

SHORT WRITING TASKS – FORMATS For STD XI – XII (4 marks each)

(Edited)

1. NOTICE -NAME OF THE SCHOOL

11th March, 2010

NOTICECAPTION

Matter – 50 words only

Use block format for the matter

Sd/

Writer's name

Designation

2. POSTER-

- Catchy slogan
- Attractive, presentable and impressive layout in a big rectangular box
- Pictorial representation
- Special features, attractions etc.
- Use different font – sizes
- Info – venue, date, time, occasion, money (as per requirement)
- Reason
- Contact, name of the organizers
- Use colours
- No blue-black pens/pencils to be used
- Proportionate spacing

3. ADVERTISEMENTS-

(a) Classified Ads -

CATEGORY

- Begin according to category e.g. For Sale/Available/Wanted/Missing etc.
- Less space, more economical
- written in short phrases and words
- Language - simple and concise
- Relevant details in brief
- contact address and phone no. for all the categories
- 50 words only
- Use block format for matter

Essential Details of various categories

1. Situation vacant

- Begin with 'Wanted' or 'Required'
- Name of the company
- Post and no. of vacancies
- Age and sex of the candidate
- Qualification and experience
- Other details
- Pay scale and perks
- Mode of applying

2. Sale and purchase

(a)Property-

- Type of property
- Size, floor, no. of rooms etc.
- Fixtures and fittings
- Location and surrounding

(b)Vehicle-

- Model, year of manufacturing
- Colour, accessories etc.
- Condition/mileage done

(c) Household goods

- Brand, model, year of manufacturing
- Specify material, in case of furniture
- Condition, etc.
- Price offered/expected

3. To let

- Type of accommodation
- Brief description
- Rent expected
- Location

4. Educational Institutions

- Name of the institution/past record
- Courses offered, duration
- Eligibility condition
- Facilities and fee structure
- Last date for registration

5. Missing Person/Pet animals

- Begin with 'missing'
- Brief physical description
For Person-
 - Name, age, height, complexion and built
 - Clothes and other indentifying features
For Pets
 - Name, breed, age, colour of fur/skin etc.
 - Identifying features
- Since when/from where missing
- Reward

6. Lost and found

- Begin with 'Lost' or 'Found'
- Specify item
- Brief physical description
- When/where lost or found
- Reward, if any

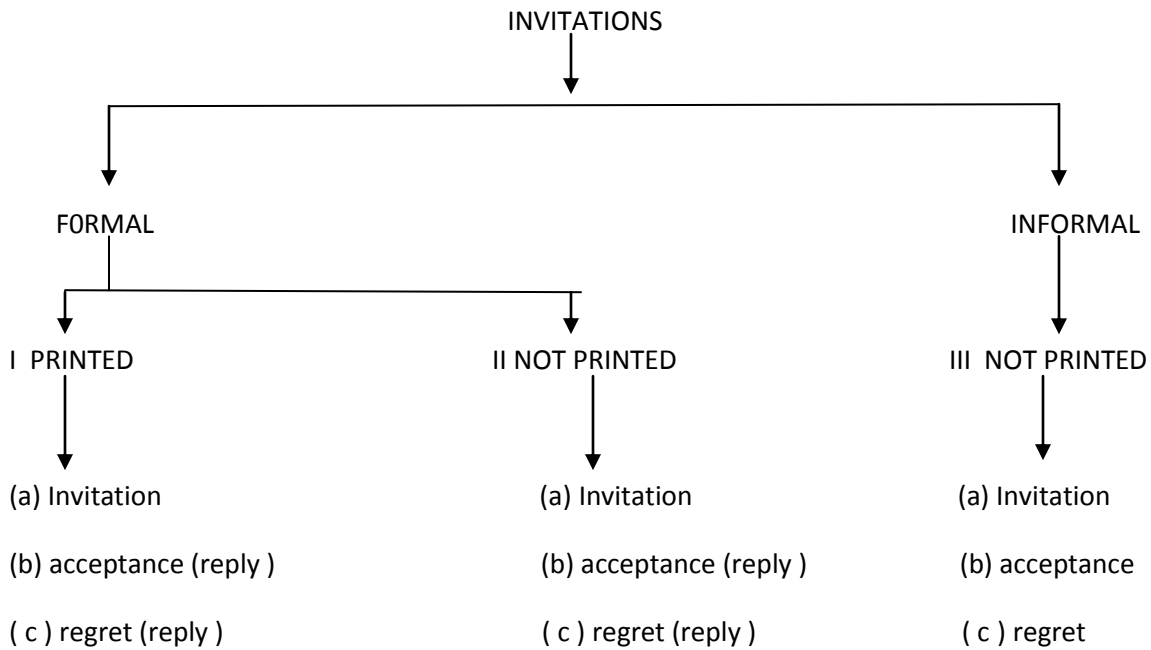
7. Travels and Tours

- Begin with 'package available', etc.
- Name of travel agency
- Destination and duration
- Details of package – food/boarding/lodging, sightseeing etc.
- Cost and special discounts

(b) Commercial Ads

- Designed for commercial purpose
- More space, more expensive in terms of advertising cost
- Visually attractive with catchy slogans, punch lines
- Varying font sizes and shapes
- Language – colourful & lucid
- Proportionate spacing with overall appealing arrangement
- Details – name of the company / institute / organizers, etc.
 - details of the product / event / educational course, etc.
 - special offers or discount if any
 - contact address of the company / institute / organizers, etc.
- Use colours
- No blue-black pens / pencils to be used

4. INVITATIONS AND REPLIES



POINTERS

- Single sentence presentation in third person for formal invitation and in first/second person for informal invitation
- Answer – who, whom, when, where, what time and for what e.g.
 - the occasion
 - Name of the invitee
 - Name of the host
 - Date, time and venue
- For official and general occasions – You are cordially invited,
for private and personal occasion – Mr. and Mrs..... solicit your gracious presence
- Layout – follow the center alignment for printed invitations and left alignment for not printed invitations
- RSVP –
 - Include – Name, designation and address of the organiser/sponsor/host

I (a) Formal Invitation (Printed)

You are cordially invited

.....(occasion)

By whom/reason

Chief guest -

On – day, date and time

At – venue

RSVP

Organisation

Name

address

I (b) Formal Acceptance (Printed)

Name(s) of the invitee

Acknowledge the invitation (acceptance)

Express thanks

Host’s name(s)

Occasion

Day, date and time

Venue

I (c) Formal Regret (Printed)

Name(s) of the invitee

Regret the invitation

Express courtesy

Host's name(s)

Occasion

Day, date

Reason for regret

II (a) Formal Invitation (Not Printed)

From address

To address

Date

Salutation (Sir)

Subject

Matter – occasion, date, time and place

Subscription (Yours truly)

Name

Designation

II (b) Formal Invitation (not printed)

From address

Date

Salutation (Sir)

Matter - acknowledge the invitation

Subscription (With warm regards/with best wishes/yours truly)

Name

II (c) Formal Regret (Not Printed)

From address

Date

Salutation (Sir)

Matter - Regret the invitation

Give reason

Subscription (With regret/Yours truly)

Name

III (a) Informal Invitation (Not Printed)

From address

Date

Salutation (Dear name)

Matter – occasion, date, time and place

Subscription (Yours affectionately)

Name

III (b) Informal Acceptance (not printed)

From address

Date

Salutation (dear name)

Matter- accept with pleasure

Occasion, date , day ,venue, time

Subscription (yours affectionately)

Name

III (c) Informal Regret (Not Printed)

From address

Date

Salutation (Dear name)

Matter - Regret the invitation

Give reason

Subscription (Yours affectionately)

Name