Verbs for describing how data has changed -

(1) To increase
To go up
To rise
To climb

(2) To remain
To be ~~steady~~ steady

(3) To decrease
To go down
To decline
To drop.

Adjectives and adverbs to describe how fast a change occured -

(1) Sharp
(2) Steady
(3) Dramatic
(4) Significant
(5) Gradual
(6) Slight.

Example:-
Here is the attendance record of FYBMM :-
June - 87 %, July - 80%, August - 60%, Sep - 54%, October - 93 %.

ANSWER:-
Should state 5W1H at the begining of the article.

EXAMPLE:-

Dropout increases in BMC schools

YEAR	TOTAL Students	Enrolment in class I	Dropouts
2011-12	439153	53729	32580
2012-13	434523	46913	40011
2013-14	404851	39663	47218
2014-15	397085	39214	51741
2015-16	388485	34549	57788

Keywords -

(1) From 11-12 to 15-16, 25000 increase in dropout decrease in enrolment and increase i.e decrease in total students.

Source - Praja Foundation.

ANSWER:-

Praja Foundation surveyed data on students enrolled in BMC schools. According to this data, enrolment in BMC schools is steadily decreasing while the drop out rate is increasing.

FORMAT OF LETTER TO RTI
(RIGHT TO INFORMATION)

To,
The PIO (Public Information Officer),
180-and-803 ward,
Bmc office,
_____,
_____.

Subject: Application under
RTI Act, 2005.

Respected Sir / Madam,

_____

_____

_____

following questions :-

(1) _____

(2) _____

(3) _____

(4) _____ ..

I hope you render this info. as soon as possible.

Yours sincerely,
XYZ.

(Rs 10 Court fee stamp).

EXAMPLE OF LETTER TO RTI

* The drainage line in your area was newly constructed two months ago. The construction was of poor quality and signs of the same are visible. There is constant leakage and stench. Write a RTI a letter to RTI seeking information about contractor and budget involved in the making of the drainage line.

— — —

To,
The PIO,
— ward,
Bmc office,
— — —,
mumbai- .

Subject :- Application under
RTI Act, 2005.

Respected Sir/Madam,

I so and so am writing to seek information about the drainage pipeline that was constructed in so and so area two months ago.

There ~~are~~ is constant leakage and stench and visible signs of poor quality construction of the pipeline and so I'm asking the following questions:-

(1) which company / contractor got the contract for the construction of the pipeline?
(2) How much was the budget allocated and how much amount was actualy spent?
(3) what are the names of the contractors who were assigned this work?

I hope you render this information as soon as possible.

Yours sincerely,
XYZ

TYPES OF TRANSLATION

(1) Intralingual
It is the translation within the same language.
Source language and target language are same.
eg: from difficult text to easy text.

(2) Interlingual
One language to another
eg: Hindi to English etc.

(3) Inter Semiotic
Signs and symbols
eg:- books to films, poem to story etc.

REPORT WRITING

on MUMBAI -.
About the city
History
Climate
Location
Area
Population
Culture
languages
Festivals
Tourist places
Food
Bollywood etc.

ARTICULATION

Write the first thing that occurs to you when you think about the following terms.

(1) Red color
(2) women drivers
(3) Blue color
(4) Paan chewing
(5) House maid
(6) Gateway of India.
(7) AK-47
(8) Paani Puri
(9) Oberoi mall
(10) Auto rickshaw drivers
(11) High court lawyers.
(12) Leh-Ladakh
(13) Shirdi Sai baba.
(14) mineral water
(15) Indian Army.

Page No. 7
Date

स्वर (VOWELS)

अ आ इ ई उ ऊ ऋ ऐ ओ औ अं अः ऋ

व्यंजन (CONSONANTS)

क ख ग घ ङ

च छ ज झ ञ

ट ठ ड ढ ण

त थ द ध न

प फ ब भ म

य र ल व श

ष स ह क्ष त्र ज्ञ

शब्द शब्दार्थ

मीडिया

पुरस्कार

चिप्स

नवीन

TONE

Eg:- You shouldn't doubt me. I have heart of a child kept in jar on my table.

The first half of the sentence should portray/ provide some different idea as compared to second half.
The second half should bring about dramatic change in the meaning of the sentence.

SALES LETTER

* ATTENTION
By asking a question
By offering a bargain
By quoting figures
By using If
By using proverbs
By using a split beginning (3-4 stupid questions together)
By using a P.S (post script)
By using command.

* INTEREST
Pride of possession
Vanity (compare with someone else)
Instinct to economics
Save time
Health, comfort and cleanliness
Sex Appeal
Fear

Getting something free
Free trials
Facts and figures
Testimonials
Guarantees

* DESIRE
we are sending you a free set of our different varities of function pens and ball point pens.

Last year we expected ___ no. of pieces to Japan
Our firm is mentioned in the International Trade Journal for its record performance.

* ACTION-
Limited period offer
Early bird discounts
Let us know the date and time and we will send our salesman to you.
Order online immediately.

- write a sales letter for organic food grains to your prospective customers.

Date :-
To,
_____.

Respected Sir,

LETTER TO EDITOR

write a letter to the editor of newspaper drawing attention towards a civic problem in your area.

ADDRESS.

To,
The Editor,
Times of India,
mumbai-

X Subject:-

Respected Sir / Madam,

TRANSLATION

ARTICLE :-

Mummy trusts Blue Star like I trust Mummy.

Presenting Blue Star water purifiers.

Blue Star believes you shouldn't ever have to worry about the water you give your loved ones. That's why we bring you a range of stylish and advanced RO + UV water purifiers, for your home.

जैसे मेरा विश्वास है माँ
वैसे माँ का विश्वास है Blue Star !

EDITING

Editing as in editing of content.

→ to bring changes, make it better, make it apt, readable, correction etc.

ERRORS

1) Grammatical errors – tense, speling, etc.
2) Too many jargons.
3) Do not use complex words.
4) Do not use same words in one line.

1. Editing refers to structural changes and rewriting sections of the manuscript, article or blogpost.

2 Set aside separate time blocks for editing and proofreading.

3. ASK 5W1H and make sure each is answered.

4. Set a word count limit and stick to it.

5. Use traditional devices

6. Use 4 C strategy

7. Refer to people as who not that.

8. Use numerical numbers for more than 10.

9. Always consider your audience.

10. QUALITIES OF A GOOD COPYWRITER

1) Curiosity
2) Clarity
3) Passion
4) Vocabulary.
5) Ability to multi task
6) Self - motivation.
7) Is quick on the uptake
8) Knows when to stop learning.
9) Handles criticism professionally
10) Knows when to violate the rules.
11) Is observant.
12) Listens
13) Takes notes
14) Is not blunt.
15) Precision
16) Diligent
17) Self - Editing
18) Trendy
19) Be original.
20) Thinks logically.