact in case the company needs to get in touch with you via other means.

Request

A letter of request is similar to when you make an enquiry but specifically asks an individual or organisation to take an action. An example of a letter of request would be one sent to request sponsorship for a charity activity. It is important to stress the importance of being clear and concise with this format as the recipient must remain engaged and interested in what you have to say.

Write a Formal Letter from the following (100-200 words)

1. Issue of No Objection Certificate for Internship purposes.
- 2 Request for Leave
3. Cover letter for prospective jobs.

Assignment 4

Writing Skills Lab

An informal letter is usually between people who know each other fairly well. In addition to giving news, they are often used to request information, congratulate people, give advice and ask questions. There are a lot of similarities between informal letters and conversation. Informal letters ask a lot of questions, show interest and enthusiasm, and imagine a lot of shared information.

STEPS OF WRITING AN INFORMAL LETTER

1. Salutation or Greeting

- 1) Start with Dear followed by the first name of the person to whom you are writing. In emails, you can also start with Hi (and the person's name). Dear Ben, or Hi Ben,
- 2) Don't forget to use only the first name of the person you are writing to and not Dear Mr John, which is never used, or Dear Mr John Brown, which sounds too formal.
- 3) Informal letters sometimes have a comma after the person's name, and the letter starts on the line below. The important thing is to be consistent with the style that you choose to use (so if you use a comma after the person's name at the start of the letter, use a comma after the closing statement at the end).

2. Body

Openings

When writing an informal letter, you are usually replying to another letter. You would normally start with a greeting, then acknowledge the letter to which you are replying. It is often a good idea to acknowledge some key information given in the original letter too. You can also make a comment on your own reply.

Useful phrases for the opening

- 1) How are you? / How have the family been? / I hope you are well.
- 2) Thank you / Many thanks for your (recent/last) letter / postcard.
- 3) It was good / nice / great to hear from you again.
- 4) I was so surprised to hear that...
- 5) I'm sorry I haven't written / haven't been in touch for such a long time.
- 6) It's ages since I've heard from you. I hope you're well / you and your family are well.
- 7) How are things? / How are you? / How's it going?

Other useful phrases

Referring to news

Great news about ... Glad to hear that ... Sorry to hear about ...

Giving news

- Listen, did I tell you about ...? You'll never believe what ...
- Oh, and another thing ... This is just to let you know that ...
- I thought you might be interested to hear about / know that ...
- By the way, have you heard about / did you know that ...?

Apologies

- I'm writing to apologise for missing your party but I'm afraid I was with flu.
- I'm really sorry that I forgot to send you a birthday card but I was busy with my new job.

Invitations

- I'm / We're having a party on Friday 19th and I / we hope you'll be able to come.
- Would you like to come / go to see 'Room With a View' with me at the weekend?
- I was wondering if you'd like to go to the theatre / come on holiday with us.
- Could you let me / us know if you can come / you'd like to join us?
- Thank you very much for your invitation. I'd love to come.
- Thank you for asking / inviting me to ... but I'm afraid I won't be able to ...

Requests

- I'm writing to ask for your help / you (if you could do me) a favour.
- I wonder if / I was wondering if you could help me / do me a favour.
- I hope you don't mind me asking but could you (possibly) ...?
- I'd be very / really / terribly grateful if you could ...

Thank you / Congratulations / Good Luck

- I'm writing to thank you for your hospitality / the wonderful present.
- It was so kind of you to invite me to stay with you.
- I really appreciated all your help / advice.
- Congratulations on passing your exams / your excellent exam results!
- I wish you good luck / Good luck in / with your exams / your driving test / your interview.
- Don't worry, I'm sure you'll do well / pass.
- Do be on time, won't you, and don't forget to ...
- Making suggestions and recommendations
- Why don't you ...? / Maybe you could ...? / How about ...?
- You can't leave New York without (...doing sth)
- I'm sure you will enjoy (...doing sth). If you like, we can ...
- Do visit ... / Don't forget to ...

3. Closing

The end of your letter is as important as the beginning. There are some standard ways of finishing an informal letter or email.

- 1) Give a reason why you're ending the letter: Anyway, I must go and get on with my work! / I guess it's time I got on with that studying I've been avoiding.
- 2) Send greetings and/or make reference for future contact: Give my love / regards to... / Say hello to... / Anyway, don't forget to let me know the dates of the party. / I'll try and phone you at the weekend to check the times. / We must try and meet up soon. / I can't wait to hear from you / Look forward to seeing you again / Hope to hear from you soon / See you soon / Write soon
- 3) Closing statement such as Love, Lots of love, All the best, Take care, Best wishes, should be written on a new line. If you used a comma after the opening greeting, use a comma here too.
- 4) Signing off: Your first name then follows on another new line.

Source: <http://www.rubervalero.com/english/content/fce-informal-letter-or-email>

Write an Informal Letter from the following (100-200 words)

1. Invitation for Fresher's/Farewell Party.
2. Invitation for visit to relative's farm during summer vacations.
3. Invitation for foreign exchange programme across two countries by putting across two acquaintances

Electronic mails or e-mails are the electronic versions of letters. This digital form of communication allows for instant, easy, direct, personal and efficient communication and has global reach.

RULES

1. Emails must be short, to the point and in good taste.
2. Reply promptly, especially business mails.
3. The email, when not used in personal sense, must be written in a formal manner. Conventions of writing business correspondence to be followed.
4. Also the font size and colour (use black) are important.
5. Do not use capitals. This is akin to shouting.
6. Follow rules of grammar when writing emails and capitalize the first alphabet of the sentence. Do spelling and grammar checks.
7. Jargons to be used only if familiar to the sender.
8. Use appropriate tone.
9. The message should be re-read, edited or revised before sending.

WHAT AN EMAIL SHOULD CONTAIN

1. An informative subject line
2. The body should begin with an appropriate salutation or greeting.
3. The main points of the message must be clear.
4. Communicate purpose of the email at the beginning. This helps in easy reading and understanding of message.
5. Enough background details.
6. When sending attachments, identify contents and file types. Identify content with appropriate file names.
7. An email should end with appropriate salutations, identifications, such as name of the sender, design action, contact details etc. Include electronic signatures as well.

INFORMAL EMAIL

You have received this email from an English-speaking boy called Simon. Respond to the mail accordingly.

Hello,

I would like to get to know someone from your country and a friend has told me that you would like to practise your English. Perhaps we could email each other. Could you tell me a bit about yourself and your family? Could you suggest how we might meet sometime in the future?

Thanks,

Simon

Hello Simon,

I'm glad you're interested in my country. As your friend said, I'd like us to email each other to help me improve your English.

Let me start by telling you a bit about myself and my family. My name's Ivo and I live in Kutna Hora, which is about 45 minutes from Prague by car. I used to work for a medical company but now I'm learning to be a salesperson. In the future I want a job where I can travel for my work. I've already been to a few places in Europe but I've never been to an English-speaking country.

I live at home with my parents, which is convenient, as I don't have to do much housework and my meals are cooked for me. My younger brother is studying at university. Although he is four years younger than me, we get on quite well. We both enjoy snowboarding and music.

What about you? Have you ever been to the Czech Republic? It would be great if you could come over one day and we could fix up a meeting. Why don't you let me know your plans?

Anyway, I must go and get on with my work! Looking forward to hearing from you soon.

Best wishes,

Ivo

Writing Skills Lab

To: jjones@jonesofficesolutions.com
From: tmcaden@jonesofficesolutions.com

Subject: Meeting About New Internet Service Provider 1/8/2013

Mr. Jones,

I have been researching our choices for internet providers over the past week, and I wanted to update you on my progress. We have two options: H.C. Cable and Toll South. Both offer business plans, and I will go over the pricing of each plan at the meeting on Tuesday. Both of the options I listed have comparable speed and data usage offerings as well. I called your personal provider, GoGo Satellite, but they did not have any business offerings. They primarily do residential internet service.

I will talk with Joe and Susan in IT about these options and get their suggestions. I will also send out meeting requests to everyone, including Mr. Morris in operations. If you have any questions prior to the meeting, please let me know.

Respectfully,

Tina McAden
Administrative Assistant
Jones Office Solutions
<http://www.jonesofficesolutions.com>
(555) 124-5678

Source: <http://www.wikihow.com/Write-a-Formal-Email>

Assignment 6

Writing Skills Lab

Write an email from the following topics:

1. Write an email to a prospective employer while applying for a job.
2. Write an email to your teacher from your school enquiring about their health and uprisings with your whereabouts.
3. Write an email inviting subscribers from your mailing list for a book launch.

Web logs or blogs as they are commonly called, are a type of website that is made up of journal-like entries.

1. It allows freedom of expression.
2. Facilitates discussions with people with similar and related interests.
3. Acts as a source of information and news.
4. It is a bridge that helps connect users to specific kinds of data.

Kinds of Blogs

1. Personal Blogs

1. Run and updates by an individual
2. Focuses on the individual's offline or off-the-web life.
3. May or may not give bloggers the option to post their comments.
4. Example of a popular blog is Dooce-the title and pseudonym of the author. Here the blogger writes about her personal life and experiences in a daily writing style, thus giving the readers the impression of knowing her well.

2. Interest or topic based blogs (hobbies, professions etc.)

1. May be run by communities on the web or by a group of collaborators.
2. Used to share new information, ideas and provide links to related information.
3. Act as a filter for vast amounts of data, conversations, news and information.

3. Filter Blogs

1. Focuses on the blogger's web experiences.
2. Filter the web from the viewpoint of the blogger.
3. Some provide only lines of links, often with some commentary. This could be amount interesting things or information available on the web.

NATURE OF BLOG

1. They are written in informal style.
2. Participatory media-allows contribution from many individuals.
3. Quick dissemination of information.
4. Blogs have an automatic archiving system that allows the display of the latest post, with the option of accessing the older posts.
5. Users must create profiles by providing information about themselves and choosing a 'name' or 'handle'.
6. RSS(Really Simple Syndication) alerts users to new content or posts and feeds embedded in other web pages, allowing easy monitoring of content

WRITING BLOGS

- It must be reader-centric.
- Let it be entertaining, educational, have a human angle and bring a sense of community, keep people well-informed and sow the seeds for health debate.
- Develop your own style and express your individuality.
- Do not express opinions that are insensitive to gender, sex, race, community, region, sexual orientation etc.
- Write the clarity of purpose
- Title posts-Title should grab attention, contain keywords/ideas and summarise.
- Economize on words
- Use subheads- helps scan through main points.
- List information where you can.
- Format left align text, put double space between lined, font should be readable and use font size 10 or 12.
- Formatting (underlining, caps, italics etc) should be used to draw the eye.
- Use white space to draw attention to specific parts and provide aesthetic relief.
- Borders can be used to add appeal.

Source: <http://m.wikihow/howtowriteafamousblog.com>

Assignment 7

Writing Skills Lab

Prepare a blog post on any of the following (300-400 words):

1. Gadgets/ Gizmos
2. Book/Film Review
3. Food/ Restaurant Review
4. Travel

A **social networking service** (also **social networking site**, **SNS** or **social media**) is a platform to build social networks or social relations among people who share similar personal and career interests, activities, backgrounds or real-life connections. The variety of stand-alone and built-in social networking services currently available in the online space introduces challenges of definition, but there are some common features:

- (1) social networking services are Web 2.0 internet-based applications,
- (2) user-generated content (UGC) is the lifeblood of SNS organisms,
- (3) users create service-specific profiles for the site or app that are designed and maintained by the SNS organization, and
- (4) social networking services facilitate the development of online social networks by connecting a user's profile with those of other individuals and/or groups. Most social network services are web-based and provide means for users to interact over the Internet, such as e-mail and instant messaging. Social network sites are varied and they incorporate new information and communication tools such as mobile connectivity, photo/video/sharing and blogging.

GUIDELINES TO WRITING FOR THE SOCIAL NETWORKING SITES

1. Write from the point of view of the web user.
2. The copy must be short.
3. A normal web article could average anywhere around 500-600 words, rarely over 1000.
4. The headlines and the subheads should be meaningful and clear. The user's eye normally falls on the heads, subheads, hyperlinks etc while skimming through the rest.
5. Use short sentences.
6. Avoid jargon, or made-up terms. Use everyday language.

INSTANT MESSAGING

This can refer to the text messages that are sent from phones (SMS) or to the messages sent via a computer. In the second context, it allows two or more persons to communicate via chat.

- It allows instant and easy communication.
- Can be used in business or personal communication.
- Cost is insignificant.
- Interactive medium, allows instant responses or feedbacks.
- Message can be copied, saved and forwarded.

SOME RULES

- Informal language and abbreviations are norm.
- Privacy must be respected-take the time to find if the recipient has the time to chat.
- Messages must be short and the point.
- Must be appropriate and in good taste.
- Keep cultural differences in mind when communicating.
-

Source: <http://www.writersdigest.com/writing-articles/by-writing-goal/build-a-platform-start-blogging/a-writers-guide-to-social-networking>

Assignment 8

Writing Skills Lab

Write a post for Facebook, Twitter as well instant messaging that can be posted and circulated on the above mentioned Social Networking Websites. Choose from any one of the following:

1. Road safety
2. Animal cruelty and adoption notifications
3. Cleanliness and Swachh Bharat Campaign
4. Campaign against sexual exploitation
5. Social Inclusivity

Assignment 8

Writing Skills Lab