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

1. NOTICE -

NAME OF THE SCHOOL

11th March, 2010

NOTICE

CAPTION

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 -

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

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

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XI – XII (Girls Section)
(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

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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

INVITATIONS

FORMAL

I PRINTED

(a) Invitation

(b) acceptance (reply)

(c) regret (reply)

INFORMAL

II NOT PRINTED

(a) Invitation

(b) acceptance (reply)

(c) regret (reply)

III NOT PRINTED

(a) Invitation

(b) acceptance

(c) regret

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

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XI – XII (Girls Section)
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

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XI – XII (Girls Section)
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

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XI – XII (Girls Section)
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

Prepared By: - Syeda Shahida Mateen
XI – XII (Girls Section)
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