

Creative Writing Skill

Letter Writing

LETTER-WRITING is an important channel of communication between people who are geographically distant from one another. In earlier times when the telephone and e-mail were not available, the only means of communication between people was through letters. Letter-writing is a skill that has to be developed. In general, there are two types of letters: formal, that are written to convey official business and information and informal, which are personal letters to communicate with friends and family. Formal letters are sent out when we need to write to various public bodies or agencies for our requirements in civic life. For example, we might have to ask for a certificate or to inform a change in our address. A letter is usually one in a series of exchanges between two people or parties. (NCERT-Hornbill)

Formal Letters

Let us now examine some of the steps in writing formal letters.

1.(i)Introducing oneself if it is the first time you are writing (ii)Referring to an earlier letter if you are responding to it.

2.Stating the purpose of the letter

3.(i)Stating action/information required from the addressee (ii)Explaining action taken/supplying information

4.(i)Urging action to be taken (ii)Offering assistance in future

This is the basic structure of a letter. It will have to be modified according to the purpose for which it is written and the person to whom it is addressed.

When you write a letter you should keep in mind the following points.

1.Purpose

2.Person to whom it is addressed

3.Tone you should adopt

4.Completeness of the message

5.Action required

6.Conciseness of expression

We have so far considered the content of letters. A letter also has a typical format.

1.Name and address of sender Companies have printed letterheads with the name of the company printed on them. A letterhead may also carry the name and designation of persons in responsible positions.

2.Name and address of addressee

3.Date

4.Mode of address or salutation Salutation is the mode of addressing a person. We may have the following forms.

(i)Dear Sir/Madam (when we are writing to a total stranger whom we do not know at all).

(ii)Dear Mr/Ms/Dr/Professor + Surname as in: Dear Dr Sinha, (when it is a formal relationship with the addressee and the writer does not know him or her personally).

(iii)Dear Sujata (when the writer knows the addressee personally and the two share a semi-formal relationship).

5.Reference to previous correspondence, if any. Most official letters carry a subject line just above the salutation. This is for quick reference to the subject.

6.Content of letter

The content of the letter begins on the next line and is arranged in two or three paragraphs.

7.Complimentary close and signature Letters usually end politely with the following phrases: Thank you, With regards, With best wishes, Hope to see you soon, Hope to receive an early reply etc. The complimentary close is followed by 'Yours sincerely/ Yours truly', and the writer's signature in the next line.

Ritu Patel
Manager, Customer Services
Vijayanagar Gas Company 121,
Ameerpet Hyderabad 500 016

12 November 2005

Mr Shagun
Thomas 801,
Vijay Apartments Begumpet Hyderabad 500 016
Sub: Your application No. F323 for a new gas connection

Dear Mr Thomas, _____

With regards,

Yours sincerely,
Ritu Patel

Nowadays all the parts of a letter are aligned on the left. This style is called the Full-Block style.

1. The date and signature are very important in letters.
2. We do not use commas after every line in the address.
3. Do not begin your letters with hackneyed expressions like, 'With reference to your letter dated 10 January'. Instead, use personalised variations like, 'I was glad to receive your letter of 10 January...' or 'We were happy to note from your letter that the goods have reached you safely...'
4. Never end your letters with hanging participles like 'Thanking you' or 'Awaiting your reply'. Instead write, 'Thank you' or 'We/I await/look forward to your reply'.

Teacher evaluates and assess students in 3 major areas in Creative Writing Skill. These are as follows: -

1. Content
2. Fluency
3. Accuracy

Marks distribution are based on these three focal points separately and specifically according to the objective of question.

Letter Writing CBSE Marking Scheme: -2022-2023
Format – 1 Content -2 Organisation of ideas -1 Accuracy 1
Format Sender's address, Date, Receiver's address, Subject and Salutation/ Salutation and Subject, Letter, Complimentary close (largely accepted -Yours truly- editor & Yours sincerely- formal /business)
FORMAT – 1 mark NOTE-full credit if all aspects included. Partial credit (½ mark) if one-two aspects are missing. No credit if more than two aspects are missing.
NOTE FOR GIVEN DESCRIPTORS---Dedicated marks at a level are to be awarded only if ALL descriptors match. If one or more descriptors do not match, the marks are awarded at a level lower.
CONTENT – 2 marks
2 marks A. All points included B. Well-developed with sustained clarity 1½ marks C. Almost all points incorporated D. Reasonably well-developed
1 mark A. Some points incorporated B. Fair attempt at developing ideas with some impact on clarity of response
½ mark A. Most of the points of the given task not incorporated B. Limited awareness of task development

ORGANISATION OF IDEAS -1 mark

1 mark-- Consistent to frequent display of the listed parameters.

- A. Highly effective style capable of conveying the ideas convincingly with appropriate layout of a formal letter viz. addresses, salutation, subscription, and ending
- B. Carefully structured content with organised paragraphing presented cohesively.
- C. Highly effective register (formal tone, tense, and vocabulary), relevant and appropriate sentences for conveying the ideas precisely and effectively.

½ mark – Limited display of listed parameters.

- A. Inconsistent style, expression sometimes awkward, layout barely accurate.
- B. Poor sequencing of ideas; often sporadically clear and related to the given topic in an attempt to maintain a general overall cohesion. Displays disjointed portions, exhibiting a lack of coherence of ideas.
- C. Range of vocabulary is limited but manages to convey, largely, the overall meaning and the purpose of the writing. Large portion of vocabulary copied from question.

ACCURACY -1 mark

1 mark

- A. Spelling, punctuation and grammar consistently/largely accurate, with occasional minor errors, that do not impede communication.

½ mark

- B. Spelling, punctuation and grammar display some errors spread across, causing minor impediments to the message communicated.

No credit

Frequent errors in spelling, punctuation and grammar, impeding communication.

You are Sunidhi Prakash, the Vice Captain of Brilliant Vidyalaya, Barra, Kanpur. You have recently noticed several posters around your school premises conveying a hazardous message:

Lose weight in just a month!

“A WONDER DIET comes to your rescue ...

A privilege available for only a few!”

Write a letter to the Editor of The DWA, in not more than 120 words, drawing attention towards harm caused by such advertising. Propose the implementation of ‘Wholesome Lunch Month’ in schools as an idea to address such practices, mention the advantages and share suggestions to foster healthy eating routines and develop positive body image among youngsters. (Class-10th CBSE Sample Question Paper (2022-2023))

Brilliant Vidyalaya, Barra

Kanpur

29 August 2022

The Editor

The DWA

K-21, Anjana Pura

Kanpur

Subject: Need for Promoting Healthy Eating Routines

Dear Madam

This is with reference to posters bearing the message of 'crash diet' being posted around our school premises. Such posters impact the youngsters negatively and can be hazardous for their self-esteem.

I would like to propose the idea of implementing "Wholesome Lunch Month' for all school students to counter the implications of such misleading advertisements. This initiative is sure to encourage all students to bring nutritious and healthy lunch daily and develop healthy eating routines. To ensure that this project gains strength, schools may organize puppet shows, street plays, Ted Talks (by Nutritionist/ Psychologist), encompassing the theme, to foster healthy eating routines and a positive body image.

I hope that the publishing of my letter in the columns of your renowned Daily, helps spread awareness and promotes a healthy lifestyle among students.

Yours truly

Sunidhi Prakash

Vice-Captain

(Content-132 words)

You are Zac Skaria, a resident of # 412, Magna Greens Apartments, Gandhi Marg, Jonpara, Mumbai. Three students of grade 10 from your residential complex have rescued and rehabilitated a few old beggars from the neighbourhood. You think that their work deserves appreciation and recognition. Write a letter to the President of the RWA, seeking recommendation for these youth, to be nominated for 'Serving Citizens'

Award'. Suggest other ways such acts of kindness could be recognised and awarded in the future. (Class-10th CBSE Sample Question Paper (2022-2023))

421, Magna Greens Apartments

Gandhi Marg, Jonpara

Mumbai

19July 2022

The President

RWA,Magna Greens Apartments

42, Gandhi Marg, Jonpara Mumbai

Subject: Seeking Recommendation for 'Serving Citizens' Award' Nominations.

Dear Sir

This is with reference to the empathetic social service done by Miss Jiya, Mas Adwait and Master Pranit (residents of our complex), in rescuing and rehabilitating a few old beggars from our neighbourhood.

These students ensured that the beggars were rehabilitated at 'Seva Sadan'- an NGO which takes care of the needy of our city.

This selfless initiative carried out with dedication and responsibility, deserves due recognition. I, therefore, request you to issue a letter of recommendation for these students to be nominated for 'Serving Citizens' Award' organised by the local Municipal Corporation.

I would also like to submit that the RWA set up a special committee that looks into such acts in the future.

This would aid dedicated attention and appropriate screening of nominations. Arrangement of academic sponsorships for such children would also be an encouraging gesture.

I entreat you address this at your earliest convenience and issue the recommendation letters.

Yours sincerely

Zac Skaria

(Content-152 words)

Sample of Letters to the Editor

You are Saurabh Srivastava, a resident of Defense Colony Bagdogra, Siliguri. Your colony is facing the severe problem of inadequate and contaminated water supply. You decide to express your views and make the authorities aware of the situation by writing a letter to the Editor of The Siliguri Times, Siliguri. Write your letter in about 100-120 words. (KVS)

Defense Colony

Bagdogra

15th April 2019

The Editor

The Siliguri Times

Siliguri

Sir

Subject: Inadequate and contaminated water supply.

Through the columns of your esteemed newspaper, I would like to draw the attention of the civic authorities to the contaminated and inadequate supply of water in our locality.

It is unfortunate that the local civic authorities do not take care to provide the citizens with even the basic amenities such as proper and adequate water supply. In our locality, water is supplied only for three hours in the morning. For the rest of the day the taps remain dry. Also, the supplied water is impure. It is unhygienic and inadequate. There have been cases of water borne diseases. The water borne diseases may break out in the form of epidemic, if the problem is not properly addressed to.

It is expected that instead of ignoring the issue, the authorities concerned will take immediate steps to ensure supply of adequate and potable water in our locality so that we residents are able to live a disease free and healthy life.

Yours truly

Saurabh

Srivastava

Source:- KVS

Letters of Complaint

FORMAT:

1. Sender's

address Date

Address of the addressee: M/s-----

Dear Sir/Madam

(Subject:)

Body of the letter (in 3-4 paragraphs)

1. Purpose with reference to the order.(Introductory)

2. Mention the reason for regret

3. Suggestions to repair/replace

5. Conclusion

Yours faithfully/yours

sincerely

Sender's name

Write a letter to M/s V.P.Appliances, C-24 Devpuri, Mumbai, complaining that the Geyser supplied by them has stopped working in less than a week. Sign yourself as Gourav of 52, Tilak Marg, Mumbai. (KVS)

52, TilakMarg

Mumbai

8th July,2019

The Manager

M/s V.P.Appliances

C-24 Devpuri

Mumbai

Sir

Sub: Complaint about Geyser

I purchased an Eskom Geyser from your company vide cash memo no. 310 dt. 23rd June 2019 with a warrantee of one year.

I regret to inform you that it stopped working after 4 days. It does not heat Water. The green light signal shows that it is on but it does not give hot water.

Please send your mechanic to rectify the fault or replace the geyser with a new One.

Yours

sincerely

Gaurav.

Source: KVS

Letters of Enquiry.**FORMAT**

Sender's address

Date

Address of the addressee

Dear

Sir/Madam

Subject:

Body of the letter

1. Introduction to the subject
2. Elaborate on the subject /request/enquiry

Yours faithfully/Yours sincerely

Sender's name

You are Apoorva/Ashin librarian of Wisdom Public School Bangalore. Write a letter to the Sales Manager of Navneeth Publishers Ltd. Bangalore enquiring about undue delay concerning the delivery of books for your school library for which you placed an order two months ago. Also specify that you may have to cancel the order in case of further delay as the first term of the academic year has almost come to an end. (KVS)

**Wisdom Public School,
Bangalore**

20th August 2019

The Sales Manager

Navneet Publishers

Bangalore

**Sub: Undue delay in delivery of
books. Sir,**

We are sorry to show our displeasure at the undue delay in the delivery of books for our school library. We placed a bulk order for the purchase of books for the library two months ago. But it is unfortunate to note that even after several reminders, the books have not been supplied. Before we decide to take the next step, we would like to enquire from you about the reason for this delay.

You know that the first term of the academic year has almost come to an end. If you fail to deliver the books up to 1st September 2019 we will be compelled to cancel the order. We hope you will not compel us to look for another supplier for the books.

Yours faithfully

**Apoorva/Ashi
Librarian**

Placing order

FORMAT

Sender's address

Date

Address of the addressee

Dear Sir/Madam

Subject:

Body of the letter

1. Introduction to the subject
2. Elaborate on the subject
3. Details of items
4. Conclusion

Yours faithfully/Yours sincerely

Sender's name

You are Satish/ Sonali, the Literary Captain, in charge of the school library. You have been asked to place an order for Children's story books. Write a letter to M/s Book Depot, Ram Nagar, Bikaner placing an order for the books. Invent the necessary details. (KVS)

T.H.S.S School

Ram Nagar

Bikaner

14 June 2019

M/s Book Depot

Ram Nagar

Bikaner

Sub: Order for Children's story books

Sir

We need no introduction as we are your regular customers. We would like to place an order for Children's story books for our school library. We are providing a list of books

We are in need of. Kindly deliver these books in their latest edition and in proper conditions. We would be pleased, if you could provide us suitable discount on these books. The list of books with their particulars is attached herewith-

SN	Books Name	Author/Publisher	Quantity
1	Act Now	Oxford	1

We hope timely delivery and maximum discounts.

Yours faithfully

Satish/Sonali, Literary Captain

Informal Letters

Informal letters include personal letters. If it is a personal letter the format is flexible. We might just write the name of our city on top, followed by the date.

Hyderabad

12 November 2005

Dear Sujata,

Bye,

Yours affectionately/With love/ All the best/Take care etc.

(Signature)

You are Shubha/Krushna Mohanty, residing in Subhadra Apartments, Bhuvneshwar, Orissa. You have observed, with increasing concern, that garbage collection continues to be done without segregation in your neighbourhood. Write a letter to the editor of The Real Times, Bhuvneshwar, in about 120- 150 words, explaining your concern along with the rationale behind the importance of garbage segregation. Suggest ways in which the R.W.A s can participate in this program.

(Class-12th CBSE Sample Question Paper (2020-2021-English Core)

Student Need to Focus on :-analysis, using appropriate format and fluency, appropriacy of style and tone

(5 Marks: Format: 1 / Content: 2 / Expression: 2)

(A) Letter writing (to editor)

Format:

1. sender's address
2. date
3. receiver's address
4. subject
5. Salutation

(4 & 5 are interchangeable)

6. complimentary close

Main Points :- Following points should be considered

- A reference to the reason for writing --- concern that garbage collection continues to be done without segregation
- State reasons - garbage collectors not segregating/Residents need to segregate at home/ pick up can be done in vans/ Liaison with local municipal corporation to ensure last mile segregation. (any other)
- Suggestions - RWAs to spread awareness, be vigilant—residents to be responsible of how they segregate / RWA to spread the word and disseminate information, start a system of maintaining records, a awards for those doing a good job, use functional CCTV cameras; collaborate with local municipal committee for regular segregation etc.

(any other)

Accept any other relevant point

You feel that India will face a severe water crisis by the year 2020. Write a letter to the Editor of The National Daily expressing your concern about it and requesting individuals and authorities to take steps to avert this crisis. You are Shalini/ Shaheen. (120-150 words)

Question:-6 Marks

(Class-12th CBSE Sample Question Paper (2019-2020-English Core)

Note:

-No marks are to be awarded if only the format is given. Credit should be given to the candidate's creativity in presentation of ideas. Use of both the traditional and the new format is permitted. However, mixing up of the two is NOT acceptable.

Word Limit: 120- 150 words.]

Format :1 mark

1. sender's address,
2. date,
3. receiver's address,
4. subject heading,
- 5.salutation,
6. complimentary close.)

Content :3 marks

Expression : 2 marks

Grammatical accuracy, appropriate words and spellings [1]

Coherence and relevance of ideas and style [1]

Suggested value points:

(LETTER TO THE EDITOR)

Para 1- introduction, reason for writing the letter

Para 2- Reasons for water shortage

- **Increasing population**
- **Lack of awareness**
- **Careless use**
- **Lack of International cooperation**
- **Effects of water shortage**
- Global warming
- Glaciers melting
- Suggestions/Solution ☐
 - A. Increase social awareness B. Organize campaigns to raise awareness C. Teach school children D. Devise water saving methods
 - B. Para 3- conclusion
(Summing up of the reasons, effects and suggestions combined with their own views. Due credit to be given to creative responses.)

Your school has decided to add a few books to the library. The school wants to encourage reading habit amongst students. As the Librarian of the Venkateshwar International school place an order with Pearl Publishers for books for all age levels. Give all necessary details. (120-150 words) Question:-6 Marks

(Class-12th CBSE Sample Question Paper (2019-2020-English Core)

[Note: -No marks are to be awarded if only the format is given. Credit should be given to the candidate's creativity in presentation of ideas. Use of both the traditional and the new format is permitted. However, mixing up of the two is NOT acceptable. Word Limit: 120- 150 words.]

Format :1 mark

- (1. sender's address, 2. date, 3. receiver's address, 4. subject heading, 5.salutation, 6. complimentary close)
- (2. Content :3 marks
- (3. Expression :2 marks
- (4. (Grammatical accuracy, appropriate words and spellings [1] Coherence and relevance of ideas and style [1])
- (5. Suggested value points:
- (6. (FORMAL LETTER- PLACING AN ORDER) ☑ Placing an order to Pearl Publishers ☑ order detail with approval of quotation- ☑ Mentioning the books needed for all age levels ☑ Mentioning the quantity ☑ Delivery date ☑ mode of payment (any other relevant point) (Originality of ideas to be given due credit.)

Public demonstration causes a lot of disturbance in daily routine of common man. You almost missed your important entrance examination as people blocked the highway. As Tarun / Taruna, a student aspiring to be a doctor, write a letter to the Editor of The Times of India highlighting the need to discourage such demonstrations and disturbance by public on highways which cause a great loss of time and opportunity for many. (100-125 words) (6)- Marks

(Class-12th CBSE Sample Question Paper (2018-2019-English Core)

Value and Learning Points for the Students

Note: - No marks are to be awarded if only the format is given. Credit should be given to the candidate's creativity in presentation of ideas. Use of both the traditional and the new format is permitted. However, mixing up of the two is NOT acceptable.

Format (1. Sender's address, 2. date, 3. receiver's address, 4. Subject, 5. salutation, 6. Closing.) Content Expression : Grammatical accuracy, appropriate words and spellings [1] Coherence and relevance of ideas and style [1]

Value Points:

Letter to the Editor INCONVENIENCE CAUSED TO PUBLIC DUE TO PROTEST & DEMONSTRATION -

1. Introduction -

2. **What is the complaint about Loss of Public property, time and missing of important assignments, effect on EMERGENCY services**
3. **urge the concerned deptt. to take action**

You are Tarun / Taruna who bought a new Luminous Inverter for your home from R.K. Electronics, Noida but found many functional problems as the charging is not done properly and battery water is getting leaked. Write a letter of complaint to the proprietor to take care of the same. (100-125 words) (6)-Marks

**(Class-12th CBSE Sample Question Paper (2018-2019-English Core)
Value and Learning Points for the Students**

Note: - No marks are to be awarded if only the format is given. Credit should be given to the candidate's creativity in presentation of ideas. Use of both the traditional and the new format is permitted. However, mixing up of the two is NOT acceptable.

Format (1. Sender's address, 2. date, 3. receiver's address, 4. Subject, 5. salutation, 6. Closing.) Content Expression : Grammatical accuracy, appropriate words and spellings [1] Coherence and relevance of ideas and style [1]

LETTER OF COMPLAINT

PROBLEMS / FAULTS IN NEW INVERTER

Suggested value points: - Introduction - What is the complaint about - List the problems in the inverter - Ask for redressal of complaint

Resources:

NCERT Book Hornbill

<https://ncert.nic.in/textbook/pdf/kehb115.pdf>

Kendriya Vidayalya Sangathan

CBSE | Central Board of Secondary Education : Academics

<https://cbseacademic.nic.in>