

English Notes for Class:-XI
Writing Skills
Topic:- Letter (Letter on Placing Order)

1.As librarian, Dishari Public School, Agartala, write a letter to M/S Madanlal & Bros, Booksellers, Salt Lake, Kolkata-91 placing an order for books to be supplied immediately.

U. K. Debnath,
Librarian,
Dishari Public school,
Agt, 26th Sept, 2020,
To M/S Madanlal &
Bros, Booksellers,
Salt Lake, Kolkata-91.

Sub:- Order for Books.

Dear Sir,

Kindly arrange to supply at your earliest convenience the following books for our school library at the discount rate approved for the year 2020-2021.

- (i) Current English usage—Horby, 5 copies .
- (ii) English Grammar & Composition—Wren & Martin, 10 copies .
- (iii) Elementary Algebra—R.C.Agarwal, 10 copies .
- (iv) Secondary Physics—M.Kunda, 20 copies.

Before dispatching the books please ensure that only the latest editions are being supplied and the books are not soiled or dirty. Also check that each book has full pages and no other defects.

Payments will be made after approval by the library committee.

Yours faithfully,
—Name—

(Home Work)

2.You have placed an order for a few books with city central Book shop, No-10, Paharganj, Delhi. You have not received books so far. Write a letter to the book shop about non compliance of your order.

Topic:- Letter On Enquiry.

1.You are Aman/Arati of 119, Church Rd, Kanpur, you are interested in doing a Short-Term course in Public Speaking for your personality development during your summer vacation. Write a letter to the Director, Personal Care, Univ. Rd, Kanpur, inquiring about the duration of course and other terms and conditions for admission.

Aman Agarwal
199, Church Rd, Kanpur,
27th Sept. , 2020
To
The Director,
Personal Care,
UNIV. Rd, Kanpur,

Sub:- Information about Personality development course.

Dear Sir,

I came to learn that your Institute runs a Short-Term Course in Public Speaking for personality enrichment during summer vacation. I have passed H/S +2 stage Exam. Securing more than 80% marks in commerce with Geography as special subjects.

I was a keen participant in Extra-Curricular activities school level and won many prizes along with standing first in the inter-school Elocution contest in the state.

Please let me know the details of fees, duration, timing of this course. A copy of prospectus may please be mailed to me at your earliest. An early reply will be greatly appreciated.

Yours faithfully,
—Name—

(Home Work)

2.You are Vivek/Varsha Malhatra, Head boy/girl of Zanith Public School, Ashok Bihar Delhi. You have to organise a short tour to Agra & Jaipur. Write a letter to Globe Tours and Travels, 235,Nehru place, New Delhi, enquiring about the fare, boarding & lodging charges and other arrangements, date, time & duration of the Tour.



TOPIC :- POSTER

★ What is a Poster ?

Ans:- A poster is a placard displayed in a public place or in a crowded area announcing or advertising something. It includes notices, advertisements & invitations—all combined together.

★ Purpose of a Poster: to create social awareness about issues related to current problems or needs.

★ A Poster should (be) –(i) attractive,
(ii) eye catching,
(iii) have catchy Title,
(iv) Date, Time and Venue,
(v) Issuing authority/organisation,
(vi) creative in terms of content & design.

Example: 1. Prepare a Poster advising people not to drink alcohol or to smoke illustrating the danger of consuming alcohol or smoking.

| | |
|-------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|
| SAY NO TO ALCOHOL SAY IT NOW | |
|  |  |
| Addiction leads to: | |
| ★ Ruined Self | |
| ★ Ruined Health | |
| ★ Ruined family | |
| ★ Finally—Painful Death | |
| JOIN DE-ADDICTION CAMP-TODAY | REGAIN HEALTH AND HAPPINESS |
| Call at helpline—JEEBAN Phone—9862291211 | |



Example: 2. Tourism department, Govt. Of Tripura has launched ambitious plan to develop adventure sports & eco–tourism activities in the state. Prepare a catchy Poster for display at public places/publication in newspaper.

**TOURISM DEPARTMENT
GOVT. OF TRIPURA**
launches
its ambitious project
to develop

ADVENTURE SPORTS & ECO–TOURISM

Activities offered :

- # Jumping from Dunbar Fall
- # Trekking in Lontorai, Jampui Hill,
- # Boating & Other water Sports
- # Visiting attractive spots

Instructors/Guides available
at approved Rate

Contact :
Secretary, Tourism.
Govt. Of Tripura.

TOPIC :- ADVERTISEMENT

What is an Advertisement?

Ans:- An advertisement is a public announcement made through a popular medium like newspaper, television, radio, cinema and megazines. It is a visual message regarding a product, a service or an idea.

PURPOSE:- to arrest the attention of the common mass to enhance sales or services along with influencing the minds tastes and motives of the people.



Example: 1. You the secretary of Institute for Career Guidance, Sector V, Salt Lake, Kolkata specialising in career guidance and counselling. Draft a suitable advertisement to be published in national daily.

CAREER COUNSELLING

Institute for Career guidance, counselling and Development of Personality holding summer camps from 1st June. Facilities for games, Group discussions, Personality development, package, elocution and interviews techniques. Training by a panel of experts. Career oriented may apply by 31st July. Contact-Secretary, Institute for Career Guidance Sector-V, Salt Lake, Kolkata, Phone-9862291271.

Example: 2. You are the Director of National Institute of Vocational Studies, Kolkata. Draft a suitable advertisement for publication in a National Daily highlighting some special features of your Institute.

VOCATIONAL STUDIES

NIVS offers diploma courses in Electronics Laser Technology, Computer & Television hardware/software, fashion designing etc. Duration-two years. Eligibility-Senior Secondary Passed . Excellent faculty computerised training. Well furnished labs and workshops, Excellent past record of placement. Fees-1500/= only . Last date for application-30 May 2021. Director of National Institute of Vocational Studies. Sector-V, Salt Lake, Kolkata.





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