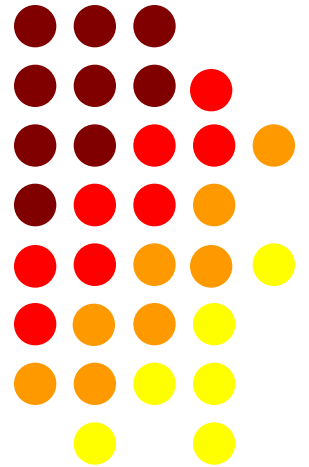


Unit III

Reading and Writing Skills



Lecture – 11

Reading Style : Skimming, Scanning, Churning & Assimilation



❑ Reading Style:

Reading involves understanding of what a particular text means and the ideas the author is trying to express. Reading comprehension is the ability to process texts, understand its meaning and to integrate it with what the reader already knows.

There are four styles of reading texts: Skimming, Scanning, Churning and Assimilation. Each one of these is used for a specific purpose.

1. Skimming

Skimming is one of the basic techniques of reading comprehension. In this, the reader first quickly reads the passage in order to get a preview of the whole passage and tries to get the essence of it. For example, when we read a newspaper or magazine we read quickly to get the main points, and skip over the detail.



2. Scanning

It means reading slowly and carefully while looking for specific information. In this process we search particular information in a text with a particular approach. For example, when we are looking up a word in a dictionary our eyes quickly move over the page to find that particular word.

3. Churning

This process is slower than scanning. It involves grasping of concepts. It means interpretation and inference. It is about getting the summary of all the important points on a topic. In this reading, style we must have a slow reading of the text once or twice so as to understand its primary and secondary ideas in detail.

4. Assimilation

Assimilation refers to taking in or understanding the text so that we can answer any question based on the text. It is the end process after skimming, scanning and churning during the reading of a given text.



Lecture – 12

Effective Writing Tools and Methods: Inductive Deductive, Exposition



❑ **Effective Writing:** Effective Writing is writing which has a logical flow of ideas and is organized.

❑ **Effective Writing Tools:**

- Think before you write.
- Do your research.
- Create an outline.
- Understand your audience.
- Keep your content simple.
- Improve your word choice.
- Use simple vocabulary.



□ Effective Writing Methods:

- **Inductive order method:** When the content 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 a conclusion.
- **Deductive order method:** The deductive method is the opposite of the inductive method. In it, one starts with the topic sentence, and goes on to record the supporting facts.
- **Exposition Method:** Exposition is explanatory writing. In explanatory writing, linking words like first, second and then finally are used to help readers follow the ideas.



Lecture – 13

Effective Writing Tools and Methods: Linear, Interrupted, Spatial & Chronological



- **Linear Method:** Linear means ‘consisting of lines’ or one dimensional. Here, 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.
- **Interrupted Method:** Whenever the writer gives a break to the line of thought and gives a turn to the idea to produce the desired effect by adding punctuation marks i.e., () _! (comma, parenthesis, **exclamation mark**) which serve as interrupters, then this method of writing is called Interrupted method.



- **Spatial Method:** When the matter refers to certain areas, an area wise arrangement of the matter must be preferred to present it systematically. This method helps the reader to visualize what he sees and therefore, it is better to understand the physical qualities of the subject matter.
- **Chronological Method:** In chronological method, the information is organised in time order. Here the writer states what happened first, second, third and at last. In this method actions/events are presented as they occur/occurred in time.



❑ Paragraph Writing

Paragraphs are the group of sentences combined together, about a certain topic. The purpose of the paragraph is to give information, to explain something, to tell a story, and to convince someone that our idea is right.

▪ Structure of a Paragraph

A paragraph has three major parts-

- Topic sentence
- Supporting sentences
- Concluding sentence

1. Topic Sentence

A topic sentence is a precise statement that reflects the main idea of the paragraph. It should be carefully written as it will show the reader what we are going to talk about. For example, if we mention that we are going to talk about the advantages of using the hand sanitizer, then in supporting sentence we should only talk about advantages, not the features or anything else.



2. Supporting Sentences

Supporting sentences explain the topic sentence in detail. They explain the main topic using examples, facts, quotes, etc. There can be two types of ‘supporting sentences’, First, the major supporting sentence; this sentence directly explains the main idea with some new fact or new idea. Second, a minor support sentence helps the major supporting sentence develop the controlling idea.

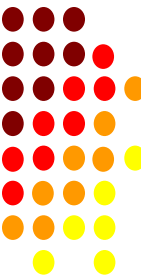
3. Conclusion Sentence

A good concluding sentence brings a paragraph to a polished end. It may give a summary of the main topic. A concluding sentence also gives a final take on the topic and leaves the reader with complete information.



- **Sample of a Paragraph-**

“The room in which I found myself was very large and lofty. The windows were long, narrow, and pointed, and at so vast a distance from the black oaken floor as to be altogether inaccessible from within. Feeble gleams of encrimsoned light made their way through the trellised panes, and served to render sufficiently distinct the more prominent objects around; the eye, however, struggled in vain to reach the remoter angles of the chamber or the recesses of the vaulted and fretted ceiling. I felt that I breathed an atmosphere of sorrow. An air of stern, deep, and irredeemable gloom hung over and pervaded all.”



Lecture – 14

Official & Business Letter Writing

(Claim letter)



❑ Official and Business Letter Writing

Official or Business letter is a formal written letter. It is written in conventional form for a specific need.

▪ Writing effective business letters:

1. Process of letter writing: It is easier to write a business letter in a systematic way. A typical process involves pre-writing, writing, and post writing.

2. Form and structure: To write a letter, proper format is needed. As a letter with a poor and loose structure cannot get the attention of the reader, correct format and standard writing conventions should be followed while writing a letter.

3. Parts of a business letter: A business letter includes ten elements, namely, sender's address, date, reference, inside address, subject, salutation, body, complimentary close, signature, and enclosures.



▪ **Sample Letter Format**

Contact Information (Your contact information. If you are writing on letterhead that includes your contact information, you do not need to include it at the start of the letter.)

Your Name

Your Address

Your City, State Zip Code

Your Phone Number

Your Email Address

Date:

Contact Information (The person or company you are writing to)

Name

Title

Company

Address

City, State Zip Code



Greeting (Salutation Examples)

Dear Mr./Ms. Last Name: (Use a formal salutation, not a first name, unless you know the person extremely well. If you do not know the person's gender, you can write out their full name. If you do not know the recipient's name, it's still common (and safe) to use the old-fashioned "To Whom It May Concern:").

Body of Letter

The first paragraph of the letter should provide an introduction as to why the letter is being written. The purpose of the letter should be obvious from the very beginning.

In the following paragraphs, more information and specific details should be provided.

The last paragraph of the letter should reiterate the reason for writing and thank the reader for reviewing the request.

Closing

Best regards,

Signature

Handwritten Signature (for a hard copy letter – use blue or black ink to sign the letter)

Typed Signature



❑ Types of Business Letters

- **Credit Letter:** Credit means that we pay later for what we buy now. The different types of credit letters include
 - request for credit
 - status enquires
 - replies to status enquiries.

- **Claim letter**

A claim letter is a formal letter written to ask for compensation in case of unsatisfactory service, incomplete work, or personal injuries. It mainly serves as a written notice and is commonly written by a customer or a buyer to communicate their displeasure about the services or products purchased. There are different types of claims available, and we can ask for a refund or a replacement for a product or service with the help of a claim letter.



- **Tips for writing a claim letter:**
- The Claimant (a person who demands compensation) can add a copy of the original contract with the claim letter as evidence that what he claims is true.
- The patron in opposition of whom the claim is made is usually powerful enough so it is important to securely introduce the point.
- Mention all the details correctly and address the recipient by his/her complete name and state the address accurately.



- **Example of Claim Letter:**

A claim letter to file a claim for an auto insurance policy

Jess Matkin
3004 South Indianapolis
Chicago, IL 89776
February 2, 2020
Brian Tollipher
Elysium Insurance Agency
8975 West 101st Street
Chicago, IL 89777

Dear Mr. Tollipher,

I am writing to file a claim on James Holden's auto insurance policy number 4966A37 with Elysium Insurance Agency.

Last week, on January 28, 2020, I was in the southbound left-turn lane on 71 at Mingo when Mr. Holden hit the rear passenger side of my Jeep attempting to pass too closely. Because nobody was injured, we did not call the police but exchanged our personal information. Mr. Holden gave me his insurance information so that I could file a claim for the cost of repairs to my Jeep.

I have enclosed two estimates from local auto repair shops. Both estimates indicate the repair cost totals approximately \$1,350.

Please let me know where I should take my Jeep for the necessary repairs. You can reach me at (782) 330-7776 or matkinjess@email.com.

Thank you for your time and assistance.

Sincerely,

Jess Matkin



Lecture – 15

Official & Business Letter Writing

(Sales letter)



□ Sales letter

A sales letter is a piece of writing which is designed to attract potential customers to a product or service. The purpose of a sales letter is to persuade a specific reader to purchase a service/product. Businesses use sales letters in both online and print formats. Sales letters are a form of direct marketing that can be effective if they are composed using persuasive techniques and strong content. They allow businesses to make a personal connection with current or prospective customers.

▪ Writing a sales letter

A potential customer needs a reason to purchase. A sales letter gives that reason and backs it up with examples and information.



Here are the parts of a sales letter we should include to maximize our chances of making a sale.

- **Write your headline** – Make it good, eye-catching, and interesting. Sometimes the headline is all the time you will get to make your case. Be tasteful, not insulting.
- **Create your hook** – This is done by identifying a problem your readers may have and offer them the solution. This connects them to your product and gives an explanation of why they should use it
- **Be creative** – You want the letter to be interesting yet easy to read. Bullet points help, as do creative formats that don't push the envelope.



- **Collect your testimonials** – These need to be truthful and honest. The fastest way to lose business is to lie to your customers.
- **Make your call to action good** – You want a positive response, not a negative one. So make sure to reinforce what you have already said and motivate your readers to say yes to your offer.
- **Use a time-limited offer** – As an extra incentive, make an offer they can't refuse. For example, offer a two for one deal for one month or until quantities last.
- **Be personable** – Use the conclusion or postscript to add a personal touch that helps your readers connect with you and your product.



▪ Example of a Sales Letter

Sales letter to promote the sale of Leaf Blower to make home gardening easy.

Home Gardening Made Easy

ABC hardware Inc.

555 E. Oak St.,

Butte, MT



Hello Mr. Smith,

Gardening can be back-breaking work when you are not using the right tools. Almost 90% of homeowners like you injure their backs just by simply raking their leaves in their back yards. If you are like them and suffer from a sore back after gardening, then you need to use our new easy rake leaf blower.

What is the difference between raking and blowing leaves:

No bending over, so less back pain

Easy to handle and your arms do not get sore

Powerful motor blows leaves right where you want them

Durable and easy to store in your garage

Limited time 20% discount with every purchase

To take advantage of this offer, just come into our store on the corner of Main and Front Streets between 8 a.m. and 5 p.m. and see what this leaf blower can do for you.

Sincerely

Peter Jones

Vice -president, Sales.



Lecture – 16

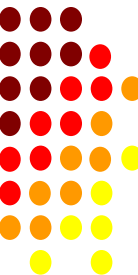
Agenda



□ Agenda

The agenda is the version of the meeting plan shared with meeting attendees. Sharing a meeting's agenda in advance helps attendees come prepared. It is usually sent along with the notice of the meeting. It is a list of the topics to be discussed in a meeting. During the meeting, an agenda can be used to help keep the conversation moving forward and on time.

The simplest agendas are formatted as a short bulleted list. More complicated agendas may include detailed descriptions, including the expected outcomes for each item, and reference material such as reports and proposals for review prior to the meeting. Formal agendas will also include timing and presenter information for each agenda item.



■ Importance of agenda

- As it is circulated in advance, it helps the member to come prepared for the meeting.
- It helps to take a prompt decision.
- Since it has a set of order, it helps the chairperson to conduct the meeting smoothly.
- It can ensure covering all the topics that will be discussed in a meeting.
- It helps to control the unnecessary talking in the meeting.
- It helps to write the minutes and resolution of the meeting.
- As it is served earlier, the members of the meeting can exchange their thought and ideas informally before holding the meeting.



- **What should be included in the agenda?**
- Having a simple agenda ensures the smooth running of the discussions.
- An effective agenda for a meeting includes the following:
 - The purpose of the meeting.
 - The date, location and time of the scheduled meeting.
 - Items that have been selected for discussions.
 - The amount of time allotted for every topic.
 - Progress on the previously discussed items.
 - Review of any commitments made by the participants at an earlier meeting.



▪ Purpose of the agenda

The main purpose of an agenda is to give the participants a clear understanding of the meeting or subject at hand and logically guide the participants with the whole process. It also makes the participant be familiarized with the topics to be discussed.

The following are some points that describe the purpose of a meeting agenda:

- Set the expectation about the meeting in clear terms.
- A business meeting has an agenda that keeps the onus on the topic and uses the time effectively.
- It does not allow participants to deviate from the topic.



- It provides a clear outline of the things that will happen in the meeting and even the order in which it will happen.
- Who is going to lead each task or discussion?
- How long does one person have for speaking or putting forward his thoughts?
- The purpose of the agenda is to make the proceeds as productive and efficient as possible.

▪ **How to write an effective meeting agenda**

Take the following steps to write an agenda for an effective meeting –

1. Identify the goals of the meeting

There is a purpose for every meeting because it is called for a specific reason. It is essential to be clear about the goals and objectives of the meeting.



2. Ask for input

Talk to the other participants of the meeting to get an overall view. It is important for all stakeholders to have a say in the topics that should be followed.

3. Create a list of the questions we want to cover

This is the time to find the questions that need to be asked. If we are looking for steps to write an effective agenda for the meeting, then we need to create a list of the questions we want to cover.

4. Identify the purpose of every task

All the tasks related to the formal meeting should have a purpose. Create a list of the questions you want to cover to identify the purpose of every task.

5. Estimate the time on every topic

Prioritize the topics and allocate the time accordingly. Ensure we have the time to cover the planned topics in the meeting.



6. Identify the individuals who will lead the topics

Leading a topic for discussion is a serious business in a meeting. If we are looking for steps to write an effective agenda for the meeting, then it is necessary to identify the individuals who will lead the topics.

7. End the meeting with a review

If we are looking for steps to write an effective agenda, then it is important to leave time in the end to review the meeting. Let everyone absorb and grasp the nuances of the meeting. The review will help in gaining a better understanding of the discussions and the end-result.



▪ Advantages

The advantages of an agenda for a business meeting are as follows-

- One of the essential advantages of the agenda of a formal meeting is to let the participants know about the meeting and relevant points in advance. It will give them sufficient time to prepare for a healthy discussion so that the meeting is healthy and productive.
- An agenda for a business meeting sets the right tone, defines the key objective and is often considered the tool for guiding the discussions.
- The agenda gives a definite structure to the meeting and helps everyone to stick to the topics.



- The agenda helps to keep the meeting on schedule otherwise without a fixed timing the discussions would continue, and the meeting would never end.
 - An agenda enhances the efficiency and productivity of the meeting.
- **Disadvantages**

The disadvantages of a formal agenda are as follows-

- It does not let the discussions evolve even if the topic under discussion is critical. When we have a fixed time the leader will cut down the debate even if the full points have not been discussed.
- A strict agenda for the meeting minimizes the chance of being spontaneous and creative.



- **Sample:** Agenda of the Hidden Village Condominium Association.

943 -101 Bakewell

AGENDA

**HIDDEN VILLAGE CONDOMINIUM ASSOCIATION, INC.
BOARD OF DIRECTORS MEETING
OCTOBER 19, 2011 AT 7:00 P.M.
POOL CABANA
960 PEBBLE CREEK
LAKE MARY, FLORIDA**

- I. ESTABLISH QUORUM
- II. CALL TO ORDER
- III. APPROVAL OF PRIOR MINUTES
- IV. TREASURER'S REPORT
- V. MANAGER'S REPORTS
- VI. UNFINISHED BUSINESS
 - A. RESTROOM REPAIRS
 - B. RENT PAYMENTS TO ASSOCIATION
- IX. NEW BUSINESS
 - A. CROSSINGS MASTER ASSOCIATION REPORT
 - B. ASSOCIATION WEBSITE
 - C. 2012 PROPOSED BUDGET REVIEW
- X. MEMBERS OPEN SESSION
- XI. ADJOURNMENT



Lecture – 17

Notices and Minutes of Meeting

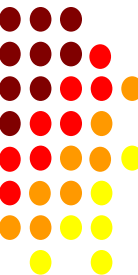


□ Notices

Notices can be described as written or printed information or news announcements. It is written to inform people or pupils (in a school) about an activity or an event and is specifically meant for a selected group. A notice's tone and style are formal and factual. While writing a notice we should always make use of formal language because it includes a formal notification. Rather than being lengthy, notices are always brief and to the point.

Some features of a good notice:

1) Brief: A notice has to give the information in a minimum number of words. All the sentences need to be short. There cannot be any repetition; no introduction; only to-the-point information.



2) Complete: A notice should give complete information about the concerned event. If we are writing a notice about a sports competition, then the notice needs to talk about the participation criteria like age limit, date, venue, fees if any, invited chief guests, prize, etc.

3) Authority: A notice must contain the name of authority who is issuing the notice. It could be you, as a head engineer, secretary of departments, etc.

4) Clarity: Avoid any kind of ambiguity in the information. Conciseness, clarity and completeness are the main elements of a good notice.



- **Notice Format:**

- A notice is always written in a box.
- You need to write the word NOTICE at the top.
- Name of the issuing agency (school, etc.)
- Subject and date of issue/release of the notice
- Event (what?)
- Date/time/duration (when?)
- Place/Venue (where?)



■ **Sample:**

Vital Handloom Pvt. Ltd.

NOTICE

21 December, 2021

General body Meeting

There will be a General Body Meeting of our Employees Recreation Club of the company to create sub committees to organize different activities as regards New Year Celebrations. Any suggestions and ideas are welcomed.

Sd/-

Siddharth Krishnan

Secretary

Vital Handloom Employees Recreation Club



□ Minutes of Meeting

The minutes of a meeting are the record of the discussions/decisions therein. They have an official status; they are useful in law, and in some cases required by law to be written. Minutes are final when they are approved by the members of the group to which they relate, generally in the next meeting, and signed by the chairperson.

▪ **The overall minutes should give:**

- The name of the organisation/ unit
- Day, date, time and place
- Number in order (e.g. 33rd meeting of...)
- Names of chairperson and secretary
- Names of members present
- Names of the absent
- Attendees by special invitation, e.g. auditor, caterer, etc.
- Record of the transactions (on the guidelines given above)
- Signature of secretary and, after approval, that of the chairman.



- **Who takes meeting minutes?**

The secretary most often takes meeting minutes. Non-profits, government entities, schools, public companies, and trade unions are usually required to record official meeting minutes. However, many other companies also use meeting minutes to maintain an official record.

- **How to write meeting minutes?**

The style and content of meeting minutes will vary depending on the organization and how it's structured. Regardless, we should always include the basics, like date, time, and participants. But many organizations will also benefit from having other, optional items like supplementary documents and action items.



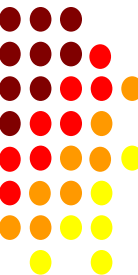
- **What is the purpose of meeting minutes?**

The key purpose of meeting minutes is to create an official record of what happened in a meeting, what was discussed, and any decisions that were made. Minutes typically don't record everything that's said in a meeting, but usually cover the key topics that were covered in the meeting.

- **Tips for writing meeting minutes**

- 1. Be consistent**

It helps to use a template every time we take meeting minutes. That way, they're all laid out the same way, and we won't have to waste time adding headings and bullet points. This is useful later when other people in the organization need to reference them.



2. Record it

When we start in our secretary role, we might have trouble keeping up with note-taking. If we are experiencing this, we can record the meeting. We can do this with any smartphone, audio recording device, or camera. Before recording, though, we should make sure to let all attendees know they are being recorded.

3. Make notes viewable during the meeting

Sometimes, meetings are collaborative. Making the notes viewable on a projector or sharing our screen or document during meetings allows all the teammates to contribute to them.

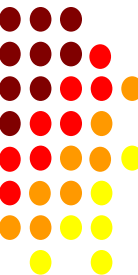


4. Summarize

When we are writing meeting notes, we need to summarize. We should document as much information as possible, but don't need to write the entire conversation word-for-word. We need to simplify and clarify what happened during the meeting.

5. Label comments with initials

If multiple people in the meeting have input on a matter, it can help to use attendees' initials to indicate who contributed what. We can also use initials to indicate who will be in charge of the next steps. This shorthand technique is an efficient way to clarify a multi-person conversation.



Sample: Meeting Minutes of the Toronto Association of Beekeepers



Toronto Association of Beekeepers

Meeting Minutes
April 25, 2019

Opening

The regular meeting of the Toronto Association of Beekeepers was called to order at 6:00 PM on April 25, 2019 in The Hive by Tatiana Morand.

Present

Tatiana Morand, Facilitator
Drusa Shyamala, Secretary
Saifullah Dagny, Board Member
Juda Zackary, Board Member
Agatha Kay, Board Member
Drusilla Longos, Board Member
Enrique Carver, Executive Director

Absent

James Clarkson, Marketing Manager

Approval of Agenda

The agenda was unanimously approved as distributed.

Approval of Minutes

The minutes of the previous meeting were unanimously approved as distributed.

Business from the Previous Meeting

Budget Committee Report:

The budget for 2019 has been finalized, and was distributed at this meeting by Saifullah Dagny, who led the committee. She ran through an itemized list of the line items, with board members asking questions periodically. The main change from 2018's budget was an increased marketing spend. The motion to accept the revised budget was seconded and passed.

New Hive Research:

Juda Zackary explained the result of the research she had been doing into the new brand of hives that some members have been purchasing. She found that to buy them in bulk for the association would be too expensive, and recommended against it. Her motion to dismiss this proposal was seconded and passed.

New Business

Marketing Plan for Gala:

Deferred for next meeting as James Clarkson was not in attendance.

Additions to the Agenda

Juda Zackary made a motion that a honey sale at the local farmers' market be discussed. Enrique Carver dismissed the motion, and proposed adding it to next month's meeting instead. Agatha Kay seconded that motion, and it was added to the agenda for next meeting.

Agenda for Next Meeting

Marketing Plan for Gala
Gala Agenda
Farmer's Market Honey Sale

Adjournment

Meeting was adjourned at 8:30 PM by Tatiana Morand. The next general meeting will be at 6:00 PM on May 22nd, 2019, in The Hive.

Minutes submitted by: Drusa Shyamala

Approved by: Enrique Carver



Thank You!

