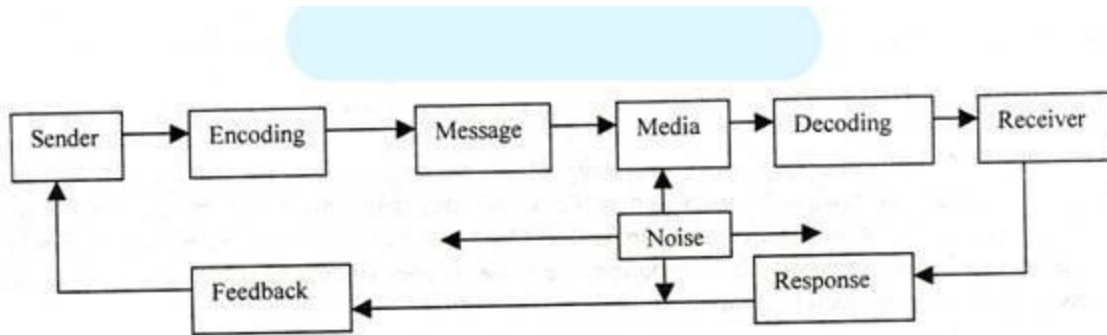


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angry: 1

➤ Discuss the process of communication with diagram.



The term communication refers to the process by which information is exchanged or shared between two or more individuals.

i) The sender, ii) Receiver, iii) The message, iv) The medium, v) Encoding, vi) Decoding, vii) feed Back, viii) noise, ix) context.

The sender:

The sender is the person who attempting to communication some short of information. The sender may be a speaker, a writer, or someone who merely gestures.

Components of the communication process include a sender, encoding of a message, selecting of a channel of communication, receipt of the message by the receiver and decoding of the message. Sometimes, the receiver will send a message back to the original sender, which is called feedback.

The message:

The term message refers to the form in which information is sent or received in verbal linguistic communication. Message can be sent in different formats.

A message is a discrete unit of communication intended by the source for consumption by some recipient or group of recipients. A message may be delivered by various means, including courier, telegraphy and electronic bus.

Example: i) letter, ii) internet, iii) postal system, iv) mail etc.

The medium/channel:

The channel refers to the medium which carries information from the sender to the receiver

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The marketing team was split at which way to get their message across to the largest audience, one group thought the best communication channel would be television, while the other believed social media would work the best.

Example: i) telephone, ii) internet, iii) memo, iv) E-mail, v) visual channel etc.

Encoding:

Encoding is the process of using a code to create messages, into suitable words, symbols are known as encoding. Encoding is guided by the purpose of communication and the relation between the sender and receiver.

Decoding:

Decoding is the process of recovering meaning from a message with the help of code. The meaning of the message is largely conditioned by the mental perceptions of the receiver.

Decoding is the process of converting code into plain text or any format that is useful for subsequent processes. Decoding is the reverse of encoding. It converts encoded data communication transmissions and files to their original states.

Feedback:

The feedback refers to the reverse flow of information from the receiver to the sender which feedback is given to the sender by the receiver in the form of some action.

From the discussion, we can say that feedback is a system where the reaction or response of the receiver reaches to the sender after he has interpreted the message. Feedback is inevitably essential to make two way communications effective. In fact, without feedback in communication remains incomplete.

Noise:

Anything that obstructs communication is referred to as noise.

Anything that interferes with, slows down, or reduces the clarity or accuracy of a communication. Thus, superfluous data or words in a message are noise because they detract from its meaning.

Context:

The context refers to the total setting in which communication takes place, including the time, the place, the sender, the receiver, the channel, code, topic etc.

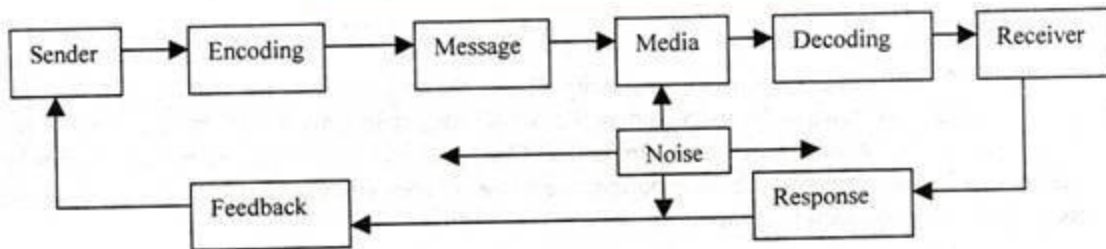
➤ What is environmental communication?

Environmental communication refers to the study and practice of how individuals, institutions, societies, and cultures craft, distribute, receive, understand, and use messages about the environment and human interactions with the environment. This includes a wide range of

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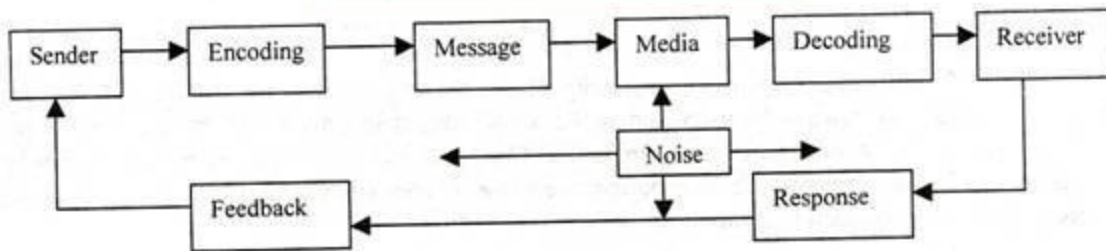
possible interactions, from interpersonal communication to virtual communities, participatory decision making, and environmental media coverage. And it also includes verbal communication.

➤ What is one way communication?



In one way communication, information is transferred in one direction only from the sender to the receiver. There is not any opportunity for the receiver to give feedback to the sender.

➤ What is two-way communications?



Two-way communication is a form of transmit information. Two-way communication has also been referred to as interpersonal communication. It is essential in the business world. Messages are transmitted between employers, employees, customers and feedback is required to be certain that the message was received and understood.

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Unit: 2

➤ Explain the different types of communication:

- i) Personal communication
- ii) Business communication
- iii) Internal communication
- iv) external communication,
- v) Upward communication,
- vi) Down ward communication,
- vii) Parallel communication,
- viii) informal communication,
- ix) Grapevine communication,
- x) oral communication,
- xi) Visual communication.

Personal communication:

Personal communication begins when two persons are aware of each other. You don't need to know each other's name, even don't need to talk. When two persons eyes meet, and two people realize there is a person right there. It can take the form of personal letters, personal telephone calls, conversations, one-to-one meeting nature and there is nothing official about it.

Business communication:

The sharing of information between people within an enterprise that is performed for the commercial benefit of the organization. In addition, business communication can also refer to how a company shares information to promote its product or services to potential consumers.

Internal communication:

The communication within an organization, between managers, supervisors and workers are varied complex and numerous. They have to move up and down the ladder or chain of authority as well as sideways between persons at the same level of authority.

It is oral or written, visual or audio-visual, formal or informal, upward or downward. Internal communication educates, develop motive, entertain direct control and caution people in the organization.

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External communication:

The external communication is the transmission of information between a business and another person or entity in the companies' external environment. Press releases films, product launch events and advertisements are all example of external agency. Example: letter notices brochures, demonstrations, telephone calls, business meeting.

Upward communication:

Communication which begins at a lower level and is addressed to someone at a higher level is described as upward communication. Example of upward channel includes business proposal, notes, notices, memos, emails or face-to-face conversation.

Down ward communication:

Communication that begins at a higher level and is addressed to people at lower levels is described as downward. Downward communication includes annual confidential reports, performance approvals, notices, project feedback, and announcements of company policies official instructions.

Parallel communication:

Communication which takes place between equals who are at the same level in an organization is described as parallel communication.

Grapevine communication:

The most informal communication system of an organization is grapevine communication system. The grapevine communication can be discussed both in positive and negative manners. The grapevine communication gives will full communication emotional, relief, speedy and spontaneous and multidirectional communication, economical, relief and acts as a cementing force. It is harmful for the organization.

Oral communication:

Oral communication is the process of verbally transmitting information and ideas from one individual or group to another. Oral communication can be either formal or informal. Examples of informal oral communication include:

- Face-to-face conversations
- Telephone conversations
- Presentations at business meetings
- Classroom lectures

Visual communication:

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Any image that is used to communicate an idea, whether it's a sign, poster, drawing, photograph, or television advertisement, can be included in the field of visual communications.

➤ What is verbal communication?

When messages or information is exchanged or communicated through words is called verbal communication... Verbal communication is the expression of information through language which is composed of words and grammar. It is consists of sharing thoughts to thought the meaning of words.

Verbal communication may be two types: written and oral communication. Verbal communication takes place through face-to-face conversations, group discussions, counseling, interview, radio, television, calls, memos, letters, reports, notes, email etc.

➤ What is non-verbal communication?

When messages or information is exchanged or communicated without using any spoken or written word is known as nonverbal communication. Non-verbal communication is usually understood as the process of communication through sending and receiving wordless message.

It means all communication that occurs without words, space, time, color, layout, voice patterns, and design of surroundings.

Non-verbal communication is a powerful arsenal in the face-to-face communication encounters, expressed consciously in the presence of others and perceived either consciously or unconsciously. Much of non-verbal communication is unintentional people are not even aware that they are sending messages. Non-verbal communication takes place though gestures, facial expressions, eye contact, physical proximity, touching etc.

Unit: 3

Principle of effective communication:

➤ What is effective communication?

A speaker transmits a message and must ensure that the message is delivered clearly. A listener takes delivery of the message and must be an active listener effective communication takes place only when the listener clearly understands the message that the speaker intended to send.

The main qualities are correctness, clarity, conciseness and courtesy. Other related qualities are completeness, coherence, compactness, confidence, consideration, friendliness, directness and vigor. Correctness depends on completeness. A message is complete when it presents all the ideas and information required for the particular situation.

What is a barrier to communication?

A barrier to communication is anything that interferes with the transfer of intended information from a sender to receiver. This can include anything from static on a radio preventing from hearing the program to a third party interfering in a conversation between two people.

Different types of barriers:

For the convenience of study the different barriers can be divided into six parts:

- (1) Semantic Barriers
- (2) Psychological or Emotional Barriers
- (3) Organisational Barriers
- (4) Personal Barriers

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(5) Mechanical barriers

(6) Physical barrier

(1) Semantic Barriers

There is always a possibility of misunderstanding the feelings of the sender of the message or getting a wrong meaning of it. The words, signs, and figures used in the communication are explained by the receiver in the light of his experience which creates doubtful situations. This happens because the information is not sent in simple language. Following are the semantic barrier in the way of communication:

- (i) Badly Expressed Message
- (ii) Symbols or Words with Different Meanings
- (iii) Faulty Translation
- (iv) Unqualified Assumptions
- (v) Technical Jargon
- (vi) Body Language and Gesture Decoding

(2) Psychological or Emotional Barriers

The importance of communication depends on the mental condition of both the parties. A mentally disturbed party can be a hindrance in communication. Following are the emotional barriers in the way of communication:

- (i) Premature Evaluation
- (ii) Lack of Attention:
- (iii) Loss by Transmission and Poor Retention
- (iv) Distrust

(3) Organisational Barriers

Organisational structure greatly affects the capability of the employees as far as the communication is concerned. Some major organisational hindrances in the way of communication are the following:

- (i) Organisational Policies
- (ii) Rules and Regulations
- (iii) Status
- (iv) Complexity in Organisational Structure
- (v) Organizational Facilities

(4) Personal Barriers

The above-mentioned organisational barriers are important in themselves but there are some barriers which are directly connected with the sender and the receiver. They are called personal barriers. From the point of view of convenience, they have been divided into two parts:

- (a) Barriers Related to Superiors: These barriers are as follows:
 - (i) Fear of Challenge of Authority
 - (ii) Lack of Confidence in Subordinates

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- (b) Barriers Related to Subordinates: Subordinates-related barriers are the following:
- (i) Unwillingness to Communicate
 - (ii) Lack of Proper Incentive

(5) Mechanical barriers to communication:

Mechanical communication barriers are technical sources of interference in the communication process. A mechanical barriers stems from a problem in machinery or instruments used to transmit the message. This is not limited to media forms such as radio and television. It also includes or speech impairments. Examples of mechanical communication machines or instruments, absence of means of communication instruments transmission interruption and power failure.

(6) Physical barrier:

Physical barrier is the environmental and natural conditions that act as a barrier in communication in sending message from sender to receiver. Organizational environment or interior workspace design problems, technological problem and noise are the parts of physical barriers. When messages are sent by the sender, physical barriers like doors, walls, distance, etc. do not let the communication become effective.

➤ Overcoming communication barriers:

There is a lot of communication barriers faced these days by all. The message intended by the sender is not understood by the receiver in the same terms and sense and thus communication breakdown occurs. It is essential to deal and cope up with these communication barriers so as to ensure smooth and effective communication.

As, in the previous section we have discussed the major barriers of communication. Let's talk about how to overcome these barriers of communication. You must remain focused on the message so that you do miss any detail and you must interpret the message or objectively.

You must not let your religious, cultural, and social, group or other preference alter the meaning of the message keep on open mind while receiving the message and interpret words and sentences in their most accepted standard sense.

You must provide adequate feedback to the sender so that she/he knows that message has been received and interpreted correctly.

i) Developing effective messages:

Developing effective message is a method of diminishing communication barriers. The sender of the message must clearly establish the message should be completely sub-ordinate to it purpose. Information should be arranged in a proper sequence knowing the audience is very important.

ii) Information gap principle:

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Communication involves the transfer of meaningful information should be involved in as many situations as and another does not. The second person has to get the information. That contains the first person already has. This creates a situation that contains as information gap between two people.

➤ Audience plays an important role in Communication.

Audience is the most important element in the communication process. Without the audience there is no need to communicate. The sender develops message in his mind and before encoding the message into words and symbols he base to see the skills, abilities and education of the audience to make his communication effective. Before sending a message a sender has to identify the audience and their interest. Whether writing of speaking, focusing of audience needs and communication process the audience has the as important role as the sender.

Importance of communication through English

English is acknowledged passport to better education and employment opportunities. English language plays a crucial role to weave the world into a single thread. English has a status of a second language in almost all the countries where it is not the first language. To acquire simple language for day to day communication is main aim of learning any language. In turn, today's workforce is expected to be highly competent to continually improve skills and engage in lifelong learning. Language is a skill, like any other skill until and unless we practice the skill mastery is highly impossible. The aim of learning a language is directly linked with the LSRW skills that are to be developed. As a universal process communication influence the activities of the human community at large. Social development is a prominent feature of effective techniques of communication, which is necessary for sustaining the growth and development.

Communication becomes effective when a communicator is effective enough to communicate competently, simply, clearly sincerely and dynamically. Communication is essential for close sympathetic relationships in a society and for transformation of men, material and thoughts from one place to another. This process involves initiation reception and response that serve as feedback. Hence, communication is interactive by nature. Today the compulsions of learning English are no longer merely political but scientific and technological. And no longer is English language of Great Britain only; it is the language required by the world for greater understanding; it is the most international of languages. English has become a global language a connecting link, a language of modern science and technologies, a language of latest sciences, like information technology and space science, a language of all competitive examinations-be they the state level, national level or international level. Whether we realize it or not we are now living in the world of information and communication technology.

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Plain English

Plain English (or layman's terms) is a style of communication that uses easy to understand, plain language with an emphasis on clarity, brevity, and avoidance of overly complex vocabulary. ... The goal is to write or speak in a way that is easily understood by the target audience.

Writing in plain English is important when communicating with others in a business setting. Everybody knows this (or should), but why should plain English be used? The most obvious reason why is to ensure your message is being understood exactly as you meant it. By stating your message plainly and simply the first time, you will not have to waste valuable time and energy clarifying your intent in subsequent emails or contacting people again through other means such as a phone call. Another reason to simplify your business writing is money.

Unit: 4

Non verbal communication

➤ What is graphic communication?

Graphic communication as the name suggests is communication using graphic elements. These elements include symbols such as glyphs and icons, images such as drawings and photographs, and can include the passive contributions of substrate color and surroundings. It is the process of creating, producing and distributing material incorporating words and images to convey data, concepts and emotions. The field of graphic communications. Encompasses all phases of the graphic communications processes from origination of the idea (design, layout and typography) through reproduction, finishing and distribution of two or three dimensional products or electronic transmission.

Nonverbal communication may also involve the use of objects or designs rather than gestures, facial expressions, or movements. Traffic lights and highway road signs are examples. So too are religious symbols, national flags, and corporate brand names and logos.

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➤ **Kinesics (Body language):**

Silent (non-verbal) messages communicated through the sender's body movements, facial expressions, voice tone and loudness, etc. In social psychology, all behavior in presence of another person is considered communication also called kinesis communication.

Kinesics (simplistically called body language) deals with physical movement, sometimes called affective displays. This study applies traditional linguistic principles to the body as a whole or to specific parts, particularly the face, hands and arms. It also deals with posture in standing and sitting, as well as with eye and facial expressions, such as the arching of eyebrows or rolling of the eyes. Kinesics varies culturally. For example, a person of Mediterranean culture may use extensive hand movements and body gestures as an expression of anger, whereas a Japanese person may be apparently less excited, but perhaps no less angry. Kinesics also includes the use of smiling, frowning, and giggling and so on, which also differs by culture. While universally, smiling reveals happiness, in some cultures it also is used to mask sadness or to hide embarrassment.

When speaking listening, reading or writing, we consciously use words to receive or send ideas. Because they are the primary symbolic forms that convey our thoughts on paper words remain static, punctuation marks are used to convey pauses, expressions, emotions, etc. But in face-to-face communication the message is conveyed on two levels simultaneously. One is verbal and the other is nonverbal and the other in nonverbal and the other in non-verbal. For example, you are congratulating two of your friends on their interviews.

Facial expression

A facial expression is one or more motions or positions of the muscles beneath the skin of the face. According to one set of controversial theories, these movements convey the emotional state of an individual to observers. Facial expressions are a form of nonverbal communication.

Main Difference – Gesture vs. Posture

Posture and gesture are both major elements in nonverbal communication. Both gestures and postures are capable of indicating a person's emotions and attitudes. Gesture refers to a movement of a body part, especially a hand or the head whereas posture refers to the way in which your body is positioned when you are sitting or standing. This is the main difference between gesture and posture.

What is Gesture?

Gesture refers to a movement of part of the body, especially a hand or the head, to express an idea or meaning. Gestures are a major component in nonverbal communication. We use many gestures when we speak although we might not be aware of using them. For example, when you are describing how you threw a ball, you might be unconsciously making a gesture that depicts the act of throwing

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Sometimes we also use gestures to replace words and phrases. Shaking someone's hand to congratulate, waving your hand to say goodbye, nodding your head to indicate approval and shrugging your shoulders to indicate that you don't know are some examples of gestures.

The meaning of gestures can also vary depending on the culture and religion. What is considered as positive gestures in some cultures and countries may be considered as rude and offensive in one culture.

What is Posture?

Posture refers to a particular position of the body. It is the way in which your body is positioned when you are sitting or standing. A person's posture can reveal many things. A person's confidence, mood, attitude, and alertness can be determined by looking at the posture.

Sometimes our posture may reflect our state of mind. For example, hunched shoulders and downturned face may indicate that someone is sad and upset. Sitting up straight with your shoulders pulled back indicates self-confidence and strength.

Good posture or neutral posture can be attained when the joints are not bent, and your spine is aligned and not twisted. This position enables to gain balance. Good posture has a lot of benefits such as optimizing breathing and affecting the circulation of bodily fluids.

➤ What is Paralanguage system?

The non-verbal aspects of the spoken word as known as paralanguage includes the qualities of the voice, the way we use our voice, as well as the sounds we make without uttering words. It is possible to control and use paralanguage effectively by becoming aware of it and paying attending to one's voice and speech.

Voice has characteristics like tone, volume and pitch. Tone is the quality of the voice volume is the loudness or softness which can be consciously adjusted to the number of persons in the audience and the distance between the speaker and the listeners, speaking too loud shows lack of self command or aggressive nature. Pitch is the high or low note on the scale, a high pitched voice is often unpleasant and suggests immaturity or emotional disturbance, a frightened person speaks in a high pitched voice. It is better to begin softly in a low pitch and raise the volume and pitch as required.

➤ What is proxemics?

Proxemics is the study of the spatial requirements of humans and the effects of population density on behavior, communication and social interaction. Proxemics is one of several subcategories of the study of non verbal communication. Other prominent subcategories of

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nonverbal communication include touch, body movement, (kinesics) paralanguage and structure of time.

Proxemics involves the social use of space in a communication situation. One aspect of this is the closeness between and among people when they speak, and the significant role that culture plays in this. Distance is generally described on a continuum from intimate space (0-18 inches) to personal space or informal distance (18 inches to 4 feet) to social space or formal distance (4-12 feet), and public space or distance (beyond 12 feet). Proxemics also deals with the effective use of space in social settings, such as businesses and homes, ranging and the arrangement of space to encourage or inhibit communication.

➤ Signs and signals:

A sign is a mark used to represent something for example + for plus, skull and cross bones agreed movement which serves to warn direct or command: for example the coming on of a green light is a signal to go ahead; the firing of a gun salute signals the arrival of a VIP. A signal may be visual or auditory.

Signs and signals used by members of a group may be made with hands, lights, cloth, smoke, drums, whistles or anything.

Unit: 5

➤ What is a job application letter?

A job application letter, also known as a cover letter, should be sent or uploaded with your resume when applying for jobs.

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The job application is a legally defensible listing of your job applications employment history, educational background, degrees, qualifications, references and more.

Unlike the resume and cover letter that are written and formatted to highlight the applicant's most significant and impressive credentials, the job application is a listing of questions that require factual responses. Dates of employment, positions held, names and contact information for supervisors, dates of degrees, name, address, and phone number are example of facts required on the job application.

Points to Remember

- Start body of the letter giving source of information about the job (Newspaper) day, date, advertisement number etc.)
- Close the letter giving note that Bio-data/resume is enclosed.
- Write 10-12 points in Bio-data
- Bio-data/resume-curriculum vitae is integral part of the job applications
- Bio-data should include:
 - Name
 - Date of Birth
 - Address
 - Education qualifications: Year, marks, and subjects of the
 - (i) – X
 - (ii) – XII
 - (iii) – Graduation
 - (iv) – Diploma/higher qualifications
 - Professional qualifications:
 - (i)
 - (ii)
 - Experience
 - (a)
 - (b)
 - Hobbies
 - Salary expected
 - Reference

Unit: 5

Formal writing skills:

Sample of Job application

**Communicative English- ii note Prepare by G. B. K. Reddy,
Email Id: reddy.krishna422@gmail.com**

There is a vacancy for the post of lecturer in English lecturer at Inter-National Engineering School, Mumbai-7. Imagining yourself as a candidate, apply for the post.

Date: 24th March, 2017.

The Principal,
Inter-National Engineering School,
Mumbai-7.

Sub: Application for the post of Lecturer in English.

Sir,

With reference to a reliable source, I wish to apply for the post of lecturer in English, as advertised in The Hindu dated on 20th March, 2017. I would like to be considered for the said post.

Details of my qualification, experience, extracurricular activities, etc. are given in the enclosed curriculum vitae for your kind perusal and favorable action.

I hope you will give me a chance to be interviewed very soon. If I am selected I shall discharge my duties with a true spirit and you will consider me as an asset in your organization.

Looking forward to hearing from you.

Thanking you, sir.

Yours faithfully,

G. Rajendra Reddy.

You are Sudha/Sudhir resident of A-7, Shanti Park. You read the following advertisement in a newspaper.

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Email Id: reddy.krishna422@gmail.com**

Wanted a young and experienced graduate with fluency in English and Hindi to work as receptionist at customer care booths of NCR group of hotels, Delhi. Contact : Manager along with your complete C.V. within 7 days of this advertisement.

A-7, Shanti Park
Delhi

24th March, 2017
The Manager
NCR Group of Hotels
Delhi

Subject: Application for the post of receptionist

Sir,

In response to your advertisement in Hindustan Times dated 7th August, 2011 for the post of receptionist I hereby offer my candidature for the same.

I possess requisite qualifications and experience. I want to join your hotels to fully utilize my potential.

You may call me for an interview on any date as per your convenience. I shall be able to join my duties at one month's notice if appointed. I am enclosing my detailed resume for your perusal

Thank you

Yours sincerely
Sudha/Sudhir

Enclosure : Detailed resume.

What is a curriculum vita (CV)?

Also called a CV or vita, the curriculum vitae are, as its name suggests, an overview of your life's accomplishments, most specifically those that are relevant to the academic realm. It is used almost exclusively when one is pursuing an academic job.

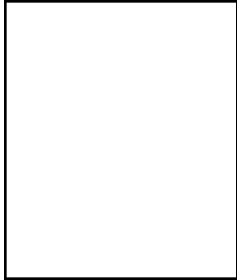
1. Create the format for your CV.
2. List your name, address, telephone number and email at the top of the page.
3. Write a personal profile.
4. Create a section for your education and qualifications.
5. Create a section for your work experience.
6. Create a section for your skills and achievements.
7. Create a section for your interests.

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8. Create a section for other information.
9. Create a section for references.

Prepare your own Curriculum Vitae.

Curriculum Vitae



Mr. G. Rajendra Reddy,

S/O- Sri G. Kasinath Reddy,

At: Shakti Nagar, 2nd Line,

Po: Engineering School Road,

P.S: B. N. Pur, Berhampur,

Dist: Ganjam,

State: Odisha

Pin: 760010.

E-mail Id: reddy.krisna422@gmail.com.

Cell No : 09338645899.

PERSONAL ATTITUDE :

- Confident at work,
- Prepared to share responsibility,
- Committed, amicable and sociable in nature.

CAREER OBJECTIVE:

**Communicative English- ii note Prepare by G. B. K. Reddy,
Email Id: reddy.krishna422@gmail.com**

- Career development through organizational growth.
- Seeking for a challenging opportunity for achievement of excellence.

EDUCATIONAL QUALIFICATION:

Board: B.S.E, Odisha.

Institute: Medical Campus High school.

Year of passed: 2015.

Percentage: 85%

COMPUTER PROFICIENCY:

Knowledge in various modules in computer overview, computer concepts, DOS. Well versed with MS-Office Windows, Local Area Networks, Internet, Multimedia, Operating System, and networking methods.

Strong abilities of developing in Computer Operation with WIN 98 & WIN 2002.

Experience in Data Operation.

Certificate in Computer Application from IBC Software Computer Training Institute, 2005.

PERSONAL DETAILS:

Date of Birth : 04th May, 1998.

Father's Name : Mr. G. Kasinath Reddy.

Mother's Name : Mrs. Kamalamma Reddy.

Gender : Male.

Marital status : Unmarried.

Caste : SEBC.

Nationality : Indian.

State of Domicile : Odisha.

Religion : Hindu.

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Email Id: reddy.krishna422@gmail.com**

Languages known : Telugu, Odia, Hindi and English.

E-mail Id : reddy.krisna422@gmail.com.

Hobbies : Browsing the Net, reading Newspapers, watching Television, socializing with people and travelling different places.

ADDRESS FOR COMMUNICATION:

MR. G. RAJENDRA REDDY,
S/O- MR. G. KASINATH REDDY,
AT: SHAKTI NAGAR, 2ND LINE,
PO: ENGINEERING SCHOOL ROAD,
P.S: B. N. PUR, BERHAMPUR,
DIST: GANJAM, ODISHA-760010.

Cell No: 09338645899.

PERMANENT ADDRESS:

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S/O- MR. G. KASINATH REDDY,
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CELL NO: 09338645899.

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Email Id: reddy.krishna422@gmail.com**

DECLARATION

I do hereby declare that the information mentioned above is true to the best of my knowledge and belief.

Place: Berhampur.

Date:

G. Rajendra Reddy.

Resume

Name : Sudha/Sudhir
Father's Name : ASP Chand
Date of Birth : 9th August, 1985
Address : A-7, Shanti Park, Delhi
Educational qualification : (i) B.A. (Programme), Delhi University; 1995, 1st Division.
Professional Qualification : (i) Post graduate Diploma in hospitality and public Dealing YMCA 1997, 1st division.
(ii) Diploma in hotel management IGNOU; 1999,
Experience : (i) 6 months, experience at IGNA as receptionist 1999 2nd Division.
(ii) Presently working with M/S New Clothes Emporium since Feb., 2000
Personal Details : Height: 5ft 6 inch.
Weight : 64 kg.
Hobbies : Dramatics, Watching Hindi movies
Languages Known : English, Hindi, Urdu, Punjabi
References : (i) Dr. P.S.K. Marth Sr. Consultant G.T.B.
Hospital. (ii) Mrs. Aruna Dev
Director : Spastic Society Delhi.

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Email Id: reddy.krishna422@gmail.com**

Business correspondence:

What is business letter?

A business letter is usually a letter from one company to another or between such organizations and their customers, clients and other external parties. The overall style of letter depends on the relationship between the parties concerned. Business letters can have many types of contents for example to request direct information or action from another party, to point out a mistake by the letter's recipient, to reply directly to request to apologize for a wrong, or to convey goodwill. A business letter is sometimes useful because it produces a permanent written record, and may be taken more seriously by the recipient than other forms of communication.

Format for Writing a Business Letter

Sample Letter Format

Contact Information (*Your contact information*)

Your Name

Your Address

Your City, State, Zip Code

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Your Phone Number

Your Email Address

Date

Contact Information *(The person or company you are writing to)*

Name

Title

Company

Address

City, State, Zip Code

Greeting *(Salutation Examples)*

Dear Mr. /Ms. Last Name: *(Use a formal salutation not a first name unless you know the person well)*

Body of Letter

When writing a letter, your letter should be simple and focused, so the purpose of your letter is clear. Single space your letter and leave a space between each paragraph. Left justify your letter. Use a plain font like Arial, Times New Roman, or Verdana. The font size should be 10 or 12 points.

The first paragraph of your letter should provide an introduction as to why you are writing.

Then, in the following paragraphs, provide more information and specific details about your request or the information you are providing. Explain why you are writing so it's easy for the reader to understand what you are asking.

The last paragraph of your letter should reiterate the reason you are writing and thank the reader for reviewing your request.

Leave a blank line after the salutation, between each paragraph, and before the closing.

Closing

Best Regards, *(Closing Examples)*

Signature

Handwritten Signature *(for a hard copy letter)*

Typed Signature

What is quotation?

A formal statement of promise by potential supply the goods or services required by a buyer quotation may also contain terms of sale and payment and warranties. Acceptance of quotation by the buyer constitutes an agreement binding on both parties.

What is an inquiry letter?

Any kind of a letter, which is written collecting information, can be called as an inquiry letter. This information can be related to anything like product, price, job, contract etc. Employers and business owners write this type of a letter to generally obtain the desired information.

There are two basic types of the inquiry letter.

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- First is personal inquiry letter.
- Second is business inquiry letter.

You need twenty nos. of ceiling fans and forty nos. of tube lights for the newly opened unit for your firm. Write an inquiry letter to M/S. Sai Electricals, Anderi Road, Mumbai, accordingly.

24th March, 2017.

Ref. no: B/01/2416

Engineering school Road

Berhampur,

Ganjam

Odish

Pin: 760010.

M/S. Sai Electricals

Anderi Road

Mumbai-6.

Subject: Inquiry for ceiling fans and tube lights.

Dear Sir,

We require the following items for our institute.

01. Ceiling fans 50 Nos.
02. Tube lights 60 Nos.

Hence, I request you to kindly provide the below mentioned detail for the same.

Rate:

Payments terms:

Delivery time:

Guarantee period:

Manufacture Name:

Taxes etc.

Please do the needful at the earliest.

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Thanking you, sir.

Yours truly,
Nitish Gopal
(Incharge Officer)

Inquiry Letter

20 August, 2014

Reliance Electric Company
579 Lake Center Drive
Upper Marlboro, MD 20773

Dear Sir/Madam

I have a large departmental store in Ottawa and I am interested in the electric hair dryers you have advertised in the Daily Mirror.

Please send me a copy of your illustrated catalogue and price list. As I need this product urgently, I would appreciate for an early reply.

Yours sincerely,

William Smith
Purchase Manager
What is order letter?

The letter which conveys the message for supply of goods is known as letter of order. In other words, the letter by which a buyer formally requests a seller to supply good is known as order letter.

Order letter type of a letter is written by the concerned authorized person who wants to place an order or place a purchase request to a company. If you are planning to write an order letter, then first it is important for you to carry out some research work related to desired products or services. Having detail information can provide you with the clear picture of placing on order via order letter. There are several things, which can be included in and order letter like order details, quantity, quality, delivery time, after sales services etc. you write an order letter only when the detailed study is done from your side related to the goods.

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Before drafting an order letter, it is important for you to write down the terms and conditions related to purchases that can be beneficial to both the parties.

Order letter structure

You are the Manager of Alex international, Bhubaneswar. Invite quotation for office furniture from suitable dealers. You have taken all possible attempts to save this situation, but of no use. Draft a letter to office in charge of local police station requesting him for help.

24th March, 2016.

The manager
K. K. furniture complex,
Cuttack-7

Subject: for the order of the furniture.

Sir,

As your furniture complex is the best, in all over odisha. So I wish to buy the following furniture for my office.

Please quote your lowest rate and also indicate the terms and the condition for payment.

<u>Sl.no</u>	<u>items name</u>	<u>quantity</u>
1.	Table	30
2.	Bench	40
3.	Chair	50

Please send the above things as soon as possible all your payment will be paid on receipt.

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Thank you, sir.

Yours faithfully,
Aman kumar
The manager

Order letter sample

24th March, 2017.
Krishna enterprises
Gandhi nagar 2nd lane,
Berhampur,
Ganjam-Odisha.

M/S Roy
New Avenue
Chennai

Subject: for the order materials.

Dear Sir,

I am the purchase manager of Seetal Company and I am personally writing this letter to order goods for our site work. As we have been purchasing goods from you company since some time now, I am writing this letter to order material.

Along with this letter I am attaching the list of materials or goods that is needed. Please make sure you send it across in a week's time as the requirement is a bit urgent this time.

I hope there is enough stock left with you to complete this order of ours. Thanking you for your support and timely order till date.

Thanking you, sir.

Yours truly,

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Rajendra Reddy

**You are incharge of Junior Science Laboratory of ASN Public School, Shalimar Garden.
Place an order to SUV laboratory works; Karol Bagh for various apparatus/equipment
used in your laboratory.**

ASN Public School,
Shalimar Garden
24th March, 2017.

The Manager
SUV Laboratory Works
Karol Bagh

Subject: Order for supply of laboratory apparatus.

Sir,

After going through our latest catalogue of laboratory equipments. I am placing order for following apparatus for our school laboratory.

<i>S.No. Name of the Apparatus</i>	<i>Specification</i>	<i>Quantity</i>
1. Beaker	500 ml	45
2. Test tubes	2" × 5"	200
3. Tripod stands	4 × 10 cm	150
4. Bunsen Burner	2 × 7 cm	50

The quality of the material should be plus one grade with other specifications as mentioned in the catalogue.

Substandard items will be returned. The items should be delivered in the school within one week before 12.30 p.m. on any working day.

Please send the bill after deducting maximum discount as is applicable for educational institutes.

Thank You

Yours Truly
Vivek roy.

What is complaint letter?

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A complaint letter is a letter written by a customer of a service/product. It usually outlines the faults with the service and highlights customer dissatisfaction with the particular service/product usually in the letter there would also be a suggested conclusion that a refund.

In businesses, people prefer to write a complaint letter when then feel disconnected towards a particular product or a company. Some of the people are afraid to write a complaint letter because they don't feel good to be argumentative. The complaint letter is a request for an adjustment and so writes it accordingly. In this letter, you can describe mistakes, errors or any kind of damage that you have faced in the past.

The complaint letter is written in such a scenario to the serve the purpose of complaint. It is important for you to make use of the polite tone while writing a complaint letter.

Hi

Complaint letter structure

From

_____ (your name)

_____ (your address)

To

_____ (name of recipient)

_____ (designation)

_____ (name of organization)

_____ (address)

Date _____ (date of writing letter)

Dear Sir/Madam,

In view of (Mention oncoming event) on (Specify date), an order for (Mention items requisitioned for delivery) was placed.

Sample pieces due for trials on (Mention estimated date of delivery) have not been delivered till date.

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..... (Specify reasons quoted by service provider for delay and the problem it is posing to you).

Repeated attempts to your office by my staff have gone unanswered. I request you to intervene urgently and do the needful or make alternate arrangements to complete the task (Mention if any advance of payment has been made).

Thanking You,

_____ (your name)

With M/s Sharma & Brothers, Chandini Chowk, Cuttack, you placed an order for 30 pieces of IBM computers. Unfortunately you received 20 pieces only. Draft a letter of complaint of short supply.

24th March, 2017.

The Manager
M/S Sharma & Brothers
Chandini Chowk
Cuttack.

Tha manager
MS Ray & Sons
Baramunda
Bhubaneswar

Subject: Complaint of short-supply.

Dear Sir,

With due profound, pleasure to inform you that I have received the IBM computers which I ordered. Unfortunately I have not yet received some packets.

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So I kindly request you to please send the remaining 10 packets of the IBM computers as soon as possible.

I will be really thankful to you.

Thanking you, sir.

Yours truly,
The manager,
Manish kumar.

Complaint letter sample

The Manager

Ref: Complain letter regarding the non working of the refrigerator

Dear Mr. Lawrence,

On 3rd April, 2010 I have purchased a refrigerator from your showroom. Its model no. is 185665 and bill no. is 1032. After installation it was working fine for a week but then its cooling system has broken down.

I first made a verbal complaint about the issue but no action was taken for about a week. Then again I complaint about the problem and one of your engineers came and did the inspection. He advised me to change the complete set as there was some technical problem with the cooling system which could not be fixed permanently.

Therefore, I request you to kindly change the refrigerator as it is still in the warranty period. I am enclosing the copy of the bill and other documents for your reference and hope that my request will be entertained very soon.

Thanking You,

Sincerely,

Steven Johnson

LETTER-WRITING

Points to Remember Division of marks

**Communicative English- ii note Prepare by G. B. K. Reddy,
Email Id: reddy.krishna422@gmail.com**

Weight age: 10 marks
Word limit: 200
Time available: 15-20 minutes

Format: 2 marks
Content: 4 marks
Expression: 4 marks

Format of the Letter

- Left aligned *i.e.*, Start each new line from left hand margin.
- Sequence of writing information in a letter
 - (i) Sender's address
 - (ii) Date
 - (iii) Receiver's address
 - (iv) Subject
 - (v) Salutation: Sir/Madam

Content of the Letter

- 3 – 4 paras
- Para I – Introductory
- Para II and III – Main ideas
- Para IV – Concluding

Complimentary Close

- To the Principal: Yours obediently
- To the employer/editor: Yours sincerely
- To the dealer/business vendor: Yours truly.

Write an application to the Head of department for permission to go on a study tour.

24th March, 2017.
The Head of department,
Oxford College,
Behampur.
Ganjam-Odisha.

Subject: Prayer for permission to go on a study tour.

Sir,

We, the students of your school, beg humbly to state that our annual examination is over and we are very interested to go on a study tour. We have already made a plan with our physical teacher Mr. Amla and decided to go to Agra. Once, Agra was the ancient place in India and it is a place of great historical importance. We want to enjoy a one-day tour. Routine-bound classes have made our life dull, monotonous and boring. This tour will certainly give us knowledge, education and pleasure at the same time and thus revive us to prepare ourselves for the New Year. But it is quite impossible for us to make the plan a success without your help.

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Email Id: reddy.krishna422@gmail.com**

We, therefore, pray and hope that you would be kind enough to give us permission and all out co-operation to make the tour successful.

Yours obediently,

Rohit
Civil Branch, sec: A, Roll: 06
On behalf of the students of our school

Write an application to principal for arranging a science fair in your school.

24th March, 2017.
The principal,
Oxford College,
Behampur.
Ganjam-Odisha.

Subject: prayer for arranging a science fair.

Sir,

We, the students of your college, most humbly be to state that we are very interested to arrange a science fair in our campus. You are quite aware that a science fair has a great importance to make the students science-oriented. To make the students curious about science and scientific invention, to arouse the scientific hidden talent in them and to exchange experience and views among the students about their scientific experiments, about there is no alternative to a science fair at college level. It is probable that one or two future scientists are hidden among these tyro scholars of today.

We, therefore, pray that your honor would be gracious enough to give us all sorts of co-operations and assistance to organize the science fair successfully.

Yours Sincerely

Shahil
Branch: electrical, sec: B
On behalf of the students of Oxford College

Write an application to the hostel superintend for a seat in the school hostel.

24th March, 2017.
The Hostel Superintend,

**Communicative English- ii note Prepare by G. B. K. Reddy,
Email Id: reddy.krishna422@gmail.com**

Oxford Public School,
Berhampur,
Odisha.

Subject: Prayer for a seat in the school hostel.

Sir,

I beg humbly to inform you that I have been studying in your school. My father was a government employee. Recently, he has got retired and our family is going to shift to our village home soon in this situation. I do not want to change my school but like to study here. But I have no relative in this to study here. But I have no relative in this area to reside with. So, I need a seat in the school hostel.

May I, therefore, pray and hope that you would kindly allot me a seat in the school hostel and thus oblige.

Thanking you, sir.

Yours obediently,

Ashok kumar patro
Branch: Mechanical
Sec: D, Roll: 08

Write an application to the librarian for increasing library facilities in your school.

24th March, 2016.
The librarian,
Oxford Public School,
Berhampur
Ganjam-Odisha.

Subject: Prayer for increasing library facilities.

Sir,

I, on behalf of the students of your school, beg to bring to your kind notice the fact that the facilities provided in our school library are not sufficient to meet u the increasing demand. The library is not enriched with essential and modern books. It has now only about 500 books most of

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which are no longer relevant in the present time. In this connection, we need some books such as science fiction, travel-story, popular story books by the modern writers, biography, poetry books, world Diary, different dictionaries etc. we also want a literary journal to be supplied on regular basis.

Moreover, sitting arrangement in the library is very deplorable and insufficient. So, we want our library be well-furnished with necessary and adequate furniture so that we can study there with ease.

May, I therefore pray that your honor would be kind enough to look into the matter and take urgent steps to provide us the facilities stated above and thus oblige.

Yours most obedient student

Sahil

Class: 12th

Sec: A, Roll: 03

What is report writing?

The definition of report writing is creating an account or statement that describes in detail an event, situation or occurrence, usually as the result of observation or inquiry. The two most common forms of report writing are news report writing and academic report writing.

A report is a brief account of an event that has already taken place. A Report helps in recording events of importance that occurs in our day to day life. A report attempts to present the first hand information of an incident or event. A report of an event presents a record of events that took place. A report on an event includes one's ideas, opinions and impressions on the event.

POINTS TO REMEMBER

- Mention the place, date, time and other relevant facts about the event.
- Include information collected from people around or affected by the event.
- Write the name of the reporter.
- Provide a suitable title/heading.
- Write in past tense.
- Write in reported speech and use passive form of expression.
- Develop ideas (causes, reasons, consequences, opinions) logically.

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- Write in a less formal and more descriptive manner while writing a report for a school magazine.
- Present your ideas and impressions to make the report interesting.
- Use 5-W (who, where, when, what, why) and 1-H in the report writing.

REPORT OR FACTUAL DESCRIPTION

Points to Remember Division of marks

Weight age: 10 marks

Word limit: 125–150

Time available: 15-20 minutes

Format: 1 marks

Content: 4 marks

Expression: 5 marks

Format

- Heading/Title
- Name of the Reporter/Writer
- Date and Place

Content

- Para 1 – Introductory Para giving day, date, place, what, timings.
- Para II – Brief detail of the place/cause/consequence/effects/guests/
- Para III – Main steps/activities/people involved
- Para IV – Concluding Para-Reactions/Promises by authorities/statement of people.

Expression

1. Grammatical accuracy
 - Past tense for report
 - Present or past tense–factual description
 - Appropriate words and Spellings 2½
2. Coherence and relevance of ideas and style

Common Subjects of a Report

(i) Day Organized/Celebrated at School

- Sports Day
- Grand parents' Day
- Environment Day
- Childrens' Day
- Teachers' Day.

(ii) Workshops/Seminars/Talks

- Science seminar
- Talks on Adolescent Problems and solutions
- Workshop on Examination stress and solution.
- Seminar on consumer awareness.
- Disaster management
- Right to Education

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(iii) Competitions

- Science Quiz
- Zonal Level Drawing Competition
- District level essay writing
- Zonal level Junior Hockey
- District Level Teachers' Competition

(iv) Campaign/Awareness March/Rally

- Tree plantation
- Water harvesting
- Save girl child

The minister of education was the chief guest in the annual day celebration of your college. Write a news reports to be sent to a newspapers.

ANNUAL DAY CELEBRATION

Berhampur: 15th March, 2017.

The annual day celebration of Uma Charan Patnaik engineering school, Berhampur, Ganjam, Odisha on 29th march, 2017 at 4.00pm came off smoothly. The honorable education minister Sri Dr. Padeep kumar Panigrahi was chief guest. The celebration started with well come song and devotional song. The local collector and District Magistrate presided over the meeting. After short speech made by honorable chief guest on the all-around development of school, gave away prizes to the students. The celebration was grand success.

By
Amit Kumar Das

Report to editor sample

15th March, 2017.
The chief editor
The Indian Express
Bhubaneswar-06
Odisha.

Subject: report on Annual day celebration.

**Communicative English- ii note Prepare by G. B. K. Reddy,
Email Id: reddy.krishna422@gmail.com**

Sir,

The annual day celebration of Uma Charan Patnaik engineering school, Berhampur, Ganjam, Odisha on 29th march, 2017 at 4.00pm came off smoothly. The honorable education minister Sri Dr. Padeep kumar Panigrahi was chief guest. The celebration started with well come song and devotional song. The local collector and District Magistrate presided over the meeting. After short speech made by honorable chief guest on the all-around development of school, gave away prizes to the students. The celebration was grand success.

Thank You

Yours sincerely
Samita.

REPORTS:

You are Neha/Narayan, head of the history club of ASN Public School Janakpuri, Delhi. Your School organized Heritage awareness programme in your school to create awareness regarding our monuments. Write a report in about 125 words for your school magazine, giving details of the programme.

1. Heritage Awareness Programme

By: Neha/Narayan
ASN Public School;
24th March, 2017.

Heritage awareness Programme was organized by history club of the school on 23 March, 2017 from 10 am to 2 pm in the school premises. The school was well decorated with posters of various historically important monuments.

Mrs. Deepanshi Dayal, Dean History Department of JNU was the chief guest. Other prominent guests included Mr. Balachandra Assistant Director ASI of India, Mrs. Smriti Pant head of Tourism Department of Government of Delhi Around 2000 students and parents attended the programme.

The Programme began by lighting of inaugural lamp by Chief guest. After that a skit was presented by students of +2 classes showing importance of our heritage and monuments. The audience enjoyed an engrossing documentary prepared by history department of the school. The documentary showed a brief detail of 100 monuments from different parts of India.

Chief Guest gave a very motivating speech on the role of Youth in keeping the monuments safe. Mrs. Smriti Pant told about the importance of monuments in encouraging tourism of the

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concerned place. Principal presented vote of thanks. There was an arrangement for light refreshment also.

You are Neena/Nitin incharge of science club of RPVV School Mayur Vihar. Your school was the venue of Zonal Science fair held last month. You looked after each and every step of the preparations. Write a factual description of the process and procedure you had to undertake to make your school a successful host in about 125 words for publishing it in your school magazine.

2. PREPARATION FOR HOSTING SCIENCE FAIR

By Neena/Nitin
10th March, 2017

As the Zonal Level Science fair was to be held on 10th March, 2017 at our school, we started the preparations for hosting it immediately after getting the email from head office at 8 am. on 8th March.

Principal Mrs. R. Bala called the meeting of science teachers and formed a four member hosting committee with myself as its head. We in turn took stock of all the tasks which we had to undertake and all the materials and space available at our hand. Mr. Raghav and Mrs. Neena were given the duty of cleanliness and decoration of the venue. They started their work with the help of sweepers and senior students of science sections. They put charts and posters on walls.

Mr. Jaiwardan and I started doing other preparations. We called meeting of the lab assistants and help staff and distributed various duties to them.

On 8th August, most of the decoration was completed. Sheela, the water woman put 20 Mayur Jugs in different places for water. Suresh Chand and Khyal Dev put 50 tables in different rooms. Satish, the electrician checked all connections. By 2 PM the venue was fully ready to host the science fair. We felt great relief after the principal had expressed her satisfaction.

Recently your school observed World Earth Day. A seminar on 'save our planet' was organised and various other activities such as poster making, planting saplings were organised as a part of the celebrations. As the student Correspondent of the school newsletter, write a report in about 120 words.

Seminar on save our planet

**Communicative English- ii note Prepare by G. B. K. Reddy,
Email Id: reddy.krishna422@gmail.com**

J.K. public school, Ghaziabad observed World Earth Day on 22th April, 2016. A seminar was organized on 'save our planet' to raise awareness about the degenerating conditions of the environment. It was duly attended by all the students as well as their parents.

The chief guest of this occasion was Dr. S. P. Das, a renowned environmentalist who graced the event with his presence. He expressed his concern over the problems that the earth is facing such as global warming, water pollution, air pollution etc. and enlightened the students about the importance of planting trees. He also suggested various ways to protect the environment.

Students actively participated in poster making competition. The aim was to enable them to express their ideas on topics such as preservation of the environment. The celebration ended with the planting of the saplings by the chief guest and the students.

DAV Public School, Ajmer organized its annual day. Cultural programmes were performed and prize distribution was also done. As the Secretary of cultural Club of the school write a report in about 120 words for your school magazine.

DAV Public School celebrates its annual day

DAV Public School, Ajmer celebrated its annual day on November 25, 2015. The programme commenced with the lighting of the lamp by the chief guest Mr. Priyanshu Verma and the guest of honour, Mr. K. P. Singh. The school principal, Ms. Nalini Jayant presented the annual report. The students of U.K.G. presented a welcome dance. The programme moved further with the cultural programmes. The students performed various dance forms such as Rajasthani, classical dance etc. The students of martial arts displayed their skills. Students excelling in academics and sports were felicitated by the chief guest during the prize distribution ceremony. He also expressed his views on the role played by the school. The programme concluded with vote of thanks by the principal.

You are Aakash/Anshika, head boy/head girl of your school. Your school organised annual sports meet for four days in which various competitions were held. Write a report in about 120 words for your school magazine.

K.D. Public school organizes Annual sports meet

K.D. Public school organized annual sports meet from January 16 to 19. Students enthusiastically participated in various events conducted among participants from the four houses. On the first day, the tiny tots were in action. The races such as lemon race, frog jump and butterfly race were held. The day proceeded with a series of athletic events including 100m race, 200m, 4x100m relay, football, kho-kho, where students actively participated.

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On the last day of the event, the students presented a spectacular show of yoga and demonstrated martial art form, Taekwondo. The event concluded with the distribution of prize to students who performed well in various sports activities by the chief guest Mr. D. P. Sharma.

Write a news report on a road accident you witnessed.

24 Killed in Road Accident

(Report By- Jaya Prakash)

Agra, August 17. Twenty-four people including a woman and a two-month baby were killed in a tragic road accident involving a truck and Tata Sumo at Najafgarh, a village 14 km from here. The ill-fated Tata Sumo was carrying a marriage party from Delhi to Mathura. The truck carrying industrial goods to NOIDA collided head-on with Tata Sumo killing twelve of them on the spot. The injured were immediately rushed to Dr. RML Hospital where eight succumbed to injuries. The Police have registered a case against the truck driver and they are on a man hunt.

You are Ankit staff reporter of a national daily. You were asked to cover a District Science Exhibition. Mentioning all relevant details write a report.

Exhibition inaugurated

(By Sravan)

Agra, Aug. 17.

A grand ten-day science exhibition was inaugurated at Gyana Bharati Residential School here yesterday. Forty schools from different parts of all states are participating in the exhibition. The theme of the exhibition is "Water Conservation". "We hope this exhibition focuses on the need of the hour" said Dr. Bharatan, the convener of this exhibition.

Inaugurating the exhibition Mr. Justice Chaudhari (IRS) stressed on the need of students' participation in creating social awareness on vital issues. Mr. Durai Swamy, the headmaster had made arrangements for the exhibition.

Report of Health Camp

**Communicative English- ii note Prepare by G. B. K. Reddy,
Email Id: reddy.krishna422@gmail.com**

HEALTH CAMP AT PARARAPATTI

(By Jaya Prakash)
Nagapatnam, March 15.

750 people were benefited in the one-day medical camp organized jointly by the Lions Club and Apollo Hospitals, Chennai. 50 Doctors with an equal number of Paramedical staff went to Pararapatti, Village, and 12 km from here. The village had recently been affected by Malaria. The state health department had conducted a similar medical camp ten days ago. Speaking to the press persons the head of the medical team Dr. Kasaiah said the lack of basic amenities could be one possible reason for the outburst. He also said that his medical team would conduct a similar medical camp after a fortnight. Lt. Dr. Padmanabhan, Chairman of the Nagapatnam Chapter of the Lions' Club had made elaborate arrangements for the camp.

You are Samita/Sunit, resident of C-9, Vasant Kunj, and Delhi. You find participation of children in various reality shows on T.V. a form of child exploitation. Write a letter to the editor of a national daily showing your concern about various forms of child exploitation prevalent in educated, urban society giving some suggestions to curtail it.

C-9, Vasant Kunj
Delhi
24th March, 2017.

The Editor
The Times of India
Delhi

Subject: Exploitation of children in Urban Society.

Sir,

I want to draw the attention of the general Public and the concerned authorities towards the above cited problem through this letter of mine in your newspaper.

In Urban societies parents are increasingly using their children as means of achieving their own unfulfilled dreams and aspirations, resulting in physical and mental exploitation of the children. Forcing children to participate in reality shows or cajoling them to play roles in TV serials by shunning games are some examples of child exploitation. Even parents among audience of such programmes openly compare their wards with child actors on TV. In school arena parents put pressure on their wards, to excel in the field of academics, sports and other activities alike without considering their field of interest and abilities.

The implications of exploitation of children in the guise of making their future bright are evident now. The diseases like hypertension, obesity, diabetes which were known to be adult diseases a

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decade back are common among children. Psychotic problems among children are also rising with cases of drug abuse, depression or even suicides are reported frequently.

Authorities in the child's rights department and educational institutes should come out with bolder steps to curb the problem. There should be ban on all types of advertisements and programmes on TV with child actors below 14 years of age. There should be regular counseling for parents in schools to make them understand the consequences of stressing the children.

Thank You

Yours sincerely
Smita/Sumit

Description of Persons, Places and Events:

Description is a detailed account of certain or salient aspects, characteristics, or features of a person, place or event. The description of a person should comprise his/ her birth, education and occupational details along with his/ her achievements and some particular qualities to be focused. The description of a place should bear correct information of the place. It should describe the historic significance of the place. While describing an event one should enlighten the readers about the importance of the event and give correct information, like the day and place of the event.

A description must be vivid but also coherent and should be logically arranged so that the reader can clearly envision who/ what is being described. In order to write an effective description, the writer requires good observation skills and a rich vocabulary. One must write a description in third person. Also, it should be written objectively and personal comments should be avoided.

Mahatma Gandhi:

Mahatma Gandhi was a great freedom fighter. He freed India from the British rule in 1947. He was born on 2nd October, 1869, at Porbander. His full name was Mohan Das Karam Chand Gandhi. His father was a Deewan at Rajkot. He went to England to study law. He came back and became a barrister at Bombay. Then he went to South Africa. In South Africa, Indians were not treated properly, he fought for them. He went to jail many times in the freedom struggle. He believed in Ahin- sa (Non-violence). He lived a simple life. He wore pure khadi. We also call him Bapu. He was shot dead on 30th January, 1948. It was a great loss to India and to the world as well. For his services and sacrifice for the country he was named the Father of Nation.

Subash Chandra Bose:

Subhash Chandra Bose was a great freedom fighter. He was called 'Netaji' by everyone. He was born in Cuttack, Orissa, on January 23rd, 1897. His father was a great lawyer. Netaji wanted to work for the poor but his father wanted him to go abroad and study. He sent him to England to appear for the Indian Civil Services. In July 1920, he appeared in the Civil Service Examination and passed it with distinction. But soon, he resigned from the service and returned to India. In India, he founded the Indian National Army (Azad Hind Fauj) to overthrow the British Empire from India. Later on, Subhash Chandra Bose died in a plane crash. He was a powerful man.

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Dr. Babasaheb Ambedkar

Responsible for the formulation of Indian constitution, Dr Babasaheb Ambedkar has played a tremendous role in shaping the modern India and transforming millions of oppressed people into dignified and responsible citizens of India. Dr Bhim Rao Ambedkar was born into a Dalit family which made him a victim of the caste system. He converted to Buddhism and also helped other low caste people to rise above the torture conducted towards them. Dr Ambedkar was an important part of the social revolution and was made the first Law Minister of India.

Bhagat Singh:

Bhagat Singh is considered to be one of the most influential revolutionaries of the Indian Independence Movement. Bhagat Singh was born on September 27, 1907, in a Sikh family in KhatkarKalan, Punjab, in British India. His grandfather Arjan Singh, father Kishan Singh and uncle Ajit Singh, were all active in the freedom struggle. Family atmosphere had a great effect on the mind of young Bhagat Singh and patriotism flowed in his veins from childhood. While studying at the local D.A.V. School in Lahore, in 1916, young Bhagat Singh came into contact with some well-known political leaders like Lala Lajpat Rai and Ras Bihari Bose. In 1919, when JalianwalaBagh massacre took place, Bhagat Singh was only 12 years old. The massacre deeply disturbed him. On the next day of massacre Bhagat Singh went to Jalianwala Bagh and collected soil from the spot and kept it as a memento for the rest of his life. The massacre strengthened his resolve to drive British out from India. In 1925, he initiated the militant youth organization called the NaujawanBhratSabha. Bhagat Singh was an active member of the Hindustan Socialist Republican Army. To avenge the death of Lala Lajpat Rai, he killed Saunders on 17th December, 1928.

Pandit Jawaharlal Nehru:

The architect of modern India, Pandit Jawaharlal Nehru was born on November 14, 1889 in Allahabad. Moti Lai Nehru, his father was a great lawyer. His mother's name was Swarup Rani. Nehru's initial education was completed at home. But at the age of 15, he was sent to the most expensive school Harrow in England. He completed his higher studies in London's famous Cambridge University. Later he studied Law and became a lawyer. He began his practice at Allahabad High Court. Jawaharlal Nehru's political career began in 1916. He met Gandhiji for the first time at the Congress session in Lucknow. After that Nehru jumped in to the freedom struggle and left his law practice. He actively participated in Non Cooperative movement. He was sent to jail several times. He was selected as president of Indian National Congress five times. Under his president ship, Congress demanded complete independence from British rule in 1929. After India's independence, he became India's first Prime Minister. He was the founder member of the Non Aligned Movement. Pandit Nehru loved children. And the children called him Chacha Nehru with love. His birthday is now celebrated as Children's Day. Jawaharlal Nehru was one of the greatest leaders in India. He was the founder of Panchashila. He is an eminent author too. He wrote the famous books like 'Discovery of India' and 'Glimpses of World History'. He died on 27th May, 1964.

Dr. A.P.J. Abdul Kalam:

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Dr. A.P.J. Abdul Kalam was born on 15th October, 1931 at Dhanushkodi in Rameshwaram district of Tamilnadu. Dr. APJ Abdul Kalam's full name was Avul PakirJainulabdeen Abdul Kalam. He was born in a Tamil Muslim family. He completed his school education from Schwartz higher secondary school at Ramanathapuram. After that he studied his B.Sc Degree education from Saint Joseph College in Tiruchirappalli, Tamil Nadu. He finally graduated from college in the year 1954. Then he moved to Madras in 1955 to study aerospace engineering in Madras Institute of Technology. Dr Kalam joined Defense Research and Development Organization (DRDO) as a scientist. In 1969, he was transferred to the Indian Space Research Organization (ISRO).

Chandra Shekhar Azad:

Chandra Shekhar was born on 23 July 1906 in village Bhavra in Jhabua district of Madhya Pradesh to Pandit Sita Ram Tiwari and Jagrani Devi. He received his early schooling in Bhavra. For higher studies he went to the Sanskrit Pathashala at Varanasi. Young Chandra Shekhar was fascinated by and drawn to the great national upsurge of the non-violent, non-cooperation movement of 1920-21 under the leadership of Mahatma Gandhi. When arrested and produced before the magistrate, he gave his name as 'Azad', his father's name as 'Swatantra' and his residence as 'prison'. The provoked magistrate sentenced him to fifteen lashes of flogging. The title of Azad stuck thereafter. Azad was on the wanted list of the police. On 27 February 1931, in the Alfred Park, Allahabad, when an associate betrayed him, well-armed police circled Azad. For quite some time he held them at bay, single-handedly with a small pistol and few cartridges.

Mangal Pandey

A soldier in the army of British East India Company, Mangal Pandey was one of the first freedom fighters of India. Pandey was a Sepoy who rose against the British rule during the Great Revolt of 1857. Mangal Pandey attacked his British officers, revolted against the greased cartridges being used by the British forces and played a pivotal role in the Barrack pore Unrest. Mangal Pandey fought with diligence for the freedom of this country and due to his rebelliousness he was hanged till death in 1857.

Dr. Rajendra Prasad

We remember Dr Rajendra Prasad as the first president of The Republic of India but he also played a great role in the freedom struggle of the country and is rightly referred to as the architect of Constitution of India. Dr Rajendra Prasad, a supporter of Mahatma Gandhi joined the Indian National Congress during the Independence movement and became a major leader from the region of Bihar. He was an active member of the Salt Satyagraha and Quit India Movement and was imprisoned by the British authorities during these movements.

Sardar Vallabhai Patel

A prominent leader of Indian National Congress, Sardar Vallabhai Patel played a leading role in India's struggle for independence. Vallabhai Patel took part in Satyagraha and while Mahatma Gandhi was in prison he led the Satyagraha in Nagpur. Sardar Vallabhai Patel also actively participated in Civil Disobedience Movement and Quit India Movement.

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Vijaya Lakshmi Pandit:

In the year 1921, Vijaya Lakshmi Pandit married Ranjit Sitaram Pandit. She was the first woman to hold a prestigious position in the cabinet. In the year 1937, she was elected to the provincial legislature of the United Provinces and she became the minister of the local self governing body. She held this position for two consecutive years. Later, in the year 1946, she was reelected for this position. Read on to know the complete life history of Vijayalaxmi Nehru Pandit.

When Indira Gandhi became the Prime Minister in the year 1966, Vijaya Lakshmi Pandit took retirement from active politics. After taking voluntary retirement, she went to the peaceful Dehradun city. In the year 1979, she was chosen as the representative of India to the UN Human Rights Commission. Thereafter, she went far away from public life. She had an interest in writing. Her writings consist of The Evolution of India (1958) and The Scope of Happiness: A Personal Memoir (1979). In fact, her daughter named Nayantara Sahgal, is a wonderful novelist. Vijaylakshmi Pandit died in the year 1990.

Rani Lakshmi Bai

The Indian struggle for freedom wasn't just a man's affair but thousands of women too fought with bravery to bring back this nation's pride and Rani Lakshmi Bai's name shines in the list. "Khoob ladi mardani wo to Jhansi wali Rani thi" (She fought a man's war, she was Rani Lakshmi Bai of Jhansi). These words wonderfully talk about the bravery with which she fought the British army to save her reign over the Princely state of Jhansi. Rani Lakshmi Bai led her troop, the largest women army till date, and fought the battle against the British.

DESCRIPTIONS OF PLACES

(Factual texts: Reports)

Your home town

Answer the following questions about your home town:

General statement

What's the name of the place?

What is it?

What's the population?

What are the main geographical features? (Rivers, mountains, deserts)

Description: Feature1

what's the climate like?

Description: Feature2

what is the main source of living?

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Description: Feature 3

is there any special event specific to his place? (Festival, etc)

Description: Feature4

what are the people like?

Now you can write a report about it. Remember the following:

1. General statement (location, population, geographical features)
2. Description: Feature 1: three sentences about the main attractions of the city
3. Description: Feature 2: two or three sentences about its people
4. Description: Feature 3: Three or four sentences about a special event.

Tikar pada:

It is 60 km from the district headquarters and 200 km from Bhubaneswar. It is famous for the Gharial Crocodile Sanctuary, which is situated on the bank of River Mahanadi. Wildlife lovers can watch tiger, leopard, elephant, gaur, sambar, spotted deer, mouse deer, nilgai, four-horned antelope and sloth bear. Wild dogs used to be sighted often. Reptiles seen include the Gharial, mugger crocodile, fresh water turtle. Poisonous and non-poisonous snakes can be sighted. The site is popular as a *trekking hotspot*. Tikarapada is also famous for the Satakoshia George of river Mahanadi, and its lush green forest.

Sri Harisankar Devasthan:

Sri Sri Harisankar Devasthan, in India, is on the slopes of the beautiful Gandhamardhan hills, Odisha. It is popular for its scenes of nature and connection to two Hindu lords, Vishnu and Shiva. As a holy place, along with a beautiful stream passing on the granite bed, it has given some visitors a feeling of peace. On the opposite of side of the Gandhamardhan hills is the temple of Nrusinghanath. The plateau between the two temples has been found to have ancient Buddhist ruins, which are considered to be remnants of the ancient Parimalgiri University. The deity of Harisankar was discovered by a Chauhan dynasty king of Western Orissa, during the 14th century. From that time, the deity has been worshipped. A dancing Ganesha image has been found, which can be traced to the early 12th century. The temple was constructed by the order of the queen Durlabha Devi of Maharaja Vaijjal Dev Chauhan.

Joranda Gadhi:

Joranda Gadhi is a temple built in a location where three villages meet: Joranda, Natima and Patna. The temple is dedicated to the supreme lord. The followers of mahima dharma worship him as Sunya Brahma or the shapeless lord. No idol worship is permitted in this sect. The temple is dedicated to the supreme lord. Many people of other sects believe that the followers of this sect worship Surya, the sun god, but it is absolutely false. They just pray to the supreme lord

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facing to the direction of surya because it fixes the direction of concentration. One can choose one's own fix direction apart from east and west, but once fixed it cannot be changed.

Chilika Lake:

Chilika lake is a brackish water lagoon, spread over the Puri, Khurda and Ganjam districts of Odisha state on the east coast of India, at the mouth of the Daya_River, flowing into the Bay of Bengal, covering an area of over 1,100 km². It is the largest coastal lagoon in India and the second largest lagoon in the world after The New Caledonian barrier reef in New Caledonia.

It is the largest wintering ground for migratory birds on the Indian sub-continent. The lake is home to a number of threatened species of plants and animals. The lake is an ecosystem with large fishery resources. It sustains more than 150,000 fisher-folk living in 132 villages on the shore and islands. The lagoon hosts over 160 species of birds in the peak migratory season. Birds from as far as the Caspian Sea, Lake Baikal, Aral Sea and other remote parts of Russia, Kirghiz steppes of Mongolia, Central and southeast Asia, Ladakh and Himalayas come here. These birds travel great distances; migratory birds probably follow much longer routes than the straight lines, possibly up to 12,000 km, to reach Chilika Lake.

Ansupa Lake:

The 141-hectare Ansupa Lake is a horseshoe shaped fresh water lake on the left bank of the Mahanadi river, opposite Banki in Cuttack district, Odisha, India. Ansupa Lake in Banki is 40 km from the city of Cuttack, which also acts as a shelter for the migratory birds in the wintry weather season. It is a fresh water lake situated amidst the Saranda Hills and enclosed by bamboo tree greenery and mango trees. To visitor's delight, there is boating and fishing facilities in the Ansupa Lake. This small but extremely picturesque Ansupa Lake holds a prominent position in the tourist map of Odisha for its beauty, proximity This eye-catching tourist attraction is about 50 km from Bhubaneshwar. The Govt. of Odisha has taken a giant step to make this lake as one of the Odisha's most popular tourist place. A state highway is now passing by this lake, which connects Athgarh and Banki. Some bamboo cottages are made on the top of Saranda hill for tourist refreshments. It is one of the major fresh-water lakes of India.

Dhamara:

Dhamara is a small community on the banks of the Dhamra River in the Bhadrak district of Odisha state, India. It developed as a port around the 15th century AD. The port was used for the coastal trade between northern Odisha and Kolkata to the northeast, and continued to be used to a small extent after independence in 1947. During April, 1998, an agreement was signed to develop the Port of Dhamara, about seven kilometers away on the coast of the Bay of Bengal, as a deep water port. The temple of the Goddess Maa Dhamrai is located in the town. Some say that the goddess was brought from Sri Lanka by a local merchant who frequently traded with that island. Others say that she came from a place named *Satabhaya*. She was thrown into the sea by her sisters who were angered by her pure vegetarianism, and was found floating by some fishermen who brought her to Dhamra. After an earlier temple had been destroyed, the present temple was built over a ten-year period, opening around 1990.

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Cuttack Chandi:

The Katak Chandi Temple is an ancient temple dedicated to the Goddess Chandi, the presiding deity of Cuttack, Orissa. The temple is located nearby the banks of the Mahanadi River. It is famous for the annual Durga Puja and Kali Puja festivals. The Durga Puja festivities are prominent in Maa Katak Chandi temple which takes place for 16 days starting from dark fortnight of Ashwina Krishna Ashtami till Ashwina shukla navami and Vijayadashami. The goddess popularly called as Maa Katak Chandi, sits and rules on the heart of the ancient city. She has four hands holding Paasha (noose), Ankusha (goad), gestures dispelling fear (Abhaya), and granting boon (Varada). She is worshiped as Bhuvaneshvari Mahavidya (the queen of universe) by Sevayatas belonging to Utkala Brahmins every day. Maa Chandi is worshipped in various incarnations of Durga during the puja. In Cuttack, people strongly believe Maa Katak Chandi as 'The Living Goddess'.

Saptasajya:

A place of scenic beauty, Saptasajya is situated at Dhenkanal. The place is ideal for picnic and relaxation. As legends 'Pandavas' spent some days during their Angyantavasa in these hills. The temple of Raghunath built in honour of Lord Rama, Laxaman and Sita by Rani Ratnaprava Devi of Dhenkanal. The Saptarishi temple and the temple of Raghunath attract a large number of persons on the Ramnavami day which falls in March-April. A small spring flowing close by enhances the beauty of the place. 12 km from Dhenkanal, place of scenic beauty and is famous for Saptarishi (seven sages) and Raghunath. Apart from the serenity and natural beauty of the place, there are many old temples that attract visitor attention. There is one particular Raghunath temple complex with main deity being Rama that attracts tourists and locals alike. Inside the temple complex Annapurna temple was constructed in 1982, the 1st floor Kali temple in 1985 and the Surya Narayan temple in 1990. The temples of Rameswaram Shiva, Ganesh, Mahavir, and the Navagraha temple with one room for each graha are also present. Mahakali, Mata Saraswati, Sri Nrushingha temple are conceived to be built in the holy complex.

Gandhamardan Hills:

Gandhamardan Hills is a hill located in between Balangir and Bargarh district of Odisha. This hill is well known for medicinal plants. There is a Bauxite reserve which is planned for exploration by the State Govt. with private venture. This hill also has a lot of historic importance as it was once a seat of Buddhist culture. Till to date many ruins found on the plateau at the hilltop. According to mythology, Lord Hanuman carried this hill on his shoulders from Himalayas to save the life of Lakshman. In the Tretaya Yug (the Silver Age), Jambavan (the unerring counselor of Ram) had suggested Vir Hanuman to bring Bisalyakarani ere dawn, so that Laxman would rise back to life. It was in the middle of the war between Lord Ram and Ravan. Hanuman failed to identify the particular herb and carried on his shoulders a huge Himalayan mass. While flying above and proceeding toward Lanka (the kingdom of Ravan), a portion dropped down. Gandhamardan is synonymous to that portion only. At northern slope of

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this hill the Nrusinghanath Temple is located; whereas on the southern slope of this hill is the famous Harishankar Temple located.

Nandankan

Sprawling over 400 hectare of land, Nandankan Zoological Park is an apt place in Odisha to take your kids to. Situated in Bhubaneswar, this zoological park is set amidst Chandaka forest and has a beautiful lake called Kanjia. The park is a home of about 166 species of animals including White Tigers. It also runs an Adopt an Animal project under which an individual can sponsor food and other necessary items for any animal of their choice in the park. It is an interesting place to teach your children the value of wildlife conservation.

Simlipal

Simlipal National Park reflects the rich diversity of wildlife in Odisha. Situated at in the Mayurbhanj district, Simlipal is a popular elephant reserve. The national park also houses some very pretty waterfalls like Barehipani and Joranda. An enthralling place, Simlipal can be enjoyed by both adults and children. Like Nandankan Zoological Park, this place also helps in understanding the importance of wildlife conservation.

Pipli

Famed for appliqué work, Pipli in Odisha opens its doors for tourists to observe the creative side of Oriya people. The craft involves stitching and embroidering small pieces of colored cloth with flowers, animals, village scene and traditional designs on to a larger base cloth. At Pipli you can shop for decorative Garden Umbrellas, Wallets, Wall Hanging, lampshades, Pouches and Bags.

Raghurajpur

Raghurajpur is an ideal destination to learn about the rural life of Odisha. No where can you see such a fine assemblage of artwork. The village has an artistic environment that exhibits the diversity of Oriya culture. It is a good platform to get acquainted with the lives of rural people and their fine art culture called Pattachitra. Craft items like palm leaf inscriptions, stone and wood carvings, papier mache, sodhai work, mural painting, wooden and cow dung toys, filigree, applique, terracotta are all created and proudly displayed here.

Udaygiri and Khandagiri

Partially natural and partially man-made, the Udaygiri and Khandagiri caves are the landmark in Odisha. Situated in Bhubhaneshwar, these historic caves are ornately carved as to please the eyes of the onlookers. Udaygiri has a group of 15 caves while Khandagiri is an 18 caves complex. The caves are famed for its impeccable sculptures and reliefs and Brahmi inscriptions.

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1. **Discuss the process of communication with diagram.** (The sender, Receiver, The message, The medium, Encoding, Decoding, feed Back, noise, context)
2. What is two-way communication with diagram?
3. What is one-way communication with diagram?
4. What is paralanguage system?
5. What is environmental communication?
6. **Explain the different types of communication.** (Personal communication, Business communication, internal communication, external communication, upward communication, down ward communication, Parallel communication, informal communication, Grapevine communication, oral communication, Visual communication).
7. What is Grape vine communication?
8. What is verbal communication?
9. What is non-verbal communication?
10. What is effective communication?
11. What is barrier to communication?
12. **Explain the types of communication barrier.** (Semantic Barriers, Psychological or Emotional Barriers, Organizational Barriers, Personal Barriers, Mechanical barriers, Physical barrier).
13. What is overcoming Barriers to communication?
14. How is audience play important role in communication?
15. What is Kinesics communication?
16. What is Facial expression
17. Write Main Difference – Gesture vs. Posture.
18. What is Gesture?
19. What is Posture?
20. Explain the Importance of communication through English.
21. How uses Plain English?
22. What is proxemics?
23. Explain the Graphic communication.