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SUBJECT: WRITING AND PRESENTATION SKILLS

PROGRAM: (MSMC)

FINAL TERM

QUESTION: 1

 Technical writers use design processes to creatively solve complex problems; they use writing processes to create complex documents. In both cases, there are steps or stages. What is the chronological manner to know the technical writing process?

ANSWER:

Just as we use design processes to creatively solve complex problems, we use writing processes to create complex documents. In both cases, there are steps or stages, but we don’t always proceed directly from one step to next in a chronological manner. These processes are often iterative, meaning we might return to previous stages in the process from time to time. The more complex the task, the more iteration might be needed. Examine the Design Process You may have come across a “writing process” before, and it may or may not have worked well for you. There is no single process that works for everyone in every situation. The key is to recognize the various steps in a typical writing process and figure out how to use or adapt them most effectively for your situation.

For example, you may have come across the 40-20-40 writing process, which suggests that you should break up the amount of time you spend on the writing task into three distinct stages of planning, drafting and revising, and give each one a specific percentage of the time you have available.

40-20-40 Writing Process

Stage 1 – Planning: spend 40% of your time planning your document task analysis, thinking, discussing, free-writing, researching, brainstorming, concept mapping, focusing ideas, outlining, etc.

Stage 2 – Drafting: spend 20% of your time writing a rough draft quickly getting all your ideas down in print, in more or less complete sentences and paragraphs, in more or less the right order, without agonizing over style or grammar choices

Stage 3 – Revising: spend 40% of your time revising, editing, and proofreading (polishing your draft, making sure the content is complete and well supported, ideas flow logically, formatting meets expectations, expression is grammatically correct and has the appropriate tone and vocabulary

These percentages are a helpful guideline, as they emphasize the need to allot significant time for revision, but don’t always work for all people in all situations (think of a final exam situation!). It also does not clearly account for the need to iterate; sometimes while revising your draft (stage 3), you may have to go back to the planning stage (stage 1) to do additional research, adjust your focus, or reorganize ideas to create a more logical flow. Writing, like any kind of design work, demands an organic and dynamic process.

As with the design process, the writing process must begin with an understanding of the problem you are trying to solve. In an educational context, this means understanding the assignment you’ve been given, the specifications of that assignment, the objectives you are meant to achieve, and the constraints you must work within due dates, word limits, research requirements, etc. This is often referred to as “Task Analysis. In professional contexts, you must also consider who your intended reader will be, why they will be reading this document, and what their needs are, as well as deadlines and documentation requirements.

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 QUESTION: 2

 In research the question leads to a problem that needs to be solved by the researcher. Clearly explain the parameters within which your proposal must stay.

ANSWER:

The goal of a research proposal is to present and justify a research idea you have and to present the practical ways in which you think this research should be conducted. The forms and procedures for such research are defined by the field of study, so guidelines for research proposals are generally more exacting and less formal than a project proposal. Research proposals contain extensive literature reviews and must provide persuasive evidence that there is a need for the research study being proposed. In addition to providing rationale for the proposed research, a proposal describes detailed methodology for conducting the research consistent with requirements of the professional or academic field and a statement on anticipated outcomes and/or benefits derived from the study.

Parameters

⦁ Develop your skills in thinking about and designing a comprehensive research study.

⦁ Help learn how to conduct a comprehensive review of the literature to ensure a research problem has not already been answered [or you may determine the problem has been answered ineffectively] and, in so doing, become familiar with scholarship related to your topic.

⦁ Improve your general research and writing skills.

⦁ Practice identifying what logical steps must be taken to accomplish one's research goals.

⦁ Nurture a sense of inquisitiveness within yourself and to help see yourself as an active participant in the process of doing scholarly research.

A proposal should contain all the key elements involved in designing a complete research study, with sufficient information that allows readers to assess the validity and usefulness of your proposed study. The only elements missing from a research proposal are the results of the study and your analysis of those results. Finally, an effective proposal is judged on the quality of your writing. It is, therefore, important that your writing is coherent, clear, and compelling

QUESTION: 3

Assume that your manager wants to create a Web page/ Facebook page/ YouTube channel. Investigate the situation, and write a report explaining the feasibility of creating and maintain a Web page/Facebook page/ YouTube channel.

ANSWER:

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Essays

Information Technology

Website Design Report

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Ace Fancy Dress Website Design Report:

My website is called Ace fancy Dress. The specific purpose of ace fancy dress website is about selling products all over the UK and also to provide rental costumes. Also, the purpose of the website is to be eye-catching, colourful, recognisable, and simple and to display the high quality products. It will show the customers the new exclusive products. The business itself runs completely online. By not having a physical store where customers can come in and view the products we make huge savings and we pass these savings straight onto the customer ensuring very low prices. Also to provide high quality products for the both gender and delivered the products they have bought on time. The website should also advertise the business branches and their occasional special offers.

The target audience for the website:

The ace fancy dress can be aimed at all ages and genders with a variety of costumes available in all sizes. The target audience for the website will largely be aimed at the teenagers 13-19 of all genders as they are the target audience that I think would be more attracted to than the adult or a young person would.

Nature of interactivity:

I will need online transaction on my website as the website will be selling products as this is the purpose of the website. To make the transactions as efficient as possible I will make sure the online transactions will be safe and trustworthy for them to enter their card details into and also it will look very professional so the website can sell the products successfully. However PayPal will be another option for the customers to make their payments so this will increase the level of trust and confidences to the customers to the website, the quicker and smoother transaction, the higher the chance of customers returning to the business. Also, the online transactions page will be nicely structured layout on the website which will look more amazing and it will be very easy for the customers to make transactions on the website

Images:

To meet the user needs the website will be basic and will be very simple to use. Also, I will be adding elements of interactivity in the form of images slide in images etc. This will make the website easier for the users to use as they will be able to find information easier. I will also include images next to the written content that relates to the content. For example, when I will talk about each section and each product I will include a picture next to the content. However, if I was allowed to enable users to customise my website to their needs then I would allow them to change the layout/change the background etc. of the website in order to suit the client needs.

Level of security:

 I will set a strong password on the website so no one can access the website in editor mode and delete or copy the customer’s details. For the security reason, I will choose a long password with capital letters and number to make it more secure and hard for the hackers or anyone to crack.

Support:

 Clients often have questions or concerns about the websites. The website will have a support page. In the support page, the customers can talk to us through the chat or can call us right away. If customers give us a call we will be more than happy to pick up the phone and deal with any enquiries they have whether it be sale enquiries, pricing problems or simple to ask for an advice on a costume. However, the website will also have an email so customers can email us with any questions. By doing this the website will increase customers satisfaction by providing better service.

Costs:

Every website needs to be hosted on a web server. I don’t have to pay anything for it as there are free options available via Google. However, every website needs a domain name. So the website is likely to have a domain name as this is that needs to be typed into the address bar to gain access to the site. For the website, I will go for the cheapest option .co.uk which is £3 a year or I can go for the more popular .com domain costs as much as £10 a year.

Report on facebook page:

Your Facebook Page is designed to help your business. You can use it to develop your digital storefront, grow your audience and learn more about your customers. Here are some best practices that can help you reach your business goals with a Facebook Page:

Build A Community:

Facebook offers a variety of free features to engage with your customers. You can post updates, pictures and videos to communicate with your customers. You can also message them directly.

Use Business Tools:

Facebook offers free business tools that can further enhance your Page and help you achieve your goals. You can create events, manage appointments, hire employees and sell your products directly on your Page.

Understand Your Customers

Facebook offers free Page Insights to help you understand the actions that people take on your Page. You can learn what your customers care about and how often they interact with posts on your Page.

Report on u tube channel

Step 1: Create a Google account

If you‘ve ever signed into Gmail, Google Maps, Google Play, or any other Google service, you already have a Google account. In this case, you can skip ahead to the next step.

Don’t worry about whether the name and email address associated with your existing Google account are appropriate for your brand. Your existing Google account details won’t be publicly linked with your YouTube account. The account is just the key to get you in the door.

If you don’t yet have a Google account, here’s how to get one.

1. Go to the Google account creation page. You can choose to create a new Gmail address for your account, or use an existing email address.

Step 2: Create a YouTube brand account

Your Google account automatically gives you a personal YouTube account. However, to create a YouTube account for your business, you will want to set up a brand account.

With a personal YouTube account, you will be the only person who can manage your channel. Your channel will also have the same name as your Google account, meaning you can’t use your brand name. That’s not ideal.

When you create a YouTube brand account, you can customize your channel for your brand and give access to team members. Here’s how to do it.

1. Log into YouTube using your Google account details.

2. Go to your YouTube channels page. If you’ve never created a YouTube channel before, you’ll only see your personal account. If you already have an existing brand channel, you’ll see it as well. To create a new brand channel, click Create a new channel.

QUESTION: 4

The report is generally written for the purpose of solving a problem. There are many different types of reports. Define different types of reports and explain the particular requirements for the Formal report.

ANSWER:

Type # 1. Formal or Informal Reports:

Formal reports are carefully structured; they stress objectivity and organization, contain much detail, and are written in a style that tends to eliminate such elements as personal pronouns. Informal reports are usually short messages with natural, casual use of language. The internal memorandum can generally be described as an informal report.

Type # 2. Short or Long Reports:

This is a confusing classification. A one-page memorandum is obviously short, and a twenty page report is clearly long. But where is the dividing line? Bear in mind that as a report becomes longer (or what you determine as long), it takes on more characteristics of formal reports.

Type # 3. Informational or Analytical Reports:

ADVERTISEMENTS:
Informational reports (annual reports, monthly financial reports, and reports on personnel absenteeism) carry objective information from one area of an organization to another. Analytical reports (scientific research, feasibility reports, and real-estate appraisals) present attempts to solve problems.

Type # 4. Proposal Report:

The proposal is a variation of problem-solving reports. A proposal is a document prepared to describe how one organization can meet the needs of another. Most governmental agencies advertise their needs by issuing “requests for proposal” or RFPs. The RFP specifies a need and potential suppliers prepare proposal reports telling how they can meet that need.

Type # 5. Vertical or Lateral Reports:

This classification refers to the direction a report travels. Reports that more upward or downward the hierarchy are referred to as vertical reports; such reports contribute to management control. Lateral reports, on the other hand, assist in coordination in the organization. A report traveling between units of the same organization level (production and finance departments) is lateral.

Type # 6. Internal or External Reports:

Internal reports travel within the organization. External reports, such as annual reports of companies, are prepared for distribution outside the organization.

Type # 7. Periodic Reports:

ADVERTISEMENTS:

Periodic reports are issued on regularly scheduled dates. They are generally upward directed and serve management control. Preprinted forms and computer-generated data contribute to uniformity of periodic reports.

Type # 8. Functional Reports:

This classification includes accounting reports, marketing reports, financial reports, and a variety of other reports that take their designation from the ultimate use of the report. Almost all reports could be included in most of these categories. And a single report could be included in several classifications.
Although authorities have not agreed on a universal report classification, these report categories are in common use and provide a nomenclature for the study (and use) of reports. Reports are also classified on the basis of their format. As you read the classification structure described below, bear in mind that it overlaps with the classification pattern described above.
Particular for formal report
A formal report in business is closer to the kinds of reports you may have encountered in an academic setting. A formal business report is generally longer than an informal report and contains many specific sections and labels. These sections and labels may come from company policy and practice or be prescribed by the outside organization the report is being sent to.
While you’re more likely to encounter informal reports in your day-to-day work, formal reports are used for more complex issues and in more complex circumstances. Formal reports contain detailed information and research. They can be used to address a wide variety of topics, ranging from larger internal problems or proposals to an external client.
Formal reports delve much deeper into a topic than an informal report. The label “formal” may intimidate some writers, but the formal report is an extension of business writing. You’ll use the same skills in all of your business communications—from the short, limited data email, to the informal report, to the formal report. While you may not need to write a formal report in your career, you will most likely see one and need to understand its components in order to effectively make decisions.
Types of Formal Reports
There are many different kinds of formal reports that you may encounter throughout your career. Here are a few of the more common kinds:
⦁ Research reports gather and explain data; these reports are informational. Module 4: Research discusses research methods to obtain the data you’ll use in these reports.
⦁ Proposals may be internal to a company in addressing a business situation, or they may come from a solicited or unsolicited sales situation. Formal proposals will include details of the proposed solutions and costs.
⦁ Feasibility reports are a specific type of analytical report. When an entrepreneur or business manager has a new idea, it is prudent to fully explore the idea before making major investments. Some think of this report as a precursor to developing a full business plan. While a business plan may take many months to develop, a feasibility report can be developed in much less time, and it still provides excellent direction for decision makers.
⦁ Business plans are typically informational reports about what a new or existing company plans to do over the next period of time. A business plan may take on a bit more of an analytical tone rather than a strictly informational tone when it is shared with potential investors. In some cases, the business plan may be presented with a request for funds; in those cases, the writing is gently more persuasive.
⦁ Other complex recommendations may also come in the form of a formal report. These recommendations result from a business problem that an individual or team has been asked to solve.

QUESTION: 5

It is considered illegal to reproduce someone else's expression of Ideas or information without permission. Define the term which is used for this literary crime and explain how to protect any “Fact” that have been considered the intellectual property of the author.

ANSWER:

Crime fiction is the literary genre that fictionalises crimes, their detection, criminals and their motives. It is usually distinguished from mainstream fiction and other genres such as science fiction or historical fiction, but boundaries can be, and indeed are, blurred. It has several sub-genres, including detective fiction, legal thriller, courtroom drama and hard-boiled fiction. In Italy people commonly call a story about detectives or crimes "giallo", because books of crime fiction have usually had a yellow cover since the thirties.