

Sr. No	Name of topic	Class	Subject
1	Competence and Performance (Sociolinguistics)	BA III	Language and Linguistics
2	Pidgin and Creole (Sociolinguistics)	BA III	Language and Linguistics
3	Forgetting our own History – Prose	B Sc. III	English for Communication
4	Report Writing	BBA I, B Com II	English for Business Communication
5	Full Block Format of Business Writing	BBA I, B Com I & II	English for Business Communication

“Education for Knowledge, Science and culture.”
- Shikshanmaharshi Dr. Bapuji Salunkhe

Vivekanand College, Kolhapur
(Autonomous)

B A III

Department of English
-Prepared by S. V. Dhanawade (2022)

Competence

and

Performance



- ❖ Avram Noam Chomsky is an American professor and public intellectual known for his work in linguistics, political activism, and social criticism.
- ❖ Sometimes called "the father of modern linguistics", Chomsky is also a major figure in analytic philosophy and one of the founders of the field of cognitive science.

His Theory of Universal Grammar

Chomsky based his theory on the idea that **all languages contain similar structures and rules (a universal grammar)**, and the fact that children everywhere acquire language the same way, and without much effort, seems to indicate that we're born wired with the basics already present in our brains.

Competence

In linguistics, **linguistic competence** is the system of unconscious knowledge that one knows when they know a language.

Performance

The term linguistic performance was used by Noam Chomsky in 1960 to describe “the actual use of language in concrete situations”.

It is used to describe both the production, as well as the comprehension of language.

The difference between competence and performance:

Chomsky separates competence and performance; he describes 'competence' as an idealized capacity that is located as a psychological or mental property or function and 'performance' as the production of actual utterances.

Questions

Q. Explain Noam Chomsky's concept of Competence and Performance in your words.

ALL THE BEST

THANK YOU

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Sociolinguistics

Language @0000 Linguaggio ЯЗЫК
Γλώσσα Język താമരതനഃ لسان بولى
అ.ప.ప. నిషాని Lenguaje
Langage ভাষা 言語
भाषा భాషa
Linguagem Wika @|@| @0000
Sprache 语言 𑌕𑌕𑌕 Bahasa 언어



Sociolinguistics

Sociolinguistics is **the study of how language serves and is shaped by the social nature of human beings.**

In its broadest conception, sociolinguistics analyzes the many and diverse ways in which language and society entwine.

Sociolinguistics is **a branch of linguistics that studies how social factors impact language use.** Examples of sociolinguistic study include gendered language differences, regional differences, and how social class impacts language use.

Pidgin Language

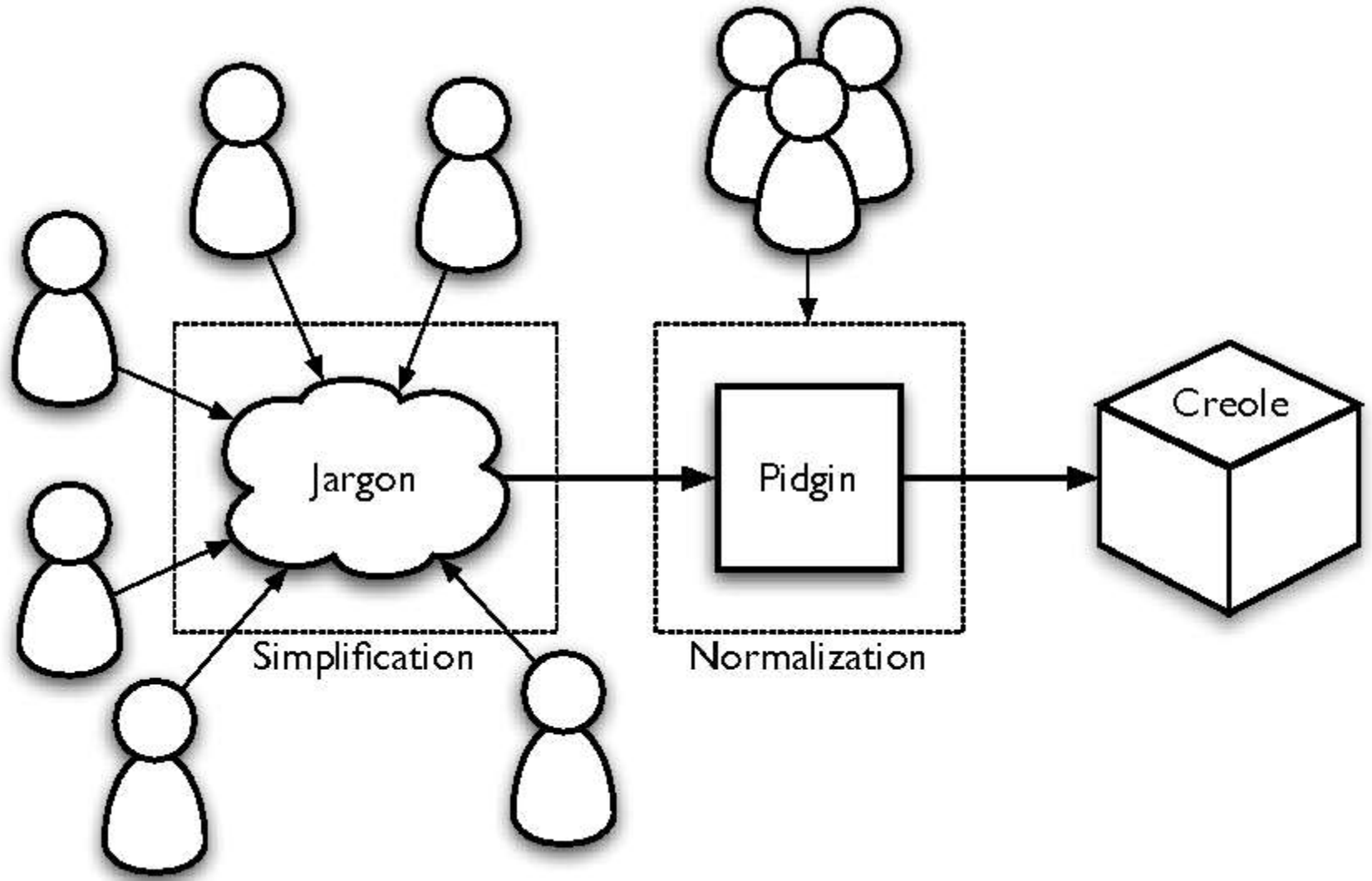
A **pidgin** is a form of language that has typically evolved using simplified grammar and structures from an external language combined with features of local languages.

Pidgins are born out of the need for people to communicate without speaking a common language.

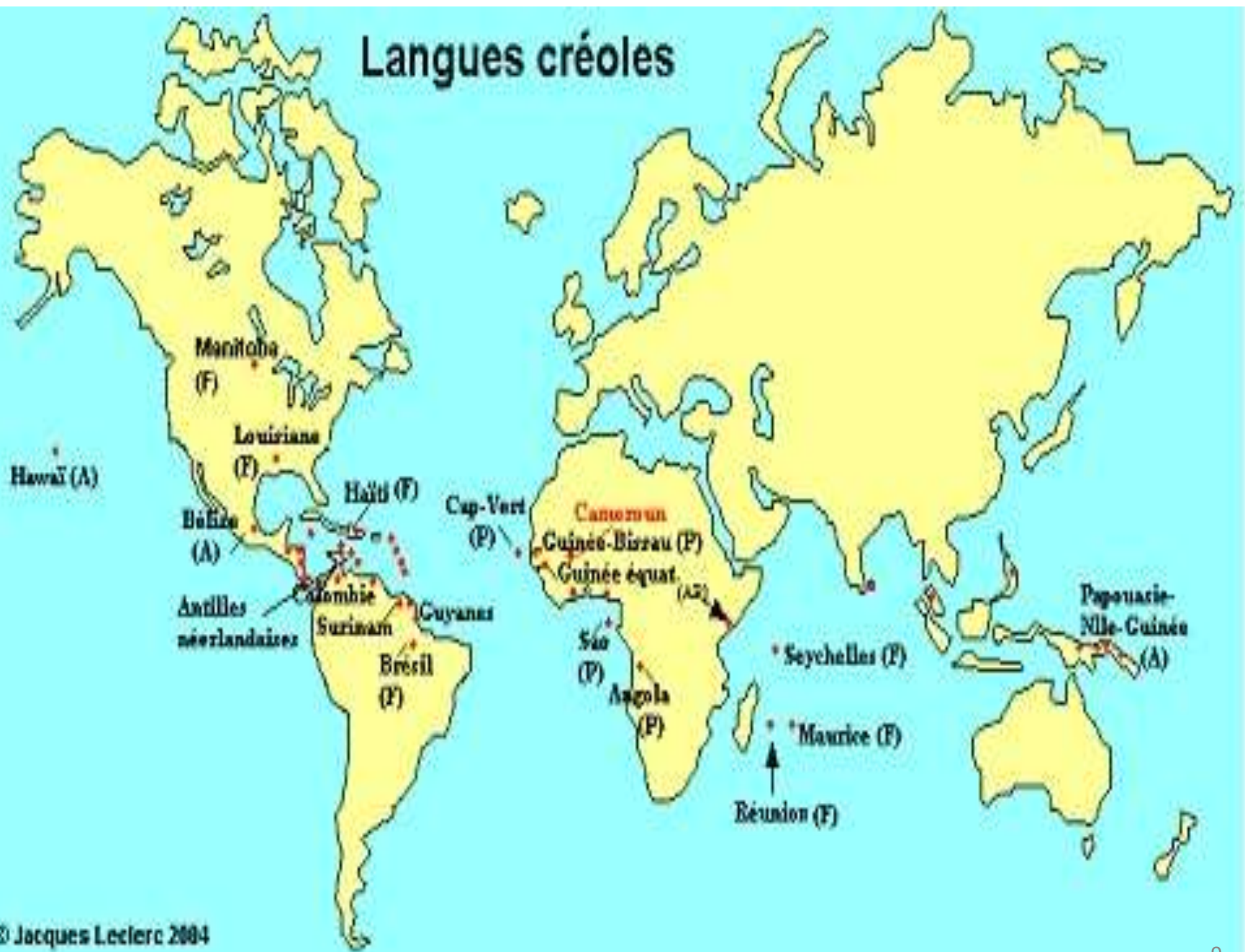
Creole Language

A **creole** is a language that has evolved from contact between a European language (e.g., French, English, or Portuguese) and a local language (or a variety of local languages).

Most creoles emerged during the slave trade and are most commonly associated with the West Indies and Africa. There are also many English-based creoles in South and Southeast Asia.



Langues créoles



**Difference
between
Pidgin & Creole
Language**

In a nutshell, **pidgins are learned as a second language in order to facilitate communication, while creoles are spoken as first languages.** Creoles have more extensive vocabularies than pidgin languages and more complex grammatical structures.

Question

Q.1. What is Pidgin?

Q.2. What is Creole?

Q.1 What is the difference between Pidgin and Creole ?

All the Best

Thank You

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Sudha Murthy

Sudha Murthy (born 19 August 1950) is an Indian educator, author and philanthropist who is chairperson of the Infosys Foundation. She was awarded the Padma Shri, the fourth highest civilian award in India, for social work by the Government of India in 2006. Later in 2023, she was awarded the Padma Bhushan, the third highest civilian award in India. She is best known for her philanthropy and her contribution to literature in Kannada and English.



Onake Obavva

Obavva was a Karnataka warrior who fought the forces of Hyder Ali single-handedly with a pestle (*Onake*) in the kingdom of Chitradurga of Karnataka. She is considered to be the epitome of Kannada female pride.



Kittur Chennamm

Kittur Chennamma (23 October 1778 – 21 February 1829) was the Indian Queen of Kittur, a former princely state in present-day Karnataka. She led an armed resistance against the British East India Company in 1824, in defiance of the Paramountcy, in an attempt to retain control over her dominion. She defeated the Company in the first revolt, but died as a prisoner of war after the second rebellion. As one of the first and few female rulers to lead kittur forces against British colonisation, she continues to be remembered as a folk hero in Karnataka, she is also an important symbol of the Indian independence movement.

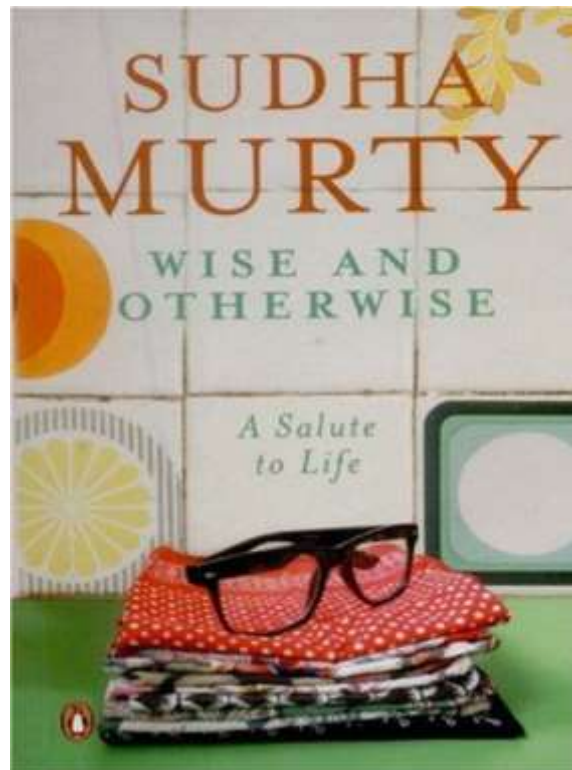


Rani Lakshmi Bai

Rani Lakshmi Bai (19th November 1828 -18th June 1858) was a significant figure in the 1857 revolt and was also famous and one of the most renowned freedom fighters in India. Lakshmi Bai is remembered for **her valour during the Indian Mutiny of 1857–58**. During a siege of the fort of Jhansi, Rani Lakshmi Bai offered stiff resistance to the invading forces and did not surrender even after her troops were overwhelmed.

13. Forgetting Our Own History

Source : Wise and Otherwise: A Salute of Life(2002) by Sudha Murthy



The structure of the Lesson

1. Sudha Murthy received prestigious Ojaswini award.
 2. Air Journey with two teenagers.
 3. Their conversation about the award.
 4. Enlightenment of those teenagers.
- ‘Moral’

Importance of Learning History

1. The Past Teaches Us About the Present
2. We can learn lessons for future.
3. History Builds Empathy Through Studying the Lives and Struggles of Others.
4. Builds Better Citizenship
5. Personal Growth And Appreciation

Questions :

1. Significance of the title 'Forgetting our own History'.
2. Why, according to Sudha Murthy, is it important to know about history?

Thank You!
All the Best.

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BBA / B Com

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REPORT WRITING

REPORT WRITING



REPORT WRITING

A report is a specific form of writing, written concisely and clearly and typically organised around identifying and examining issues, events, or findings from a research investigation.

Reports often involve investigating and analysing a problem and coming up with a solution. This means that you need to take a position or provide a solution and you need clear reasons for your solution.

FORMAT OF REPORT

- 1) Executive summary – highlights of the main report
- 2) Table of Contents – index page
- 3) Introduction – origin, essentials of the main subject
- 4) Body – main report
- 5) Conclusion – inferences, measures taken, projections
- 6) Reference – sources of information
- 7) Appendix

EXECUTIVE SUMMARY

Summarization of main points of the report, such as the report topic, the data obtained, the data analysis methods, and recommendations based on the data.

The summary could be as short as a paragraph or as long as five pages, depending on the length of the full report.

Most importantly, the summary should contain: the purpose of the report what you did (analysis) and what you found (results) your recommendations; these recommendations should be short and not go beyond a page

TABLE OF CONTENTS

#The report should begin with a table of contents. This explains the audience, author, and basic purpose of the attached report.

#It should be short and to the point.

INTRODUCTION

This section is the beginning of your report. It highlights the major topics that are covered and provides background information on why the data in the report was collected.

It also contains a top view of what's covered in the report.

BODY

The body of the report describes the problem, the data that was collected, sometimes in the form of table or [charts](#), and discusses with reasons. The body is usually broken into subsections, with subheadings that highlight the further breakdown of a point. Report writing format is very specific that way about clear and crisp headings and subheadings.

This just [structures](#) out readers clarity in understanding and further enhances the logical flow that can get hard to follow. Since a report has no personal bias or opinions, you can imagine that reading through a report can be a bit boring and people may find it hard to follow through. In such a case, it's always best to create pointers and lay out the points in short and simple [methods](#).

CONCLUSION

- # The conclusion explains how the data described in the body of the document may be interpreted or what conclusions may be drawn.
- # The conclusion often suggests how to use the data to improve some aspect of the business or recommends additional research.
- # This solution then may be implemented to solve a given problem the report was made for in the first place. Big consultancies or service providers prepare reports in the form of Microsoft Powerpoint or the Keynote in Mac to present to the stakeholders. At the end of which lies the conclusive suggestion section.

REFERENCE

#If you used other sources of information to help write your report, such as a government database, you would include that in the references. The references section lists the resources used to research or collect the data for the report. References provide proof for your points.

#Also, this provides solid reasoning for the readers so that they can review the original data sources themselves. Also, credit must be given where credit is due.

APPENDIX

Lastly, comes the appendix. Although this one is not necessary, more like an optional element. This may include additional technical information that is not necessary to the explanation provided in the body and conclusion but further supports the findings, such as tables or charts or pictures, or additional research not cited in the body but relevant to the discussion.

#Note: Tables and figures must all be labelled.

QUESTION

Q. 1 Draft a report on Fall in production of your company. Assume necessary details.

ALL THE BEST

THANK YOU

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FULL BLOCK FORMAT OF WRITING

Business Writing

- ❑ Business writing is a **type of writing that is used in a professional setting**. It is a purposeful piece of writing that conveys relevant information to the reader in a clear, concise, and effective manner.
- ❑ The Styles of Business Letters (Layouts of Business Letters) have undergone changes over the period of time. In the old times, the style was followed strictly. But recently liberty has been given to the business people to follow their own styles.

Indented Style Writing

- ❑ Indented style is somewhat more complicated than other popular styles of business writing.
- ❑ In indented style, new paragraphs in a piece of writing are indented that is, they begin about 1.5 centimetres to the right of the left margin.
- ❑ Other parts of a business letter are moved further to the right half of the page.
- ❑ Indented style is one of the older formats for business writing currently in use, though other formats are becoming more popular. Indented style is a format that many of today's business people were trained to use.

Example 1

Rajan Carpets

3451, Jalan 13/35,
65/D-76 : Modern Street,
87212 Singapore.
Phone : 5635 78724132
Fax : 5635 78724133

8th April 1988

Mr. John Mark,
152, Bunget Lodge,
23, Jalan Street,
87123 Singapore.

Dear Mr. John Mark,

This very useful style places the first words of each paragraph prominently on the page. It is useful for letters that deal with a variety of different topics. However, for normal business communications, this style is very rarely used.

The first line of the paragraph begins at the left-hand margin. And the other lines of the same paragraph are indented three to four spaces. This is the reversal of semi-indented style discussed in other page.

Yours Sincerely,
Rajan Carpets

M.K. Khoom,
Managing Partner

Example 2

Imperial Stationery Ltd
258 North Hampton Road Manhasset, NY 10847

(914) 375-2788

January 4, 2007

Ms. Ashley Nickols
Savbizcor Ltd
28 Green St., Suite 11
Upstate, NY 10947

Dear Ms. Nickols:

Thank you for ordering 15 cases of premium paper from Imperial Stationery Ltd. Your order has been shipped and should reach you within the next five business days.

Find enclosed your total bill for the above order amounting to \$794.85, and the check for \$23.85 is your refund. Because you paid in advance, we are giving you 3 percent cash discount and we also are paying for shipping and handling.

Imperial Stationery is pleased to add you to its list of customers. We look forward to your next order.

Sincerely,

J. O'Conelly

Jennifer O'Conelly
Customer Service

2 Enclosures

FULL BLOCK FORMAT

- ❑ In full block format or style, every line is left justified.
- ❑ The dateline is placed two to six line spaces below the last line of the heading or letterhead.
- ❑ The inside address placement varies depending upon the length of the letter.
- ❑ A common spacing is four line spaces below the date line.
- ❑ The salutation is placed two lines below the attention line (if an attention line is provided). The first line of the body is placed two lines below an attention line or two to four lines below the last inside address line.
- ❑ When using full block, paragraphs are single spaced, with a double space between paragraphs.

Example 1

Modern Office Equipment Co. Ltd.

98 – 100 Anna Salai

Cennai – 600002

India

Telephone : 044 26152766 Fax : 044 26152767

6th June 2001

The Manager

ABC Computer Stores

23 North Usman Road

T. Nager

Chennai – 600018

Telephone : 044 26156782

Fax : 044 26156780

Dear Sir,

This style is widely used across the globe. This style does not use any indent at all. Every single line is typed from the left-hand side. Since this style demands less number of keystrokes, this style increases the speed of the typist.

Even for computer typing, this style is more convenient. Note that this style does not use comma after every line in the address. This is also reducing the number of keystrokes required. But the proper punctuations are added properly.

Yours faithfully,

M.N. Ashok Nathan

Assistant Manager

Production

Example 2

5509 West 34th Street
Dallas, TX 75214
July 7, 2011

Michael J. Duffy
Intelligent Computer Systems
3121 Morris Lake Drive, Suite 211
Dallas, TX 75212

Dear Mr. Duffy,

I am writing to apply for the position you advertised in the Dallas Morning News for an e-learning developer. As you'll see in my résumé, I have the experience to fill this position.

For the past five years, I have been developing e-learning courses for three different companies: IBM, ATT, and Cox Enterprises. My experience has ranged from instructional design, technical writing, graphics production, multimedia production, and learning management system support.

Currently, I am working as a contractor for Cox Enterprises, where I am finishing a one-year assignment developing training for Oracle Financials. I have also recently developed documentation and training for PeopleSoft and for Hyperion Planning. I am currently the lead instructional designer on the Oracle Financials project that will conclude at the end of July.

Intelligent Computer Systems is famous for your innovative IT security systems and networking products. I would be proud to be part of the ICS team. I hope you will give me an opportunity to discuss my qualifications and experience. I can be reached at (214) 555-1212 after 6 p.m.

Thank you very much for your consideration for this position.

Sincerely yours,

Jeff Watkins
Jeff Watkins

Encl.: résumé

QUESTIONS

1. Write an application letter for job in full block format. Imagine necessary details.
2. Write a complaint letter in indent format. Imagine necessary details.

ALL THE BEST

THANK YOU