

**SES'S L.S.RAHEJA COLLEGE OF ARTS AND COMMERCE**

Course: Effective Communication - II

Unit: I

Compiled by: Ms. Kavita Makhija

## Report Writing

### Definition:

A document containing information organized in a narrative, graphic, or tabular form, prepared on ad hoc, periodic, recurring, regular, or as required basis. Reports may refer to specific periods, events, occurrences, or subjects, and may be communicated or presented in oral or written form.

### General Reports

#### Parts of Reports

1. Title
2. Summary
3. Introduction
4. Body
5. Conclusion
6. Recommendations

#### Types of Reports

1. Analytical
2. Informational
3. Research
4. Project
5. Feasibility
6. Progress
7. Investigative
8. Informative
9. Interpretative
10. Problem Solving

## News Report

MAGAZINE REPORT	NEWSPAPER REPORT
Heading	Headline
By line	By line (along with the designation)
Opening paragraph	Date and place
Account of the event	Opening paragraph
Conclusion	Account of the event and witness remarks
	Conclusion

### Types of News reports:

1. Hard news: Hard news leads are generally used for breaking news, deadline-oriented stories.
2. Soft news: This lead entices the reader or listener into the story by hinting at its contents in a brief narrative or descriptive form. It is usually used with feature stories or longer news stories with a focus on the human aspect of a news issue.

## Organizational Writing

### Internal Communication:

Communication that takes places within an office space is known as internal communication. It is also termed as employee communication.

### Email

**Email etiquette: refers to the conduct one must follow while writing an email.**

7. Clear subject line
8. Use professional email ID
9. Don't always reply to all
10. Use salutations
11. Be aware of cultural differences
12. Proofread
13. Add email ID at last
14. Add the recipients wisely
15. Use generic classic fonts
16. Mind your tone

### Advantages

1. Fast
2. No time constraints
3. Multiple access points
4. Cheaper
5. Can be sent to multiple recipients

### **Disadvantages**

1. Internet access
2. Threat of virus
3. Phishing
4. Time lapse between receiving and logging in
5. Spam

## **Circular**

Written communication meant for distribution to a large number of audiences.

### **Structure**

3. Contact information of the issuing agency
4. Reference number is usually written at the left side
5. Date is written at the right side.
6. Subject
7. Addressee's information
8. No salutations are used generally
9. Straight, formal and objective language
10. Signature of the issuing authority

## **Notice**

Written or printed information for display or publication

### **Structure**

1. Name of the issuing agency
2. Date
3. Title/Subject
4. Body – details about the subject
5. Authorized signatory

## **Letters:**

**A typical formal letter consists of:**

1. Sender's name and address
2. Date
3. Name / Designation of the receiver
4. Receiver's address
5. Salutation
6. Subject
7. Body (three paragraphs)
8. Complimentary Close
9. Signature / Name of the Sender
10. Designation of the Sender

**Different formats of letters:**

1. Full Block Form
2. Semi Block Form
3. Modified Block Form

**Types of letters:**

1. Letters of Complaints: Complaint letters are letters written to express any grievance or to raise concern about a misdeed or to express resentment against a product or a service.
2. Claims letter: Letters that are written to ask for certain compensations from the receiver or a letter where the sender demands a claim are known as claims letter.
3. Adjustments Sales Letters: Adjustment letters are letters that are written in response to a claims or complaints letter. It explains how the complaints or claims can be resolved.
4. Consumer Grievance Letters: Consumer Grievance letters are complaint letters written against the opponent to the consumer courts namely – District Forum, State Commission and National Commission.
5. Letters under Right to Information (RTI) Act – The RTI Act, 2005 empowered the citizens of India to demand information from the Government or the administrative bodies. Letter under RTI Act are applications that are written to these public bodies to seek specific information from them.
6. Letters to the editor: A letter addressed to the editor of a newspaper or a magazine to highlight a cause or an issue. It can also be written as an response to any particular story published by the medium.

## Press Release

A press release also known as a media release is a written communication that reports specific but brief information about an event, circumstance, product launch, or other happening.

## Writing for publicity material

### Copywriting

Copywriting is text that advertises a product, service or brand. In the field of advertising, the words used to promote a product, service or brand are called copy.

### Types of copywriting

- Print
- Broadcast
- Direct mail
- Online
- Emails
- Press Release
- Billboards
- Social media
- Leaflets / catalogues / brochures

### Styles of Copywriting

- Web Content
- SEO
- Creative
- PR
- Technical
- Marketing copywriting

### Writing for TV

The most effective TV commercials are created in such a way that the audience remembers not only the ad, but also the brand and the message behind the ad.

### Writing for Radio

The right radio ad can help build brand awareness and keep your company top-of-mind in the decision-making process for your target group.

### Steps to create a Copy

1. Know your product
2. Know your target audience
3. Know your aim

4. Know your medium
5. Write a copy
6. Proofread

### **Slogan**

A slogan is a catchy phrase or series of words used to help consumers remember a company, brand or product.

### **Jingle**

A jingle is a short song or tune used in advertising and for other commercial uses.

### **Radio Spot**

The air time on radio is referred to as radio spot

## **Indicative Questions for Practice**

### **Theory**

1. What are the advantages and disadvantages of email communication?
2. What is email etiquette?
3. What is copywriting?
4. What are the types of copywriting?
5. Write a note on print media advertisements.
6. Write a note on jingles.
7. Explain the relevance of slogans with examples.
8. Explain radio spot.
9. What are the different styles of copywriting?
10. Writing for Radio / TV.
11. How to create a copy.

### **General Report Writing**

1. You recently visited an Animal Care Home and was shocked to see the state of animals in the home and the treatment meted out to them. Submit a report to a ngo working for animal welfare.
2. Your College hosted its annual alumni meet. Submit a report.
3. Your College organized an adult literacy camp under DLLE. Submit a report.
4. Recently the number of thefts in your society has increased. Write an investigative report.
5. A popular food chain wants to open its franchise in your vicinity. Draft a feasibility report.

### **News Report Writing**

1. Your College is starting a new course on film making. Write a news report.
2. Write a press report on a cleanliness drive carried out by your class.
3. Write a feature article for a magazine on exam stress on students.
4. Write a travelogue for a magazine.

## Letters

1. Draft a circular to inform the branch offices of your organization about the change in the registered address of the company.
2. Draft a notice on behalf of the secretary of your housing society to inform the residents about the maintenance work beginning in your colony.
3. You had ordered 50 sets of melamine dinner sets from Gupta Enterprises, Chandni Chowk, New Delhi. The goods you received were in damaged conditions. Write a claims letter.
4. Your prepaid grocery order was cancelled by Grofers due to some technical issues. Draft a letter to claim a refund.
5. Draft an adjustment letter in response to a letter received from Scholar stationary complaining about 20 faulty fountain pens in the consignment that you had sent them.
6. A textile store in Mumbai has placed an urgent order for 25 Black, 25 Red, 25 White and 25 Yellow colour T-shirts. However, you don't have a stock of Yellow T-shirts ready with you. Write a letter to offer an adjustment.
7. You had purchased an air conditioner of a well-known brand. However, just after two months of installation of the product it stopped functioning. Since the product was in the warranty period, you notified the company regarding the same and asked them to send a technician to inspect the problem. But even after repeated complaints, the company didn't reply nor contact you back. Draft a consumer grievance letter against the company.
8. Right an RTI application seeking information regarding the legal parking spaces available near your vicinity.
9. Issuance of your driving license has been delayed. Draft an RTI.
10. Draft a complaint letter against an UBER driver for a rash driving incident that you witnessed.
11. A salesman at the lifestyle mall exhibited rude behaviour to you during your visit. Draft a letter of complaint.
12. There is a growing concern of open sewage system near your residential colony. Write a letter to an editor to highlight the issue.
13. Write a letter to the editor of Times of India to discuss the rising number of stress disorder cases in this lockdown period.

## Press Release

1. McDonalds is opening a new franchise of its popular restaurant chain near your College. Write a press release.
2. Roti Bank, an initiative started by the dabbawala's of Mumbai has started offering free meals to 1000 migrant workers in this lockdown period. Write a press release.

**SES'S L.S.RAHEJA COLLEGE OF ARTS AND COMMERCE**

Course: Effective Communication - II

Unit: II

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## Editing

Editing is a stage of the writing process in which a writer or editor attempts to improve a draft or a write-up by correcting errors and by making words and sentences clear, precise, and effective.

### The objectives of editing:

- Detection and removal of factual, grammatical, and typographical errors
- Clarification of unclear passages,
- Elimination of parts not suitable for the targeted audience
- Proper sequencing to achieve a smooth flow of the article

### Errors in editing:

1. Each sentence should stand as one independent line of thought and should have a correct grammatical structure.
2. Pronouns should be used correctly
3. An editor must read and re-read the document to understand the line of thought.
4. Correct use of punctuation and word capitalization.
5. Spellings should be thoroughly checked
6. An editor should be more concerned about the language of the article instead of the lay out of the page
7. An editor is expected to have excellent language skills but he or she should understand their target audience while editing the document to make it more user friendly.
8. If the writer is editing its own document, then the writer must ensure to read the article aloud and must be able to review the text objectively.

### Use of Link Words in Editing:

Link words are used to clarify the views of the writer. These words give structure to the whole text and helps the reader in understanding the text.

Some of these words are:

1. Describing similarities: Likewise, Similarly, etc.
2. Showing cause and effect: Thus, consequently, etc.
3. Comparing and Contrasting: However, Instead, etc.
4. Showing limitation: On the contrary, nevertheless, etc,



**Tips for editing a document:**

- Use short / simple sentences
- Stick to one voice
- Remove extra punctuation
- Use positive tone and words
- Use simple words
- Remove redundancies
- Reduce prepositions
- Make your verbs stronger
- Use active voice

**Coherence and cohesion**

**Coherence:** The property of unity in a written text that stems from the relationship between its underlying ideas, and from the logical organisation and development of these ideas.

**Cohesion:** The property of flow and connection in a written text that stems from the linguistic links among its surface elements.

**Precis**

A precis is the gist of a passage expressed in as few words as possible.

**Synopsis**

A synopsis is a tool for the writing process. It is the gist of the entire project you did like the main aim of doing the project, its objectives, the details of the team and so on.

**Abstract**

An abstract is a short paragraph that provides readers with a quick overview of an essay or report and its organization.

**The principles of Good News Editing**

- Accuracy
- Attribution
- Balance and Fairness
- Brevity
- Clarity
- Readability
- Human interest
- Sharp observation

**Practice Question:**

1. What is Editing?
2. What are the objectives of editing?
3. Explain synopsis
4. Explain Precis Writing
5. Explain the principles of coherence and cohesion
6. What are link words?

**In the following passage, correct if there are any errors.**

In the 1970s, market researchers discovered that the most young children were unable to tell the difference between the television shows they watched and advertisements for products. Because of this discovery, it was an attempt in 1978 to put legal restrictions on television advertisements aimed at too young children, but advertisers objected. The industry of marketing to children has been growing steadily since then. Between 1978 and 1998, the amount of money directly spent by children age four to twelve increased from less than three billion dollars a year to almost twenty-five billion dollars, and is not end in sight. Researchers believe that children in that age group also convince their families to spend another two hundred billion dollars a year—such as when a young boy, for example, convinces her mother to purchase a more expensive computer than she might otherwise have bought. Marketers are easy to decide to target this young market—there is their job to aim at consumers who can be convinced and who will spend most money.

However, few other groups have also helped marketers figure out the best way to target a too young audience. Many child psychologists are now been asked to join market-research firms to provide information about how to reach children more effectively. Some members of the American Psychological Association lobbied their organization in 2002 to discipline APA members who have helped advertisers target children, but the APA has no taken action yet. The most psychologists feel that the marketers and their advisers have being allowed very much freedom to appeal to children who cannot make informed decisions about products, but the situation does no seem likely to change.

**In the following passage, correct if there are any errors.**

Recently, researchers who study chimpanzees have come to the suprising conclusion that groups of chimpanzees have their own traditions that can be past on to new generations of chimps. The chimps do not aquire these traditions by instinct; instead, they learn them from other chimps. When a scientific journal published analysises of chimpanzee behavior, the author revealed that the everyday actions of chimpanzees in seperate areas differ in significant ways, even when the groups belong to the same subspecies. For instance, in one West African group, the chimps are often seen puting a nut on a stone and using another peice of stone to crack the nut open, a kind of behavior never observed in other groups of chimpanzees. Sceintists have also observed the chimps teaching there young the nut opening

method, and chimps in other places that crack nuts differentially teach their young they're own way. Researchers have therefor concluded that chimpanzees have local traditions.

Frans de Waal, who has been studing primates, wrote a book making the arguement that these learned behaviors should be considered kinds of culture. The word culture has traditionally been used to describe human behavie, but may be, he says, a new definition is needed. Considering this startlingly-new theory of chimpanzee "culture," some researchers think that humans now have an un-deniable obligation to protect the lives of all remaining wild chimpanzees rather than zeroeing in on just a few of the threatenned animals. The lost of a single group of wild chimpanzees would, they say, destroy something irreplacable, a unique culture with its own traditions and way of life.

**Write a precis for the following paragraph**

A life of action and danger moderates the dread of death. It not only gives us fortitude to bear pain, but teaches us at every step the precarious tenure on which we hold our present being. Sedentary and studious men are the most apprehensive on this score. Dr. Johnson was an instance in point. A few years seemed to him soon over, compared with those sweeping contemplations on time and infinity with which he had been used to pose himself. In the still life of a man of letters there was no obvious reason for a change. He might sit in an arm chair and pour out cups of tea to all eternity would it had been possible for him to do so. The most rational cure after all for the inordinate fear of death is to set a just value on life. If we mere wish to continue on the scene to indulge our head-strong humour and tormenting passions, we had better be gone at once,; and if we only cherish a fondness for existence according to the good we desire from it, the pang we feel at parting which it will not be very server.

**Write a precis for the following paragraph**

A poor woman once came to the Buddha to ask him whether he could give any medicine to restore a dead child to life. The holy man told her that there was only one medicine to bring her son back to life. He bade her to bring him a handful of mustard seeds from a house where death had never entered. The grieving mother went from door to door seeking the mustard seeds, but at every door she met with sad replies. One said, "I lost my husband and told him the result of her quest. Then Buddha explained to her tenderly that she was not alone in this world to suffer such grief, sorrow and death are common to all.

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## Paraphrasing

Paraphrasing involves taking a passage - either spoken or written - and rewording it. Writers often paraphrase sentences and paragraphs to deliver information in a more concise way.

Paraphrasing is not plagiarising. Plagiarising is copying someone's work without giving that individual any credit for their work. However, in paraphrasing, one rephrases the text in their own words.

## Translation

Translation is the communication of meaning from one language (the source) to another language (the target). Translation refers to written information.

## Summary

Summary is a shortened or condensed version of a longer text.

### Useful tips in writing a summary

1. Repeat the ideas of the source or the main text in different words and phrases
2. Do not add your own ideas, opinions or judgment of the arguments
3. Make it shorter than the original text

### Below are some points to remember for effective summary writing

1. Include only the important points
2. Use your own words and phrases
3. Do not copy the original text
4. Convert all direct speech into indirect speech
5. Do not include new facts
6. Writing should be objective, do not include your own opinion
7. Keep to the word limit (if there is one).

## Practice Questions:

### Paraphrase the following passages:

A great part of Arab is discrete. There is nothing but sand and rocks. The sand is so hot that you cannot walk over it with your bare feet in the daytime. Here and there in the desert are springs of water that run deep under the ground – so deep that the sun cannot dry them up. These springs are few and far between, but wherever there is one, trees grow tall and graceful, making a cool, green and shady place around the spring such a place is called an oasis.

The Arabs, who are not in the cities, live in the desert all year round. They live in tents that can be put up and taken down very easily and quickly so that they can move from one oasis to another, seeking grass and water for their sheep, goats, camels and horses. These desert Arabs eat ripe sweet figs and dates that grow upon the palm trees; they dry them, too, and use them as food all the year-round.

These Arabs have the finest horses in the world. An Arab is very proud of his horses and loves them almost as he loves his children. However, the camel is much more useful to an Arab than his beautiful horse, for the former is much larger and stronger. One camel can carry more than two horses. The Arab loads the camel with goods and ideas, too, for miles and miles across the desert, as if it were the 'Ship of the Desert', which it is often called.

### Paraphrase the following passages:

The state of education in India before the British occupation is, unfortunately, a favourite subject for political dissertations. This had led to a certain confusion of thought about the various types of indigenous teaching of which three were of importance in the eighteenth century. The ideal training for the Brahmin youth is of great antiquity and represents an extremely high standard of education. After assuming the sacred thread at the age of eight the boy would spend fourteen years away from his home under the personal supervision of his guru or in the forest ashram. Such an upbringing was always confined to a very small and highly privileged class and was probably common only in the heyday of Brahminism. This was not a type of education in which the Government could take part, though the traditional relation between guru and chela might be an inspiration to university teachers, as it had been to Rabindranath Tagore in his ashram at Shantiniketan. Two other institutions catered for a wider but still limited range of boys. These were the Muslim and Hindu schools which were common in the towns and larger villages. Both suffered during the eighteenth century from the continual disorders which disturbed most parts of the peninsula, but they were found in many districts, when they came under British rule, and their work and scope are described in early reports. Most of them were of a very primitive nature, being usually attached to a temple or mosque. This meant the exclusion of the lower castes and the primitive tribes, and it is typical of the early attitude of the Government towards elementary education that almost the first elementary State schools were for the children of Bhils, Gonds, and of criminals whose parents could not send them to religious schools. The Muslim schools taught the Quran and some Persian to a few older boys, but there is little evidence about the standard of teaching in the Punjab, which was annexed later, indigenous education, was surveyed with a more modern eye. "The Hindu schools", says a Punjab Administration Report, 'were rare being either

colleges in which Brahmin boys learnt Sanskrit and received a half religious, half professional training, or elementary schools, where sons of Hindu shop-keepers were taught to keep accounts and read and write the traders' scripts. The few Gurmukhi schools that existed were of a purely religious character. The best feature of the indigenous schools was that they were not confined to the religious and mercantile classes, but were open to the few agriculturists who cared to attend them. These schools continued to function and some of them have survived till today; but they only reached a very small proportion of the population.

### **Summarize the Following in not more than 100 words**

Now, if you want to stop violence, if you want to stop wars, how much vitality, how much of yourself, do you give to it? Isn't it important to you that your children are killed, that your sons go into the army where they are bullied and butchered? Don't you care? My God, if that doesn't interest you, what does? Guarding your money? Having a good time? Taking drugs? Don't you see that this violence in yourself is destroying your children? Or do you see it only as some abstraction?

All right then, if you are interested, attend with all your heart and mind to find out. Don't just sit back and say, 'Well, tell us all about it'. I point out to you that you cannot look at anger nor at violence with eyes that condemn or justify and that if this violence is not a burning problem to you, you cannot put those two things away. So first you have to learn; you have to learn how to look at anger, how to look at your husband, your wife, your children; you have to listen to the politician, you have to learn why you are not objective, why you condemn or justify. You have to learn that you condemn and justify because it is part of the social structure you live in, your conditioning as a German or an Indian or a Negro or an American or whatever you happen to have been born, with all the dulling of the mind that this conditioning results in. To learn, to discover, something fundamental you must have the capacity to go deeply. If you have a blunt instrument, a dull instrument, you cannot go deeply. So what we are doing is sharpening the instrument which is the mind - the mind which has been made dull by all this justifying and condemning. You can penetrate deeply only if your mind is as sharp as a needle and as strong as a diamond.

It is no good just sitting back and asking, 'How am I to get such a mind'? You have to want it as you want your next meal, and to have it you must see that what makes your mind dull and stupid is this sense of invulnerability which has built walls round itself and which is part of this condemnation and justification. If the mind can be rid of that, then you can look, study, penetrate, and perhaps come to a state that is totally aware of the whole problem. To investigate the fact of your own anger you must pass non-judgemental on it, for the moment you conceive of its opposite you condemn it and therefore you cannot see it as it is. When you say you dislike or hate someone that is a fact, although it sounds terrible. If you look at it, go into it completely, it ceases, but if you say, 'I must not hate; I must have love in my heart', then you are living in a hypocritical world with double standards. To live completely, fully, in the moment is to live with what is, the actual, without any sense of condemnation or justification - then you understand it so totally that you are finished with it. When you see clearly the problem is solved. But can you see the face of violence clearly - the face of violence not only outside you but inside you, which means that you are totally free from violence because you have not admitted ideology

through which to get rid of it? This requires very deep meditation, not just a verbal agreement or disagreement.

You have now read a series of statements but have you really understood? Your conditioned mind, your way of life, the whole structure of the society in which you live, prevent you from looking at a fact and being entirely free from it immediately. You say, 'I will think about it; I will consider whether it is possible to be free from violence or not. I will try to be free.' That is one of the most dreadful statements you can make, 'I will try'. There is no trying, no doing your best. Either you do it or you don't do it. You are admitting time while the house is burning. The house is burning as a result of the violence throughout the world and in yourself and you say, 'Let me think about it. Which ideology is best to put out the fire?' When the house is on fire, do you argue about the colour of the hair of the man who brings the water?

(From *Freedom from the Known* by J. Krishnamurti)

### **Summarize the Following in not more than 100 words**

The new music was built out of materials already in existence: blues, rock'n'roll, folk music. But although the forms remained, something wholly new and original was made out of these older elements - more original, perhaps, than even the new musicians themselves yet realize. The transformation took place in 1966-7. Up to that time, the blues had been an essentially black medium. Rock'n'roll, a blues derivative, was rhythmic, raunchy, teen-age dance music. Folk music, old and modern, was popular among college students. The three forms remained musically and culturally distinct, and even as late as 1965, none of them were expressing any radically new states of consciousness. Blues expressed black soul; rock, as made famous by Elvis Presley, was the beat of youthful sensuality; and folk music, with such singers as Joan Baez, expressed anti-war sentiments as well as the universal themes of love and disillusionment.

In 1966-7 there was a spontaneous transformation. In the United States, it originated with youthful rock groups playing in San Francisco. In England, it was led by the Beatles, who were already established as an extremely fine and highly individual rock group. What happened, as well as it can be put into words, was this. First, the separate musical traditions were brought together. Bob Dylan and the Jefferson Airplane played folk rock, folk ideas with a rock beat. White rock groups began experimenting with the blues. Of course, white musicians had always played the blues, but essentially as imitators of the Negro style; now it began to be the white bands' own music. And all of the groups moved towards a broader eclecticism and synthesis. They freely took over elements from Indian ragas, from jazz, from American country music, and as time went on from even more diverse sources (one group seems recently to have been trying out Gregorian chants). What developed was a protean music, capable of an almost limitless range of expression.

The second thing that happened was that all the musical groups began using the full range of electric instruments and the technology of electronic amplifiers. The twangy electric guitar was an old country-western standby, but the new electronic effects were altogether different - so different that a new listener in 1967 might well feel that there had never been any sounds like that in the world before. The high, piercing, unearthly sounds of the guitar seemed to come from other realms.

Electronics did, in fact, make possible sounds that no instrument up to that time could produce. And in studio recordings, multiple tracking, feedback and other devices made possible effects that not even an electronic band could produce live. Electronic amplification also made possible a fantastic increase in volume, the music becoming as loud and penetrating as the human ear could stand, and thereby achieving a 'total' effect, so that instead of a passive audience of passive listeners, there were now audiences of total participants, feeling the music in all of their senses and all of their bones.

Third, the music becomes a multi-media experience; a part of a total environment. In the Bay Area ballrooms, the Fillmore, the Avalon, or Pauley Ballroom at the University of California, the walls were covered with fantastic changing patterns of light, the beginning of the new art of the light show. And the audience did not sit, it danced. With records at home, listeners imitated these lighting effects as best they could, and heightened the whole experience by using drugs. Often music was played out of doors, where nature - the sea or tall redwoods - provided the environment.

(From *The Greening of America* by Charles Reich)

### Translate the following proverbs from Hindi to English

1. जिसकी लाठी उसकी भैंस.
2. बड़े काम के लिए बड़ा प्रयत्न करना पड़ता है .
3. चोर – चोर मौसेरे भाई
4. जैसी करनी वैसी भरनी.
5. आप भले तो जग भला .
6. एक हाथ से ताली नहीं बजती .
7. जो गरजते हैं वो बरसते नहीं .
8. लालच बुरी बला है .
9. बोए पेड़ बबूल का तो आम कहाँ से होय .
10. डूबते को तिनके का सहारा .

### Translate the following passage in either Hindi or Marathi

Natural resources are things that we use that come from Earth. Our natural resources are limited. This means that they will not last forever. Some are renewable, like when you plant a new tree when you cut one down. Others are not renewable, like when you dig coal out of the ground. Once it is used, it is gone.

People are aware of the fact that Earth's natural resources are limited, and can-do things to help conserve those resources. When you try to conserve a natural resource, you try to use less of it so it does not get used up so fast. One way that people conserve fuel, like gasoline, is by riding a bicycle or walking when the distance is short instead of driving everywhere.



Water is a very important natural resource because we all need it to stay alive. We can conserve water by making sure that our pipes and faucets do not leak. We can also conserve water by making smart choices, like only using the dishwasher or washing machine when they are full.

LSRC/TUT-LESS/2020

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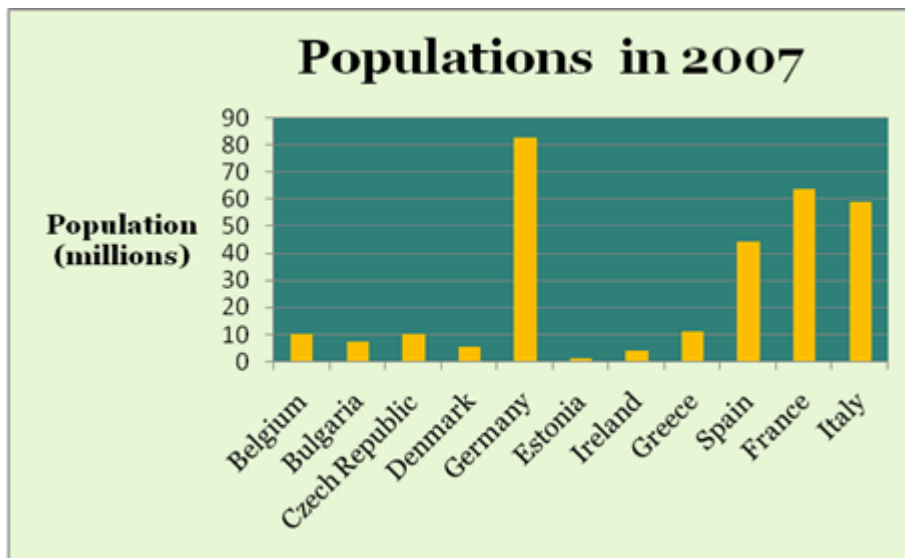
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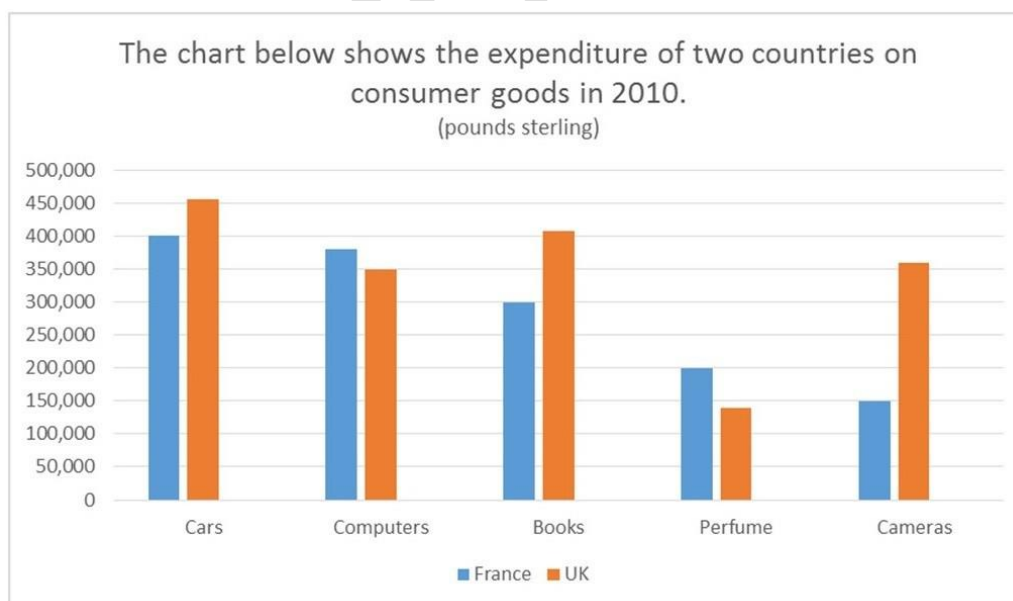
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**Interpretation of technical data****Practice Questions**

Write a paragraph on the following bar graph

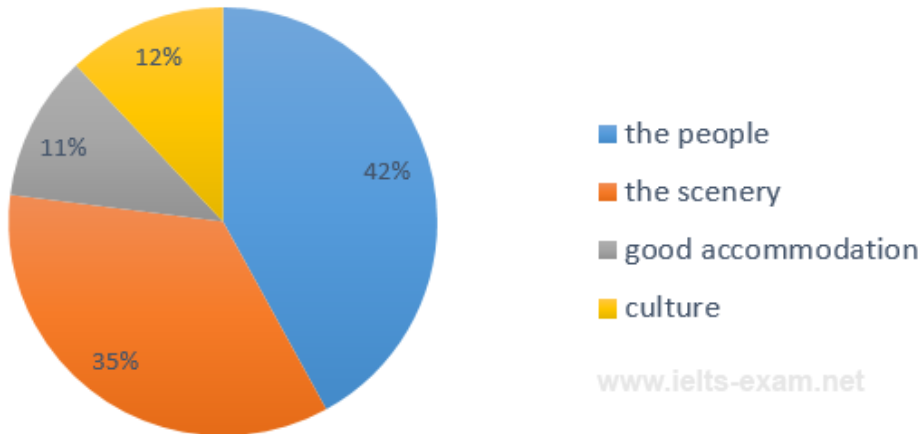


Write a paragraph on the following bar graph



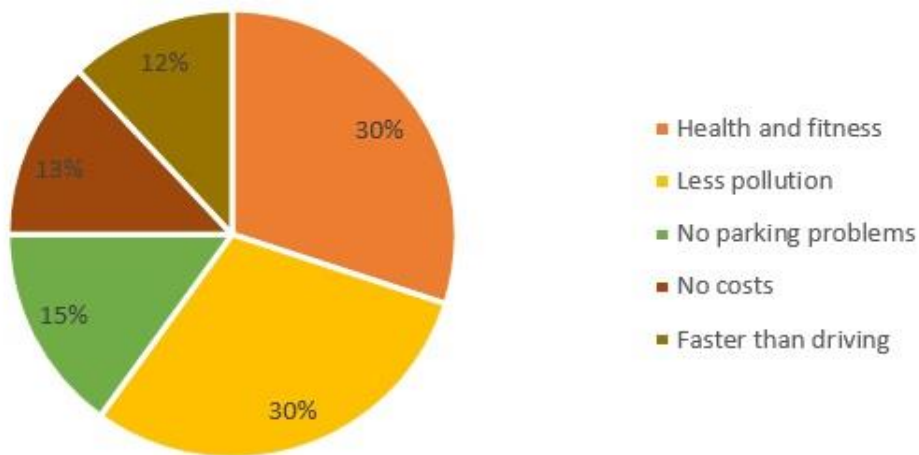
The pie charts below show the most common advantages of Bowen Island, according to a survey of visitors. Summarise the information by selecting & reporting the main features.

## Most common advantages

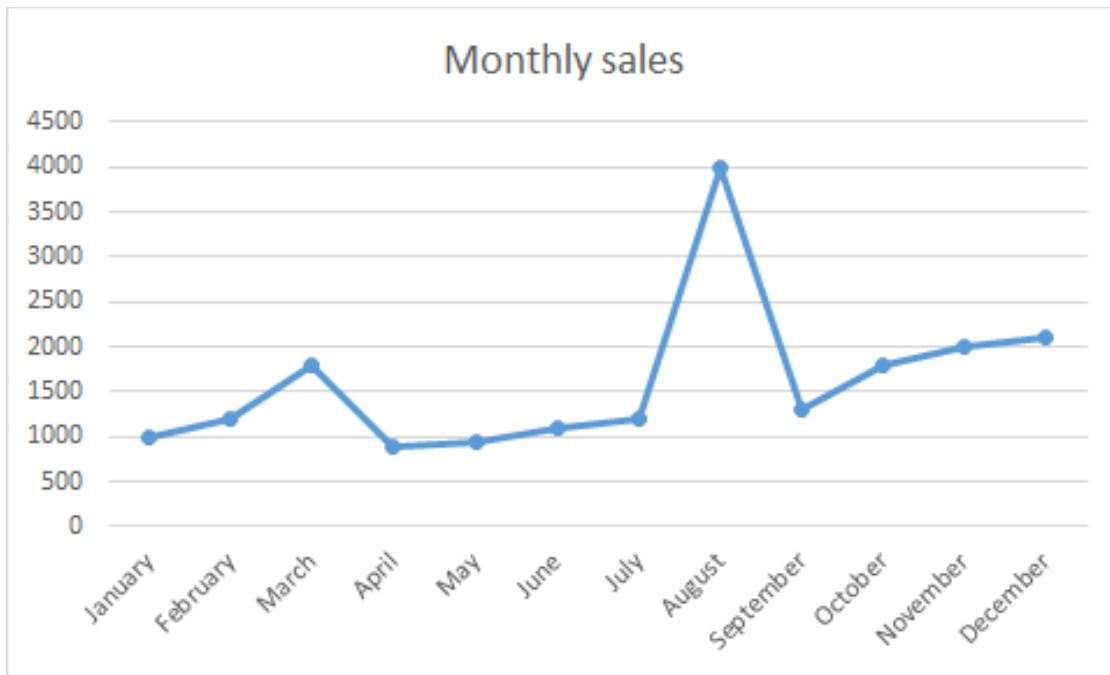


The chart below shows the reasons why people travel to work by or by car. Summarise the information by selecting & reporting the main features.

## Reasons for cycling to work



The below line graph exhibits the trend of sales for a textile company in the year 2019-20. Write a paragraph to explain the same.



Summarize the following graph

**Percentage of total music sales by method**

Percentage

