



Date: 19<sup>th</sup> April, 2021

**VIRTUAL CLASSES  
ORGANISED BY BOS, ICAI**

**FOUNDATION  
PAPER 2: BUSINESS CORRESPONDENCE AND  
REPORTING**

**Faculty: Jyoti Singal**



# Four Components of Language

---



# Importance of Writing

---

- An important means of communication to inform, express, rebel, influence  
*(Newspapers, books, research journals, biographies, academic books)*
- Official and personal records are usually written
- Helps in content development
- Source of livelihood
- Used for later reference
- Gives a personal touch

# How to start writing?

---

## Basic Steps

- Selecting
- Thinking/Brain Storming
- Organizing
- Writing
- Revising
- Editing
- Printing

# Aspects of Organizing

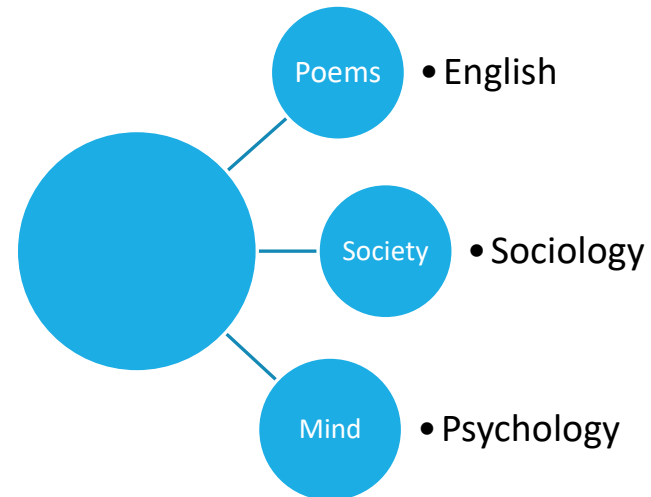
---

There are various ways to organize your content:

## List form

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

## Half Radial List



# Styles of Writing

---

**1) Expository**-- Explains

(News papers, instruction manual, research paper etc)

**2) Persuasive**– Convinces the reader

(Speech, advertisement, flyers, book reviews)

**3) Descriptive** – Describes details

(Poetry, Travelogues etc)

**4) Narrative**- Narrates/ tells

(Memoirs, stories, novels, poems etc)

# Descriptive text

---

Holi, or the festival of colours is an ancient spring festival of India, originally known as Holika. Holi symbolizes the victory of good over evil and the end of winter. It is celebrated for one and a half days. It starts in the evening of the last full moon night (purnima) of the lunar month, mostly February or March.

*From a book*

---

His post was in as solitary and dismal a place as I ever saw. On either side, a dripping-wet wall of jagged stone, excluding all view but a strip of sky. At one end, of the log corridor of stone was the gloomy entrance to a black tunnel, in whose massive architecture there was a barbarous, depressing and forbidding air.

*(Abridged), Charles Dickens*

# Expository Text 1

---

A myth has been passed down from generations to generations- ‘*seeing red*’ causes bulls to charge! The apparent reason behind this myth is either this colour is offensive to them or this is the only colour they can see. But is this myth really true and is the real concept behind bull fights true? The answer is NO! Bulls, infact all cattle are colour blind. They can see the world in black, white and grey.

*Try to give this passage a suitable title*



# Expository Text 2

---

Air is present everywhere. The thick envelope of air surrounding the Earth is called atmosphere. It contains a mixture of gases consisting of approximately 78% Nitrogen,, 21% Oxygen and the rest 1% is a combination of gases like Argon, Carbon dioxide, Water vapour, Helium, (all present in trace amounts). Air exerts force on all objects. He pressure exerted by atmosphere is called **atmospheric pressure**.

*From science text book*

# Narrative text

---

## **If Mice Could Roar**

If mice could roar  
And elephants soar  
And trees grow up in the sky  
If tigers could dine  
O biscuits and wine  
And the fattest of men could fly  
If pebbles could sing  
And bells never ring  
And teachers were lost in the post;

If a tortoise could run  
And losses be won  
And bullies be buttered on toasts  
If a song brought a shower  
And a gun grew a flower  
This world would be nicer than most!

By Ruskin Bond

# Editorial Blog TOI, by Bachi Karkaria

---

Just when we thought we could move closer to old normal – or simply move closer – we are being swept away by the rising tide of infections. Covid-19 peaked and ebbed in 2020, but has engulfed us again. Unlike the brash young billionaires of silicon startups, it clearly won't be '21, and done'. Coronavirus is changing its spikes faster than electorally expedient politicians.

Last year, the Vaccine was as devoutly sought as the Holy Grail. Knights in scientific armour found it. But it's not yet 'Jab we met and lived freely ever after'. So, how will we cope with new new normal of the second surge? As devout desis, we could simply invoke the cosmic trimurti: Vishnu, the preserver of our O2 levels, Shiva the destroyer of the viral load, and Brahma the creator of a firewall against infection. But there's no way we can avoid a fully prostrate ashtanga namaskaram to its secular avatar: masks, social distancing and handwashing.

Not only must we bow to this triumvirate of behaviour change, we have been forced to accept meaning change – of these three plus two other totems of the pandemic. 7/4/21

# Advertisement

---

**Bread Gloves**  
Make Anything Into A Sandwich!

New Sourdough Flavor

Contains: 2 Size 8 Sourdough Gloves

Also available in:

- Classic White
- Unleavened
- Whole Wheat
- Raisin

AS SEEN ON TV

DAILY HAHA

Bread Gloves

The advertisement features a blue background with a white starburst containing the text 'New Sourdough Flavor'. The main title 'Bread Gloves' is in a large, textured font. Below it, the slogan 'Make Anything Into A Sandwich!' is written in orange. A photograph shows a man in a pink shirt smiling and eating a sandwich made from two bread gloves. To the left of the photo are two more bread gloves. At the bottom left, the text 'Contains: 2 Size 8 Sourdough Gloves' is displayed, followed by a list of other flavors: 'Also available in: • Classic White • Unleavened • Whole Wheat • Raisin'. In the bottom right corner, there is a red 'AS SEEN ON TV' logo and the 'DAILY HAHA' logo. The words 'Bread Gloves' are printed vertically on the right edge of the product box.

# Flyer



★ LOREM HOCKEY CLUB ★

# HOCKEY Camp

**AUGUST 20-23**  
AT LOREM SPORT CENTER, BURTON, CA  
3 DAYS-TRAINING CAMP FOR BOYS AGES 8-12

**LET THE EXPERTS GIVE YOU  
THE RIGHT HOCKEY TRAINING**

LEAD COACH: **ALAN JONES**  
FORMER NHL COACH



REGISTRATION FEE  
**\$50** PER PERSON

MORE INFO: [WWW.WEBSITENAME.COM](http://WWW.WEBSITENAME.COM)

# Difference between a flyer and an advertisement

---



# Let's Practice

---

- 1) Make an advertisement to sell a new brand of juice your company has launched
- 2) Write a short summary of a book you read recently
- 3) Describe your visit to a scenic place
- 4) Write a report based on the survey done in your society, on the number of Covid 19 cases in the last five months.
- 5) Express your opinion on the New Education policy proposed by the government.
- 6) What do you think about the surge in the Covid cases.....could the second wave be avoided?
- 7) Describe your experience of the Live virtual classes of ICAI

# Quick Tips

---

- Write with an open mind
- Write meaningful but short sentences
- Use paragraphs
- Use punctuation marks
- Use grammatically correct language
- Maintain a consistency/flow
- Do not copy
- Try to make a difference!



# Good Quotes

---

*'The art of writing is the art of discovering what you believe'*

*-Gustav Flaubert*

*Almost all good writing begins with terrible first efforts. You need to start somewhere.*

*-Anne Lamott*



---

**THANK YOU**