

Unit 5 writing skills

5.1 Resume Writing

Email Address (professional-looking)

LinkedIn or portfolio link (optional)

2. Objective or Career Summary:

A short statement describing your career goals or what you aim to contribute to the organization.

Tailor it for the job you are applying for.

Example:

“Motivated BBA graduate seeking an entry-level marketing role to apply strong communication and analytical skills to drive brand growth.”

3. Educational Qualifications:

List your education in reverse chronological order (latest first).

Include degree, institution, year of passing, and percentage or CGPA.

4. Work Experience / Internships:

Company Name, Position, Duration

Use bullet points to highlight your responsibilities and achievements.

5. Skills:

List technical skills (e.g., MS Office, Python, Tally) and soft skills (e.g., leadership, communication, time management).

6. Projects / Certifications (Optional):

Highlight relevant projects, online courses, or certifications (e.g., Coursera, Google, etc.).

7. Achievements / Extracurricular Activities:

Include awards, competitions, volunteer work, sports, etc., that show a well-rounded profile.

8. Languages Known:

Mention languages you can speak or write fluently.

9. References (Optional):

Can be added if the job specifically asks for them.

Tips for Effective Resume Writing:

Keep it concise (1 page for freshers, 2 for experienced professionals).

Use professional fonts like Arial or Calibri (10–12 pt).

Avoid spelling and grammatical errors.

Tailor your resume for each job application.

Use action verbs like “led,” “developed,” “managed,” “analyzed.”

Avoid long paragraphs—use bullet points for easy reading.

Common Mistakes to Avoid:

Including irrelevant or outdated information

Using unprofessional email addresses

What is a Resume?
A resume is a formal document that provides a summary of your qualifications, skills, experience, and accomplishments. It's often the first impression you make on an employer and is crucial for job applications, internships, or academic opportunities.

Key Elements of a Good Resume:

1. Contact Information:

Full Name

Phone Number

Making the resume too long or too flashy

Lying or exaggerating qualifications

5.2 The Art of Condensation

What is Condensation?

Condensation is the process of reducing a longer piece of text into a short, concise form while retaining the core meaning and main ideas. It is often referred to as summary writing or précis writing.

Why is Condensation Important?

Enhances reading comprehension

Improves writing clarity and precision

Saves time for readers by presenting only essential information
Develops critical thinking and the ability to identify important content

Steps in the Art of Condensation:

1. Read the Text Thoroughly:

Understand the main message, tone, and structure of the original text.

2. Identify Key Ideas:

Pick out main points, supporting facts, and avoid examples, repetitions, or extra details.

3. Eliminate Unnecessary Information:

Remove descriptions, statistics (unless essential), and examples.

4. Rephrase in Your Own Words:

Rewrite using your own language and structure.

Avoid copying whole sentences.

5. Maintain the Original Meaning:

Don't change the tone or message.

Avoid personal opinions.

6. Use Clear and Concise Language:

Be direct.

Keep sentences short and meaningful.

Qualities of a Good Condensed Text (Précis):

Concise: Short and to the point

Complete: Contains all major points

Clear: Easy to understand

Coherent: Logically structured

Neutral: Free from personal bias or opinion

Example of Condensation:

Original Passage (approx. 80 words):

Technology has significantly transformed modern education. With the rise of digital platforms, students can now access learning materials anytime and anywhere. Online classes, virtual labs, and e-books have replaced traditional methods of instruction, making learning more flexible and efficient. Moreover, digital assessments provide real-time feedback, allowing students to identify their strengths and weaknesses quickly.

Condensed Version (approx. 30 words):

Technology has revolutionized education by offering flexible access to resources, online learning tools, and real-time feedback, making modern learning more efficient and student-centered.

5.3 Business Reports

What is a Business Report?

A business report is a formal document that presents information, analysis, and recommendations to help in decision-making within an organization. It is often written to investigate an issue, evaluate performance, or propose solutions.

Types of Business Reports:

1. Informational Reports:

Present data or facts without analysis.

Example: Sales reports, attendance reports.

2. Analytical Reports:

Include data and interpretation.

Example: Market analysis, feasibility reports.

3. Recommendation Reports:

Suggest action based on analysis.

Example: Proposal to launch a new product.

4. Progress Reports:

Update on the status of a project or task.

Structure of a Business Report:

1. Title Page:

Report title, date, author, organization.

2.Table of Contents:

Organized list of sections and page numbers.

3.Executive Summary:

A short summary of the entire report (for busy readers).

4.Introduction:

Purpose, scope, and background of the report.

5.Methodology: (if required)

How the data was collected (survey, observation, etc.).

6.Findings / Body:

Present the facts and data, often using tables and charts.

7.Analysis / Discussion:

Interpret findings, identify issues or patterns.

8.Conclusion:

Summarize the results or findings.

9.Recommendations:

Suggest practical steps or actions.

10.Appendices & References:

Supporting documents or sources used.

Tips for Writing Business Reports:

Be clear, concise, and formal in tone.

Use headings, bullet points, and visuals (charts, graphs).

Focus on objectivity and accuracy.

Avoid personal opinions unless asked for.

5.4 Email Writing

What is Email Writing?

Email writing is a formal or informal form of written communication sent through electronic mail. In a professional context, emails should be clear, polite, and purposeful.

Structure of a Professional Email:

1.Subject Line:

Be specific and informative.

Example: Request for Leave – 21st July to 24th July

2.Salutation (Greeting):

Formal: Dear Mr. Sharma / Dear Sir/Madam

Semi-formal: Hello Mr. Roy

3.Opening Line / Introduction:

State the purpose of the email briefly. Example:

I am writing to inform you...

4.Body of the Email:

Provide details in short paragraphs or bullet points.

Be polite and to the point.

5.Closing Line:

Express thanks or readiness to assist further.

Example: Thank you for your time and consideration.

6.Sign-Off:

Sincerely, Regards, Best wishes

Then add your full name, designation, and contact info (if needed).

Example of a Formal Email:

Subject: Application for Internship – Marketing Department

Dear Sir/Madam,

I am writing to express my interest in the internship opportunity in the Marketing Department at ABC Pvt. Ltd. I am currently pursuing my BBA at XYZ College and am keen to apply my academic learning in a professional setting.

I have attached my resume for your review. I would be grateful for the opportunity to contribute to your team and learn from your experience.

Thank you for your time and consideration.

Sincerely,

Ananya Sharma

BBA 3rd Year, XYZ College

Tips:

Avoid spelling and grammar mistakes.

Avoid slang, emojis, and informal phrases in professional emails.

Use professional formatting and tone.

5.5 Blog Writing

What is Blog Writing?

A blog is a regularly updated website or section of a website that contains informal or conversational articles (called posts) written on various topics such as education, technology, lifestyle, travel, etc.

Structure of a Blog Post:

1.Title:

Catchy and relevant. It should grab the reader's attention.

Example: "5 Smart Study Tips for Exam Success"

2.Introduction:

Introduce the topic and explain why it matters.

Hook the reader with a question, fact, or quote.

3.Main Body (Organized in Subheadings):

Break the content into clear sections using subheadings.

Use bullet points, lists, and examples.

Include personal opinions or experiences if the tone allows.

4.Conclusion:

Summarize the post.

End with a call-to-action (CTA) like "Leave a comment" or "Share your thoughts below."

Example Blog Topic:

Title: Why Reading Every Day Can Change Your Life

Intro:

In a world full of distractions, taking time to read can feel like a luxury. But did you know that daily reading can improve your brainpower, vocabulary, and even your mood?

Body:

Boosts Focus and Concentration

Builds Better Vocabulary

Enhances Emotional Intelligence

Reduces Stress

Conclusion:

So, whether it's a novel, a news article, or a biography, reading daily is a habit worth building. What book are you reading right now? Share in the comments!

Tips for Writing a Good Blog:

Know your audience and write in a friendly, conversational tone.

Keep paragraphs short (2–4 lines).

Use images, links, and formatting to make it visually appealing.

End with a CTA (Ask a question, suggest sharing, etc.).

Would you like a blog writing assignment or sample topic to try writing one yourself? I can review and give feedback too!

Reynario C. Ruiz Jr.

Contact No: 09322348555/09463709886

Email Address: nars_glance@yahoo.com



Personal Information

Home Address:	Salvacion, Hinunangan Southern Leyte
City Address:	Phase 1, Block 9, Lot 31, Villa Leyson Subdivision, Bacayan Cebu City
Date of Birth:	January 13, 1988
Place of Birth:	Hinundayan, Southern Leyte
Age:	22
Height:	5'8"
Weight:	120 lbs.
Civil Status:	Single
Nationality:	Filipino
Religion:	Roman Catholic

Objective

- Seeking to be a part of a reputable institution and be a partner in achieving their goals.
- Employ and enhance my knowledge and skills in a gainful position as a nurse or in a related field.

Education

June 2011 – Present	Cebu Normal University – Graduate School Diploma in Professional Education Osmeña Boulevard, Cebu City, Cebu
Oct. 2010 – April 2011	Cebu Normal University – Graduate School Masters of Science in Nursing – Leadership Nursing Osmeña Boulevard, Cebu City, Cebu
2006-2010	University of Cebu Bachelor of Science in Nursing Basilan, Cebu City, Cebu
July – Oct. 2005	University of the Philippines Bachelor of Arts in Social Sciences – Psychology Tarlac City, Leyte
2001-2005	Holy Rosary Academy Poblacion, Hinunangan Southern Leyte
1995-2001	Otama, Elementary School Otama, Hinunangan Southern Leyte

Key West, FL
33040 | inquire@starcrest.mail | template.net |
222 555 777



Professional Resume for Job

[YOUR NAME]

3300 SE Woodward St

Portland, OR 97202

Phone: 222 555 7777

Email: [YOUR EMAIL]

LinkedIn: linkedin.com/in/yourname

PROFESSIONAL SUMMARY

Results-driven **Marketing Specialist** with over 5 years of experience in digital marketing, brand management, and content strategy. Proven track record of increasing online engagement by 35% and driving revenue growth through targeted campaigns. Adept at SEO, social media management, and data analysis. Seeking to leverage expertise in campaign optimization to contribute to [YOUR COMPANY NAME] as a **Digital Marketing Manager**.

PROFESSIONAL EXPERIENCE

Digital Marketing Specialist

ArtHollow Marketing Solutions – New York, NY

June 2052 – Present

- Led a team in developing and executing SEO strategies that resulted in a 40% increase in organic traffic within the first six months.
- Managed social media accounts across multiple platforms, growing follower engagement by 30% through consistent content and targeted ads.
- Launched successful email marketing campaigns that boosted customer retention by 25%.
- Collaborated with cross-functional teams to create personalized marketing solutions that

Cover Letter Format



Header

Jane Wright
5505 Paragraph Way
Gainesville, MA 1111
(555) 555-0199
the.right.wright@email.com

November 5, 2024

Salutation / greeting

Virginia Apgar
Recruitment Manager
Boltvern Hospital
Gainesville, MA

Dear Mrs. Apgar,

Opening paragraph

My name is Jane Wright, and I am interested in the entry-level nursing position at Boltvern Hospital. I recently graduated at the top of my class from Greendale College with a bachelor of science in nursing and am eager to apply my hands-on education to provide the high-quality, patient-centered care Boltvern is known for.

Body paragraph

During my clinical rotations, I built a strong foundation in patient assessment, wound care, administering medications, and team collaboration. After a gap year teaching English in Brazil, I interned at AcmeCo Hospital, where I gained experience in fast-paced settings and learned to multitask and stay calm under pressure. Working with elderly patients was particularly rewarding, as it deepened my empathy, communication, and patience.

Closing paragraph

Joining Boltvern Hospital is an exciting opportunity to grow within a respected institution and contribute to patient care. I am confident that my clinical skills, dedication, and passion for nursing make me a strong fit for this role. Thank you for considering my application; I look forward to discussing my qualifications further.

Sign-off and signature

Sincerely,
Jane Wright

Email Format

E- Mail		+ New Mail	— □ ×
Inbox	From : jjc@gmail.com To : ytl@gmail.com Date : 21st November 2024, 10.30 am Subject : Invitation for Annual Function		
Compose	Salutation • For formal emails: Dear, [Recipient's Name] or Respected Sir/Madam • For informal emails: Hi [Name]		
Draft	Main Body 1] Introduction 2] Describe in details 3] Conclusion		
Sent	Closing Line • End with a polite statement expressing gratitude or expectation. • Example: Thank you for your time and consideration. Looking forward to your response.		
Trash			
More	formal closing phrase: -Yours sincerely, Best regards, Thank you, Signature line : Sender's name / signature / other details		
		    Reply  Forward	

Report writing: Formal

There are many different types of reports. This information is a basic outline only. Before you attempt to write a report, you should check the particular requirements for the subject.

A formal report should have the following arrangement.

1. TITLE PAGE — The Title Page must include the subject of the report, who the report is for, who the report is by and the date of submission.

2. ABSTRACT — An Abstract is usually 100 to 200 words and should include the following:

- why the report has been written (i.e. what question or problem is it addressing?)
- how the study was undertaken
- what the main findings were
- what the significance of the findings is.

Be specific and precise so that the reader can get a good understanding of the main points without having to read the whole report.

The abstract should be on a separate page with the centred heading ABSTRACT in capitals. It is usually written in a single paragraph with no indentation.

3. TABLE OF CONTENTS — The Table of Contents should be on a separate page. It helps the reader to find specific information and indicates how the information has been organised and what topics are covered. The table of contents should also include a **list of figures** and a **list of tables** if any are used in the report.

4. INTRODUCTION — The Introduction has three main components.

1. **The Background** which describes events leading up to the existing situation, what projects have been done previously, and why the project or study is necessary.
2. **The Purpose** which defines what the project or study is to achieve, who authorised it and the specific terms of reference.
3. **The Scope** which outlines any limitations imposed on the project such as cost, time etc.

5. BODY — The Body varies according to the type of report. Basically, it answers the questions — Who? Why? Where? When? What? How? In an investigative report, it would consist of all the information required to convince the reader that the conclusions and recommendations are valid/reliable. This information must be presented in a systematic way.

6. CONCLUSION — The Conclusion should be as brief as possible. They should be presented in descending order of importance and should not suggest action. Conclusions should be free from speculation (i.e. ideas for which you have presented no evidence), have no new thoughts or references introduced and contain no further discussion of points raised.

Q. Write a blog post on the topic: Save Environment

Answer: Blog Post: Save Environment

Compiled by:
Prof. Tushar Chavan

Contact: 9850737199

www.blogger.com		Post Title: Save Environment		Publish	Save
Compose	HTML			Preview	Close
<u>Save Environment</u> We celebrate so many special days such as Republic Day, Independence Day, Mother's Day and so on. Well, here is one day that deserves not only a celebration, but our total dedication- Earth Day, 22 April. Its celebration helps us to make arrangements to save the earth. To save environment, the following things we should do- 1.Cut Consumption: Refuse (to buy new things), Repair and Reuse (old stuff), Recycle (what you cannot reuse), Reject (stuff that is toxic or dangerous to the environment) and Renew (your purpose and resolve to protect the planet). 2. Cut Energy: a) Stop use of the old incandescent bulbs and shift to CFLs / or LEDs b) Walk or use public transport and try not to use private cars to save fuel. c) Use Video Conference instead of travelling for meetings. d) Switch off unnecessary electrical gadgets. 3.Cut Waste: a) Start a waste segregation system b) Compost organic waste c) Collect unused paper from old notebooks and make new ones from them. 4.Cut out plastic: a) Request the shopkeepers in your area not to use plastic carry bags. b) Government recently made a ban on the use of plastic. 5.Cut litter: Inspire others to keep their neighbourhood clean. ❖ Don't keep your taps on full flow. ❖ Have a half-bucket bath Avoid shower bath. ❖ Use kitchen water for plants. ❖ Speak to your neighbours about setting up a rainwater harvesting system.					
Comments:			Date: 04-04-2021		