

LANGUAGE AND COMMUNICATION

UNIT-4

Precis:

A précis is a brief summary of a book, article, speech, or other text.

The basic characteristics of an effective précis are conciseness, clarity, completeness, unity, and coherence. According to Barun K. Mitra, Ph.D., in "Effective Technical Communication: A Guide for Scientists and Engineers," "The most important task is to ensure that the original sequence of events and the flow of ideas remain unchanged."

Methods and Purpose

"A précis is not an outline, but a summary or digest. It is useful as an exercise in grasping the essential ideas of an already completed composition and in stating these ideas in concentrated form".

The précis shears away all elaborations of the thought and gives only what is left, in such a way as to make the summary a complete composition. It does not, therefore, skeletonize the original composition so much as it reduces its scale.

Many of the articles in The Reader's Digest are only précis, so skillfully done that the average reader does not know that he is reading a summary. Since the précis says a great deal within a brief space, it is of great service in taking notes on library assignments and general reading," says Donald Davidson in "American Composition and Rhetoric."

Report:

A report is a specific form of writing that is organized around concisely identifying and examining issues, events, or findings that have happened in a physical sense, such as events that have occurred within an organization, or findings from a research investigation.

Report Writing:

Report writing is a formal style of presenting objective facts and information. There can be various types of reports, such as academic reports, science reports, business reports, technical reports, and news reports. A report can be verbal or written.

Parts of a Report:

Introduction

This section indicates the purpose of the report, who has ordered the report, how the data is collected, and whether any recommendations are provided. In addition, the introduction section may also provide information on who has written the report and the date on which it is submitted.

Background

This section provides the background of a problem or a situation on which the report is written. In case the report is too lengthy, then instead of introduction, an executive summary should be written.

The purpose of an executive summary is to enable top executives and managers to get a quick snapshot of a long report without reading the entire report. Therefore, the executive summary comes before introduction. Of course, then there would be no background section.

Findings

This is the longest section of a report, which is written after the investigation is over. This section presents factual information without any interpretation or suggestions.

Conclusions

Each finding is summarized as a conclusion in this section. In the above sample report, there are four conclusions based on the summary of each paragraph in the findings section. These conclusions are listed numerically in the same order as the corresponding findings.

Recommendations

The final section provides a numbered list of recommendations, which are based on the list of the conclusion. Each recommendation uses the verb should. This is because the writer is simply giving suggestions and not making a decision. Therefore, the verb should is used instead of the verb will.

Types of Reports:

All these reports share the attributes, principles, and format of report writing, which are described above. These reports can be organized into three groups:

1. Informational reports

An informational report is used to objectively present information without any analysis. Examples of informational reports include the First Information Report (FIR), annual reports, monthly financial reports, or employee attrition reports.

For example, the police write an FIR to record details about a cognizable offence, such as personal details of the complainant/informant, place, date and time of occurrence, offence, description of the accused, witnesses, and complaint.

2. Analytical reports

An analytical report evaluates a problem or an issue and presents the outcomes of analysis to explain the causes of the problem, demonstrate relationships, or make recommendations.

For example, a scientific or market research report studies a problem scientifically by developing a hypothesis, gathering data, analysing data, and presenting findings and conclusions.

3. Press Report

A press report is a newsworthy article in a newspaper, magazine or website. It is different from the press release by companies. A press release is an official statement of a company on an important subject or event. A press release generally focuses on one particular subject, such as a milestone, a launch, an anniversary, etc.

A press report discusses the subject in detail. A press release is a marketing tool used by companies to keep the general public and the media updated about its newsworthy occasions. It helps build a company's visibility in the minds of its customers and community at large.

Note-making:

Note-making is the act of retaining the documentation from various sources. By taking notes, an individual can store the embodiment of the data, liberating their wits from reviewing everything. Notes are ordinarily extracted from a short source, for example, a talk or an oral conversation at a gathering or a conference wherein the notes might be the main record of the occasion or from a long substance.

Methods of Note-taking:

Listed below are a few methods of note-making.

- The Outlining Method.
- The Mapping Method.
- The Sentence Method.
- The Cornell Method.
- The Charting Method.

Formats of Note-making:

A note-making design includes the choosing, examination, outlining, and association of data. There are distinctive note-production designs. Allow us to make you acquainted with them.

- Graph or Pattern design (A visual note-making design strategy)
- Mind Map (A visual note-making strategy)
- Layout or Outline Format (A visual note making design technique)
- Question and Prompt Format (A visual strategy)
- Split Page Format (A descriptive form of note-making technique)

Benefits of Note-making:

- It is a record of the primary concerns of a lecture, meeting, or study for later use.
- It helps in keeping the data convenient at whatever point we require it.
- Note-making helps in remembering and reviewing the previous occasions, said or heard.
- It helps in comprehension, thinking, and gives a super-lasting record.
- The arrangement assists an essayist with going through massive archives quicker.
- It helps in understanding an idea effectively if the notes are in a way that would sound natural to you.
- It assists with recognizing the central issues and subtleties.
- It has extraordinary significance in tests or scholastic composition.

Letter Writing:

A letter is a written message that can be handwritten or printed on paper. It is usually sent to the recipient via mail or post in an envelope, although this is not a requirement as such. Any such message that is transferred via post is a letter, a written conversation between two parties.

Different Types of Letters:

1. Formal Letter

These letters follow a certain pattern and formality. They are strictly kept professional in nature, and directly address the issues concerned. Any type of business letter or letter to authorities falls within this given category.

2. Informal Letter

These are personal letters. They need not follow any set pattern or adhere to any formalities. They contain personal information or are a written conversation. Informal letters are generally written to friends, acquaintances, relatives etc.

3. Business Letter

This letter is written among business correspondents, generally contains commercial information such as quotations, orders, complaints, claims, letters for collections etc. Such letters are always strictly formal and follow a structure and pattern of formalities.

4. Official Letter

This type of letter is written to inform offices, branches, subordinates of official information. It usually relays official information like rules, regulations, procedures, events, or any other such information. Official letters are also formal in nature and follow certain structure and decorum.

5. Social Letter

A personal letter written on the occasion of a special event is known as a social letter. Congratulatory letter, condolence letter, invitation letter etc are all social letters.

6. Circular Letter:

A letter that announces information to a large number of people is a circular letter. The same letter is circulated to a large group of people to correspond some important information like a change of address, change in management, the retirement of a partner etc.

7. Employment Letters:

Any letters with respect to the employment process, like joining letter, promotion letter, application letter etc.

Steps of Letter Writing:

1. Sender's Address

The writer's complete postal address has to be mentioned at the beginning of the letter on the left-hand side of the paper. This lets the receiver know where you wrote the letter from.

2. Date

The date is written just below the sender's address, and it lets the recipient know when exactly the letter was written.

3. Greeting or Salutation

The Salutation depends on the relationship between the sender and the receiver.

- To members of your family and friends, it could be *Dear Father, My Dearest Friend, Dear Uncle, Dear Diana, etc.*
- To Business people or any officer of higher rank, it could be *Dear Sir, Dear Sirs, Sir/Ma'am, etc.*

4. Body of the Letter

The message that you want to convey is stated in the body of the letter. The style, however, depends on the type of letter you are writing. The style of a friendly letter differs completely from that of a business letter or an official letter, but there are certain points that apply to both formal letters and informal letters.

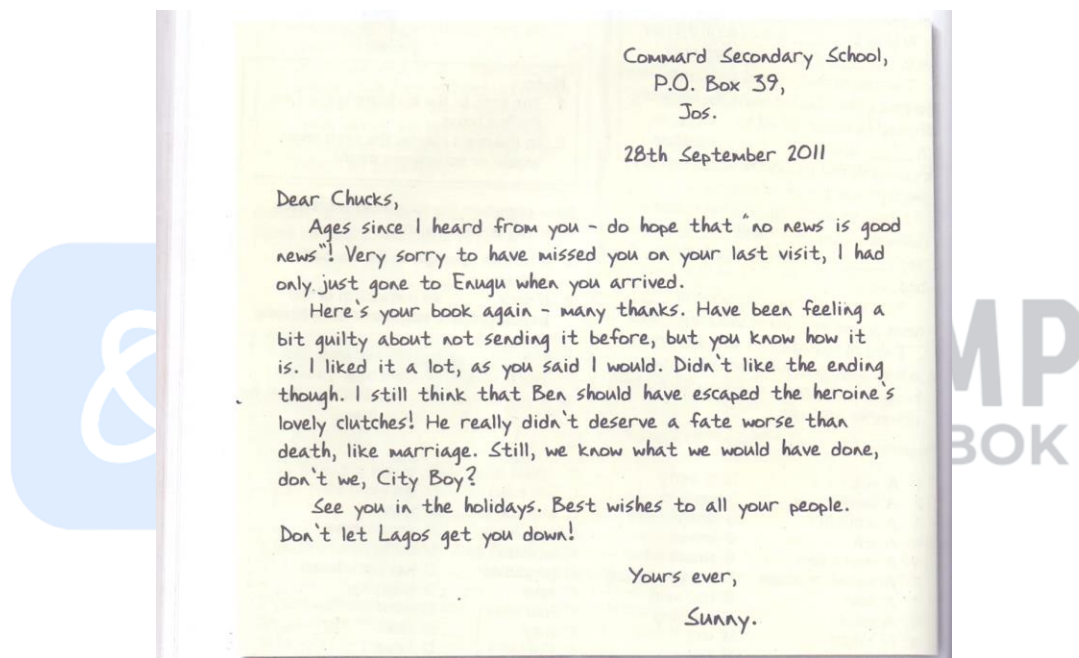
Generally, when you draft the body of your letter, see to that you divide it into short paragraphs, according to the change in the subject matter. Use simple and direct language that is easy to comprehend. Put down all your points in a logical order. Mind your punctuation; incorrect punctuation will alter the meaning of the sentence completely.

5. Subscription

The subscription helps you end the letter in a polite and courteous manner. The subscriptions change according to the type of letter you are writing. It can be written as *Yours faithfully*, *Yours lovingly*, *Yours sincerely*, *With love*, etc.

6. Signature

The signature or the name of the writer should be written just before the subscription.



Letter

Resume:

A resume is a formal document that provides an overview of your professional qualifications, including your relevant work experience, skills, education, and notable accomplishments. Usually paired with a cover letter, a resume helps you demonstrate your abilities and convince employers you're qualified and hireable.

If you're applying for a job, you need at least a resume to be considered for the position.

A resume is made up of the following five parts:

1. Contact details
2. Introduction

3. Educational background
4. Work history
5. Relevant skills

PROFESSIONAL RESUME EXAMPLE

DIGITAL MARKETING SPECIALIST

CAREER OBJECTIVE

Digital Marketing Specialist with 4+ years of experience in online marketing, branding, and business strategy across music, media, and entertainment industries. Skilled in evaluating financial needs and implementing multi-pronged digital strategies that increase revenue and drive brand growth.

PROFESSIONAL EXPERIENCE

September 2019–Present | Triangle Music Group, New York, NY
Digital Marketing Specialist


- Manage digital sales and streaming accounts to improve brand positioning and growth
- Source and develop new strategic partnerships, social engagements, and advertising opportunities that generate new revenue streams
- Collaborate with internal departments to execute national advertising campaigns, plan global digital distribution, and re-deploy a 1M+ consumer sales and marketing database

June 2017–August 2019 | Momo Software, New York, NY
Digital Marketing Associate


- Worked with management to develop and apply digital marketing plans with a focus on driving acquisition and conversion
- Devised and implemented robust digital acquisition plans, ensuring precision in financial reporting, budgets, and forecasts
- Increased conversions by 15% from paid sources (PPC, Grant, Display, and VOD)
- Enhanced conversion rates by 12% via A/B testing landing pages for a better performing conversion funnel

June 2016–May 2017 | Kingston Digital, New York, NY
Marketing Intern

- Helped research, write, and edit blog posts for Kingston's website
- Determined relevant keywords and entities for pages using Semrush, Ahrefs, and Page Optimizer Pro
- Gathered and analyzed data from social media PPE campaigns

 (212) 256-1414

 lauren.chen@gmail.com

 linkedin.com/in/laurenchen/

EDUCATION

May 2017
**New York University,
New York, NY**
*Bachelor of Arts, Communications,
Honors: cum laude (GPA: 3.6/4.0)*

RELEVANT SKILLS

Digital Data Analytics

Digital Marketing

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

AutoCAD

Rhinoceros

Microsoft Office

Slack

What to include on a resume:

At a minimum, be sure to include these sections on your resume:

1. Contact details

when writing your contact information on your resume, include your first and last name, phone number, and email address. Additionally, you can add your LinkedIn profile. List your city if you want to show you live near where the company is located, but your mailing address isn't necessary.

2. Introduction

a concise overview of your professional background and key qualifications. Your introduction can be in the form of a resume summary or resume objective.

3. Education

Your resume's education section can include your school name(s), highest degree earned, majors and minors. Additionally, you can add your GPA (if it's greater than 3.8), Dean's list (if you've been on it), and relevant coursework if you lack experience or it's related to the position.

4. Experience

list any relevant work experience you have. Include your title, the company you worked for, years worked, and bullet points outlining your key responsibilities and notable accomplishments.

5. Skills:

include skills on your resume that are relevant to the position. Be sure to use a strong mix of hard skills and soft skills to demonstrate that you're a well-rounded candidate.

Types of resumes:

There are four main types of resumes:

1. Chronological resume

A chronological resume opens with an introduction, and then provides an overview of your professional history in reverse-chronological order (meaning your most recently held position is listed at the top).

The chronological resume format is the most common type of resume used by job seekers today, and is suitable for candidates with various experience levels.

2. Functional resume

A functional resume is formatted to focus on your skills and abilities rather than your career progression. It's preferred by professionals who want to draw attention away from their traditional work experience, such as those who are changing careers or have significant gaps in their work history.

While similar to other resume formats, functional resumes are unique in several ways:

- The skills section takes up most of the page, and categorizes your professional accomplishments according to the skill is demonstrates
- The work experience section is short and barebones

3. Targeted resume

A targeted resume is a resume you write with a specific position in mind.

Use this format to clearly highlight the skills and experience you have related to the position — writing each part of your resume in a way that best emphasizes your necessary qualifications.

To write a strong targeted resume, **scan through the job listing** for the position you want to fill. Typically, hiring managers include the skills, responsibilities, and traits that they want candidates to possess directly in the job description. Showcase these qualities on your resume to demonstrate you're an ideal fit.

4. Combination resume

A combination resume is a format that combines aspects of a functional resume and a chronological resume.

While a chronological resume focuses heavily on experience and a functional resume emphasizes skills, a combination resume typically balances both work history and skills equally to demonstrate your qualifications.

CV:

Experts define a CV in two ways. First, there is a CV that is used in the place of a resume for many jobs based outside of the United States. This type of CV is basically interchangeable with what most professionals in the United States know as a resume. It's a one- or two-page document that includes contact information, work experience, education history, and a general summary of your goals.

CV vs. Resume

Length: CVs are usually two to three pages, with a recommended maximum of 10 pages. Resumes should be no more than two pages.

Contents: A CV should include everything in your professional and academic history, while a resume should focus on the highlights. Unless you've had a very long career, you can limit your experience to the last 15 years of work.

Format: Job seekers structure resumes and CVs differently, due to the difference in content. A CV generally puts emphasis on academic experience.

What to include in a CV:

The information included in a full CV should be a comprehensive review of your professional career and educational training, as well as all the skills, achievements, and associations that are applicable to the position you seek.

Unlike a resume that should rarely be longer than two pages, this document can be as long or as short as necessary. Consider a CV an exhaustive review with many sections.

Contact information

Start crafting your CV by including your contact information. This should consist of your:

- Full name
- Mailing and/or physical address
- Phone number
- Email address
- Social media profiles, if appropriate

You'll want any potential employer to know how to connect with you easily.

Academic history:

Be sure to include a comprehensive listing of:

- All degrees, including the degree title, graduation year, and the name of the school
- Training opportunities, with the title of the training, name of the instructor, and date completed
- Coursework, whether online or in-person, with the name of the school and date completed
- Professional certifications
- Licensure, including the license name and number, licensure agency, and the issuance and expiration dates

Work experience / professional history

Similar to the more common resume, CVs also have a section outlining professional experience. Using an easy-to-read format, you should include:

- The company or organization that employed you
- Your job title
- Location of company

- Start and end dates
- A short summary of your responsibilities and achievements associated with the position

Technical and human skills

Employers want to make sure you're able to complete the tasks as assigned with the right technical skills. They also want to see that you've gained workplace skills that will allow you to work within a team or serve effectively in a leadership position.

In the skills section of your CV, be exhaustive. Technical skills include software programs, laboratory mechanisms, and protocols that are best practices of your industry. If you aren't sure of your human skills, survey former associates or friends to learn your strengths in the workplace. You may be an excellent team player, have leadership skills, or can work on multiple projects successfully, for example.

Achievements:

Be sure to highlight achievements earned over the course of your career. These can include:

- Awards and honors:
- Scholarships and grants:
- Accolades:

Professional associations

Membership in professional organizations can show dedication to your field and serve as a powerful networking opportunity. List the associations in which you are most active first. Include:

- Name of the professional association
- Location or chapter
- Title, if you have held a leadership role
- Date of membership

Published works and presentations

Especially in academic and scientific fields, published work is an important way to stay relevant and engaged among your peers. Include all publications with the following full citation details:

- Names of all co-authors
- Date of publication
- Name of publication, including volume, page, and DOI number
- Summary of the paper

Presentations are another way to demonstrate your expertise in your field. List all times you've spoken publicly on topics related to the position you seek by including:

- Title of the presentation

- Name of the conference and its organizers, if applicable
- Date
- Venue location

References

For professional and personal references that can change with time, prepare a separate sheet with the name, title, phone number, and email address of people who can speak to your technical and workplace skills.

Be sure to alert your references in advance that you are applying for a job and to expect a call.

Cover Letter:

A cover letter is a one-page document that you include in a job application (along with your resume). Your cover letter should introduce you to an employer, and give them additional information about your qualifications and character.

The goal of a cover letter is to convince employers that you're interested in and qualified for a job. Your cover letter is also a great place to provide additional details about your work history, skills, or life situation to a prospective employer.

What should I include in a cover letter:

Here's a quick look at what to include in a cover letter for a job:

Contact information:

List your name and contact details in your cover letter header, followed by the hiring manager's name and contact details.

Salutation:

Greet the hiring manager ideally with their preferred honorific (Mr. / Mrs. / Ms. / Dr. / etc.) and their name. Can't find their name? "Dear Hiring Manager" is acceptable.

Opening paragraph:

In your cover letter's first paragraph, formally greet the hiring manager. Introduce yourself, and explain how you found the job posting.

Body paragraph(s):

Provide information about your previous work experience, and how it's relevant to the job. Also use this space to list details about your professional accomplishments and skills.

Closing paragraph:

In your closing paragraph, restate your interest in the position, and thank the hiring manager for their time.

Sign-off:

End your cover letter with a sign-off like “Sincerely,” and then sign your name below.

E-mail:

E-mail is defined as the transmission of messages on the Internet. It is one of the most commonly used features over communications networks that may contain text, files, images, or other attachments. Generally, it is information that is stored on a computer sent through a network to a specified individual or group of individuals.

- **Message envelope:** It depicts the email's electronic format.
- **Message header:** It contains email subject line and sender/recipient information.
- **Message body:** It comprises images, text, and other file attachments

Advantages of Email:

There are many advantages of email, which are as follows:

- **Cost-effective:** Email is a very cost-effective service to communicate with others as there are several email services available to individuals and organizations for free of cost. Once a user is online, it does not include any additional charge for the services.
- **Speed and simplicity:** Email can be composed very easily with the correct information and contacts. Also, minimum lag time, it can be exchanged quickly.
- **Mass sending:** You can send a message easily to large numbers of people through email.
- Email offers users the benefit of accessing email from anywhere at any time if they have an Internet connection.
- Email offers you an incurable communication process, which enables you to send a response at a convenient time. Also, it offers users a better option to communicate easily regardless of different schedules users.
- As compared to traditional posts, emails are delivered extremely fast.

Disadvantages of Email:

- Impersonal:
- Misunderstandings:
- Malicious Use:
- Accidents Will Happen:
- Spam:
- Information Overload: .
- Viruses:

- Pressure to Respond:
- Time Consuming:
- Overlong Messages:
- Insecure:

Different types of email:

There are many types of email; such are as follows:

1. Newsletters:

It is studying by Clutch, the newsletter is the most common type of email that are routinely sent to all mailing list subscribers, either daily, weekly, or monthly. These emails often contain from the blog or website, links curated from other sources, and selected content that the company has recently published.

2. Lead Nurturing:

Lead-nurturing emails are a series of related emails that marketers use to take users on a journey that may impact their buying behavior. Lead-nurturing emails are also known as trigger campaigns, which are used for solutions in an attempt to move any prospective sale into a completed purchase and educate potential buyers on the services.

3. Promotional emails:

It is the most common type of B2B (Business to Business) email, which is used to inform the email list of your new or existing products or services. These types of emails contain creating new or repeat customers, speeding up the buying process, or encouraging contacts to take some type of action. It provides some critical benefits to buyers, such as a free month of service, reduced or omitted fees for managed services, or percentage off the purchase price.

4. Standalone Emails:

These emails are popular like newsletters emails, but they contain a limitation. If you want to send an email with multiple links or blurbs, your main call-to-action can weaken. Your subscriber may skip your email and move on, as they may click on the first link or two in your email but may not come back to the others.

5. Onboarding emails:

An onboarding email is a message that is used to strengthen customer loyalty, also known as post-sale emails. These emails receive users right after subscription. The onboarding emails are sent to buyers to familiarize and educate them about how to use a product effectively. Additionally, when clients faced with large-scale service deployments, these emails help them facilitate user adoption.

6. Transactional:

These emails are related to account activity or a commercial transaction and sent from one sender to one recipient. These emails are used when you have any kind of e-commerce component to your business. As compared to any other type of email, the transactional email messages have 8x the opens and clicks.

7. Plain-Text Emails:

It is a simple email that does not include images or graphics and no formatting; it only contains the text. These types of emails may worth it if you try to only ever send fancy formatted emails, text-only messages.

8. Welcome emails:

It is a type of B2B email and common parts of onboarding emails that help users get acquainted with the brand. These emails can improve subscriber constancy as they include additional information, which helps to the new subscriber in terms of a business objective.

Blog:

A personal diary or journal in its original concept. A journal that displays posts in reverse chronological order, so the latest post appears on the top, fresh, and with updated info.

Types of Blogs:

1. **Personal blogs:** The personal bloggers treat their blogs personal diaries or journals and pour most of the thoughts in it that their commonsense allows!
2. **Professional blogs:** Usually, different kinds of professionals like various blue-collar service providers (plumbers, electricians, mechanics, locksmith, carpenter, etc.) also love to share their expertise via blogs and get business out of it.
3. **Business blogs:** SMBs and sizable brands who sell their products or provide high-end services are running business blogs using professional content writing services or allocating a team of niche experts who accustomed to writing.
4. **Niche blogs:** It is about business or industry niche, including travel, food, healthcare & fitness, music, fashion & apparel, wellness & beauty, and an exhaustive list about the various niche.
5. **Generic blogs:** Political blogs, DIY blogs, parenting blogs, pet blogs, and many similar kinds of generic activities also lead to creating blogs by the people/sponsors who immersed in it.
6. **Reverse blogs:** In other words, it is guest host blogs. Guest blog sites allow submission of relevant content to publish as guest blogs, and they usually moderate it keeping some standards prevailing in the industry.
7. **Affiliate blogs:** Here, bloggers aim to generate affiliate sales or commission by attracting a huge crowd and get converting clicks from it.

8. **News blogs:** Usually, news publishing houses and media or magazines are running specific blogs to augment relevant topics published in the news and target to gain the attention of public by-and-large.

Content Writing:

Content writing is the process of planning and writing web content that is used for some type of digital marketing purposes. Content writing is used as a tool for building an emotional connection with your audience. It often aims to spike brand engagement and customer loyalty. Typically, content writers produce texts for blog posts and articles. They also write scripts for videos and podcasts and other types of content that suit the needs of specific platforms such as Reddit, Twitter, or other social media platforms.

Important of Content Writing:

Today, content sets the foundation of your company's online presence. There is immense value in choosing the right topics and formats for content writing. This, along with quality content, can help businesses achieve their marketing and communication goals. Many people view content writing as just blogging or writing topic-related articles. To give you an idea of the outreach of content writing, here are some of the different content formats:

- Social media posts
- Video scripts
- Podcast titles
- Email newsletters
- Landing pages
- White papers and eBooks
- YouTube video descriptions
- Web page copy

CODECHAMP
CREATED WITH ARBOK

Types of Content Writing

Content writing spans different genres. Here are the types of content writing that you are most likely to come across, as well as their overall purpose:

1. SEO Writing

SEO (Search Engine Optimization) is one of the most common types of writing and makes up an integral part of most digital marketing strategies. SEO content writers produce texts that include specific topic-related keywords that help web pages rank as high as possible in the search engine result pages.

2. Technical Writing

Technical writing includes writing well-researched, in-depth technical descriptions and instructions on topics such as finance, robotics, or engineering.

Different technical writers bring forward different content writing skills; some might be better at presenting material to beginners, while others write for an expert audience.

3. Copywriting

Copywriting aims to tell a given product's or brand's story and present it in an attractive way that will increase customer interest. Some of the common duties of copywriters include writing press releases for new products, composing infographics, and writing short texts or titles for landing pages and sales pages that will catch readers' attention.

4. Social Media Marketing

Social media marketing is crucial to a business's social media presence. Companies hire content writers to manage their social media platforms and produce copy that will speak to their audience. Unlike SEO content writing, social media content writing does not revolve around keywords. Instead, it aims to grow brand awareness by providing readers with catchy, entertaining writing.

5. Email Marketing

Email marketing is a type of content creation that targets only specific audiences. It can be seen as a niche of content writing as it requires plenty of research and the ability to easily capture people's attention.

One of the best content writing tips for future email marketers is to develop a good understanding of lead generation strategy and psychology. Additionally, here are some popular content marketing strategies that brands use to up their content game.

6. Script Writing for Video Content

This type of script writing is quite different from theater or movie script writing; it revolves solely around creating digital advertising content. These content writers usually produce scripts for podcasts, advertisements, and instructional videos. Motion graphic scripts, audio advertisements, and chatbot texts are also among the content writing examples which are produced by script content writers.

7. Ghostwriting

Ghostwriting is writing content without taking any credit for your writing. Ghostwriters often specialize in a specific niche and get hired by an organization or an individual to compensate for the lack of skill within the staff. Usually, they take on the white papers and eBooks that teams were not able to produce during the year.

8. Long-form Content

This is a broad category of content writing as it includes evergreen content, case studies, white papers, and eBooks. Long-form content writers prefer lengthy formats and usually specialize in niche topics. These individuals often become subject experts and provide analysis on the topics within their expertise.



CODECHAMP
CREATED WITH ARBOK