

Professional English for Life Sciences

Semester-II

[Part-III – Add-on Course]

Syllabus

Weightage : 4 credits

Duration: 90 hours

Objectives:

The Professional Communication Skills Course is intended to help Learners in Arts and Science colleges,

- Develop their competence in the use of English with particular reference to the workplace situation.
- Enhance the creativity of the students, which will enable them to think of innovative ways to solve issues in the workplace.
- Develop their competence and competitiveness and thereby improve their employability skills.
- Help students with a research bent of mind develop their skills in writing reports and research proposals.

Unit 1- Communicative Competence

(18 hours)

Listening – Listening to two talks/lectures by specialists on selected subject specific topics - (TED Talks) and answering comprehension exercises (inferential questions)

Speaking: Small group discussions (the discussions could be based on the listening and reading passages- open ended questions)

Reading: Two subject-based reading texts followed by comprehension activities/exercises

Writing: Summary writing based on the reading passages.

Unit 2 - Persuasive Communication

(18 hours)

Listening: listening to a product launch- sensitizing learners to the nuances of persuasive communication

Speaking: debates – Just-A Minute Activities

Reading: reading texts on advertisements (on products relevant to the subject areas) and answering inferential questions

Writing: dialogue writing- writing an argumentative /persuasive essay.

Unit 3- Digital Competence (18 hours)

Listening to interviews (subject related)

Speaking: Interviews with subject specialists (using video conferencing skills)

Creating Vlogs (How to become a vlogger and use vlogging to nurture interests – subject related)

Reading: Selected sample of Web Page (subject area)

Writing: Creating Web Pages

Reading Comprehension: Essay on Digital Competence for Academic and Professional Life.

The essay will address all aspects of digital competence in relation to MS Office and how they can be utilized in relation to work in the subject area

Unit 4 - Creativity and Imagination (18 hours)

Listening to short (2 to 5 minutes) academic videos (prepared by EMRC/ other MOOC videos on Indian academic sites – E.g. <https://www.youtube.com/watch?v=tpvicScuDy0>)

Speaking: Making oral presentations through short films – subject based

Reading : Essay on Creativity and Imagination (subject based)

Writing – Basic Script Writing for short films (subject based)

- Creating blogs, flyers and brochures (subject based)
- Poster making – writing slogans/captions (subject based)

Unit 5- Workplace Communication & Basics of Academic Writing (18 hours)

Speaking: Short academic presentation using PowerPoint

Reading & Writing: Product Profiles, Circulars, Minutes of Meeting.

Writing an introduction, paraphrasing

Punctuation (period, question mark, exclamation point, comma, semicolon, colon, dash, hyphen, parentheses, brackets, braces, apostrophe, quotation marks, and ellipsis)

Capitalization (use of upper case)

Outcome of the Course:

At the end of the course, learners will be able to,

- Attend interviews with boldness and confidence.
- Adapt easily into the workplace context, having become communicatively competent.
- Apply to the Research & Development organisations/ sections in companies and offices with winning proposals.

Contents

Unit - 1	8-19
Unit - 2	20-44
Unit - 3	45-60
Unit - 4	61-80
Unit - 5	81-128

PREFACE

The textbook on Professional English visualized under the leadership of the Hon. Chief Minister of Tamilnadu, Thiru. Edappadi K.Palaniswami by the Honorable Minister for Higher Education Thiru. K.P. Anbalagan, and the Principal Secretary to Government, Department of Higher Education, Selvi. Apoorva, I.A.S., is a pioneering venture and strategic intervention in higher education of Tamil Nadu. It has been prepared with the ample support of Thiru. Vivekanandan, I.A.S. Member Secretary, TANSCH (Tamil Nadu State Council for Higher Education)

Tamil Nadu has the distinction of having the highest GER (Gross Enrolment Ratio) of 49%, in higher education in the country: this figure manifests the efforts of the government to empower the youth of the state by enhancing access to higher education.

After duly examining the need of the students in learning their subjects and with a vision to equip them with 21st century skills, four textbooks, *English for Physical Science*, *English for Life Sciences*, *English for Arts and Social Sciences* and *English for Commerce and Management* have been prepared for the second semester.

As language is an essential tool with regard to the learning process, a textbook which focuses on the contextual usage of language to leverage language learning is an ideal approach and fulfills the dual objective language proficiency and professional competence.

The book is meant for promoting learner autonomy and defines the role of teachers as facilitators and learners as highly motivated stakeholders.

Disclaimer

Some of the passages given for Listening, Speaking, Reading and Writing lend themselves to the teaching of Grammar items. However, testing and evaluation does not include Grammar.

This material is not for publication: it is only for training purposes.

Unit 1

Communicative Competence

Listening : Listening to two talks/lectures by specialists on selected subject specific topics - (TED Talks) and answering comprehension exercises (inferential questions)

Speaking: Small group discussions (the discussions could be based on the listening and reading passages- open ended questions

Reading: Two subject-based reading texts followed by comprehension activities/exercises

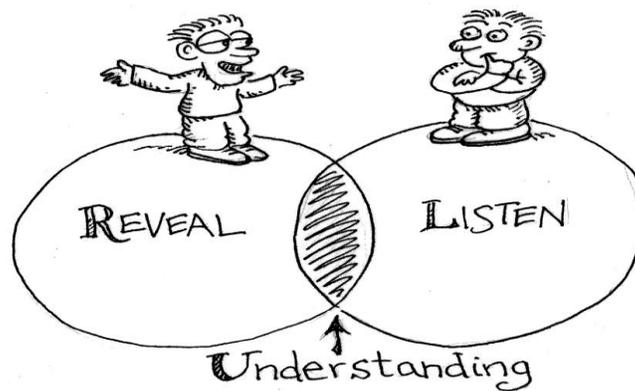
Writing: Summary writing based on the reading passages.

Unit 1 Communicative Competence

Listening:

“Communication is a process of passing information and understanding from one another.”

This definition of communication by Davis explains the purpose of communication. When an information is passed on from one person to the other, one needs to listen to understand its meaning. Listening is thus inevitable in communication process.



Source: <https://pixy.org/4608973/>

While communicating one engages in listening for various reasons – to appreciate, to be empathetic, to comprehend, and for critical analysis. All these happen only when we listen because it is an active process of decoding the message in accordance with the speaker’s language use and intonation. It is not necessary that all the types occur in all situations. The language use and the intonation, by itself, sways the listeners to respond accordingly.



Source: https://www.photosforclass.com/download/px_3182808

Listening Activity:

Pre-task

Vocabulary List:

Coral	a hard red, pink or white substance that forms in the sea from the bones of very small sea animals.
Devour	eat or do something quickly and completely
Metamorphosis	a complete change of form
Nook and cranny	every place; everywhere
Problematic	full of problems
Lethal	very dangerous and able to kill
Scrap	something that is discarded
Manage	to handle
Disrupt	to stop or disturb something

Task 1

Listen to the content given in the below link and familiarize with the different types of listening to strengthen and improve your ability of listening.

<https://ed.ted.com/lessons/the-big-beaked-rock-munching-fish-that-protect-coral-reefs-mike-gil>



Source: [https://commons.wikimedia.org/wiki/File:Parrot_fish_on_coral_reefs_\(27324293082\).jpg](https://commons.wikimedia.org/wiki/File:Parrot_fish_on_coral_reefs_(27324293082).jpg)

Task 2

Answer the comprehension questions based on the link given above.

1. What do Parrotfish feed on?

2. How does the coral larvae help the fishes in the marine system?

3. How is overfishing a threat to coral reefs?

4. Why are reef eco-systems becoming fragile?

5. How does reef guard coastlines?

Speaking

Speaking skill can otherwise be called as a conversation skill. Speaking is the primary competency that has to be developed in communication process. To acquire speaking competence various aspects of the skill such as pronunciation, structure, vocabulary, content, accuracy and fluency are to be focused on equally.

In order to achieve the structure, vocabulary, accuracy and fluency the content of the subject matter must be well-known. To aid in this practice a set of open-ended questions are given below.

Answer the following questions in the conversation between Biology students.(This is based on listening skill exercise)

Vinay: Hey! What is Scarridae?

You : It is a type of fish whose common name is Parrotfish.

Vinay: I haven't heard of it. Can you describe its physical features?

You : _____

Vinay: What does it survive on?

You : _____

Vinay: How does it even eat them?

You : _____

Vinay: Umm...I am not aware of what larvae and polyps are...

You : _____

Vinay: How do you say that it helps the marine eco-system?

You : _____

Vinay: I am amazed at the facts of this species! I, now understand the ecological importance of its existence.

Reading

Reading Comprehension exercises are aimed at improving comprehension. One could also develop strategies to comprehend various types of texts.

Reading Comprehension develops the cognitive ability to understand the functional information and the inferential information of a given text.

The ability to make inference is to use two or more pieces of information from a text to arrive at a conclusion.

Inferential information are understood by means of deduction, speculation and examination of the given text. The inferential questions on a reading comprehension task drives the human mind to analyze, synthesize and evaluate the given information. This, in turn, trains the learner's mind to understand the nuances of real-life communication process and develop their communicational competence.

Read the given passages and answer the questions that follow.

Task 1

Ayurveda emphasizes that individual well-being should not come into conflict with social well-being. A happy life is that which achieves individual well-being, whereas a wholesome life is that which is conducive to social well-being. These concepts are currently in application and we have countries projecting their personal and national well-being indices, which match exactly the Ayurvedic notion of a happy and wholesome life. Integrative approach to healthcare Ayurveda is perhaps the earliest form of Integrative Medicine practised by humanity.



Source : <https://www.flickr.com/photos/189590028@N07/50191955812/>

The definition of Ayurveda is in tune with modern notions of Integrative Medicine. Integrative Medicine attempts to heal the body, mind and self at the same time or treats the human being as a complete whole. Integrative Medicine combines mainstream medical therapies and

complementary and alternative medical therapies for which there is some high-quality scientific evidence of safety and effectiveness. Ayurveda states that human life rests on the tripod of the body, mind and self. Ayurvedic texts also advise that there are multiple approaches to healing that are prevalent in the world and that we must examine and integrate the most effective methods to make a complete system of healing.

Balance of inner environment and personalized medicine Ayurveda defines health as a dynamic balance of the internal environment that positively impacts the sense organs, mind and the self. Just like the sun, the moon and the wind maintain the balance of the external environment, the body maintains itself by balancing anabolic (building up) and catabolic (breaking down) activities by self-regulation.

Each individual is unique and has a specific mental and physical constitution, which define the vulnerability to disease and the scope for achieving higher levels of health. Ayurveda has also been at the forefront of advocating an approach to personalized medicine from historical times. Advances in human genetics and medical genetics have heralded the emergence of a personalized approach to medicine today that tailors medical intervention to suit individual needs.

1. How does Ayurveda help in individual well-being?

2. In what way does Ayurveda conform to the concept of integrative medicine?

3. What is inferred from fourth paragraph?

4. Why does Ayurvedic medicine have variations in treating each individual?

5. How would you relate medical genetics with Ayurveda?



Task 2

A few weeks ago, a newspaper article quoted a well-known scientist saying, 'IT has destroyed Indian science'. One can speculate about the various ways in which the growth of the IT sector and other similar knowledge industries such as biotechnology has led to a decline in basic scientific research in India. The most obvious reason is money; pay scales in IT and BT are much higher than one can aspire for in academia. The argument goes why should a bright, B Tech or M Sc student enroll in a Ph.D programme when she can make a lot more money writing code? Not only does a fresh IT employee make a lot more than a fresh M.Tech student, her pay will rise much faster in IT than in academia. A professor's pay at a

government-run university, even after the Sixth Pay Commission, tops out at far less than a senior executive's salary in a major industry.

Second, the social status of IT and BT jobs equal or even exceed the social status of corresponding academic positions, since they are seen as knowledge industries, which plays to the best and worst instincts of the societal order. As quintessential white-collar professions, neither do they compel a successful entrepreneur to resort to violence and corruption, nor do they demand any physical labour. Unlike real estate or road construction, it is felt that IT workers can become rich while staying honest and sweat-free, assuming that the labour pool for academia and IT is roughly the same, the difference in our collective preferences biases the labour market towards IT and away from academia.

Further, when the imbalance between IT and academia continues for decades, a destructive loop, from academia's point of view, is created. When our best and brightest take IT jobs over academic ones for a decade or more, faculty positions in our universities and research centres are no longer filled by the best candidates. As faculty quality goes down, so does the capacity to train top-class graduate students who, after all, are 'teachers in training. In response to decreasing faculty quality, even those students who would otherwise choose an academic profession, decide to join industry or go abroad for their studies. These foreign trained graduates prefer to come back to corporate India, if at all they do come back and the downward cycle replicates itself in each generation.

In other words, academia is trapped within a perfect storm created by a combination of social and economic factors. In this

socio-economic calculus, the members of our societal classes should prefer an IT job to an academic one. Or, to put it another way, the knowledge economy, i.e. the creation of knowledge for profit, trumps the knowledge society, i.e. the creation of knowledge for its own sake or for the sake of the greater good. As is said, "Knowledge is power, but money is even more power". Perhaps the scientist was alluding to this victory of Capitalism over the pursuit of pure knowledge when he accused IT of having a negative influence on Indian science. Surely, knowledge has become a commodity like any other and as a result, knowledge workers are like any other labourers, who will sell their wares to the highest bidder.

1. What did the scientist actually mean when he said, "IT has destroyed Indian Science"?

2. What could be the appropriate title for the given content?

3. Why does the author say that knowledge has become a commodity?

4. What does knowledge economy refer to?

5. What perception towards IT jobs is given in the passage?

Writing

Writing skill is a part of academic learning. It helps to communicate verbally in written form. It is the knowledge and ability to express one's ideas through written words. Acquisition of writing skill helps to communicate with clarity. Besides, it is also an easier way to convey a message to a mass audience.

In academic writing, writing a summary is considered important. This is because, summary is something a student has to write from his/her understanding of the topic. In this effort, the use of the language by the student in expressing his/her own idea would be exhibited.

Here are a few guidelines to write summary on any given topic.

- ✓ Write in present tense.
- ✓ Do not copy sentences from the original work.
- ✓ Paraphrase the information in your words.
- ✓ Do not add your own ideas, opinions, or interpretations while writing a summary of a factual topic.
- ✓ Add connective words for clarity and coherence.

The skeleton of the summary:

- ✚ Introduction- introduce the topic
- ✚ Paragraphs- each summary can have minimum three paragraphs excluding introduction and conclusion

Each paragraph must revolve around one main idea. The other sentences in that paragraph must be the supporting points of that main idea.

- ✚ Conclusion- summarise the entire points; do not add any new point here.

Task 1

Using the above given guidelines write a summary on Ayurvedic treatment and its benefits. (Task 1 of Reading Comprehension can be taken as a material to summarise its ideas)

Unit 2

Persuasive Communication

Listening: Listening to a product launch- sensitizing learners to the nuances of persuasive communication

Speaking: Debates – Just-A Minute Activities

Reading: Reading texts on advertisements (on products relevant to the subject areas) and answering inferential questions

Writing: Dialogue writing- writing an argumentative /persuasive essay.

Unit 2 Persuasive Communication

A strong message can influence **thinking**, **behaviour** and **belief**



Source: <http://www.aventislearning.com/images/Keys%20to%20Persuasive%20Communication.png>

LISTENING

Pre-listening:

Think:

1. Have you ever tried to persuade others through communication?
2. Do you possess the art of persuasion?

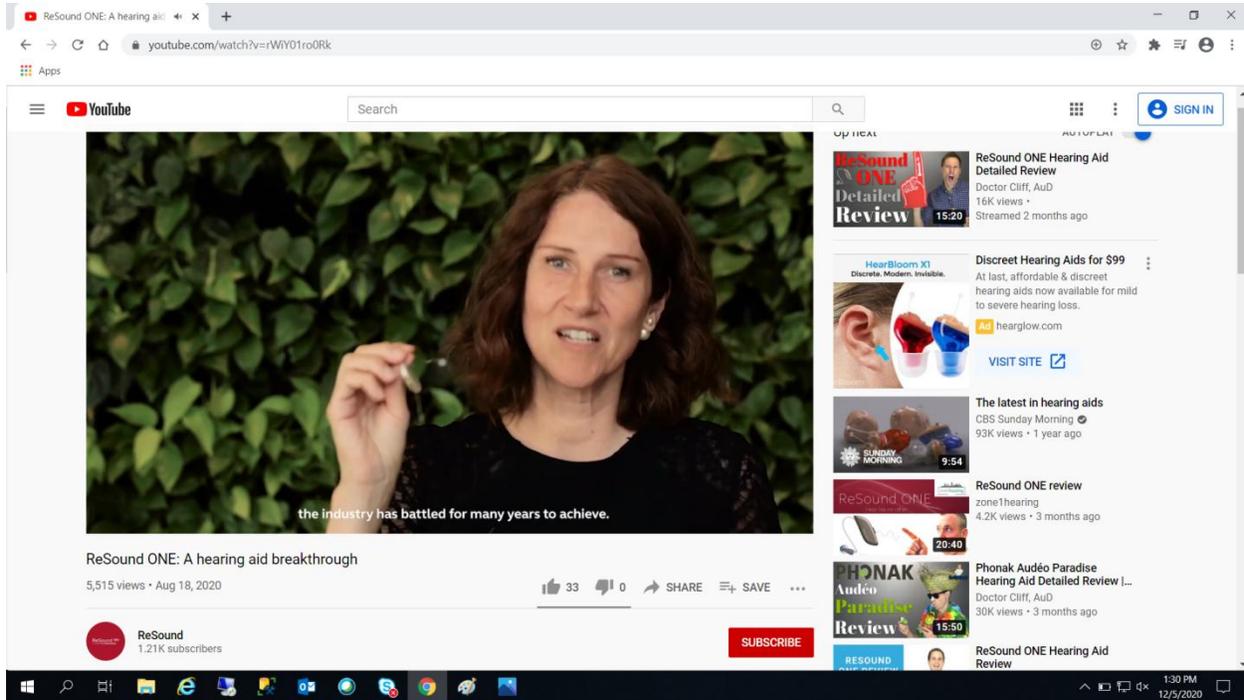
Definition of persuasive communication:

- According to U.S. National Library of Medicine, Persuasive Communication is "a mode of communication concerned with inducing or urging the adoption of certain beliefs, theories, or lines of action by others."
(Source: <https://www.definitions.net/definition/persuasive+communication#:~:text=Library%20of%20Medicine-,Persuasive%20Communication,lines%20of%20action%20by%20others.>)
- According to APA Dictionary of Psychology, "Persuasive communication conveys "information that is intended to change or bolster a person's attitude or course of action and is presented in written, audio, visual, or audiovisual form."
(Source: <https://dictionary.apa.org/persuasive-communication>)

In a nutshell, persuasive communication is a form of communication that deals with influencing or persuading others. It helps the speaker to appeal to the listeners' or viewers' brain and encourage him/ her to move from resistance to consensus. Learning the nuances of persuasive communication becomes important as it help us to be successful at achieving goals.

Listening:

Listen to the following video which is about the launch of ReSound ONE, a revolutionary new hearing aid.



<https://www.youtube.com/watch?v=rWiY01ro0Rk>

Transcription:

Voiceover: Just like a fingerprint, every person's hearing is unique. Yet the most commonly worn hearing aids use a standardized approach modelled on an average ear which can often compromise sound quality globally 79 million people wear hearing aids but 93% say that they have trouble hearing in noisy environments and 55% get confused about where sounds come from. All this changes today, as GN hearing launch ReSound ONE, a revolutionary new hearing aid that places an additional microphone inside the ear canal also called an M&RIE, Microphone and Receiver in ear design. This for the first time allows those relying on hearing aids to experience the world with their own ears. People can now enjoy the benefits of superior sound quality and hear conversations better in noisy environments.

Gitte Aabo (GN Hearing CEO & President): I am very proud that once again, we are first in the industry with groundbreaking innovation that makes a genuine difference in how people experience conversations and sounds around them. This way of placing a microphone inside the ear canal, is something the industry has battled for many years to achieve. ReSound ONE will allow people with hearing loss to feel that they are literally getting their own hearing back, hearing the way nature intended.

Ray Weave (Musician, Voice Over Artist & Writer): I am seriously surprised at how much I like them because I'm naturally skeptical about things and I know that as the years go on it's going to be even more important to me because you know as we all know you get older your hearing doesn't get better all of a sudden. It doesn't improve when I'm 75 or 80 and I'm as time goes on I'm going to be even more happy that I have these things and I think that having them. You will feel differently about yourself the way I do and I think that you just go give it a try.

Voiceover: To find out more about ReSound ONE, visit resound.com forward slash press or check out our social channels.

ReSound One, hear like no other.

Glossary:

- Unique – being the only one of its kind
- Hearing aid – A small amplifying device which fits on the ear and helps in hearing.
- Compromise – an agreement of a dispute that is reached by each side making concessions.
- Revolutionary – causing complete change
- Genuine - authentic
- Groundbreaking – pioneering
- Innovation – featuring new methods

- Ear canal – A pathway running from the outer ear to the middle ear
- Microphone – an instrument for converting sound waves into electrical energy variations which may then be amplified, transmitted, or recorded
- Skeptical – having an attitude of doubt

Discussion:

The above listening passage is a model on how a product is launched. For any product launch, it is important to use persuasive words or expressions that would influence the consumers to buy the product.

According to entrepreneur.com, the following are the ten important persuasive words that would instantly grab the attention of the consumers.

1. Free: Though the word “free” is overused, it tops the list of persuasive words as the products could be sold just by giving something free.

2. Exclusive: When the product is given a tag as “exclusive”, it makes the people, want it more.

3. Easy: Consumers are easily drawn to the products which claim to make their lives “Easy”.

4. Limited: It is a general psychology of the people to buy products when the products have only “limited offer” or “limited version”

5. Get: It is an action word that psychologically puts the reader in charge and prepares them for action. “Get” is also typically followed by a benefit.

Example: Get a flat stomach in six weeks.

6. Guaranteed: Authenticity is a legitimate concern which any customer would have. The word “Guaranteed” is the right word which gives the reassurance about the product which triggers the consumer to buy the product.

7. You: When the sales copy is written always use 'first-person language' to persuade. It makes the consumers attentive and makes them feel special. Moreover, using "you" makes the writing conversational, and it brings the tone down to a friendly level where the psychological connection is made with the buyer.

8. Because: Human brains love explanations. Tie the product which you want people to buy with a reason, and people will be more compelled to take action.

Example: Why do you need that feature? *Because* it will help you get . . .

9. Best: The following examples will highlight the difference which the persuasive word "best" would bring to the sales.

Example 1: "The way to change a Flat Tire"

Example 2: "The Best Way to Change a Flat Tire."

Which of these examples sound better? We know its example 2. The word "best" always has the tendency to grab the buyers' attention.

10. Compare: Before buying any product, it is the tendency of any buyer to make comparisons between different brands available in the market. When the seller shows the consumers the difference between his/ her product and the competitors', it makes him/ her, the reliable seller.

Source: <https://www.entrepreneur.com/article/279224>

Post-listening:

I. Discuss in pairs and pick the persuasive words/ phrases/ expressions that you think would convince the consumers to buy the product, from the listening passage given above ,

II. Considering the listening passage as a model, write a detailed description about a product related to your subject using the above mentioned persuasive words.

SPEAKING

1. DEBATE

Debate is a logical argument carried out between two teams aimed at getting a conclusion on a topic. The two teams involved will hold opposite views of the same topic. The team which has the most cogent argument will be considered as the winner.

The following are useful expressions for debating:

Welcoming the audience:

- Ladies and Gentlemen, Welcome to this debate.

Stating the issue:

- The motion for debate today is ...
- Let's first define some important concepts...

Phrases to present the most important point:

- This argument/idea is of paramount importance.
- The most important argument for ... is ...
- The most important idea is...
- The primary argument for... is...

Conceding an argument:

- It's true/obvious/evident that ... However, ...
- While you might say that ..., it's important to remember that ...
- I agree with you that ... On the other hand, ...
- I agree/admit/concede that ... , but we must remember that...

Sequencing a list of arguments:

- First of all, I'd like to state ...
- Firstly, ... Secondly, ...Thirdly, ...
- The second argument in favour of ...
- To begin with, ...
- The next argument I'd like to state is...

Adding an argument to strengthen your point:

- In addition to that,...
- You also have to consider...
- Furthermore,...
- Moreover,...
- I might also add that...
- Not only that but also...

Concluding:

- Let me recap/recapitulate my point ...
- As a final word, let me summarize my point of view ...
- To reiterate my point of view, ...
- My final thought is ...
- In a nutshell, what I am trying to say is ...
- To sum up, ...
- Finally, ...

The following are the five important benefits of debating:

- It improves the critical thinking skills
- Students acquire the public speaking skills
- It develops the teamwork skills.
- It helps the student on how to persuade the listener
- It helps students in structuring their thoughts in a coherent manner.

Source: https://www.myenglishpages.com/site_php_files/communication-lesson-useful-expressions-for-debating.php

Task 1:

Divide the class into two teams and conduct the debate for the following topics:

1. Is it ethical regulate/allow genetically engineered food?
2. Should we support the cloning for tissues and organs?

2. Just A Minute (JAM)

The activity Just A Minute (JAM) is a spontaneous speech where the speaker articulates the ideas on the topic in a minute. The topic could be of the speaker's choice or a given topic. This activity helps the student condense the information precisely in his/ her mind and speak only the most relevant details within a minute. This helps the students improve their communication skills. Hence, JAM session is included in the job recruitment process to test the communication capability of the candidates. So it becomes important for the students to master the impromptu speaking skill which can be learnt through practice and training.

To conduct JAM session in your classroom:

1. The teacher should divide the class into two groups.
2. He/ she should ask each team to prepare the list of topics (related to your subject) on which they want their opponents to speak.
3. The teacher should ensure that each and every student gets a chance to speak for a minute.
4. The teacher can ensure that the contestant adheres to the rules of JAM.

Rules that are to be followed during JAM session:

1. Once the topic is chosen/ given, try to analyse and assimilate your ideas.
2. Think about the facts that are related to the topic.
3. Start your speech without any hesitation.
4. Stress on the facts by giving examples.
5. Use proverbs and anecdotes to persuade the interest of your listeners.
6. Be brief and speak to the point.
7. Frame simple sentences.
8. Remember to follow the sequential order.
9. Do not deviate from the topic given.
10. Do not drag your point.
11. Do not give too many pauses.

12. Do not repeat your ideas and words.
13. Be time cautious.

Benefits of JAM

1. It improves the students' Vocabulary as they are not allowed to repeat the words.
2. It improves their thought process.
3. The students' level of Confidence increases as they asked to speak in front of their class.
4. The students will be able to train and improve their Time Management skill.
5. The students will learn to assimilate and condense their ideas.

TASK 2:

Conduct JAM session for the following topics

1. Forest preservation
2. Healthy food habit
3. Water Conservation
4. Genetic Science
5. Water borne diseases
6. COVID 19
7. Effects of music on the brain
8. Intelligence of Dolphins
9. Why Bats hang upside down?
10. Best types of house plants

Suggested videos:

BBC- Nicholas Parson's Just A Minute (JAM):

- <https://youtu.be/2Zu-2eNYmMM>
- <https://www.youtube.com/watch?v=Dp5vqxEot1c>
- <https://youtu.be/pSGV2HZcPQ0>

Reading:

Advertisement can be defined as the most powerful and persuasive tool that a company uses as one of its marketing tool. It is a form of an effective communication that attempts to persuade the potential customers to use the brand or its services. In other words, a good advertisement helps the firm increase the number of consumers and aids to have control over them. Lot of creativity goes into the process of making an advertisement. There are many important elements like logo, colour, jingle etc that sculpts the advertisement to serve its purpose. Slogan is one such element which makes the advertisement more effective.

A slogan or the tagline is a catchy phrase that helps the consumers remember the product. The Oxford Dictionary of English describes slogan as "a short and striking or memorable phrase used in advertising." When a slogan is combined with music, it is called jingle. The choice of words plays a crucial role in constructing a slogan as it should highlight the message it wants to convey. It shall also express the quality and the uniqueness of the product.

- The main motto of the slogan is to sell the product or the service to as many consumers as possible through the message it provides.
- The innovativeness or the uniqueness of the product should be expressed using the minimum number of words in an alluring way.
- It should shape up the consumers' opinion about the product and influence them to buy it.
- It should be concise and appealing to the consumers.
- It should be easily remembered.
- It should build a positive brand image.
- It should go well with the logo of the brand as they are always displayed together.



(Source: <https://images.app.goo.gl/GPzvuvkt7C8NcMbz7>)

Post-reading:

I. Google and write the slogans for the following popular food products and food brands:

- Oreo
- Kit Kat
- KFC
- Boost
- GRB ghee
- Maggie noodles
- Nestle
- Nescafe

II. Look at the following advertisements carefully and write your inference along with the appropriate slogans.

1.



Source: <https://www.thoughtmedia.com/wp-content/uploads/2019/11/creative-print-ads-9.jpg>

2.



Source: <https://i.pinimg.com/originals/cd/3d/d2/cd3dd26cc002f008de3d3ac7286d8276.jpg>

WRITING

1. Persuasive Essay

While writing a persuasive essay, it is the writer's duty to convince the reader to accept the standpoint which the writer takes about the particular issue. Writing persuasive essay demands a wide research about the topic and about the biases of the target readers to demonstrate not only why the writer's opinion is correct but also why the opponent's opinion is wrong.

Steps to write a persuasive essay:

1. Do the intensive research to understand the topic thoroughly and to gather the convincing evidence.
2. Understand the readers' perspective to design the persuasive technique.
3. Organise the ideas collected to get the right perspective of the issue and pick the side you wish to advocate.
4. With this understanding, give an outline to your essay in a proper sequential order.
5. Reinforce your statement with proper evidences.
6. Support your point of view with fact, examples, analogies etc.
7. Refute the opposing views strongly with the evidences you have.

According to time4writing.com, a Persuasive Essay should have the following Outline:

Introductory Paragraph: The writer should grab the attention of the reader in the introductory paragraph. It should encompass an overview of the argument. It should also contain the thesis statement through which the writer explicitly expresses his/ her standpoint.

Body Paragraphs: Each paragraph should be centered on evidence in the form of statistics, quotes from experts and real-life examples which the writer has gathered during his/ her phase of research. It should also comprise of the supporting statements.

Opposing View Paragraph: This paragraph plays a crucial role in the essay as it describes and disproves the opposing views of the issue.

Concluding Paragraph: It is important for the writer to reaffirm his/ her thesis statement while he/ she summarizes his/ her ideas in this paragraph. This will make certain that the readers will have no doubt in writer's perception.

(Source:https://www.bestessaytips.com/persuasive_essay.php#:~:text=A%20persuasive%20essay%2C%20also%20known,convincing%20facts%20and%20logical%20reasons.)

Sample essay:

Why You Should Not Eat Fast Food



Considering the ever-increasing pace of life in big cities, sometimes it can be easy to lose oneself in overwhelming routine. Being in a hurry all the time, a regular citizen may have no time for satisfying even basic needs such as sleep and nutrition. This is probably why seeing sleeping people in public transport is so common, and why fast food restaurants are crowded all the time. Sleep deprivation in big cities is a well-known problem, and people are gradually becoming more aware of the importance of sleep. In the case of fast food, however, things are not that simple. Even though the majority of people know about the dangers of eating food from McDonald's,

Burger King, Subway, and similar places, they still go there. The factors causing such behaviour should be analysed separately. Instead, this paper focuses on the reasons why you should quit eating fast food as soon as possible.

The most obvious reason everyone is aware of is the increased risk of developing obesity. Sometimes, being overweight is caused by health problems or psychological issues. However, much more often, becoming overweight is evoked by dysfunctional eating habits and the regular consumption of fast food. According to research, people eating fast food regularly develop much higher risks of gaining extra weight. They are also more likely to develop type 2 diabetes. Unfortunately, not only adults are exposed to these risks—teenagers and children are also under threat. Throughout the last 30 years, the rates of adolescent obesity have tripled. For children, this index has doubled over the same period of time. This might be related to sophisticated advertising, but facts remain facts: fast food leads to obesity, and all age groups are at risk (*Lifhack*).

Unlike organic food, which is by default created from pure, natural ingredients, fast food often has a bunch of dubious ingredients in it. To start with, all kinds of flavour enhancers are added into it so that it tastes and smells better. Conservatives and food preservatives may be used as well—in particular, tertiary butyl hydroquinone, which is made from similar ingredients as petroleum. As if this was not enough, fast food may contain the remainders of drugs and antibiotics. How do they get in there? The good news is that fast food does contain real meat. The bad news is that animals are kept in such awful conditions that they often suffer from a number of diseases. To deal with this problem, fast food manufacturers may add antibiotics to animals' nutrition—later, they can get into your body when you eat your next chicken burger (*SheKnows*).

Along with the risks of developing obesity and pumping your body with doubtful chemicals, eating fast food often means exposing almost every organ of your body to dangers. For example, it becomes much easier to get kidney diseases: because fast food is often salty and greasy, it increases blood pressure, makes you want to drink all kinds of soda drinks (which are unhealthy in their own way), and affects kidneys adversely. Besides, due to high amounts of cholesterol and triglyceride contained in fast food, your cardiovascular system suffers as well. This is not to mention the fact that processed fats in fries and other junk food, when supplied to the brain instead of nutrition, affect cognitive abilities in a negative way. In particular, according to research conducted on rats, a week of daily fast food consumption caused memory impairment in test subjects. And, as if this was not enough, junk food increases your chances to get cancer (*Beauty and Tips*).

As it can be seen, cheap and tasty food is not what your body needs. To start with, when eating fast food regularly, you put yourself (or your children, if you tolerate their fast food habits) at risk of developing obesity, and possibly type 2 diabetes. Some crucial organs of your body such as kidneys, heart, and brain, suffer from junk food immensely. And, if adverse health effects are not enough for you, think about preservatives, antibiotics, and other chemicals you stuff your body with when eating fast food.

(Source: <https://academichelp.net/samples/academics/essays/persuasive/should-not-eat-fast-food.html>)

Task 1:

Read the following persuasive essay and identify the persuasive words, thesis statement, facts and supporting statements:

What a lack of sleep can do to your body and mind



All of us have received advice to “take a good rest” at least once in our lives. Probably, this is also one of the most neglected pieces of advice a person may give to another. With the ever-increasing pace of life, especially in big cities, sufficient rest—and sleep, in particular—is gradually becoming more of a luxury than a basic need that should be addressed and satisfied. Everyone knows how sleep is important: health experts, psychologists, self-help books, and other authoritative sources keep talking about the importance of having good sleep—and still exhaustion and fatigue remain one of the biggest problems in a number of developed countries. Perhaps, this is just not enough to make people pay attention to the problem. Supposedly, it would be more convincing to learn about the negative effects of sleep deprivation, poor quality sleep, or just constantly ignoring one’s need for restoration and rest. This essay discusses some of the crippling (and sometimes surprising) effects a simple lack of sleep can do to a person’s mind and body.

First of all, if you ever wondered how someone with schizophrenia or other severe mental disease feels, a sleepless night could get you closer to this condition. As researchers from the University of Bonn and King’s College London discovered, upon missing a night of sleep, a psychologically-healthy person may experience symptoms typical for some forms of

schizophrenia. During the course of the experiment, which led the scientists to such a conclusion, a group of people was offered to first have a night of normal sleep, and then to stay awake by conversations, games, and physical activities. After this, test subjects were to undergo prepulse inhibition measurements. Prepulse is a psychological mechanism helping the brain to filter incoming sensory information: with its help, our minds distinguish between important and unimportant stimuli coming from the environment. After just one sleepless night, this function turned out to be inhibited significantly. Test subjects reported altered bodily sensations, distorted perception, and weird ideas: for instance, some of them believed they could read thoughts. They also became more sensitive to light and loud noises (*Universitat Bonn*). After having a good rest, perception returns back to normal, but it takes time to return all psychological and physical functions back to its usual state. In the case of prolonged sleep deprivation, some consequences may be irreversible.

Do you enjoy feeling depressed? Or do you like mood swings, when periods of euphoria quickly change to severe blues? If the answer is yes, then sleep deprivation is for you. Numerous research studies conducted in different sleep laboratories showed that people who did not have enough sleep, or have been deprived of it for certain periods of time, tend to be more irritable and less able to control their negative emotions. They are also more likely to react negatively to something they do not like, even if the trigger is not significant. This is not to mention the increased likeliness of developing depression. Besides, the lack of sleep inhibits friendliness and empathy, and impairs one's ability to stay in a positive mood (*Psychology Today*). In addition, if you have such mental conditions as obsessive-compulsive disorder or chronic depression, their symptoms may become more acute as well. In any case, to avoid prolonged periods of negative mood, you might want to sleep well regularly.

As if it was not enough, sleepless nights can affect your body in a negative way as well. There have been numerous research studies proving that people having problems with falling or staying asleep also had other health issues as well. In particular, sleepless nights can lead to increased risks of heart attacks and failures, strokes, diabetes, and increased blood pressure. Poor sleep can also kill your sex drive, regardless of your gender. In particular, both men and women who suffer from sleep deprivation reported lowered interest in sex and decreased libido in general. In particular, poor sleep caused by the apnea syndrome—a widespread health condition among men—was also connected to abnormally low levels of testosterone secretion during nighttime (*WebMD*).

Among other peculiar and unpleasant consequences of depriving yourself of sleep is the suppression of your immune system, weight gain, memory issues, and problems with concentration. This is not to mention the risk of getting into an accident because of decreased attentiveness and alertness (*Healthline*).

Overall, there is a number of good reasons why you would not want to stay up the next time you feel like working or studying at night. In particular, you may experience altered perception, distortion of cognitive and memory functions, and the inability to concentrate and think straight. Also, your mood will be down, and it will become harder for you to control your negative emotions, such as anger or fear. As if this was not enough, your body suffers as well. In particular, people who regularly deprive themselves of sleep, develop higher risks of heart diseases and diabetes, and report lowered sex drive and libido. So, in general, there is probably nothing that would compensate you for a night spent without sleep.

(Source: <https://academichelp.net/samples/academics/essays/persuasive/lack-of-sleep.html>)

Task 2:

Write Persuasive essays for the following topics:

1. Is human behaviour determined by genetics?
2. Are biological weapons ethical?
3. Should aggressive dogs be euthanized or socialized?

2. Dialogue Writing:

Understand how a seller can persuade the buyer to purchase the products from the following conversation between the shopkeeper of Kelly's Organic Vegetable shop and Sathya, a buyer:

Shopkeeper: Ma'am, welcome to Kelly's Organic shop! How can I help you?

Sathya: Thank You! (*looks at the price of the vegetables*) The price of the vegetables seems costlier when compared to other shops.

Shopkeeper: Yes ma'am! This is an Organic shop.

Sathya: Organic shop? What does 'Organic' mean?

Shopkeeper: 'Organic' refers to the way in which agricultural products are grown and processed.

Sathya: Oh I see! How are organic vegetables different from conventionally grown vegetables?

Shopkeeper: Firstly, Synthetic and chemical fertilizers are used to grow the vegetables in conventional way whereas natural fertilizers like manure are used to grow the vegetables in organic way. Secondly, in conventionally grown vegetables weeds are controlled with chemical herbicides, the residues of which tend to stay on the vegetables even after washing in multiple times but in organic farming, weeds are controlled naturally through the process of crop

rotation, hand weeding, mulching and tiling. Sometimes natural herbicides are also used to control the weeds in organic farming. Thirdly, the pests are controlled with synthetic pesticides in conventional farming whereas in organic farming, pests are controlled using natural methods and naturally derives pesticides.

Sathya: My Goodness! You have compared it so well. Could you please throw some light on the ill effects of synthetic fertilizers and pesticides that are used to grow the vegetables in conventional manner?

Shopkeeper: Sure ma'am! First of all, the synthetic fertilizers deplete the natural nutrition of vegetables. Nitrogen and Phosphate based synthetic fertilizers seep in to the groundwater causing an increase in its toxicity. This results in water pollution. These fertilizers increase the nitrate level of soil and the consumption of vegetables produced from such soil, convert to toxic nitrates in the intestines. These nitrates react with the haemoglobin in the blood and cause suffocation and even death in the extreme cases.

Sathya: My God! These facts are alarming! It is wise to spend money in organic shop rather spending it in the hospital. I appreciate you for explaining the goodness of organic farming. I will share these valuable information with my friends and will convince them to buy vegetables from your organic shop.

Shopkeeper: Thank You, Ma'am!

Sathya: Thank You, Sir!

Task 3:

Rajesh creates awareness about the ill effects that are caused to one's health due to the use of plastic and persuades Suresh to use Eco friendly cloth bags. Write a dialogue between a dialogue between Rajesh and Suresh.

Unit 3

Digital Competence

Listening to interviews (subject related)

Speaking: Interviews with subject specialists (using video conferencing skills)

Creating Vlogs (How to become a vlogger and use vlogging to nurture interests – subject related)

Reading: Selected sample of Web Page (subject area)

Writing: Creating Web Pages

Reading Comprehension: Essay on Digital Competence for Academic and Professional Life.

Unit 3 Digital Competence

Objective:

This Unit enables the students to acquire Digital Competence.

Outcome:

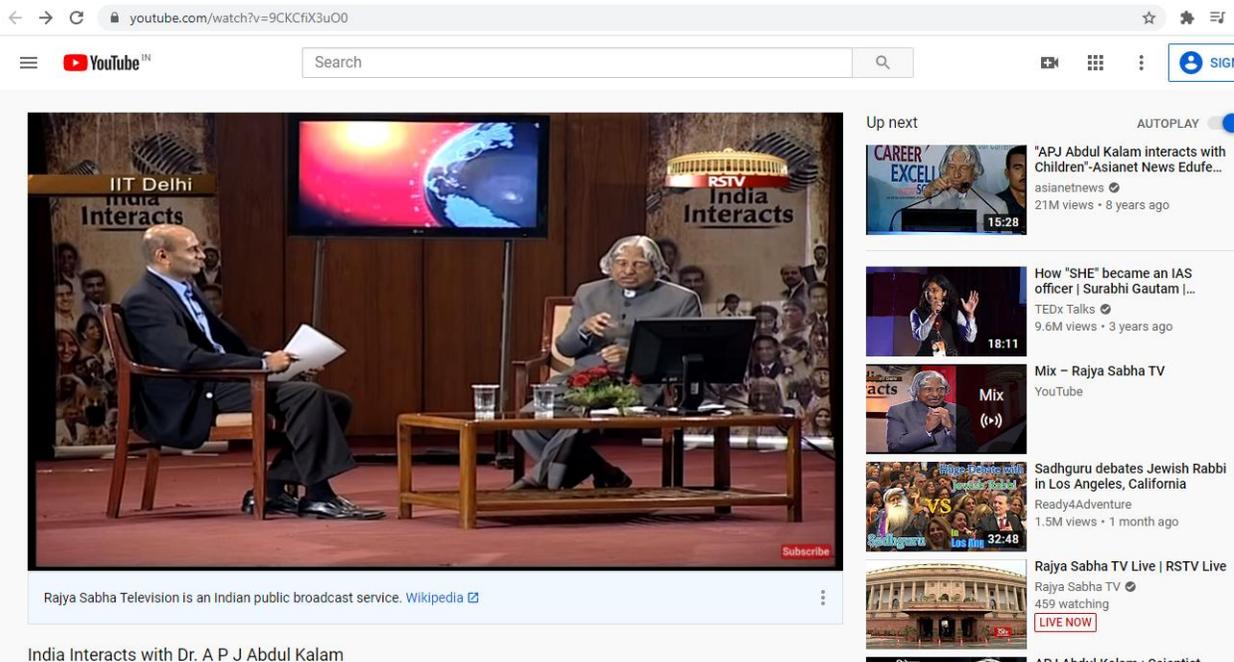
Students will be able to comprehend scientific information from web sources, do video conferencing with experts, create Vlogs and post video clips, create web pages and post multimedia materials in web pages.

Listening to interviews

Listening to interview helps the listener to stay focused and alert in an interview, and will improve conversational skills and competence over the subject. Active listening skills will not only help to succeed in professional life, but they will help the person develop his/her character.

Task 1: Listening to interview - I

Direction: Click on the given YouTube web link and listen to the interview with Dr. A P J Abdul Kalam and answer the following questions.



The screenshot shows a YouTube video player interface. The main video is titled "India Interacts with Dr. A P J Abdul Kalam". The video content shows Dr. A P J Abdul Kalam sitting in a chair, being interviewed by a host. The background features a large screen displaying a globe and the text "IIT Delhi India Interacts" and "RSTV India Interacts". Below the video player, there is a search bar and a list of recommended videos. The recommended videos include "CAREER EXCELL", "How 'SHE' became an IAS officer | Surabhi Gautam |...", "Mix - Rajya Sabha TV", "Sadhguru debates Jewish Rabbi in Los Angeles, California", and "Rajya Sabha TV Live | RSTV Live".

<https://www.youtube.com/watch?v=9CKCfiX3u00>

(Source : India Interacts with Dr. A P J Abdul Kalam, YouToube)

Questions:

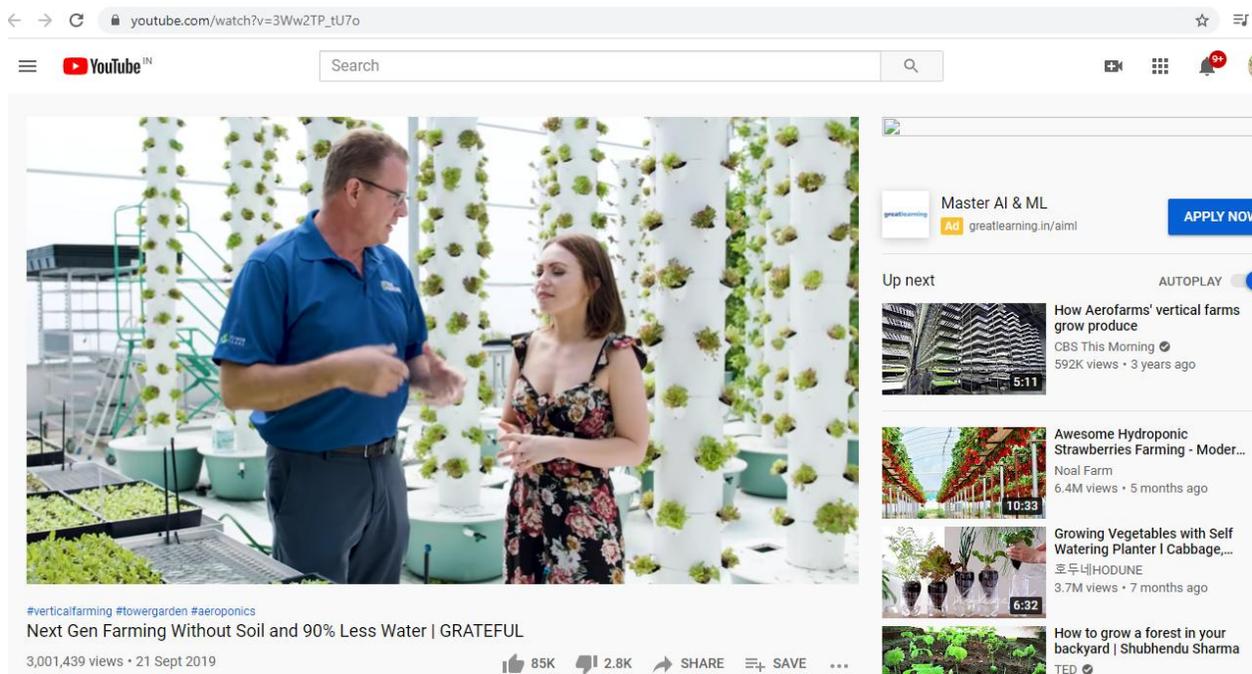
1. Distinguish discovery from invention with relevant examples.
2. Define innovation.
3. Elucidate 'right type of education'.
4. List out the qualities of great teachers.
5. Share your perception on DNA technology

Task 2: Listening to interview – II

Direction: Click on the given YouTube web link and listen to the interview and answer the following questions.

https://www.youtube.com/watch?v=3Ww2TP_tU7o

Aeroponics



#verticalfarming #towergarden #aeroponics
Next Gen Farming Without Soil and 90% Less Water | GRATEFUL
3,001,439 views • 21 Sept 2019

Up next

- How Aerofarms' vertical farms grow produce
CBS This Morning
592K views • 3 years ago
- Awesome Hydroponic Strawberries Farming - Moder...
Noal Farm
6.4M views • 5 months ago
- Growing Vegetables with Self Watering Planter | Cabbage...
포두네HODUNE
3.7M views • 7 months ago
- How to grow a forest in your backyard | Shubhendu Sharma
TED

(Source: Next Gen Farming Without Soil and 90% Less Water, YouTube)

Questions:

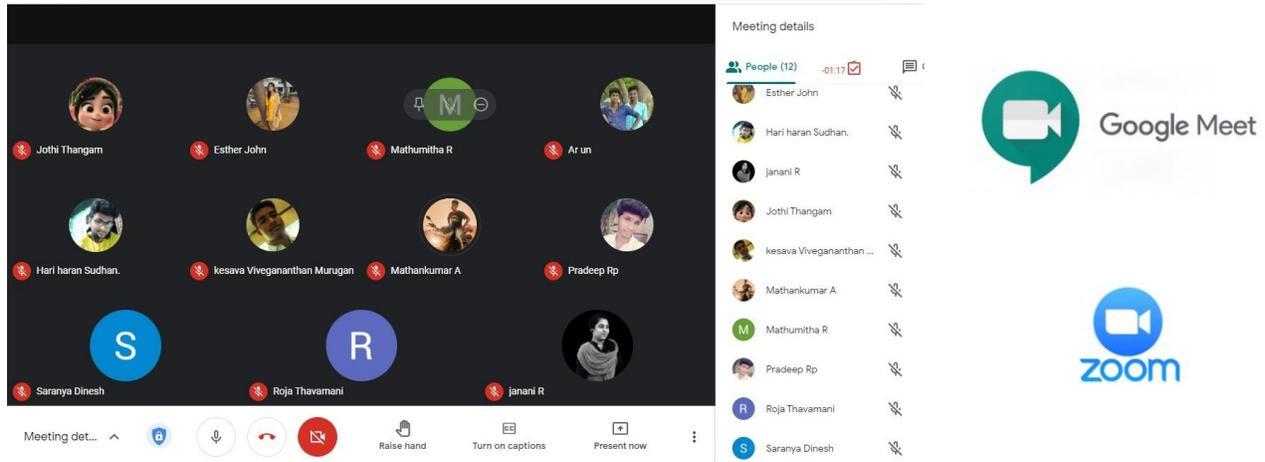
1. Can you compare Aeroponics with conventional farming?
2. How can coconut husk be used to grow plants with less water?
3. Can you defend vertical farming?
4. How does vertical farming bring more outcome?
5. How is nutrient substances supplied to plants in Aeroponics?

Speaking: Interviews with subject specialists

Interview with subject specialists can be made easy through video conferencing.

Video conferencing

Video conferencing is live, visual connection between two or more remote parties over the internet. Desktop video conferencing is a core component of unified communications applications and web conferencing services, while cloud-based virtual meeting room services enable organizations to deploy video conferencing with minimal infrastructure investment.



Video conferencing can be made through the online platforms of Google meet, Zoom, Cisco WebEx, Microsoft Teams, GoToMeeting, Facebook live, YouTube live, Skype etc.

Video conferencing skills

Video conferencing skills include the following;

1. Get to know your technology

One of the best steps is to spend some quality time with your technology. Review features like chat, mute, and background replacement to

make sure you can quickly turn these options on and off as needed during an important meeting.

2. Maintain a Clean Background

Looking neat is important for a video conference. Hence clear out items that colleague shouldn't see.

3. Anticipate Distractions

Video conference users should not only create a distraction-free background, but also make sure their surroundings are relatively quiet. An unexpected phone call and a text message notification can disrupt the flow and create a distraction. Consider silencing your phone.

4. Pay Attention to Body Language

Encourage the habit of looking directly at the camera when speaking, which creates the appearance of eye contact. Avoid excessive gesturing during a video conference, as these movements can appear over-exaggerated when they show up on the screen. Sitting too close to the camera or leaning in during the meeting can also be distracting, Maintaining a comfortable, consistent distance from the camera throughout the meeting matters a lot.

(Source: <https://www.flexjobs.com/employer-blog/4-ways-enhance-teams-video-conferencing-skills/>)

Tutorial - How to Use Google Meet

<https://www.youtube.com/watch?v=wGXI0KpkR50>

Task 1: Download Google Meet App from Playstore and install it in your mobile. After installing the app, start a meeting, copy the meet link/meeting code and send it to an expert / teacher and interview the expert over Climate change.

Task 2: Download Zoom App from Playstore and install it. After installing, start the app, copy the code and password and send it to an expert / teacher and interview the expert over Afforestation.

Creating Vlogs

Vlog stands for video blog where all of the contents are in a video format. A vlogger is a profession where one creates a video on a specific topic then post them to a video sharing platform like YouTube, Facebook, Instagram, blog and other video websites.

There are two types of vlogging: 'talking-head' and 'follow me around.' On 'talking-head', the camera is set on a tripod and it remains static as the vlogger talks about a subject or walks the audience through a process. For example drawing tutorials, cooking videos etc. On the other hand, 'follow me around' vlog creators record clips in different locations. Once you create



your video, you can upload it online or embed the video within a post on your blog or website so your followers can see your latest update.

(Source: <https://www.stokedfortravel.com/gopro-for-vlogging/>)

How to become a vlogger?

1. Determine niche and research

You must consider your interest and the potential of it to attract audiences. This will guarantee you that all your audience will enjoy every

video you shared. After determining your niche, you should research your possible competitor. You should know what works for them and what's not. This will be your guide to always make things right and avoid making the mistakes they'd experience.

2. Create a channel on any video sharing platforms and understand how it works

You've to create your own video channel. There are several video sharing platforms today, choose what you think best fit your interest and skills. Also, take time to familiarize yourself with how it works to have a smooth and organized process.

3. Create video

Once you have a channel, the next thing to do is creating the video. Make sure the videos are Informative, well-researched and original. People research on the internet to find answers, so, make sure your video's content is helpful and true. Use the recommended video format and settings for your videos. Make it mobile-friendly as well to widen your visibility to your audience.

4. Optimize your videos and get discovered

Optimizing videos is a way for the video sharing platform to discover your content and give the attention you deserve. So make sure to include all the important factors in your video such as title, file name, tags, and descriptions.

5. Publish regularly

To keep your audience hook on your channel, you must ensure that you'll stay active and publish more engaging videos.

6. Interact with your audience in the comment section

Vlogging is all about building a relationship with your audience and comment section is the best part of your channel where you can effectively interact with them.

7. Share your video on social media

Social media are effective platform for video sharing. Its free and people are always active in social media comparing to other websites. Make sure to make use of it to broaden your reach and visibility. Vlog requires a lot of hard work, creativity and patience in both researching and building the video.

Video can be edited before uploading it online. Some useful apps helps to edit the video film or add music, titles, credits, logos etc., for iPhone - iMovie, for Android Phone - PowerDirector, VivaVideo, KineMaster etc, for Computer / Laptop - Windows Movie Maker.

(Source: <https://www.shiftcomm.com/insights/7-killer-tips-to-become-a-professional-vlogger/>)

Tutorial - How to Setup a Car Vlog

<https://www.youtube.com/watch?v=xS5-y88C0A0>

Task 1 : Describing Plants

Direction: Using your mobile, shoot a video of plants and describe the benefits of plants. Upload your video in your YouTube channel / blog and share the link in your class whatsapp group / Edmodo/ Google classroom

Task 2: Describing Domestic Animals

Direction: Shoot a video of domestic animals and give voice description. Add title to the video using VivaVideo / KineMaster app. Upload your video in your YouTube channel / blog and share the link in your class whatsapp group / Edmodo/ Google classroom.

Reading

Web Pages

A Web page is a document available on World Wide Web. Web Pages are stored on web server and can be viewed using a web browser. A web page can contain huge information including text, graphics, audio, video and hyper links. These hyper links are the link to other web pages. It is often used to provide information to viewers, including pictures or videos to help illustrate important topics. A web page may also be used as a method to sell products or services to viewers. Collection of linked web pages on a web server is known as website. There is unique Uniform Resource Locator (URL) is associated with each web page.

Static Web page

Static web pages are also known as flat or stationary web page. They are loaded on the client's browser as exactly they are stored on the web server. Such web pages contain only static information. User can only read the information but can't do any modification or interact with the information.

Static web pages are created using only HTML. Static web pages are only used when the information is no more required to be modified.

Dynamic Web page

Dynamic web page shows different information at different point of time. It is possible to change a portion of a web page without loading the entire web page. It has been made possible using Ajax technology.

(Source: https://www.tutorialspoint.com/internet_technologies/web_pages.htm)

Task 1 : Reading Web page - 1

Direction: Click on the web link to read the web pages and answer the following questions.

Title: Human Genome Project

<https://www.genome.gov/human-genome-project>

Questions:

1. What is Genome?
2. What are the three major ways through which human genome was deciphered?
3. What does homologous gene mean?
4. Describe single nucleotide polymorphisms
5. Define Eukaryotic

Task 2 : Reading Web page - 2

Direction: Click on the web link to read the web pages and answer the following questions.

Title: Symbiosis

<https://biologydictionary.net/symbiosis/>

Questions:

1. Describe symbiosis
2. Distinguish endosymbiosis from symbiosis
3. Synthesize the relationship of human beings with ecology
4. Explain the exchange between plants and their pollinators.
5. How does Parasitism occur?

Writing: Creating Web Pages

Google Site:

Google Sites is a website building platform that makes creating a website easy. It has site builder features that make it easy and intuitive to design your site the way you want. You can also add "gadgets" like calendars, maps, spreadsheets, presentations and more to make your site more functional.

Creating Goggle Site:

Before you can start a Google Site, you must have a Google email account . Log into Google Sites to create a new site.

Steps to create a Site:

1. Browse

<https://sites.google.com/>

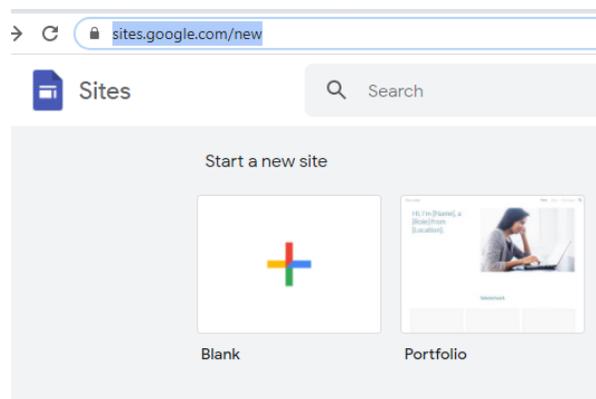
2. Select **Blank template** to design your own site from scratch. For your first site build using a blank template is the easiest way to build your site.

3. **Name your site** – Your name needs to identify its purpose. Once you name it, it cannot be changed.

4. Beneath the site URL, there are also 2 additional sections, **Choose a theme** and **More Options**.

5. Select a design for your site in the **Choose a theme** section.

6. **Add a description and category** for your site. (This is optional)



7. Select the sharing access in the **More Options** section.

(Source: <https://sites.google.com/site/tiesitestutorial/starting-your-google-site>)

Tutorial : Creating Google Site

<https://www.youtube.com/watch?v= Jc79kCWS8E>

Task 1: Create a Google site (<https://sites.google.com/new>) and post content on 'Biodiversity' and share your website link in your class whatsapp group / Edmodo/ Google classroom.

Task 2: Create a Blog in Bloggar.com and post a video, picture and text description on the 'adverse effects of pollution' and share the blog link in your class whatsapp group / Edmodo/ Google classroom

Reading Comprehension:

Digital Competence

Digital competence involves the confident and critical use of electronic media for work, leisure, and communication. These competencies are related to logical and critical thinking, high-level information management skills, and well-developed communication skills.

(Source: <https://www.igi-global.com/dictionary/teaching-digital-competence-and-scholarly-communication/7585>)

Microsoft Office

Microsoft Office is a computer program which includes Word, Power Point, Excel Access, Outlook and Publisher and. It's used to create, view, edit, save and print documents.

In today's world, learning process is technology-driven. Hence every student is expected to have a working knowledge of Microsoft Office programs like Word, Excel, and PowerPoint that will set them up for success in their field.

Microsoft Word:

Microsoft Word is a word processing program that allows for the creation of both simple and refined documents. You can create documents such as resumes, letters, and fax cover sheets. Pie-chart, Bar-chart, Line graph, Fish graph, Tables also can be created in Microsoft word.

Tutorial - Microsoft Word <https://www.youtube.com/watch?v=fUkh3yWm3d4>

PowerPoint:

PowerPoint uses a graphical approach to presentations in the form of slide shows. It is used to create slides adding pictures, videos and different WordArts. PowerPoint suggests word processing, outlining, drawing, graphing and presentation management tools. Pictures, Charts, Videos, Animation can be created using power point.

Tutorial - Creating Animation in PowerPoint

<https://www.youtube.com/watch?v=X1io7tFR6jI>

Excel:

Excel is used to create graphs and charts. Excel also provides functions and formulas, making it possible for your spreadsheet to automatically calculate and update results based on the data you input.

Tutorial - Guide to Excel

<https://www.youtube.com/watch?v=rwbho0CgEAE>

Microsoft Access:

Microsoft Access helps to analyze large amounts of information, and manage related data more competently than Microsoft Excel or other spreadsheet applications.

Tutorial - Microsoft Access

<https://www.youtube.com/watch?v=57jBdK3YVJo>

Task 1: Preparing a Word file

Direction: Type an essay on 'Biodegradable plastics'. Add picture, chart and table and share the Word file in your class whatsapp group / Edmodo/ Google classroom.

Task 2 : Preparing a powerpoint presentation

Direction: Prepare a powerpoint presentations on 'Transgenic Organism'. Add relevant picture, pie chart/ bar chart/ line graph, gif and video file and share the PPT file in your class whatsapp group / Edmodo/ Google classroom.

Unit 4

Creativity and Imagination

Listening to short (2 to 5 minutes) academic videos (prepared by EMRC/ other MOOC videos on Indian academic sites – E.g. <https://www.youtube.com/watch?v=tpvicScuDy0>)

Speaking: Making oral presentations through short films – subject based

Reading: Essay on Creativity and Imagination (subject based)

Writing – Basic Script Writing for short films (subject based)

- Creating blogs, flyers and brochures (subject based)
- Poster making – writing slogans/captions (subject based)

UNIT 4. Creativity and Imagination

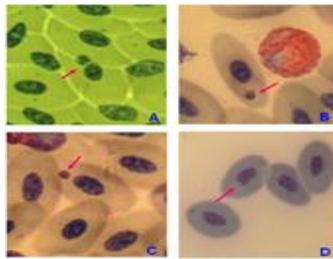
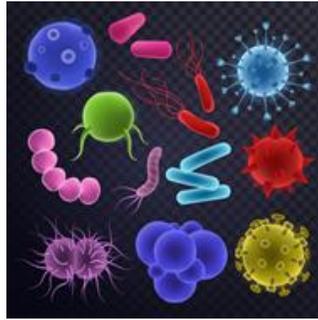
Academic listening

Task : In pairs, discuss your responses to the following questions.

1. How do microbes benefit the environment?
2. Do you think we can live without microbes?
3. Imagine what would happen if all microbes were destroyed from the environment?

I. Pre-listening Task:

Associate your ideas with the word 'micro' along with the pictures given below and list it in the blanks given:



1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

While Listening:

What is academic listening?

Academic listening is a special kind of listening skill, which helps the learners to encounter, understand, learn, discuss, and remember new ideas.



Academic listening consists content with different forms of multimedia like audio tracks, video clips, web pages and activities like tasks, games, experiments, surveys in order to make listening more engaging and more motivating for the students in an integrated manner with elaborated style of thinking.

Activity: Listen to this academic video prepared by EMRC:

<https://www.youtube.com/watch?v=XIOHEumNf4U>

Post Listening Task 1: Recall the information presented in the video.

Task 2: State whether the statements are true or false from the above listened video clip.

1. Microbes are not present on the surface of our body, inside of a body, in the food we eat, in the water we drink and the air we breathe.
2. Microbes used food and fermentation industries.
3. Immunology is the study of nervous system
4. Growing of animal cells on artificial medium in a controlled environment is done to understand the functioning of cells.
5. Microbiology does not touch our lives in all dimensions.

Speaking: Making oral presentations through short films



In this globalized world, every profession is involved in some aspects of communication which usually involve gathering, analysing, and distributing scientific and/or technical information efficiently and accurately for specific audiences. Making oral presentations through short films links all four aspects of communicative skills (LSRW). Short films act like a bridge between language study and language use. It demonstrates one's potential to communicate through real-world experience between the audience and the presenter. It helps to build creativity, critical thinking and teach life-long skills both personally and professionally.

What is a short film?

A short film is any motion picture that runs from fifteen seconds to forty five minutes in length. It expresses a single concept with unique ending.

Basic instructional design for oral presentation through short films:

- **Plan** - Plan the topic with important events with focus to your presentation. An oral presentation should never be a monologue, but an active dialogue in verbal communication. First greet the audience and introduce yourself. Explain the purpose of your talk. Start by introducing the topic. Outline the main points. State your purpose and announce the outline of your presentation in very simple and precise language.

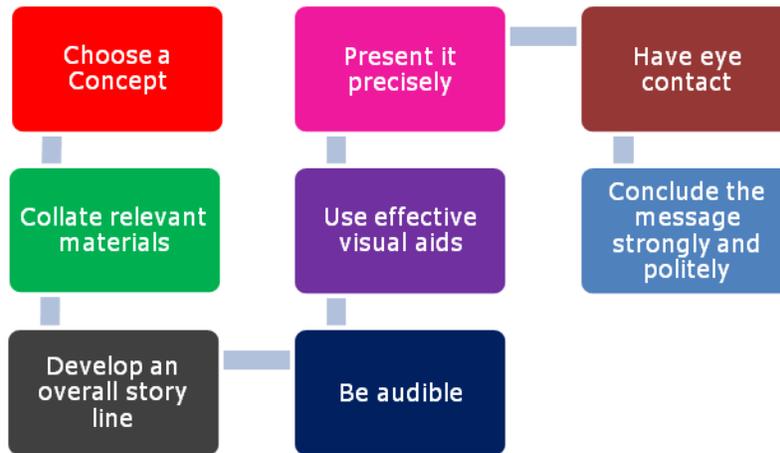
- **Structure** – The information in the body needs to be well-structured. State main ideas clearly. Use visual aids to engage the interest of your audience. It could be in chronological order, theme or order of importance.

- **Prepare** – The first thing to be done when preparing a spoken presentation is to identify the audience as precisely as possible. Prepare the oral presentations with key points within time limit. The presentation can have one of these aims: to inform, to persuade, to teach.

- **Present** - Shape the presentation by organizing and selecting the arguments or pieces of information within the time allotted. Introduce appropriate visual aids to impose its effect on the audience. During the presentation a presenter need to face the audience - maintain eye contact with the audience as much as possible. Use natural hand gestures, look presentable and speak in a clear and audible voice.

- **End** - Prepare a closing summary with main points and give a strong concluding remark that reinforces why your information is of value. It reaffirms the connection between the audience and the material presented. Invite questions from the audience at the conclusion of your presentation. Respond to questions politely and briefly.

PROCESS RECAP



Activity:

Watch **BABY – An Experimental Short Film** about the beginning of life

<https://www.youtube.com/watch?v=eYSu2ochIE4>

Task 1:

- **Discuss in pairs about how did the film make you feel?**
- **What aspect of the film did you most engage with?**
- **What will you remember?**
- **What does it make you think about?**
- **Would you watch it again? Why/why not?**
- **How would a second viewing be different?**
- **What would you focus on?**
- **How would different people view this film differently (dependent on gender, age, ethnic background, worldview, etc)?**

Task 2

Prepare a power point presentation with inclusion of pictures and videos of about 5-8 minutes of your own interest based on your subject.

Source: <https://www.youtube.com/watch?v=selYsj94RQg> (A video on how to record a PowerPoint Presentation with Voice-Over Narration and Saving it as a Movie File)

Creativity and Imagination

Introduction:

Creativity surrounds us and expresses itself in the form of innovative ideas in our everyday life. It is a skill that can be practiced daily to solve life's problems as well as discover its opportunities. In fact, it is the ability to apply reason and logic to new or unfamiliar ideas, opinion or situations.

Creativity Defined:

There is a common misconception that creativity belongs to a few gifted individuals, or it pertains to the field of arts. As a result, many who do not consider themselves as the artistic type neglect the development of their creative skills. Let's look at what defines creativity. To be creative means turning new and imaginative ideas into reality. The Dictionary defines creativity as 'the ability to transcend traditional ideas, rules, patterns, relationships, or the like, and to create meaningful new ideas, forms, methods and originality' It is also defined as 'progress, or imagination'. As a matter of fact, creativity is characterized by the ability to see the world in new ways, to make connections between seemingly unrelated phenomena and to generate solutions.

As we have seen earlier, creativity should not be tied to a specific discipline or a craft, it is indispensable everywhere. It is pertinent in arts, entertainment, business, mathematics, engineering, medicine, social sciences, and physical sciences and is the cornerstone of civilization.

Reflections on Creativity:

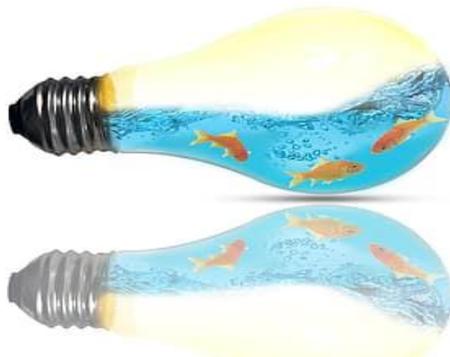
It is important to define creativity because it can mean different things to different people. If you refer to the thesaurus, you will find the following synonyms for the word 'creativity':

Cleverness	imagination	imaginativeness	ingenuity
inspiration			
genius	inventiveness	originality	resourcefulness
vision			talent

The word 'creative' is associated with being

inventive	imaginative	innovative	original	artistic	expressive
inspired	visionary		productive	prolific	
talented					
gifted	resourceful	quick-witted		ingenious	
clever	smart	unconventional	unorthodox	a genius	

Difference between Creativity and Imagination:



Have you ever wondered how creativity manifests itself? Do you know how the inventions come into existence? What is the basis for creative

thinking? **Creativity** relies on imagination, the conscious representation of what is not immediately present to the senses. Remember your imagination is not only an artistic influence but can inspire you as a person or others to add development to your lifestyle, business or work ethic. While **imagination** is the process of seeing the world in new ways and finding the hidden patterns. Creativity helps in converting your new and imaginative ideas into reality. People who believe in imagination cross the boundary of “usual” and “normal” are able to think outside the box. More importantly, if you have ideas, but don’t act on them, you are only imaginative but not creative.

Students of science classes usually get the idea that involve careful observation and analysis of data to test hypotheses. One thing that remains shrouded in mystery, is how scientists decide on the particular question and give an exact answer? You might be surprised to know that they involve in creativity and come out with logical reasoning.

The natural world is highly complex, and really big. Interesting scientific problems (like curing cancer) are usually too difficult to solve directly. The art of being a scientist involves continually re-imagining these big problems, mentally breaking them down into smaller, solvable parts, and then speculating about which of these smaller parts might be key to cracking open the whole subject. In other words, a scientist must imagine, in advance, possible outcomes from different observations, and design a research study that might help to decide between different hypotheses.

How is creativity possible in science?

Logical thinking is always a part of the creative process in any field, from art to science to business. Creativity is not only the ability to come up with new ideas, but also narrowing down those new ideas to focus on one that can be elaborated. Creative people in any field come up with new ways

of looking at the world. They constantly ask, "What if...?" But it doesn't stop there. After a creative person asks "What if...?" they then go on to logically think through the consequences.

Science is creative in much the same way as art, music, or literature are creative. In Science discipline, individuals have to use their imagination to come up with explanations. The explanations should be well informed. They must not be mere guesses. As Peter Medawar explained, "Scientists are building explanatory structures, *telling stories* which are scrupulously (carefully) tested to see if they are stories about real life" (Medawar, 1984, p. 133, emphasis in original). By "telling stories," Medawar does not mean that scientists' are just making things up out of nothing. He means that scientists' piece together bits of information in a way that makes sense, the way writer's piece together characters and events. But a scientist's job doesn't end there. The story they've told is rigorously tested to see if it makes sense in the context of real life.

Conclusion:

Success in science requires a creative mind. Some of the most important questions in science are either too large or too complex to answer directly. So scientists break them down into smaller, solvable questions. Scientists use creativity to determine which questions are likely to yield results or and which will not. They imagine possible answers to their questions, and devise ways to test those answers. To be creative, science students should be curious to know what will happen next through their creativity and imagination through experiments, show interest in their observation and finally try to bring their creative brilliance in reality.

Suggested Reading

1. Bono, Edward de. 1990. *Lateral Thinking: A Textbook of Creativity*. London: Penguin Books.
2. Hussain, S. 1988. *Creativity, Concept and Findings*. Patna: Motilal Banarasidass.
3. Clear, James. *Creativity: How to Unlock Your Hidden Creative Genius*. [.https://jamesclear.com/creativity](https://jamesclear.com/creativity)
4. Medawar, P. B. (1984). *Pluto's republic: Incorporating the art of the soluble and induction and intuition in scientific thought*. Oxford: Oxford University Press.

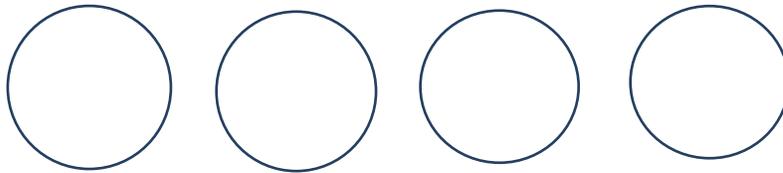
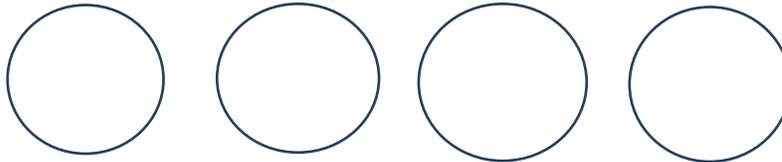
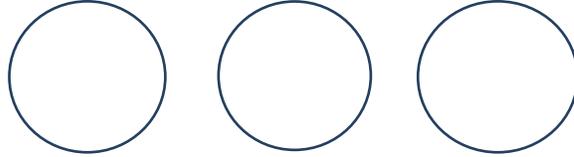
Task 1: Answer ALL the questions:

1. Explain the difference between creativity and imagination.
2. How do scientists find solutions with logical reasoning?
3. Why creativity and imagination is important for science students?
4. What is Medawar's explanation on "telling stories"?
5. Creative people in any field come up with new ways of looking at the world. Explain.

Task 2: Complete the incomplete circles using your creativity and imagination. First circle has been done for you:



by Liam Ashurst



Task 3: Read on how Rene Theophile Hyacinthe Laënnec invented the stethoscope.

Script Writing



(Source: <https://www.masterclass.com/articles/how-to-write-a-film-treatment-in-6-steps>)

A short film is just a short movie with a clear, compelling story. It is an excellent fun side-project for the beginners. A short film can be live-action, animated, or computer generated. Like feature films, short films tell closed-ended stories with a distinct beginning, middle, and end. The best short films have a clear focus and are economical with their storytelling, utilizing only one or two locations and few characters.

Scientific Script Writing for short films:

1. Brainstorm. Jumpstart your creativity remembering any images or events from your childhood. Fix the genre or the style that you want to write. Once, the idea is fixed write down whatever comes to your mind.

2. Research – It is the vital aspect for Science based genre. The film maker has to research the fact in order to give accurate data for the audience.

3. Outline - Begin to outline the idea for the film. Like feature films, short films too have a beginning, middle, and end. This brings the overall structure of the film.

4. Write your first draft - Now that you know the shape of your story, start writing the first draft of your short film script with screenplay structure.

5. Rewrite the script - When you start writing the second draft, you might find to restart the process and create a new outline. Once the story is solid, start refining the dialogue for the scenes.

6. A picture is worth a thousand words - As you write, think creative images and captions. Science offers beautiful and unusual images that can help readers visualise what you are writing about. Spend time on catchy and informative captions — they are indispensable entry points into your story.

Task 1: Watch the video Science and Storytelling | Lucy Hawking | TEDxSalford <https://www.youtube.com/watch?v=E7K-qlQVpgE>

Blogs:

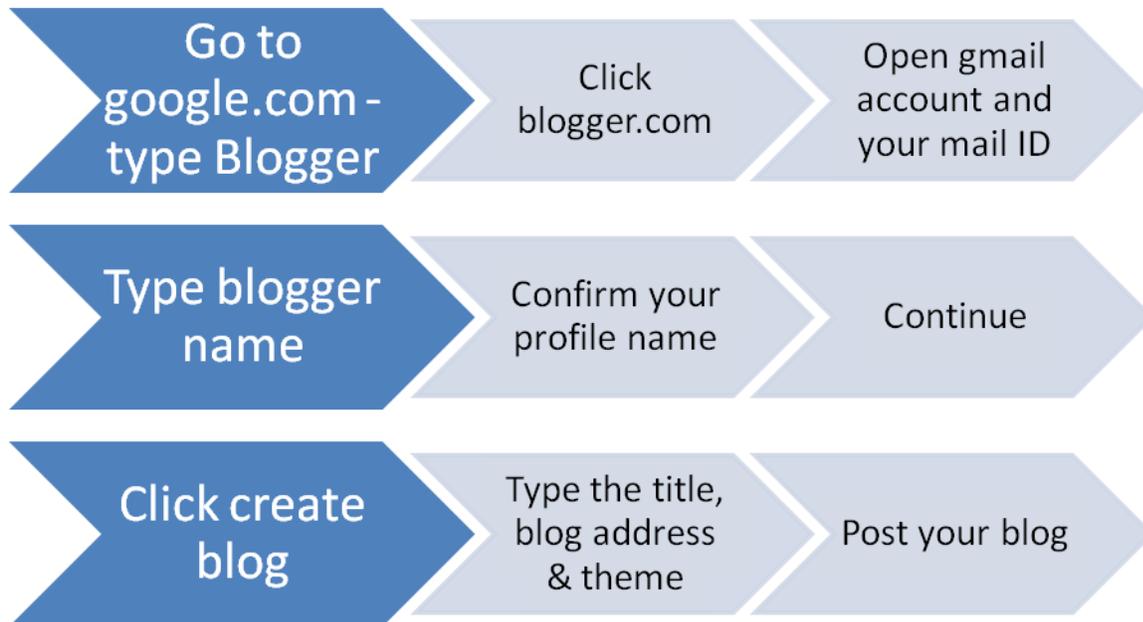
A blog, an online journal in which you share your thoughts about a particular subject with readers.

How to start writing science blogs?

- Exactly what is it that you have found out?
- What methods have you used?
- Why is this research important, and why should my target audience be interested?
- What environmental benefits might this research bring?

- Will this research lead to more sustainable technology?
- Will it lead to less expensive and/or safer technology?
- What is your or your group's contribution to this field internationally?
- What is needed for this technology to be applied/commercialised?
- Is this project relevant to others in the industry? Will it enable us to attract new clients and win new projects?

How to create a blog?



Source: <https://www.youtube.com/watch?v=X2-v-NnZrVE>

Activity: Create, write and post your desired topics in your blog.

Task 2: Write about the importance of blog creation and its uses.

What is a Flyer?

A **Flyer** is usually a single, unfolded printed sheet that is **used to** draw attention to an event, service, product or idea. A **flyer** usually contains a very simple message that can be conveyed quickly.



<https://www.postermywall.com/index.php/posters/search?s=science%20fair%20flyer>

How to make flyers?

1. Include the basics

Make sure your flyer states the who, what, where, and when of what you're trying to communicate.

2. Go for eye-catching imagery

Flyer design is important, and images speak for themselves and can go a long way to communicating tone and feel. You can use your own imagery or choose from thousands of royalty-free photos we provide for you

3. Keep it brief

When it comes to text, less is more. Be brief. Be concise. Be powerful with your words. Choose your words carefully and make each one count.

4. Take theme into account

Think about what feeling you want to evoke with your flyer. Be mindful of the thematic elements of what you're trying to promote. The images, colours, text you use in your flyer should be theme-appropriate.

5. Let readers know what to do next

Include links, contact information, or a strong call-to-action to let readers know how to learn more.

Source: <https://www.youtube.com/watch?v=dGqpurykz3w>

Task 3: Make a flyer for science exhibition to be conducted in your department.

Brochure:

A Brochure is a single foldable sheet used by marketers to highlight a product, company or service. They are one of the most common and effective tools used by businesses and organizations for relaying information or announcements to a wide audience. Brochures are distributed in many different ways: as newspaper inserts, handed out personally, by mail or placed in brochure racks in high traffic locations especially in tourist places.



Source: <https://in.pinterest.com/pin/448811919100082233/>

How to make a brochure?

Write concisely. Your brochure should focus on one product or service. A trifold brochure only has space for about 350-450 words, so keep words, sentences and paragraphs short. Include only the most relevant information, leaving some white space and images.

Science Brochures:

While making science brochure design, follow three elements:

1. Target audience / people. Be clear for whom you are creating a brochure. Think about marketing concept, what makes an ordinary people while reading your scientific articles. To test, whether you understand your client's needs, ask yourself a simple question: "For what a person really ready to pay money?".
2. USP (unique selling proposition). You must clearly understand your positioning, how to differ from competitors. It should be something that distinguishes you from rivals for the better.
3. Target action. The target action is what the user must do after reading. If you don't offer people any action, the customer could close your science brochure design ideas and leave it.

This is what your brochure for science should convey.

Source: <https://www.youtube.com/watch?v=Gjev8RkqO1k>

Task 4: Design a brochure for your science lab.

POSTER

Poster is another visual to reach the people with specific message. Posters are usually displayed at a height that makes it visible to viewers. So, content and structure are important in a poster.



Source: <https://www.amazon.in/Tamatina-Health-Posters-Coronavirus-Precautions/dp/B085ZZQRJJ>

Instructions to create a poster.

- Decide on the size of the poster
- Make sure it is readable from a distance.
- Create Some Contrast.
- Consider the location of display.
- Let the image be large and catchy.
- Make good use of space in the poster.

(Source: https://www.youtube.com/watch?v=AwMFhyH7_5g)

Task 5: Design a poster with effective slogans on the importance of cleanliness

Unit 5

Workplace Communication & Basics of Academic Writing

Speaking: Short academic presentation using PowerPoint

Reading & Writing: Product Profiles, Circulars, Minutes of Meeting.

Writing an introduction, paraphrasing

Punctuation (period, question mark, exclamation point, comma, semicolon, colon, dash, hyphen, parentheses, brackets, braces, apostrophe, quotation marks, and ellipsis)

Capitalization (use of upper case)

UNIT 5

BUSINESS ENGLISH

Language is a powerful tool that has propelled changes, carved history and sustained culture and tradition. Languages have, since the time of our linguistic revolution, grown and influenced each other. The faculty of language that captures floating thoughts into a timeline, adding memories, feelings, emotions and envisioning a future, is one of the advances of evolution that has made us survive and progress thus far as a species.

We are living in an era of digital revolution wherein language seems to no longer belong to the domain of mouth and related speech organs. It has moved on to the domain of the digital Siri and Alexa. It can be heard when we use google maps directing us. It can be heard, translated, and automated by chatbots.

Thus, when language has transcended to wider domains, humans who were the first to revolutionize it into the digital forms that we have today also need to equip themselves with the required skills to make language an effective medium of communication. The common misconception is that "just because I speak, I am understood". Once we free our minds from this fallacy, therein begins our first attempt to communicate effectively.

Words when timed appropriately, arranged coherently, expressed accurately can make or break a relationship. Communication failure is a new normal in this era of digital communication where emojis and emoticons have taken over determiners in language; determiners that were aimed at accuracy in communicating. Although pictographic representations of what could be described through words, may be an easier way to express the difference between, say for example, a chuckle, a titter, a giggle, a chortle, or a cackle, yet, the constant use of emojis would stunt the usage of accurate

vocabulary, leading to a dilution of meaning. In other words, thanks to social media, we speak more and yet communicate so less.

When words are replaced by feelings that are captured by emojis, the communication becomes more reactive than responsive. In this era of Facebook and Whatsapp we have successfully learnt to react to posts through these five modes of expression- like, anger, love, laughter, hug, sadness, and awe. Of these, like is an all-encompassing positive feeling, anger, love, laughter and sadness are emotions, and hug is an action. Altogether we are reinforced constantly to react only within this framework of limited expressions forgetting that human emotions are complex and can lead to an endless labyrinth of responses. When you are self-aware of these endless possibilities of responses, then you free yourself from the influence of fake news and posts that spread the message of hate.

In a typical business context where the communication is domain specific there is a need to practice the art of effective communication. Businesses today have a wider reach and one major part of business that contributes to its growth is effective communication. With wide networking and collaborative efforts, it is essential to navigate through misinterpretations and assumptions, and create an ambience of meaningful engagements. Self-awareness will make you mindful of the words that you need to choose before you communicate. Along with practicing mindfulness, it is also imperative that you learn techniques and nuances in very specific contexts such as:

- Power Point presentations
- Circular
- Minutes of a Meeting
- Paraphrasing

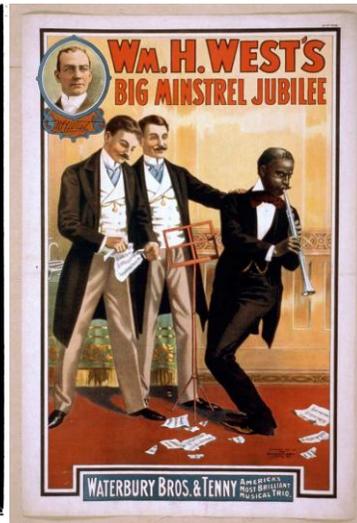
POWERPOINT PRESENTATION

Pre-task:

Consider image 1 and image 2. Which image do you think has a better appeal?

1

2



Compare the advertisements and explain which advertisement has more visual appeal.

Image sources:

<https://digitalcollections.nypl.org/items/918ed050-cf4e-0133-59bd-00505686a51c>

<https://picryl.com/media/wm-h-wests-big-minstrel-jubilee-2>

It is evident that image 2 displays a greater appeal because it has a visual representation. Advertisements are visual representations of products. They are designed in a way that it can instantly attract a potential buyer. A successful advertisement makes use of image, colours, captions, layout, font, background, foreground etc. in a judicious way that can communicate the essential features of the product in an effective manner.

Power point presentations also play a similar role. Just like how a visual appeal is created in a well-designed advertisement, so also a visual appeal is created by making use of Power point when presenting content.

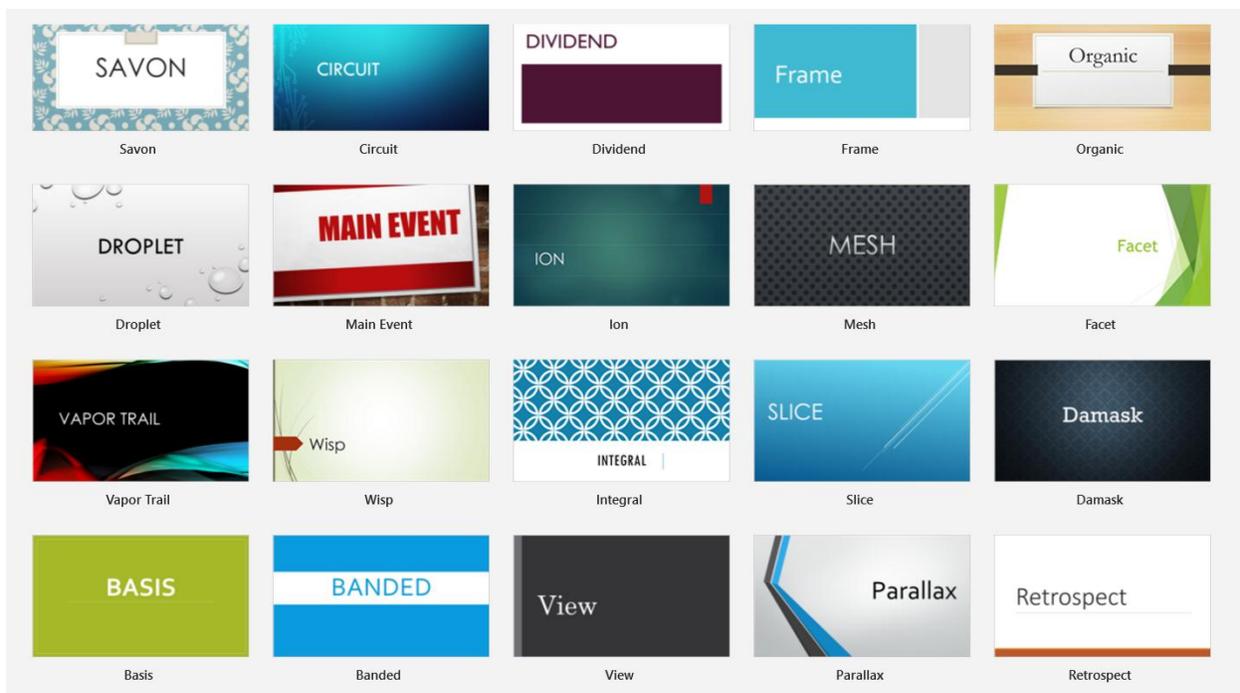
Features of Power Point

Power point can be accessed from Microsoft Office App. 

When you create a new Power Point presentation, there are thousands of themed templates available from which you can choose the one most relevant to the theme of your presentation. In addition to themes, Power Point also provides numerous diagrams and charts as well which will add more visual appeal to your presentation and will also help you to organize your content in a succent and professional way.

Sample themes, diagrams and charts are presented below.

Themes



Diagrams

← Back

Multi-color tree diagram

Plant growth graphic

Horizontal DNA graphic

Road builder graphics

Triple helix DNA graphic

Underground drill graphic

Linked chain graphics

Spiral graphic

Double helix DNA graphic

Animated tree growth gra...

Conveyor belt block graphic

Animated flower slide

Multi-color gauge graphics

Colored block graphics

Animated scale graphic

Charts

← Back

Project milestones timeline

Minimal organization chart

My family tree

Infographic resume

Tech infographic resume

International infographic...

Family tree

Colorful conference prese...

AccentBox presentation

Sketch presentation

Teach a course presentation

Color-coded organization...

Horizontal organization c...

Team organization chart

Simple organization chart

Human resources, from 2...

PowerPoint Graphics Sam...

Data-driven PowerPoint, f...

Balanced scorecard, from...

Dashboard, from 24Slides

Texts, Fonts and Paragraphs

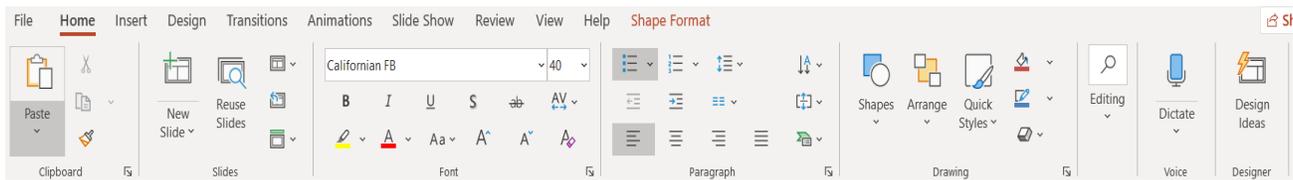
Text Editing: Just like how you can edit (cut/copy/paste) texts in MS Word, so also it is possible to edit texts in the slides

Slides: New slides of various format according to the layout in which you desire the slide to appear can be inserted.

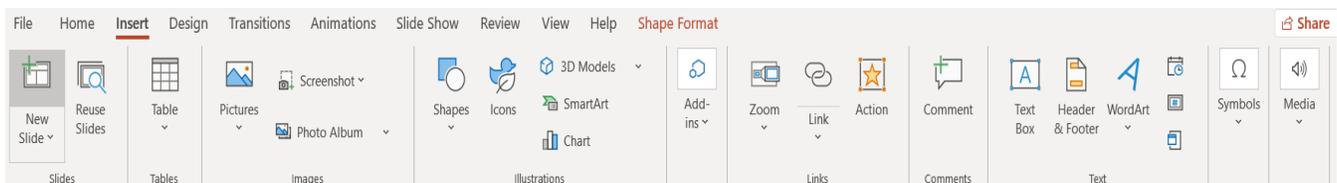
Font: You can apply formatting such as bold, italics, underline, strikethrough, word spacing, font type, size and colour, highlighting text, and capitalization.

Paragraph: Bullets, numbering increasing and decreasing line spacing, indenting texts (left, right, centre, justify), and changing the direction of the texts can be done.

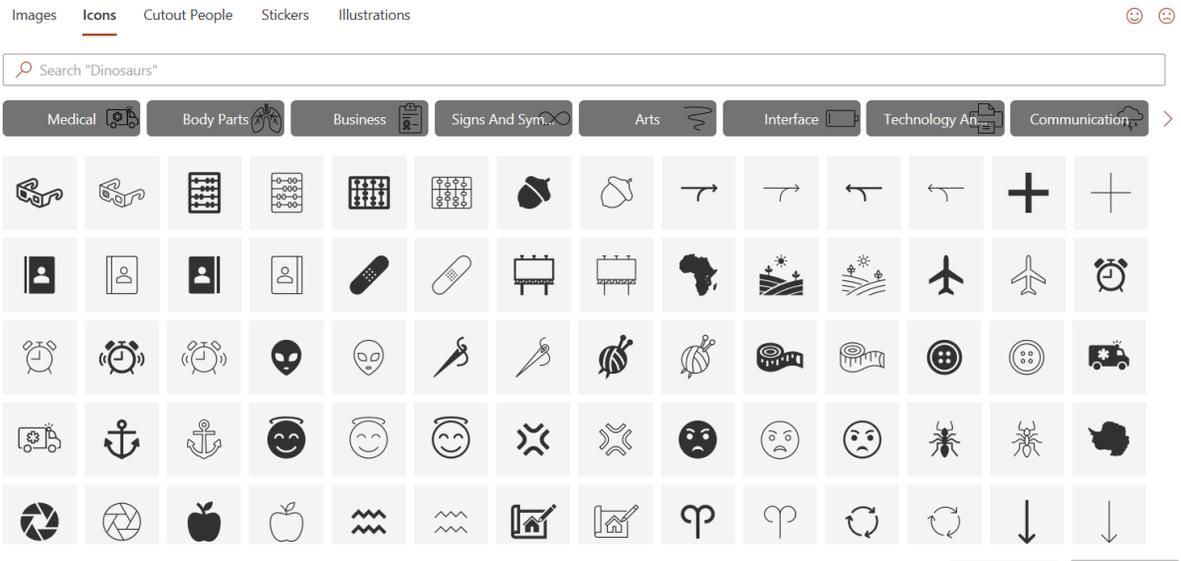
Design ideas: This is a unique feature in the latest version of PPT were the texts you enter in the slides are automatically designed



The **INSERT** option enables you to add more visuals to your slides. You can insert tables, pictures, shapes, icons, 3D models, smart art, charts, add-ons, hyperlinks, comments, text box, Header and footer, word art and symbols.

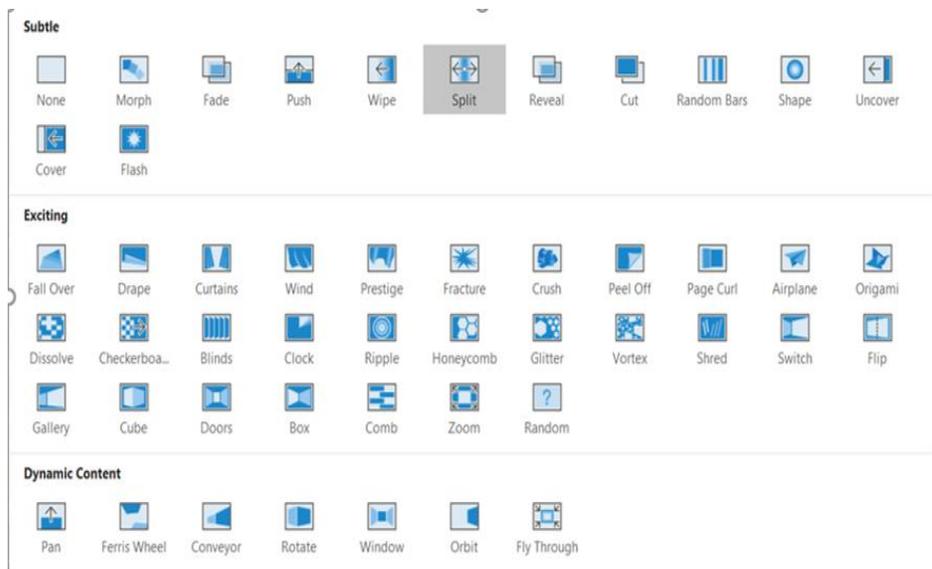


The interesting part is that there are a wide range of items that you can choose from. For instance, the latest version also provides numerous selections of icons which can be used when you are describing specific points in the slides.



Transitions

When navigating from one slide to another, adding transitions will add to the overall effect. But ensure that the transitions are not too jarring to the eyes. There are several smooth transitioning features that you can select from.



Animations

Entrance and exit of points can be animated. If you need to emphasize a point you can add emphasis that can make it stand out.



Slide-Show

The slide show option will enable you to present it in full screen, rehearse timings and use sub-titles. You can also create E-content by using the record option.



Techniques for a captivating presentation

- Images, charts, diagrams, maps etc. communicate more effectively.
- Explain processes using charts
- Use only relevant images which are related to your content
- Limit the words and as the name goes, it is power POINT. Bullet points are sufficient. You need not write elaborate sentences
- Every slide should have a main idea and corresponding ideas in point form
- Too much usage of any feature will look cumbersome, be it colors, font type, animation, or transition
- Ensure that the background and the text are in contrast so that the text appears clear and legible
- Limit the total number of slides and the content in each slide
- There is no one way to prepare and present. Use your creativity and imagination.

Sample Presentation

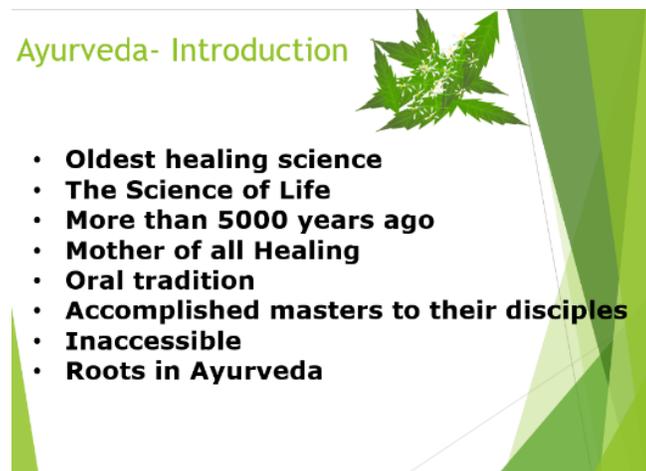
The following is an excerpt from "Ayurveda: A Brief Introduction and Guide" by Vasant Lad. This is the introductory paragraph. The important points that will make up a slide are highlighted.

Ayurveda is considered by many scholars to be the **oldest healing science**. In Sanskrit, Ayurveda means **"The Science of Life."** Ayurvedic knowledge originated in India **more than 5,000 years ago** and is often called the **"Mother of All Healing."** It stems from the ancient Vedic culture and was taught for many thousands of years in an **oral tradition** from accomplished **masters to their disciples**. Some of this knowledge was set to print a few thousand years ago, but much of it is **inaccessible**. The principles of many of the natural healing systems now familiar in the West have their **roots in Ayurveda**, including Homeopathy and Polarity Therapy.

Lad, Vasant. AYURVEDA: A BRIEF INTRODUCTION AND GUIDE. 2006. 2020 12 17.
<<https://www.ayurveda.com/resources/articles/ayurveda-a-brief-introduction-and-guide>>.

In the above content, 8 points are highlighted. You can either have 4 points in two slides (4 points in each slide) or all the 8 points can feature in one slide.

Notice how phrases such as “oldest healing science”, “The Science of Life”, “more than 5000 years ago”, “Mother of all Healing”, “oral tradition”, “accomplished masters to their disciples”, “inaccessible” and “roots in Ayurveda” are highlighted. If these points were to be created as a power point slide it will look something like this.



You must also consider the overall structure of your presentation. Like any piece of writing which has an introduction, a body, and a conclusion, so also a power point must be structured in a way that the ideas are presented seamlessly.

For example, take a look at the following Power Point slides for a presentation on Ayurveda.

The Strategy: Your Constitution and Its Inner Balance

Ayurveda places great emphasis on prevention and encourages the maintenance of health through close attention to balance in one's life, right thinking, diet, lifestyle and the use of herbs. Knowledge of Ayurveda enables one to understand how to create this balance of body, mind and consciousness according to one's own individual constitution and how to make lifestyle changes to bring about and maintain this balance.

Just as everyone has a unique fingerprint, each person has a particular pattern of energy—an individual combination of physical, mental and emotional characteristics—which comprises their own constitution. This constitution is determined at conception by a number of factors and remains the same throughout one's life.

Many factors, both internal and external, act upon us to disturb this balance and are reflected as a change in one's constitution from the balanced state. Examples of these emotional and physical stresses include one's emotional state, diet and food choices, seasons and weather, physical trauma, work and family relationships. Once these factors are understood, one can take appropriate actions to hullify or minimize their effects or eliminate the causes of imbalance and re-establish one's original constitution. Balance is the natural order; imbalance is disorder. Health is order; disease is disorder. Within the body there is a constant interaction between order and disorder. When one understands the nature and structure of disorder, one can re-establish order.

Notice in the content provided above, the phrases underlined in violet are the main headings of the slides. The content highlighted in green are the supporting points. The above content may be designed in four slides as follows:

Factors that Disturb Balance (3)

- ▶ Emotional state
- ▶ Diet
- ▶ Food choices
- ▶ Seasons and weather
- ▶ Physical trauma

Appropriate Actions (4)

- ▶ Nullify or minimize their effects
- ▶ Eliminate the causes of imbalance
- ▶ Understand the nature and structure of disorder
- ▶ Re-establish order

Balance is the natural order; imbalance is disorder.
Health is order; disease is disorder.

Emphasis on Prevention (1)

- ▶ Balance
- ▶ Right thinking
- ▶ Diet
- ▶ Lifestyle
- ▶ Use of herbs
- ▶ Balance of body, mind and consciousness
- ▶ Make lifestyle changes

Pattern of Energy (2)

- ▶ Physical, mental and emotional characteristics
- ▶ Determined at conception
- ▶ Remains the same throughout one's life.

You may observe the following in the above slides:

- Simple design
- Colour theme according to the central topic of Ayurveda
- Similar pattern repeated in all slides
- Words and/or phrases are used as points
- Heading is in a different colour and is emphasized
- Slide 4 has a sentence that is highlighted. Important quotes may be highlighted in this way

Now that you have an idea of how to prepare a power point presentation, complete the following tasks as instructed.

Task 1

Read the following passage. This passage is an excerpt from the same content provided so far about Ayurveda. You may follow these steps:

Step 1: Read the passage

Step 2: Identify the main idea in each paragraph

Step 3: Identify the supporting ideas under each main idea

Step 4: Look for visuals that can be incorporated

Step 5: Structure the main ideas and supporting ideas in various slides

Step 6: Add transition and animation

Step 7: Rehearse the timing to see if you can complete it within 5 minutes

Step 8: Present your slides in class

Balancing the Three Principal Energies of the Body

Ayurveda identifies three basic types of energy or functional principles that are present in everyone and everything. Since there are no single words in English that convey these concepts, we use the original Sanskrit words vata, pitta and kapha. These principles can be related to the basic biology of the body.

Energy is required to create movement so that fluids and nutrients get to the cells, enabling the body to function. Energy is also required to metabolize the nutrients in the cells, and is called for to lubricate and maintain the structure of the cell. Vata is the energy of movement; pitta is the energy of digestion or metabolism and kapha, the energy of lubrication and structure. All people have the qualities of vata, pitta and kapha, but one is usually primary, one secondary and the third is usually least prominent. The cause of disease in Ayurveda is viewed as a lack of proper cellular function due to an excess or deficiency of vata, pitta or kapha. Disease can also be caused by the presence of toxins.

In Ayurveda, body, mind and consciousness work together in maintaining balance. They are simply viewed as different facets of one's being. To learn how to balance the body, mind and consciousness requires an understanding of how vata, pitta and kapha work together. According to Ayurvedic philosophy the entire cosmos is an interplay of the energies of the five great elements—Space, Air, Fire, Water and Earth. Vata, pitta and kapha are combinations and permutations of these five elements that manifest as patterns present in all creation. In the physical body, vata is the subtle energy of movement, pitta the energy of digestion and metabolism, and kapha the energy that forms the body's structure.

Vata is the subtle energy associated with movement — composed of Space and Air. It governs breathing, blinking, muscle and tissue movement, pulsation of the heart, and all movements in the cytoplasm and cell membranes. In balance, vata promotes creativity and flexibility. Out of balance, vata produces fear and anxiety.

Pitta expresses as the body's metabolic system — made up of Fire and Water. It governs digestion, absorption, assimilation, nutrition, metabolism and body temperature. In balance, pitta promotes understanding and intelligence. Out of balance, pitta arouses anger, hatred and jealousy.

Kapha is the energy that forms the body's structure — bones, muscles, tendons — and provides the "glue" that holds the cells together, formed from Earth and Water. Kapha supplies the water for all bodily parts and systems. It lubricates joints, moisturizes the skin, and maintains immunity. In balance, kapha is expressed as love, calmness, and forgiveness. Out of balance, it leads to attachment, greed, and envy.

Life presents us with many challenges and opportunities. Although there is much over which we have little control, we do have the power to decide about some things, such as diet and lifestyle. To maintain balance and health, it is important to pay attention to these decisions. Diet and lifestyle appropriate to one's individual constitution strengthen the body, mind and consciousness. Give a passage. Let them prepare slides based on the info in the passage.

Task 2:

Prepare a video either with PowerPoint or using ScreenO'matic software for 5 minutes. You can use the same content as above and the slides you had prepared for the previous task.

PRODUCT DESCRIPTION

Pre task:

Get into groups of two. Ask the following questions to each other.

Are you familiar with online shopping?
From how many sites have you purchased items?
How do you choose a product when you shop online?
What are the advantages and disadvantages of online shopping?

Have a discussion based on the above questions in groups of two and summarize your points. One of you may share it to the class.

Why is Product Description important?

Product description is like a heart-to-heart connect that the advertisers try to establish with potential customers. In this era of consumerism, people are looking for the most trending, most useful yet cost effective product. Many resources are spent in market analysis, product design and manufacturing. Despite all the efforts spend in creating it, if the product is not sold, then all previous efforts are in vain. That is why companies invest a substantiate amount in advertising.

What is the format of a product description?

Consider the following description of the product Oziva Plant Protein. This is found in the product website <https://www.oziva.in/collections/protein-shakes/products/oziva-superfood-plant-protein-finest-vegan-clean-protein-powder-with-plant-protein-ayurvedic-herbs-multivitamins-for-everyday-fitness>



OZiva Superfood Plant Protein with Ayurvedic Herbs & Multivitamins for boosting Immunity & Energy, Soy Free

★★★★★ 74 reviews

One Time Purchase
₹699

Size: 250 gm (16 servings) | Flavour: Coco Vanilla

Subscribe & Save

100% Authentic

Easy Returns

For better safety, we recommend that you opt for online payments to minimize contact at delivery.

An image of the product placed alongside the name of the product and its most unique features “OZiva Superfood Plant Protein with Ayurvedic Herbs & Multivitamins for Boosting Immunity & Energy, Soy Free.”

You can see that the product has a 5-star rating. Its cost, size with details of the number of servings, flavour and the fact that it is authentic and can be returned is also highlighted.

The description doesn't stop there. After having highlighted the most important selling features of the product there is a brief description of the features in a greater detail. The heading “Why Is It A Must Have” surely will draw readers towards it.

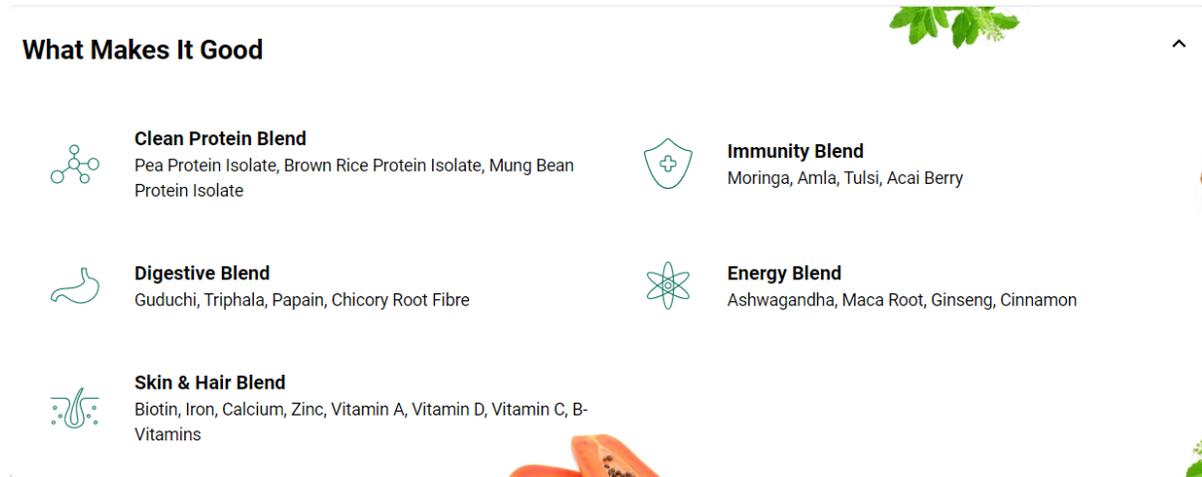
Why Is It A Must Have

OZiva Superfood Plant Protein combines essential amino from Pea Protein Isolate, Brown Rice Protein Isolate, and Mung Bean Protein Isolate to provide holistic health, better energy, and immunity.

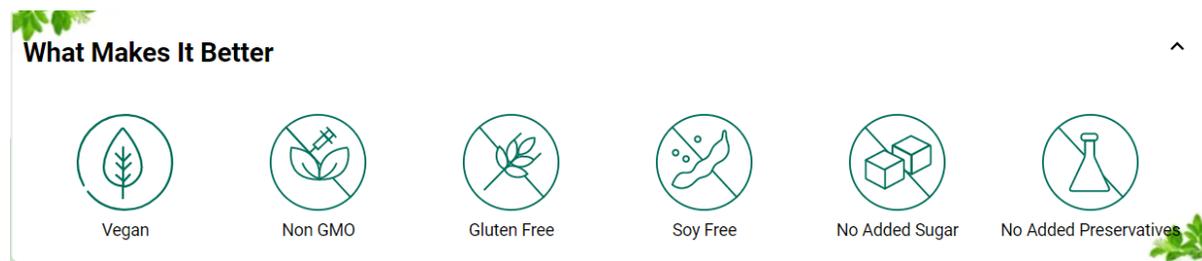
- ✓ 20g of Complete Protein, 15 essential Vitamins, and Minerals per serving of Superfood Plant Protein.
- ✓ 100% Vegan-friendly Protein blended with standardized herbal extracts for daily nutrition and fitness.
- ✓ Provides better energy and immunity with specially designed Ayurvedic Herbs blend consisting of Ashwagandha, Maca Root, Amla, Tulsi, etc.
- ✓ Enhances digestion and absorption with Digestive enzymes and herbs.
- ✓ Promotes younger skin and healthier hair with essential Multivitamins like Biotin, Iron, Zinc, Vitamin A, Vitamin D, Vitamin C, B-Vitamins.
- ✓ Soy-free, no trans fat, non-GMO, no artificial sweetener, 0g added sugar.
- ✓ Free diet consultation with nutritionists.

*Results may vary as per the individual's diet and workout

After this, there is another format in which the product features are further reinforced. But this time it is not descriptive sentences. Using icons to represent points is a new design format.



Thus, by saying that it is a must have, the product has created an artificial crisis in the mind of the potential customer. By continuing to explain what makes it good has compensated for the fear of lacking something had created. In other words, creating a need by promoting a lack or a void and then coming up with the solution that the product has to offer is the typical emotional roller-coaster that any product description would take you through. Therefore, it is not more about what you say about your product than how you say it.



In adding components of what makes it better, they have summed up the vitals that fitness lovers look for- vegan, non-GMO, Gluten free, Soy free, No added sugar and No added preservatives. It looks like a dream product for those who are on their path of fitness routines.

One may wonder how to use the product. Is it complicated? In the huge rush to work will one have the time to use this product daily? To address this the usage of the product is explained in one simple step. The product can be mixed or blended. Either ways it is simple to be consumed.

How to Enjoy

Direction to use



1. Mix 1/2-1 scoop in 200 ml of water



2. Shake well or use a blender to mix. Enjoy it!

To make the potential customers feel special the best part is explained last: exclusive benefits. This point will close the deal. The potential customer has already clicked the buy button and in on the way to complete a purchase.

Exclusive Benefits

Once you have purchased the product, you get access to all OZiva Prime Benefits. All you need to do is authenticate your purchase by using the Auth-Code that you receive inside the product.



What You Get



Diet Plan



OZiva Merch

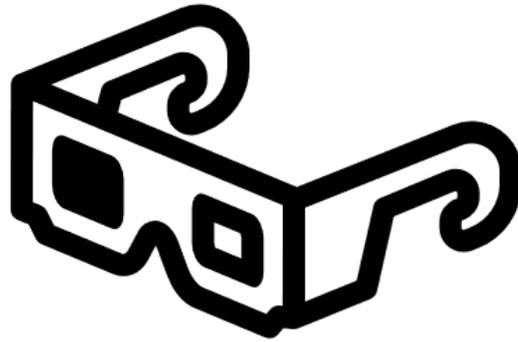


Expert Guidance

To sum up, a typical product description would have the following features:

- An attractive image of the product
- Name of the product with its most unique features
- Display of basic product specifications
- Detailed description of the product features
- Highlighted points of the product features
- Common yet important features of the product
- Exclusive benefits/ product discounts/ coupon codes etc.

Task 3:



Based on this image answer the following Wh questions using your own imagination about the product.

1. Who will use this product?
2. What are the specifications of this product?
3. Where can this product be used?
4. When can this product be used?
5. Why is this product useful or better than other products in the market?

Note down the answers and based on the answers can you tell a story? The story should be brief. Share your story with the class.

Task 4:

Read the following product description. Can you identify the special features of this product? Can you add more features to it? Design a poster in an A4 sheet describing the features in the way OZiva product was described. Creating an image is optional.

Genestra Brands – HMF Forte
Average Cost: \$38.00 [60 Pills, twice daily]
NON-GMO, DAIRY FREE, GLUTEN FREE, SOY FREE

This product received Innovative Medicine’s highest score probiotic and continues to be the supplement recommended in house for many of our patients. It boasts strong adherence to intestinal cells, improving the likelihood of successful colonization. Many have reported almost immediate reduction of gastrointestinal discomfort and no uncomfortable stomach effects immediately swallowing.

With 10 Billion CFUs per serving and containing 4 comprehensive probiotic strains, HMF Forte tosses out fancy fillers for simply effective. This probiotic is trusted among many integrative doctors, including the New York Center of Innovative Medicine’s own practitioners. Its quality ingredients make HMF Forte vegan-friendly and maintain an affordable supplement to your gut health.

Strains included: Lactobacillus acidophilus (CUL-60), Lactobacillus acidophilus (CUL-21) Bifidobacterium bifidum (CUL-20), Bifidobacterium animalis subsp. lactis (CUL-34)

Hah from Colorado noted it helped his Crohn’s symptoms, stating, “HMF Forte keeps me running strong.”

HMF Forte Probiotics - Innovative Medicine

CIRCULAR

Pre-task:

Consider the following channels of communication. Write the various possibilities that each channel of communication has. You may select from the following list and write it in the space provided

Send messages, video chat, voice call, send images, send files, multi-media, social media, browsing, entertainment

Which is the fastest way to communicate? Group the communication channels into fast and slow.



.....

.....

.....



.....

.....

.....



.....

.....

.....

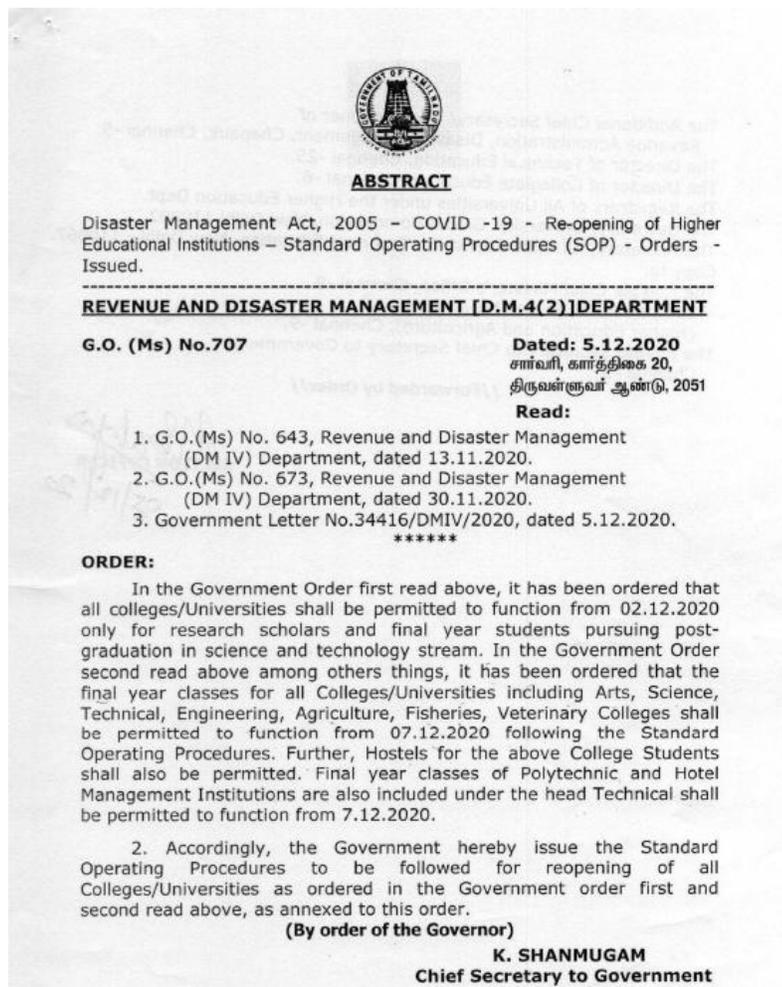


As you have listed, any communication that is digital, is faster and includes multiple features. You can explore the whole world with a smart phone. But in a professional context, it is important to be very clear, concise, precise, accurate, exact, and objective when important information is conveyed. There is no allowance for miscommunication in a professional space. Miscommunication can be costly and may also determine profit or loss for an organization. It can lead to multiple interpretations and employees

performing in different ways leading to various unprecedented outcomes. Damage control at this level may lead to utilizing resources which could have been used to enhance productivity.

Although it might look outdated or slow, CIRCULARS are an effective way to exact communication that will ensure the details in the information provided are not lost in transmission. Take for example the messages you constantly communicate via whatsapp or messenger. Have you not encountered multiple instances where you were misunderstood despite having typed elaborate texts? Therefore, in professional contexts, circulars are used in order to ensure that misunderstandings and misinterpretations or distortion of facts are avoided.

Look at this sample circular. The following circular was obtained from this link: https://www.tn.gov.in/go_view/dept/26



Note the use of passive voice to make the information objective and sound professional. Notice the reference made to two GOs and one Letter while mentioning the streams and educational institutions with reference to two previous communications.

The phrases that are commonly used in a circular as seen in the above example are as follows:

- "first read above"- reference to previous information
- "it has been ordered"- use of present perfect continuous
- "From 02.12.2020"- the exact date is mentioned
- "Accordingly, the Government hereby issues"- formal language
- "As ordered in the Government order first and second read above"- reference to two previous orders is reiterated. Repeating information will avoid ambiguity

This is a crucial circular regarding the reopening of educational institutions during the COVID19 situation in 2020. Colleges, universities, and streams are reopening in a phased manner. This circular conveys the information that Standard Operating Procedures must be followed while reopening the institutions. At a time when thousands of students and faculty are concerned about the course of their education, such a circular is timely and will quench doubts, fears, and apprehension regarding the reopening. Circulars are thus very important without which the employees and major stakeholders will not have the right information to pursue towards the right directions for their actions and decisions.

Task 5

Read the following circular and list the important information conveyed.

SCHOOL FEE CIRCULAR

Dear Parent,

In order to facilitate payment of School fee, DPS Society is introducing online school fee collection through net banking, RTGS/NEFT, Debit / Credit cards. The DPS Society has also successfully launched a Mobile application for collecting school fees. Fee is also being collected offline at fee counter (Saket) for the parents who wish to pay through account payee cheque.

1. Online Payment: Payment can be made through Credit/Debit Card/Net Banking with No extra charges by logging in to our website www.dpsi.ac.in . Click on "Pay Fee Online" > put admission number in the admission no box > Click "Get Details" > Check mark on Month / Quarter > click on pay now. Register your email ID with "PayUMoney" (the payment gateway). Create a password to track your transaction and find out all payment history with PayUMoney and click "Continue". Now PayUMoney redirect you to your banker for payment then follow the instruction.

To get receipt of your previous payments: Logon to our website www.dpsi.ac.in . Click on "Pay Fee Online" > put admission number in the admission no box > Click "Get Details" > Click on "Fee Received" button and print your receipt.

2. Mobile app: To download the mobile app, go to Google Play Store (for Android) or I-Tune Store (for IOS) or Microsoft Store (for Windows). Search for "DPS Connect" and download/install.

Payment through Mobile app: Open application > Select School "DPS International" > Select "OK". First time you need to register your mobile number against the admission number of your ward. After registering your mobile number, put the registered mobile number and click "Search". Select the name of the student for whom you want to make payment and click "Get Details" > Check mark on Month / Quarter > click on "Check Out" > Click "Pay Now". Register your email ID with "PayUMoney" (the payment gateway). Create a password to track your transaction and find out all payment history with PayUMoney and click "Continue". Now PayUMoney redirect you to your banker for payment then follow the instruction.

3. RTGS & NEFT:- Payment to be made in 12 digit A/C No.VADPSSIO<admission no.> (Please note that the 8th character is numeric "Zero"), IFS CODE: RATN0000141,NAME OF THE BANK:- RBL BANK (The Ratnakar Bank)

4. Electronic Cheque Dropbox: - Parents who wish to pay through account payee cheque can deposit in the Electronic Cheque Dropbox placed at fee counter, Saket only except Saturday, Sunday and Gazette Holidays. Please note that cheques will not be accepted at R K Puram. Cheque/Demand Draft / Pay order to be made in favour of "DPS International< Admission No.>". Write Admission No., Name, Class, Contact No. on the reverse of the Cheque. Outstation Cheques and Cash will not be accepted.

Note: For problems related to the fee process contact Mr Sashibhusan Nayak – Accountant. The contact details are:
Fees Department: email ID is dpsifees@gmail.com, Phone no.29564889 / 29561187, Extn.- 229
School email ID is dps111@gmail.com

Principal

Source:
https://www.dpsi.ac.in/dpsinternational/UserSpace/UserName/rkpadmin/DynamicFolder/RKP%20NEW%20HOMEPAGE/circular/SCHOOL%20FEE%20CIRCULAR_15.html

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

MINUTES OF MEETING

Pre task:

You must be familiar with the acronyms used in text messaging and internet and such as "OMG" (Oh My God), "LOL" (Laughing Out Loud) "ROTFL" (Rolling on the Floor Laughing) etc. Can you guess the expansion of the following acronyms?

ASAP	EOD
IDK	FAQ
IDC	TBA
BRB	TBC
BFF	OT
BTW	NA

Source: <https://www.smart-words.org/abbreviations/text.html> You can refer to this webpage to get more interesting acronyms which you can use in your day to day text messaging and Internet communication.

Acronyms are used in contexts where a shorter version is required so that the focus can be on the other facts and information communicated. When we receive a message from another person, our mind processes the most vital inputs and accordingly prepares the body to react. Dangerous situations that require flight, fright and fight responses are impulses directed by the minimum information that is processed. It is like the brain telling you "There is a fire, RUN" instead of "There is a fire, see how brightly it burns, wonder how hot it must be, what are the things that it could possibly destroy". For our own survival evolution has wired our brains to assess situations and respond instantly.

Minutes of a meeting is a written document that records such vital information that happens in a controlled environment. It is a professional document that is empowered with validity, credibility, and sustainability such that any discrepancies in an organization about decisions taken may be sorted out in referring to the minutes. It is an acceptable document by the court of law when it comes to legal disputes.

Since the minutes of meeting is almost a legal document that is filed and circulated among the members who participated in the meeting, care is taken to format it in the right manner and to record the meeting as accurately as possible. Every organization may have its own policies, templates, or requirements about the minutes. Sometimes the final draft needs to be approved by members to be documented. All of these make the Minutes of Meeting an important and essential document.

Preparing for the meeting

Before the meeting commences, learn about the agenda of the meeting. Having a copy of the agenda as a template will be easier to organize the minutes after the meeting. Also have a list of participants and the list of those who are present in-absentia.

During the meeting

Even before the meeting starts, make a note of those participants who have arrived. Keeping the template with you will be easier for noting down minutes.

Note down key points of discussion and action taken. Unless it is very relevant you must not record every word stated by others. During disputes note down those who had disapproved of an action along with their reason. If need be use acronyms and avoid writing full sentences.

After the meeting

It is important to draft the minutes as soon as the meeting is over. The points of deliberations will be freshly remembered and can be recorded accurately. In some contexts, you might need to get the minutes approved before it is circulated among the members. The approving authority can be the chair of the meeting or the CEO or a few members from the board.

Format and proceedings of a meeting

The diagram illustrates the format and proceedings of a meeting for Love Douglas Baseball. It includes the following sections and callouts:

- Name of Organization:** Love Douglas Baseball
- Meeting Title:** ANNUAL GENERAL MEETING
- Time, Day, Date:** 10:00 a.m. SATURDAY, AUGUST 31, 2013
- Address/Venue:** 5436 Chestnut Crescent, Ladner, BC, V4K 1J4
- AGENDA:**
 - A. Call to order
 - B. Welcome
 - C. Acceptance of the Agenda
 - D. Approval of the Agenda
 - E. President's Report
 - F. Treasurer's Report
 - Approval of Financial Statement 2012/2013
 - Confirmation of preparer of Financial Statement for 2012/2013
 - G. Introduction of the 2013/2014 Executive Board
 - H. Other business
 - I. Adjournment

Callouts for the agenda items:

- Opening remarks by the Chair & Welcome:** A. Call to order, B. Welcome
- Approval of previous agenda and minutes. This will be followed by business arising from the minutes:** C. Acceptance of the Agenda, D. Approval of the Agenda
- Any other business or issues discussed:** H. Other business
- You must note down the time when the meeting was adjourned. Also the date and time for the next meeting will be decided:** I. Adjournment

Main activities: E. President's Report, F. Treasurer's Report, G. Introduction of the 2013/2014 Executive Board

Image Source: <https://in.pinterest.com/pin/827255025293911484/>

Another sample of Minutes of Meeting

Ethics Committee Meeting Minutes - *Approved*

Date: April 25, 2011

The meeting began at 7 pm in the Town Hall Conference Room.

Members attending: Richard Rubenstein, Joan Landzberg, Laurie Noonan, Robert Garofalo, Ira Forman

Non-voting member/Ethics Board Counsel attending via conference call: Jeannette Koster

1. Regular Business:

- a. The minutes of the March 03, 2011 minutes were distributed.
- b. Attendance was noted.

2. President's Comments:

- a. Richard discussed the Public Hearing scheduled to be held during the upcoming Town Board Meeting. Topics for each Committee member to present at the meeting were suggested.
- b. The Committee agreed that Richard will address the issue of gatekeeper, Bob will address the Disclosure Form, Laurie will review the Mission Statement and commentary prepared by Joan and Ira will address recordkeeping and privacy concerns expressed by various board

3. New Business:

- a. Jeannette indicated that changes to the Amendments to the Code of Ethics have been made to address Committee Chairs and members who are required to complete the Disclosure Form. Points of discussion:
 - i. Committees that don't set policy or have decision-making authority should be removed from the revised list of committees that are required to complete the Disclosure Form.
 - ii. The Affordable Housing and Community Housing Board members should be added to the list.
 - iii. Other committees that should be considered for addition to the list include:
 1. Group Home Committee
 2. Senior Citizens Advisory Committee
 3. Planning Approval Review Committee

4. Next Steps:

- a. The agenda for the next Ethics Committee meeting was discussed. Joan agreed to develop proposed internal operating procedures for the Committee. Bob indicated that he would work on suggested guidelines for handling ethics-related complaints.
- b. The Committee members agreed to schedule the next meeting after the upcoming Town Board Meeting and Work sessions. The next meeting is tentatively scheduled for June 6th at 8pm.

The meeting adjourned at 8:00 pm.

Source of the template:

https://www.yorktownny.org/sites/default/files/fileattachments/town_clerk/meeting/1105/ethics_board_minutes_-_042511_-_approved.pdf

The following template for Minutes of Meeting is available in Microsoft word. However, it is good to learn about the templates and/or format expected or available in your respective organization.

Meeting Title | MINUTES

Meeting date | *time* *Date* | *Time* | *Meeting location* *Location*

<i>Meeting called by</i>	Name	Attendees
<i>Type of meeting</i>	Purpose	Attendees
<i>Facilitator</i>	Name	
<i>Note taker</i>	Name	
<i>Timekeeper</i>	Name	

AGENDA TOPICS

Time allotted | *Time* | *Agenda topic* *Topic* | *Presenter Name*

Discussion Conversation

Conclusion Closing

<i>Action items</i>	<i>Person responsible</i>	<i>Deadline</i>
Topic 1	Presenter Name	Date time
Topic 2	Presenter Name	Date time

Time allotted | *Time* | *Agenda topic* *Topic* | *Presenter Name*

Discussion Conversation

Conclusion Closing

<i>Action items</i>	<i>Person responsible</i>	<i>Deadline</i>
Topic 1	Presenter Name	Date time
Topic 2	Presenter Name	Date time

Time allotted | *Time* | *Agenda topic* *Topic* | *Presenter Name*

Discussion Conversation

Conclusion Closing

<i>Action items</i>	<i>Person responsible</i>	<i>Deadline</i>
Topic 1	Presenter Name	Date time
Topic 2	Presenter Name	Date time

Task 7:

Imagine you are taking down minutes of Students Union meeting. The topic is how to organize the College Cultural Festival during the ongoing pandemic. The points of discussion could be date, time, venue, online and offline competitions, Standard Operating Procedures (SOPs), budget, sponsorship, PA system, Food and hospitality, decorations, Guests etc. Using the above template prepare Minutes of Meeting and submit it. You may modify this template according to the needs of the meeting.

Task 8:

Watch a YouTube video of a sample Board Meeting. Take down the minutes according to the format of the proceedings.

The link is given below:

<https://www.youtube.com/watch?v=WBXJEJCsULw>

SUMMARY AND PARAPHRASE

Pre task:

The following image captures a crucial part of Ramayana, the Great Indian Epic.



Write one sentence about this image:

.....

.....

.....

.....

.....

.....

.....

.....

.....

Write about the events related to this image in five sentences:

.....

.....

.....

.....

.....

.....

The pre-task that you just did shows how one image can be expressed in one sentence and in many sentences. Knowing how to compress ideas into one sentence or a paragraph and to explain ideas in your own words is an essential writing skill which will be very useful in several forms of writing such as: project reports and proposals, formal letters, product description, introductions, and in writing academic research papers.

Read the following article on "Scientific Contributions or Glories of Ancient Tamils. *This article was written by Kandiah Thillaivinayagalingam (Disclaimer: The views expressed are the views of the author Kandiah Thillaivinayagalingam).*

1

In the time of William Shakespeare, there were commonly reckoned to be five wits or five senses. At that time, the words "sense" and "wit" were synonyms, so the senses were known as the five outward wits. This traditional concept of five senses is common today, and Extrasensory perception is often called the sixth sense.

2

The traditional five senses are enumerated as the "five material faculties" (pañcannaṃ indriyānaṃ avakanti) in Buddhist literature. They appear in

allegorical representation as early as in the Katha Upanishad (roughly 6th century BC), as five horses drawing the "chariot" of the body, guided by the mind as "chariot driver".

3 Depictions of the five traditional senses as allegory became a popular subject for seventeenth-century artists, especially among Dutch and Flemish Baroque painters. A typical example is Gérard de Lairesse's *Allegory of the Five Senses* (1668), in which each of the figures in the main group allude to a sense: Sight is the reclining boy with a convex mirror, hearing is the cupid-like boy with a triangle, smell is represented by the girl with flowers, taste is represented by the woman with the fruit, and touch is represented by the woman holding the bird.

4 Ancient Tamil Literature, *Tholkappiyam* is said to be the first written text in the world to describe six senses which related to external body parts. While the exact date of the *Tholkappiyam* is not known, based on linguistic and other evidence, it has been dated variously between the 5th century BCE and the 3rd century CE. While our sensory organs are capable of perceiving information only within the very narrow bandwidth of the particular sense, the mind is where the various perceptions come together to form a consensus of the truth. The individual senses of a person are incapable of knowing the absolute truth. It is impossible to simply touch a surface and know what it is made of. We can perceive, by touch, its surface irregularities, whether it is soft or hard, and a relative indication of its temperature. We can tap on it, and in hearing the sound, determine that perhaps it is metal or glass if it is thin enough to send a true indication, but a sheet of glass that is 2-inches thick cannot be perceived as glass without sight. We need multiple sensory perceptions to be fed to the mind to assist in determining the truth. We hear a sound that may be lightning, a gunshot, or something hitting another thing. In most cases it is extremely

difficult to ascertain the truth from a single instance of sensory perception. we must use our other senses and are mind to better discern the truth. The "oldest Tamil work on grammar, poetics" was the Tolkappiyam. The Tolkappiyam considers all native elements, especially all animate beings, as part of a continuous series graded by degrees of sentience. One of its verses says :

"beings with one sense are those that have the sense of TOUCH.

Beings with two senses are those that have the sense of TASTE along with the above.

Beings with three senses have sense of SMELL in addition.

Beings with four senses have sense of SIGHT, along with the above.

Beings with five senses have sense of HEARING, in addition.

The beings with six senses, have a MIND, along with the above."

Tholkappiyam, does not stop with this classification alone, it's also gives examples of beings in each of these classifications. For example: senses Grass (Pul) and Trees (Maram) have single sense, that is the sense of touch. Similar beings also form part of this branch (kilai). Snails (Nandhu) and Oysters or Molluscs (Mural) have two senses, the sense of touch and taste. Similar beings also form part of this branch (kilai) Termites (Sidhal) and Ants (Erumbu) have three senses, the sense of touch, taste and smell. Similar beings also form part of this branch (kilai). Crabs or Crustaceans (Nandu) and Dragonfly or Beetles (Thumbi) have four senses, the sense of touch, taste, smell and vision. Similar beings also form part of this branch (kilai). Horses, Elephants, Pigs (Maa) and Other similar animals and birds (Maakkal) have five senses, the sense of touch, taste, smell, vision and hearing. Similar beings also form part of this branch (kilai). Only humans have six senses, the sense of touch, taste, smell, vision, hearing and mind. Similar beings also form part of this branch (kilai).

6

Sixth sense, or subtle perception ability, is our ability to understand the subtle cause and effect relationship behind many events, which is beyond the understanding of the intellect. Extrasensory perception (ESP), clairvoyance, premonition, intuition are synonymous with sixth sense or subtle perception ability. Tholkappiyam is said to be the First in the world to describe the sixth sense which related to external body parts. Tholkappiyam verses explanation above is truly an amazing classification and proves that our Tamil ancestors not only an expert in literature and grammar, but obtained higher spiritual knowledge that is progressively of more universal need and of lasting importance in terms of a time span of centuries.

7

There are some errors in his above classifications, Considering the time or period he made these classifications. We can understand these mistakes. For example, beetles have no nose, they use their antennae to smell things. Similarly, Snails are strange-looking creatures with shells and large stalks sticking out of the tops of their heads. Because most snails are small, it can be difficult to see their primary features. However, snails do have eyes and vision, though the exact location of the eyes and their use depends on the specific type of snail. Snails don't rely on sight as much as humans, but it's still one of their senses.

Source: <http://www.ttamil.com/2017/07/scientific-contributionsor-glories-of.html>

A summary contains a gist of a larger content. Any type or genre of text can be summarized. An action that is witnessed live in the cricket stadium is summarized by the commentator in various instances. A person caught speeding summarizes his predicament to the police who will not perhaps listen to elaborate details. A doctor would require you to summarize the details of your ailment as many other patients are waiting with similar if not more ailments. When you are asked the question "tell us something about yourself" although you might have had several years of experience and skills

unmatched, yet you have to summarize and express your best in a minute or two.

The purpose of a summary is to present the best or the essence of the substance in as brief a manner as possible. Care should be taken that the most important information is included in a summary. The challenge is not only to include the essential information but also to ensure that the bits and pieces that are combined make sense.

A summary is also like a big picture or a bird's eye view of the entire content. It will make sense to go through a summary of a document rather than to peruse word for word if there is a time constraint.

Technique to write a good summary:

- Read the entire content and understand it completely
- Identify the core or the theme of the content
- Draw a concept map of the theme and how it is connected to various other themes
- The key words in the concept map should be a part of your summary
- Understand the author's perspective and conclusion.
- Connect the dots and write it all in your own words.

Example of a summary

1 In the time of William Shakespeare, there were commonly reckoned to be five wits or five senses. At that time, the words "sense" and "wit" were synonyms, so the senses were known as the five outward wits. This traditional concept of five senses is common today, and Extrasensory perception is often called the sixth sense.

2

The traditional five senses are enumerated as the "five material faculties" (pañcannaṃ indriyānaṃ avakanti) in Buddhist literature. They appear in allegorical representation as early as in the Katha Upanishad (roughly 6th century BC), as five horses drawing the "chariot" of the body, guided by the mind as "chariot driver".

The traditional concept of five senses common during the time of William Shakespeare which is called five material faculties in Buddhist Literature appear in the Katha Upanishad.

Task 9

Read the above passage and answer the following questions.

1. What is the central idea of the passage?
2. What are the supporting ideas?
3. What is the conclusion?

After having identified the answers to the above questions, write it in a paragraph. What you have is a summary.

A paraphrase is aimed at providing all the information in a content in your own words. It is like explaining a movie in detail to your friend who wants to know everything that happens in a movie before watching it. You may not repeat all the dialogues that appeared in the movie in the exact same way. You will narrate the movie in your own words. A paraphrase serves similar purpose. It is a humble way of saying that the content that you are refereeing to is not written by you. It is to acknowledge that the author of the content is someone else.

Paraphrasing will therefore include all the details in your own words. In case there may be sentences or phrases that need to be included as it is, they can be used within quotations.

Example of a paraphrase

4 Ancient Tamil Literature, Tholkappiyam is said to be the first written text in the world to describe six senses which related to external body parts. While the exact date of the Tholkappiyam is not known, based on linguistic and other evidence, it has been dated variously between the 5th century BCE and the 3rd century CE. While our sensory organs are capable of perceiving information only within the very narrow bandwidth of the particular sense, the mind is where the various perceptions come together to form a consensus of the truth. The individual senses of a person are incapable of knowing the absolute truth. It is impossible to simply touch a surface and know what it is made of. We can perceive, by touch, its surface irregularities, whether it is soft or hard, and a relative indication of its temperature. We can tap on it, and in hearing the sound, determine that perhaps it is metal or glass if it is thin enough to send a true indication, but a sheet of glass that is 2-inches thick cannot be perceived as glass without sight. We need multiple sensory perceptions to be fed to the mind to assist in determining the truth. We hear a sound that may be lightening, a gunshot, or something hitting another thing. In most cases it is extremely difficult to ascertain the truth from a single instance of sensory perception. We must use our other senses and our mind to better discern the truth. The "oldest Tamil work on grammar, poetics" was the Tholkappiyam. The Tholkappiyam considers all native elements, especially all animate beings, as part of a continuous series graded by degrees of sentience. One of its verses says : "beings with one sense are those that have the sense of TOUCH.

Beings with two senses are those that have the sense of TASTE along with the above.

Beings with three senses have sense of SMELL in addition.

Beings with four senses have sense of SIGHT, along with the above.

Beings with five senses have sense of HEARING, in addition.

The beings with six senses, have a MIND, along with the above."

Tholkappiyam of Ancient Tamil Literature describes the six-sense related to external body parts. Although the exact date of its composition is not known it is placed somewhere between 5 BCE and 3 CE. More than our senses it is within our mind that we realize perceptions of truth. Interaction of multiple sensory perceptions are needed to get a complete understanding of the world around us. If objects were perceived with individual senses that do not interact, we would get a distorted view of reality. It is difficult to understand reality from a single sensory perception. Tholkappiyam describes all sentient beings as beings with varied senses such as beings with one, two, three, four, five and six sense having the sense having the sense of touch, taste, smell, sight, hearing, and mind in this order. In each level of sense organism one sense is added beginning with one sense organism through six sense organisms.

Task 10

Paraphrase paragraph 5 and 6 of the above article in your own words.

Punctuation and Capitalization



(Source: <https://www.teachstarter.com/au/blog/26-punctuation-resources-activities/>)

Punctuation

The system of signs or symbols, such as full stop, comma and exclamatory mark, used in written language is called Punctuation. Punctuation marks show a reader how a sentence is constructed and how it should be read. Every sentence should include at least a capital letter at the start, and a full stop / exclamation mark or question mark at the end.

Why Punctuation matters?

Life would be confusing without proper punctuation.

Look at these sentences

1. some people find inspiration in cooking their families and dogs

Vs.

Some people find inspiration in cooking, their families and dogs.

2. let's eat grandpa

Vs

"Let's eat, Grandpa!"

The sentences convey **totally** different things as per the proper usage of punctuations.

For the sake of family members and Grandpa's life, use proper punctuation. Punctuation saves lives and keeps people alive!

3. Now, this is a big one. Depending upon where you place your comma, your sentence could convey an entirely different meaning. Like in this sentence:

a woman without her man is nothing

“A woman, without her man, is nothing.” (A woman’s success depends on her man)

Now, let’s change up where we’re placing the punctuation:

“A woman: without her, man is nothing.” (A man’s success is possible only with the help of a woman)

Here is an infographic on various punctuations used in English

The infographic is titled "PUNCTUATION MARK" in large orange letters. It features a grid of 12 blue boxes, each containing a punctuation mark, its name, and a brief description of its use. The marks are: Full Stop (green dot), Question Mark (blue question mark), Comma (red comma), Exclamation Mark (green exclamation mark), Quotation Mark (pink quotation marks), Colon (pink colon), Semi Colon (blue semi colon), Apostrophe (orange apostrophe), Hyphen (orange hyphen), Slash (green slash), Ellipsis Mark (red ellipsis), and Round Brackets (teal round brackets). The website "www.eslgrammar.org" is mentioned in the top left and bottom center of the infographic.

Full Stop	Question Mark	Comma	Exclamation Mark
Used at the end of a sentence	Used at the end of an interrogative sentence to form a question.	Used to denote a pause in a sentence	Used to denote shock, surprise, anger or a raised voice.
Quotation Mark	Colon	Semi Colon	Apostrophe
Used to show that someone else has said it	Used to indicate what is to follow next.	Used to link two independent clauses.	Used to show possession or for contraction of word.
Hyphen	Slash	Ellipsis Mark	Round Brackets
Used to glue words together.	Used to separate letters, numbers or words.	Used to separate items in a series.	Used to add extra information in a sentence.

www.eslgrammar.org

CAPITALIZATION

Capitalization is one of the most basic and important elements of writing. Capitalization draws the reader's attention to names, titles, and more. Capitalization also marks the start of new sentences and new paragraphs, provides signals to the reader, and helps to create a structure and a hierarchy in written language.

Basic Capitalization Rules

- 1. Capitalize proper nouns.** Proper nouns always begin with a capital letter. Capitals are used
 - To indicate the names of people, such as Vijay, David or Anwar.
 - To denote the names of months and days, such as January, August, Sunday, Thursday
 - To denote days of national/international importance, such as Independence Day, Women's Day
 - Finally, proper nouns also include the names of buildings, landmarks, and companies, such as the Leaning Tower of Pisa, the Statue of Liberty, or Verizon
- 2. Use capitalization with proper adjectives.**
 - Indian, American, Italian, German
- 3. Capitalize titles of works.**
 - A Tale of Two Cities, Titanic, Ode to A Nightingale, Beats
- 4. Use a capital at the beginning of a sentence.** The first word of every sentence should be capitalized, regardless of what kind of word.
- 5. Capitalize the first word of a full sentence in a quotation.** You also need to capitalize the first word of sentences in quotes.
He said to me, "I'd rather have pizza."
- 6. Use capitalization when referring to a period or an event.**
 - The Chola Period.

7. Capitalization with the pronoun "I." One of the most notable words to make sure to capitalize is the pronoun "I." I refer to oneself, and is as a result, a unique and a specific usage of a word.

8. Capitalize family relationships.

- Aunt Preethi" or "Cousin Ajith."

9. Capitalize people's titles.

- Mr. Ms. Miss, and Dr.

Remember these punctuation rules while writing:

PUNCTUATION RULES ENGLISH PUNCTUATION

RULE 1 Every sentence must end with a full stop.

Proper nouns (names of people, places, brands, etc, i.e. unique instances of a class) must always be capitalised.

RULE 2

RULE 3 When you use opening quotation marks, do not forget to use closing quotation marks at the end of the quoted word or phrase.

Quotation marks are when quoting or sometimes to convey irony, not for emphasis; emphasis is conveyed by emboldening or italicisation, followed by an exclamation mark.

RULE 4

RULE 5 Do not use an apostrophe when you are pluralising a word. The plural of toy is toys, not toy's. Apostrophes are used to form contractions (it is = it's) and indicate possession.

The ellipsis, used to indicate variously the intentional omission of a section of text, an unfinished thought, and a trailing off into silence, consists of only 3 dots. It is pointless to add more dots to an ellipsis

RULE 6

RULE 7 As per the rules of British English, any punctuation mark that is not part of a quoted section of text must be placed outside the quotation marks.

Do not link independent clauses with commas. Independent clauses are groupings of words that can stand alone as sentences.

RULE 8

RULE 9 Use a comma after the introductory element of a sentence. The introductory element is a word or a phrase that begins a sentence by providing background, or simply modifies it.

www.eslgrammar.org

Activity 1

Analyse the Story given below and list down the various punctuations mentioned in the story and write their definition.

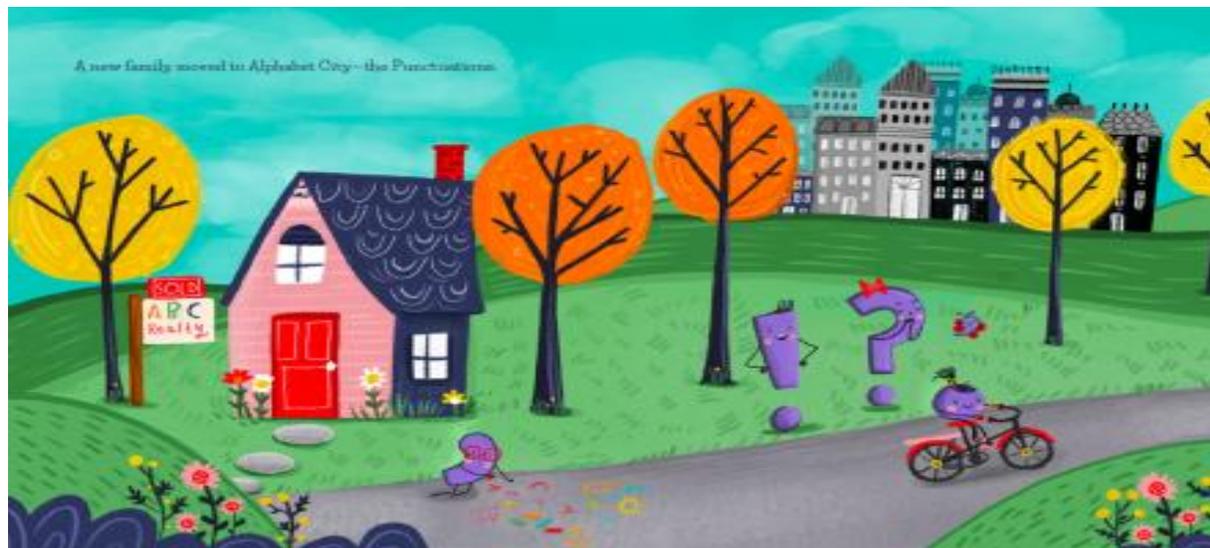
E.g.

1. **Comma** – Used for pausing; took its place between words; without the break commas provide, words run amok, becoming jumbled, unwieldy, and confusing; a well-placed comma can change the meaning of a sentence.

The Day Punctuation Came to Town

Written by Kimberlee Gard | Illustrated by Sandie Sonke

The Punctuations had just moved to Alphabet City and the kids—Exclamation Point, Question Mark, Period, and Comma—were excited about their first day of school. Exclamation Point was in a rush to get there. “We are going to have so much fun!” he said. He “was always excited about something.” Question Mark was a little more subdued. She wondered if the other kids would be nice and even pondered whether they were walking in the right direction. “Comma kept pausing,” and Period said she would let her siblings know when to stop.



When they got to school and introduced themselves, the student letters were confused. They'd never seen anyone like the Punctuations before. As the letters practiced forming words, Exclamation Point joined W, O, and W; Question Mark helped out W, H, and O; and “Period brought each sentence to a tidy end.” For Comma, though, it wasn't so easy. As he tried to squeeze in between letters, he began to feel as if he was just a bother. Undetected, he tiptoed away.

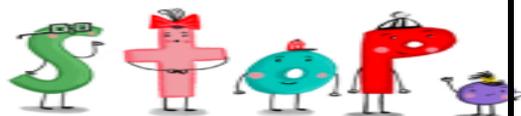


Meanwhile in the classroom, Exclamation Point had all the letters scrambling to make more and more exciting words. There was a lot of cheering and booming, ducking, and running. Question Mark asked if maybe they shouldn't all quiet down a bit, but no one was listening. Even Period couldn't get them to stop. Pretty soon, there was a huge word pileup. In the next moment it came crashing down and all the letters "tumbled through the door, spilling into the hall." There, they found Comma, who just stared in disbelief. His siblings wondered why he was in the hall instead of in the classroom. Comma told them how he felt. But "Comma, without you, things become a disaster!" Exclamation Point said. Period and Question Mark agreed.

The Punctuations joined the class. The letters worked to make words. Exclamation Point, Question Mark, and Period joined in the fun.



Exclamation Point added excitement to words. Question Mark asked a lot of questions.



Period brought each sentence to a tidy end.

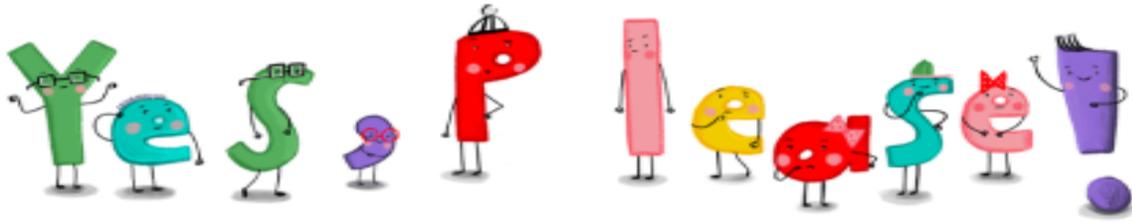


Comma tried not to get stepped on and fit in wherever he could.

Then his siblings gently reminded little Comma about how each member of their family has a certain purpose. They told him, "we all work together to help letters and the words they make." Once everyone had gone back into the classroom, the letters continued making words. But now Comma took his place between them. When the letters looked confused, he explained that it was his job to keep order and that words and punctuation needed each other to make good and clear sentences.

For children just learning about sentence structure and how punctuation and words fit together to create meaning, Kimberlee Gard's lively story helps them visualize and understand the different roles of each punctuation mark. Coming at the end of a sentence and accompanied by vocal clues, exclamation points, question marks, and periods are more familiar to kids. But what about that comma, which seems to float around here and there? Gard demonstrates that without the break commas provide, words run amok, becoming jumbled, unwieldy, and confusing. Readers will respond to the classroom setting, where the

letters work and play together during lessons, and they will be eager to make friends with the Punctuation family themselves.



If any readers think learning about punctuation is dry and dull, Sandie Sonke's vibrant colors and cartoon characters will change their mind. The Punctuations (and their butterfly friend Apostrophe) are sweet and earnest, wanting to fit into the class and make a difference. As the letters form words, the purple Punctuations are easy for kids to pick out, allowing for discussion of their distinct roles. The tangled piles of letters invite kids to make words from the muddle. After Comma realizes his own importance and the letters embrace him, the story ends with a familiar and funny example of just how a well-placed comma can change the meaning of a sentence.

Image copyright Sandie Sonke, 2019, text copyright Kimberlee Gard, 2019. Courtesy of Familius.
<https://celebratepicturebooks.com/tag/writing-resources-for-kids/>

Activity 2

Explore the following websites and complete the Punctuation Marks Graphic Organizer.

Punctuation Tree: <http://guidetogrammar.org/grammar/marks/marks.htm>

English Club: <https://www.englishclub.com/writing/punctuation.htm>

Grammar Book: https://www.grammarbook.com/english_rules.asp

Punctuation Marks Graphic Organizer

Write the rules for using each of the punctuation marks below. Each row represents a different rule. In the right-hand column, provide an example of the rule in use.

Symbol (!?, etc.)	Punctuation Name	Rule	Example of Rule in Use

