

16/10/23

READING COMPREHENSION :

Reading comprehension is a two fold process -

1. Understanding of what is presented
2. Reproducing it as comprehended.

→ It involves :

1. Speedy reading, your WPM should be high.
2. Quick understanding.
3. Precised reproduction.

→ Reading comprehension has

1. Study reading speed → (everything related to studies)
WPM → Low, Comprehension - high.
2. Avg. reading speed → (WPM - high)
Articles, novels.
3. Skimming speed → (WPM - very high)

• Two types of reader : (Tantative chart).

	Poor / passive reader	Good / Active reader
SRS →	90 - 125 125 WPM 80 - 90% Comp.	200 - 300 WPM 80 - 90% Comp.
ARS →	150 - 180 WPM 70% Comp.	250 - 500 WPM 70% Comp.
SS →	X Can't skim	800 + 50% Comp.

Reasons for poor / passive reader :

1. Inability to understand a word.
(To overcome co-relate from other word / sentence)

2. Inability to understand a sentence.
3. How sentences relate to one-another.
4. Inability to understand how the information fits together in a meaningful way.
5. To lack interest to lack concentration.
6. Vocalisation (reading loudly or
7. Habit of regression - going back to words, you have read, moving from side to side, moving lips and pointing with pen, pencil or fingers.

Active reader

Passive / passive reader.

- | | |
|--|---|
| ① Active reader pays attention to both content & style. | ① Passive reader pays attention either on content or on style. |
| ② Active reader pays attention to writer's intention. | ② Passive reader doesn't pay attention to writer's intention. |
| ③ Active readers predict & respond to content. | ③ passive reader doesn't. |
| ④ Active readers differentiate b/w ideas, feelings, facts and opinions. | ④ passive reader doesn't differentiate b/w factual and non-factual information. |
| ⑤ Infers the meaning of unfamiliar words from contextual and internal clues. | ⑤ Passive readers do not. |

⑥ Identifies & evaluates
writers attitude

⑥ Passive reader doesn't

⑦ Understands and interprets
graphics information.

⑦ Passive reader does
not.

⑧ Active reader draws
inferences & conclusion.

⑧ " "

6/10/23 #

TYPE\$ OF LETTER : 1. ^{sell's} ~~Sales~~ letter.

2. Complaint letter & adjustment

3. Enquiry letter.

→ E-mail

→ Memorandum

→ Resume.

Format of letter

Date
format: Oct 23, 2023.

	Sender's add.
	<u>Date:</u>
	<u>recipients add.</u>
	<u>Sub. -</u>
	Salutation
Body	Start
	Explanation of letter
	conclusion
	complimentary close (regards)
	Name
	Designation
	<u>SPIN</u>
	Enclosure: bill, warranty card etc.

26/10/23

- Write a letter to Titan watch company, recently you brought gold plated ~~gold~~ but sooner you found that it was not giving right time. Write a complaint letter to demand

101, CTO compound
BSNL colony, Indore.

October 26, 2023.

Titan watch company, Indore.

Subject: Complaint regarding resolution.

Dear Sir/Mam,

I hope this letter finds you in good health. I am writing to express my disappointment regarding a recent purchase of a gold-plated watch from your company.

I had received the watch, initially I was very excited about. However, my excitement was short-lived as soon I noticed ^{significant issue} ~~any~~ ~~issue~~ with time keeping.

~~Kashish Yadav~~
~~KS~~

I am writing the letter to request a resolution of this defect/issue.

~~Yours~~ ~~truly~~ Regards

Kashish Yadav

~~Kashish~~

30/10/23

ENQUIRY LETTER

→ Enquiry letter is written in business deals seeking certain information or clarification. It consist of written letter requesting for information or clarification. Such enquiry letters may be addressed to individual, institute, company or any department.

Since it is you, you who are seeking information such letters should be courteous (polite) and ending of the letter should be with proper goodwill expression.

→ An enquiry letter is written by a potential customer or the look out for a product or in desire to avail the service offered by the seller or an organisation. An enquiry letter is neither a contract nor does it entail any obligation b/w the two. It is actually a preliminary exercise that may lead to a contract.

→ A document requesting information sent on behalf of an individual or an organisation for their own respective purposes which can be usually beneficial to the recipient or the sender.

- Things to ask in 2nd paragraph -
 - (i) Price Quotation
 - (ii) Features
 - (iii) Quantity
 - (iv) Quality.

(v) Availability.

(vii) Model no.

(ix) Guarantee

(vi) Transport

(viii) colour

(x) Manufacturing

Q. Suppose you want to take car loan from HDFC bank of locality. Write enquiry letter to Bank manager to send info. related to car loan.

03, RNT Marg.

Indore.

Bank Manager

HDFC Bank.

Indore Branch.

Respected Sir,

I hope this letter finds you in good health. I am writing to enquire about the car loan services offered by HDFC Bank. I have heard about the excellent reputation of HDFC Bank & am interested in obtaining a car loan to finance the purchase of a vehicle. I would appreciate it if you could provide me with detailed information regarding the car loan options available at HDFC Bank. Specifically I would like to know about.

1. The eligibility criteria for car loans.
2. The Interest rates & repayment terms.

3. Required documentation for the loan application.
4. Any special offers or promotions for car loans.
5. The application process & the estimated time for loan approval.

Thank you for considering my enquiry, I look forward to the opportunity to discuss car loan with HDFC Bank.

Ph. no. -

E-mail -

02/11/23

TOPICS

→ Memorandum (memo)

- A business memo is a formal written message, written in a conventional form for someone within the organisation to meet a specific need. It is a form of dialogue where the writer wants to say something & expects the response to the message. It is less formal in tone & without formal elements such as salutation, complimentary close or even sign at the end.
- Memo is a business oriented style that is best suited for inter-office or inter-colleague communication. It is more informal in tone & organisation than a letter. It is generally used to provide or ask for information, announce new policy, update

on personnel transfers or for any other internal issue.

Name	
From:	Sub:
To:	date:

Name	
Date:	
To:	
From:	
Sub:	

Name	
TO -	Date
from -	
Sub -	

← These are the three formats.

Classification of memo : 5 types of memo.

1. Problem solving memo
2. Disciplinary memo
3. Congratulatory memo
4. Persuasion memo. (for motivating someone)
5. Documentary memo (conveying info.)

e.g. → To remind, to announce, to give instructions to explain a policy, to explain a ~~process~~ procedure to make a request or ~~to~~ confirm an agreement.

g. Write / Draft a memo to the staff members on how to conduct themselves while on duty hours & to adhere lunch hours.

20/11/23

MST-II

Unit - 2

SALE'S LETTER

Sales letters are the most cost effective & time efficient means of marketing products or services they are also a form of advertisement letter, but unlike press & T.V. advertising which are meant for everybody, sales letters are targeted at audiences / customers.

The main objective of sales letter is to convert its reader into potential customers

Q. Explain in detail the main aim of sales letters.

⇒ Before writing sales letter you must have

* If it is a product then you must know the following details :-

- ① Appearance of the product.
- ② Manufacturing of the product.
- ③ Working of the product.
- ④ Packaging of the product.
- ⑤ The cost " "
- ⑥ Discount / offers / warranty
- ⑦ Mode of delivery.

* If it is a service, such as offering consultancy to some organisation then you must talk about these things :

- ① People involved.
- ② Duration of the service.

- ③ Details of jobs undertaken.
- ④ T & C.

* In sales letter one must know the reader also & about there need for the product & sales also

Gather details about there status (academic, finance, age, gender, interest, nationality, culture & emotional concerns).

Objectives: A good sales letter is like a successful advertisement. In order to make.

- ① AIDA - catch readers attention,
readers interest
create a desire in the reader.
motivate the reader to action.

Attention - introductory part

Interest & desire - body of the letter.

Action - Last paragraph / end of the letter.

Q. Assume that you are x, y, z student^{B.tech} IT from IIT Delhi write a mail to x, y, z personal manager alpha industry requesting him to allow you to do summer training at some company as part of your assignment.

(P.T.O)

⇒

From : nyz@gmail.com

To : pmanager@gmail.com

C.C : _____

BCC : _____

Subject : Requesting to allow for summer training.

Dear Sir / Madam,

I am nyz 3rd year student at IIT Delhi pursuing b.tech in IT. I am writing this e-mail for requesting to allow me to do summer training as part of my ~~academic~~ academic assignment.

I have been following the work of alpha industries for a long time & I am impressed by the innovation solution you provide in field of IT. I am very interested in working with alpha industries as summer training ~~at~~, I would get the perfect opportunity to gain valuable experience.

I understand the value of real world experience & its contribution to my overall growth as a professional. I am confident that the exposure to Alpha Industry's work environment would greatly enhance my understanding of the IT industry. I possess the required attributes along with great academic achievements related to the field.

I am available for the summer training from 1 ~~oct~~^{March} to 30 ~~dec~~^{May} 2023. I have attached my resume & academic results for your reference. I would appreciate it if you consider my request & let me know the procedure for applying for the summer training.

Thank you for your valuable time. Kindly consider my application for summer training as I am awaiting your reply on the email.

~~Your sincerely~~
Your's sincerely
nyz

Difference b/w general & technical communication

General communication	Technical communication
General communi context.	Technical Language
Vocabulary is general.	Vocabulary is Tech.
Informal element	formal element
Style of writing formal & informal.	style of writing in formal.

It may not be factual

It is always based on facts

Not always structure.

It is logically sequence, organised & structured.

No specific audience,

Technical audience.

May or may not involves graphical info.

It has graphics or graphical info. is there.

No specific exposition techniques.

You have complex imp. exposition techniques.

** (1) PROCESS OF TECHNICAL COMMUNICATION :

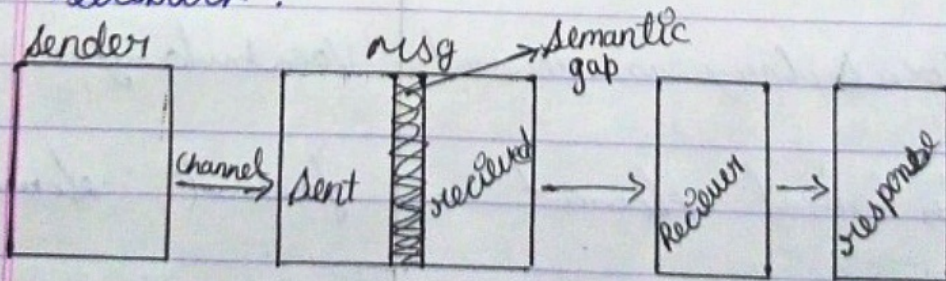
First the message is receive.

Second understand.

Third is to accept.

Use

Feedback.



⇒ Elements : (1) Message - Message is information writing or spoken which is to be sent from one person to another person. The word person stands

for the two ends for the system & may represent individual or group

The message has to be organised, structure, shape & selective.

② Sender - The person who transmits, spreads or communicates a message or electronic device is one who conveys & initiates with the purpose of informing the receiver.

③ Encoding - Encoding is changing the message

④ Channel - channel is the vehicle or medium which facilitates the sender to convey message to the receiver. Channel can be oral, written, audio visuals, light projections.

⑤ Receiver - Receiver is the targetted audience of the message he understands interprets & tries to perceive the total meaning of the message as transmitted / given by the sender.

⑥ Decoding - The act of translating symbols of communication into their ordinary meaning. Tone & attitude are important while you

are decoding.

(7) Acting - Acting means to act in a desired way as your response.

(8) Feedback - It is the loop that connects the receiver in the communication process with the sender who in turn acts as a feedback receiver & thus gets to know that communication is accomplished.

(9) Semantic gap - When there is a gap b/w msg sent & msg receive then there is failure of communication is called semantic gap.

Reasons for semantic gap:

(1) Medium is incorrect.

(2) Objectives are not clear.

(3) Time.