

# **THE WRITING EDGE**

**TVET FOUNDATION  
PROGRAM  
EDITION**

**Haniza Norlin Md. Yusof  
Nur Diyana Mohd Raya  
Zulaikha Zulkflee**

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# FOREWORD

Writing skills are essential in the modern world, no matter what career you choose. This e-book will teach you three important types of writing that can benefit you greatly.

First, you'll learn copywriting - the art of creating persuasive marketing materials that convince people to buy products or services. Mastering this skill can be very valuable.

Next, you'll study email writing. You'll discover how to compose professional, clear emails that communicate your messages effectively in the workplace.

Finally, the e-book covers blog writing. You'll learn to share your ideas, experiences and knowledge with a wide online audience through engaging blog posts.

With the practical tips and examples in this e-book, you'll improve your abilities in these three crucial writing styles. Strong writing skills can give you an advantage in your future career.

# WRITERS BIOGRAPHY



Haniza Norlin Md. Yusof has been teaching English since 1995. A highly enthusiastic senior lecturer and is passionate in educational technology, blended online learning and curriculum design.



Zulaikha Zulkflee is an English language lecturer with 13 years of experience. Her passion lies in exploring innovative teaching and learning methodologies, as well e-learning. She inspires students of all ages to master the English language, fostering effective communication skills.



Nur Diyana binti Mohd Raya has been teaching English since 2007. A dedicated lecturer with vast experience in technology-enabled classroom. Always integrate technology into her language teaching and make the lesson dynamic and engaging.

# ACKNOWLEDGEMENT

In the name of Allah, the Most Gracious, the Most Merciful.

We are humbled and deeply grateful to Allah for His unwavering guidance and blessings that have made the creation of this e-book possible. His divine wisdom and grace have been the guiding light throughout this journey.

We extend our heartfelt appreciation to our beloved family for their constant love, encouragement, and understanding. Their unwavering support has been a source of strength and motivation in every step we have taken.

To our esteemed colleagues and friends, we offer our sincerest gratitude for their invaluable insights, constructive feedback, and unwavering belief in this project. Your collaboration and encouragement have truly enriched this work.

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## INTRODUCTION

Welcome to "The Writing Edge," an e-book that aims to be your comprehensive guide on the art and science of effective writing. In the digital age, where words are not merely vessels of information but powerful tools of influence, the ability to wield the writing craft with precision and finesse is a skill that can open countless doors, both personally and professionally.

Through the pages of this e-book, we invite you to embark on a journey of discovery, growth, and mastery, as we explore three distinct and vital writing platforms: Copywriting, Email Writing, and Blog Writing. These platforms represent the dynamic landscape of written communication, and by understanding and harnessing their unique characteristics, you can elevate your writing skills to new heights.

Writing, at its core, is the art of conveying thoughts, ideas, and emotions through the medium of language. It is a craft that, when honed with care and dedication, can transcend barriers, captivate readers, and leave a lasting impact. The aim of this e-book is to empower you to become a proficient and versatile writer, capable of not only articulating your thoughts and ideas clearly but also persuading, informing, and engaging your audience effectively.

### **Chapter 1: The Art of Persuasion – Copywriting**

The first platform we will delve into is copywriting, a realm where words have the power to sell, convince, and persuade. Copywriting is not just about selling products; it's about selling ideas, invoking emotions, and inspiring action. We will explore the strategies and techniques that transform words into compelling tools of persuasion. Whether you're crafting an advertisement, a sales pitch, or a compelling argument, the principles of copywriting can be your guiding star.

In the copywriting chapter, you will learn to:

- Craft irresistible headlines that capture attention.
- Understand the psychology of the target audience.
- Weave narratives that guide readers towards a call to action.

## **Chapter 2: Nurturing Relationships – Email Writing**

Email writing is the cornerstone of professional and personal communication in the digital era. While emails might appear to be straightforward, mastering the art of email writing involves finesse, clarity, and personalization. We'll delve into the intricacies of crafting emails that engage and establish genuine connections. From professional correspondences to networking messages and personal communication, this platform equips you with the tools to communicate effectively through the written word.

In the email writing chapter, you will learn to:

- Personalize messages to resonate with recipients.
- Strike a balance between formality and informality.
- Communicate clearly and concisely to achieve desired outcomes.

## **Chapter 3: Sharing Insights and Stories – Blog Writing**

Blog writing is the versatile platform where personal expression meets informative engagement. It's where your unique voice finds a home, and your insights can inspire, educate, and entertain a global audience. Through blog writing, you will learn the intricacies of choosing and structuring topics, creating a conversational tone that resonates with readers, and optimizing content for online visibility. It's a platform that empowers you to share your thoughts, expertise, and experiences with the world and, in doing so, make a meaningful impact.

In the blog writing chapter, you will learn to:

- Choose and structure engaging and informative topics.
- Create a conversational and relatable tone.
- Optimize content for online visibility and audience engagement.

# COPYWRITING



Copywriting is the act or occupation of writing text for the purpose of advertising or other forms of marketing. The product, also known as copy or sales copy, is written content that tries to raise brand awareness and ultimately persuade a person or group to perform a specific action.

Copywriting. (2023, October 16). In Wikipedia. <https://en.wikipedia.org/wiki/Copywriting>

## 1.0 STIMULUS

## AFFORDABLE TEXTBOOKS - UNLEASH YOUR BUDGET POWER!



Hey, PUO students! We know the struggles of stretching every Ringgit, and we're here to help. Introducing our **Textbook Services**, designed exclusively for savvy scholars like you!

- ☀️ **Affordable:** Say goodbye to those sky-high textbook prices! Our service lets you rent or buy your required course materials at a fraction of the cost. Your wallet will thank you.
- 👤 **Convenience:** No more endless searches or library hassles. With just a few clicks, you can access your textbooks online or have them delivered straight to your doorstep. Study on your terms, whenever and wherever you want!
- 🧐 **Hassle-Free:** Tired of the textbook buyback blues? With us, there's no need to fret about selling your books when the semester ends. We handle it for you. Focus on your finals, not on future buyers.
- 📈 **Academic Success:** Affordable books mean more money in your pocket for other college essentials. Spend less on textbooks and more on what truly matters - your education!

Ready to make your college life easier and your wallet happier? Check out our TEXTBOOK SERVICES now and thrive academically without breaking the bank. 📖👉

Don't let the budget bog you down. Embrace the affordable and convenient way of getting your textbooks. Be smart, save big, and study with ease!

Visit [rentorbuybooks.com](http://rentorbuybooks.com) today and gear up for a successful semester!



## 2.0 RESPONDING TO STIMULUS

### 2.1 Answer these questions based on the advertisement on page 11.

1. What is the main focus of the advertisement?

.....

2. As a student, how would TEXTBOOK SERVICES benefit you the most?

.....

.....

3. How does the advertisement describe the affordability of the textbook service?

.....

.....

4. What is the meaning of hassle-free that is emphasized in the advertisement?

.....

.....

5. How are students encouraged to save money with this service?

.....

.....

6. What problem does the advertisement claim to solve regarding textbook buyback?

.....

.....

7. How can students access their required course materials with this service?

.....

.....

8. What are some of the advantages of using the Textbook Services mentioned in the ad?

.....

.....

## 3.0 VOCABULARY BUILD UP

### 3.1 Contextual clues

Contextual clues are essential tools for building vocabulary. They provide valuable hints and information within the text that help readers determine the meanings of unfamiliar words.

#### 1. Definition/Description Clues:

These clues directly provide the meaning of a word within the text. This often occurs when an author includes a clear explanation or definition of the word.

In the phrase "***at a fraction of the cost***," the word "***fraction***" is used to describe that the cost is significantly lower than the full price.

#### 2. Mood/Tone Clues:

Context can convey the mood or tone of a word, which in turn suggests its meaning.

In the phrase "***warm, comforting embrace***," the word "***warm***" sets a positive, comforting tone and mood, which gives a clue about its meaning in this context.

### 3.2 Write the contextual meaning of the underlined words used in the sentences below.

1. Your wallet will thank you.



.....  
 .....

2. Be smart, save big, and study with ease!

.....  
 .....

## 4.0 DICTIONARY SKILLS

### 4.1 Contextual meaning

**embrace**<sup>1</sup> / ɛmˈbreɪs / [PHONETIC RESPELLING](#)  

See synonyms for: **embrace / embraced / embraces / embracing** on [Thesaurus.com](#)

---

*verb (used with object), **em·braced, em·brac·ing.***

1. to take or clasp in the arms; press to the bosom; [hug](#).
2. to take or receive gladly or eagerly; accept willingly:  
*to embrace an idea.*
3. to avail oneself of:  
*to embrace an opportunity.*
4. to adopt (a profession, a religion, etc.):  
*to embrace Buddhism.*
5. to take in with the eye or the mind.
6. to [encircle](#); [surround](#); [enclose](#):  
*a secret garden embraced by wild shrubs.*
7. to include or contain:  
*An encyclopedia embraces a great number of subjects.*

[SEE LESS](#)

*verb (used without object), **em·braced, em·brac·ing.***

8. to join in an embrace.

*noun*

9. an act or instance of embracing.

Source: Embrace Definition & Meaning | Dictionary.com, 2021

### 3.3 With reference to the dictionary excerpt above, identify the appropriate meaning of the underlined words in the sentences below.

1. Embrace the affordable and convenient way of getting your textbooks.  
.....

2. It's important to embrace diversity and appreciate the unique perspectives from people of different backgrounds.  
.....

3. The documentary film enables viewers to embrace the rich history and culture of a place they have never visited before.  
.....

## 5.0 LANGUAGE FOCUS

### 5.1 Metaphors

Metaphors are a form of figurative language used to make comparisons between two seemingly unrelated things, suggesting that one thing is another. They serve to create imagery, convey complex ideas, and add depth to language.

The phrase "***breaking the bank***" is an example of a metaphor. It's a figurative expression that implies spending or losing an excessive amount of money or resources. The word "breaking" suggests a forceful or excessive action, and "the bank" is not meant to be taken literally but rather as a representation of one's financial resources.

Metaphors compare two different things, in this case, the act of spending a lot of money is metaphorically equated to breaking something, indicating the financial strain or excessive expenditure.

### 5.2 Write metaphors for the following words and their meanings.

#### ***break***

1. .... :
2. .... :
3. .... :
4. .... :
5. .... :

#### ***bank***

1. .... :
2. .... :
3. .... :
4. .... :
5. .... :

## 6.0 WRITING MECHANICS

### 6.1 Sentence type and structure

In the advertisement on page 10, the following sentence types and sentence structures are used:

#### 6.1.1 SENTENCE TYPE

- **Imperative Sentences**

The predominant sentence type used in the advertisement is **imperative sentences**. Imperative sentences are used to give commands, make requests, or offer suggestions. They are characterized by their direct and commanding tone.

Example: *"Focus on your finals, not on future buyers."*

Example: *"Embrace the affordable and convenient way of getting your textbooks"*

#### 6.1.2 SENTENCE STRUCTURE

- **Simple Sentences:**

Most of the sentences in the advertisement are **simple sentences**, which consist of a single independent clause. They convey clear and straightforward information.

Example: *"Say goodbye to those sky-high textbook prices!"*

Example: *"With us, there's no need to fret about selling your books when the semester ends."*

- **Compound Sentences:**

There is also an occasional use of **compound sentences**, which combine two independent clauses using coordinating conjunctions like "and."

Example: *"Spend less on textbooks, and more on what truly matters - your education!"*

Example: *"Check out our Textbook Services now and thrive academically without breaking the bank."*

- **Rhetorical Questions:**

The advertisement includes a rhetorical question, which is a question that doesn't require an answer and is used for persuasive effect.

Example: *"Ready to make your college life easier and your wallet happier?"*

- **Exclamatory Sentences:**

Exclamatory sentences are used for emphasis, conveying enthusiasm and excitement about the product.

Example: *"Be smart, save big, and study with ease!"*

- **Parallel Structure:**

The advertisement uses parallelism to emphasize key points and create a balanced and rhythmic effect.

Example: *"Be smart, save big, and study with ease!"* employs parallelism by repeating the structure **"verb + adjective."**

## 6.2 Sentences below contain faulty parallelism. Make them parallel.

1. Smart campus development includes optimizing building designs, efficient transportation systems, and to harness renewable energy.
2. Green technology innovations aim to reduce environmental impact, lower operating costs, and implementing eco-friendly solutions.
3. Smart campus initiatives involve enhancing security measures, improving transportation infrastructure, and to encourage sustainable practices.
4. Green technology offers benefits like energy savings, reducing environmental impact, and it promotes cost-effective solutions.
5. Our polytechnic is committed to reducing energy consumption, lowering carbon emissions, and sustainability promotion.

## 6.2 Punctuation

The advertisement uses several punctuation marks to enhance clarity and convey the message effectively. Here are some examples from the advertisement:

- **Period (.)**: Used to denote the end of a sentence or an abbreviation.

Example: "*We handle it for you.*"

- **Exclamation Mark (!)**: Used to express excitement or emphasis.

Example: "*Affordable Textbooks - Unleash Your Budget Power!*"

- **Comma (,)**: Used to separate items in a list or to provide a brief pause.

Example: "*Be smart, save big, and study with ease!*"

- **Question mark (?)**: Used to form a question.

Example: "*Tired of the textbook buyback blues?*"

### 6.21 Insert suitable punctuation marks in the paragraph below.

Textbooks are essential for learning they provide valuable information and knowledge that can be a student's best friend they guide us through complex subjects and offer insight into various topics textbooks offer knowledge but they can be expensive and heavy

-----

-----

-----

-----

-----

-----

-----

## 7.0 COPYWRITING ACTIVITY

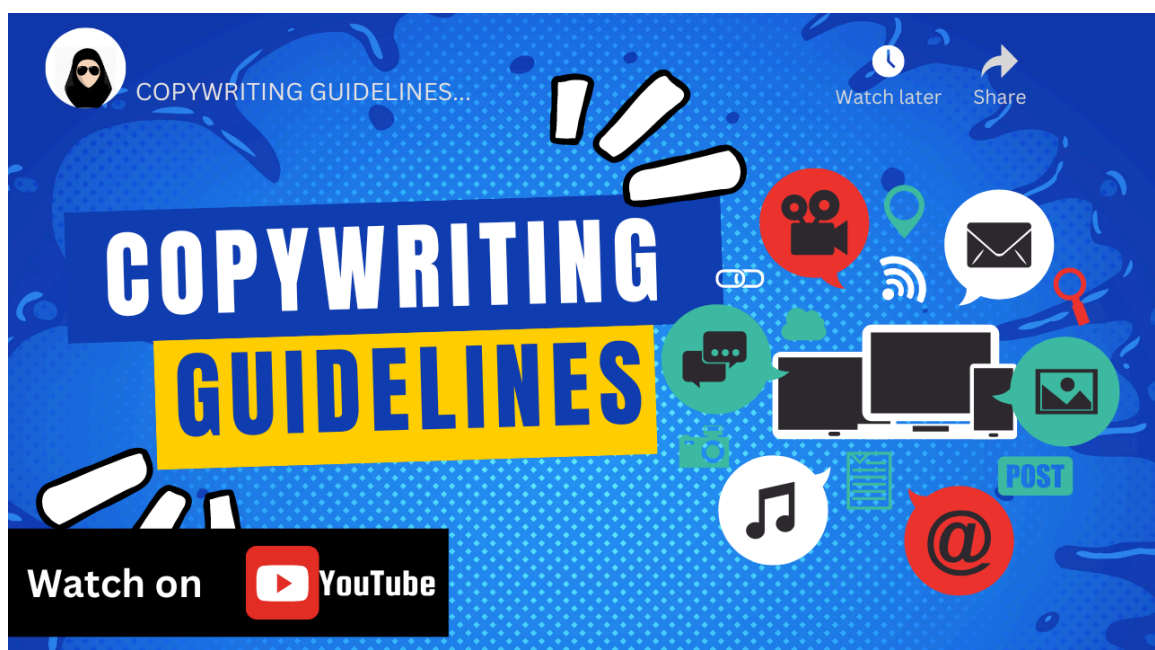
### Objective:

To create an engaging advertisement for a product or service. In this scenario, you will be writing an advertisement for a fictional product or service.

### Scenario:

Imagine you are a copywriter for a marketing agency, and your client is launching a new product or service. Your task is to write an attention-grabbing and persuasive advertisement that effectively promotes the product or service to your target audience.

SCAN THE QR CODE TO WATCH THE TUTORIAL VIDEO



# EMAIL WRITING



Writing emails involves constructing, conveying, organizing, and receiving messages using an electronic communication system.

Email. (n.d.). StudySmarter UK. <https://www.studysmarter.co.uk/explanations/english/email/>

## 1.0 STIMULUS

**ANNOUNCEMENT: Austerity Measures at the Office**

H

**HANIZA NORLIN BT. MD. YUSOF (PUO)** <hanizanor@puo.edu.my>

Oct 11, 2023, 9:17 AM (7 days ago)

to all wargajpa

Dear Team,

In light of the current economic challenges and the need to ensure the long-term sustainability of our organization, we are implementing a series of austerity measures at the office. These measures are essential for us to navigate the uncertain financial landscape while continuing to provide quality services to our clients and maintain job security for our team.

Starting from the beginning of next month, we will be implementing the following measures:

- **Travel Restrictions:** All non-essential business travel will be temporarily suspended. This will help reduce our operational costs and minimize unnecessary expenses.
- **Spending Controls:** We kindly request everyone's support in exercising prudence when making office-related purchases. Please ensure that all expenses are justifiable and in line with our budget constraints.
- **Energy and Resource Conservation:** To reduce utility costs, we encourage all employees to be mindful of energy consumption and the responsible use of office resources.
- **Flexible Work Arrangements:** We will explore more flexible work arrangements, including remote work, to optimise office space utilisation and reduce overhead.

We understand that these changes may require some adjustments, and we appreciate your cooperation during this period. Our priority remains the well-being of our team and the long-term health of our organization.

If you have any concerns or suggestions, please feel free to reach out to your department head or the HR department. We are committed to maintaining open communication throughout this process.

Thank you for your understanding and dedication to our shared goals.

Sincerely,

**Haniza Norlin Bt. Md. Yusof**  
Head of Department  
General Studies Department

↩ Reply

↩ Reply all

➡ Forward

## 2.0 RESPONDING TO STIMULUS

### 2.1 Answer these questions based on the email on page 20.

1. How will the austerity measures on non-essential business travel benefit the organization?

.....  
 .....  
 .....

2. What specific steps are being taken to encourage energy and resource conservation in the office?

.....  
 .....  
 .....

3. Describe the spending controls and the criteria that should be considered when making office-related purchases?

.....  
 .....  
 .....

4. Elaborate on the flexible work arrangements and how they will be implemented.

.....  
 .....  
 .....  
 .....  
 .....

5. Are there any exceptions to the travel restrictions for employees who may have essential travel requirements for their roles?

.....  
 .....  
 .....

## 3.0 VOCABULARY BUILD UP

### 3.1 Contextual clues

In the email above, there are several contextual clues that provide readers with information and help them understand the content. Here are some types of contextual clues with examples from the email:

#### 1. Synonym Clues:

- Synonym clues use similar words to clarify or provide an alternative term for a specific word or concept.
- Example: "prudence" - The phrase "exercise prudence" implies being cautious or careful with spending, helping readers understand the meaning of "prudence."

#### 2. Contrast Clues:

- Contrast clues are used to highlight differences between concepts or ideas.
- Example: The email mentions "non-essential business travel" in contrast to essential travel. This contrast helps readers understand that only necessary trips will be allowed.

#### 3. Cause and Effect Clues:

- These clues explain reasons and consequences, helping readers understand the cause-and-effect relationship.
- Example: "to reduce utility costs" - This phrase explains the reason for encouraging energy conservation, indicating that reducing energy usage will lead to cost savings.

#### 4. Enumeration Clues:

- Enumeration clues list items, options or steps to provide a clear structure.
- Example: The email lists the austerity measures using bullets, making it easier for readers to identify and understand each measure.

#### 5. Examples Clues:

- Examples provide specific instances or scenarios to illustrate a broader concept.
- Example: "Energy and Resource Conservation" is mentioned as one of the measures, providing an example of a specific cost-saving action.

#### 6. Clarification Clues:

- These clues offer additional information or explanations to ensure clarity.
- Example: "We kindly request everyone's support" - The use of "kindly" emphasizes politeness and is a clarification of the request, indicating a cooperative tone.

### 3.2 Answer these questions.

1. How does the email use synonym clues to clarify the meaning of "prudence" in the context of spending controls?

.....  
 .....  
 .....

2. Identify a contrast clue in the email that highlights a difference between two types of business travel.

.....  
 .....  
 .....

3. What is the cause-and-effect clue in the email that explains the reason behind encouraging energy conservation?

.....  
 .....  
 .....

4. Give an example from the email that illustrates the concept of "Energy and Resource Conservation."

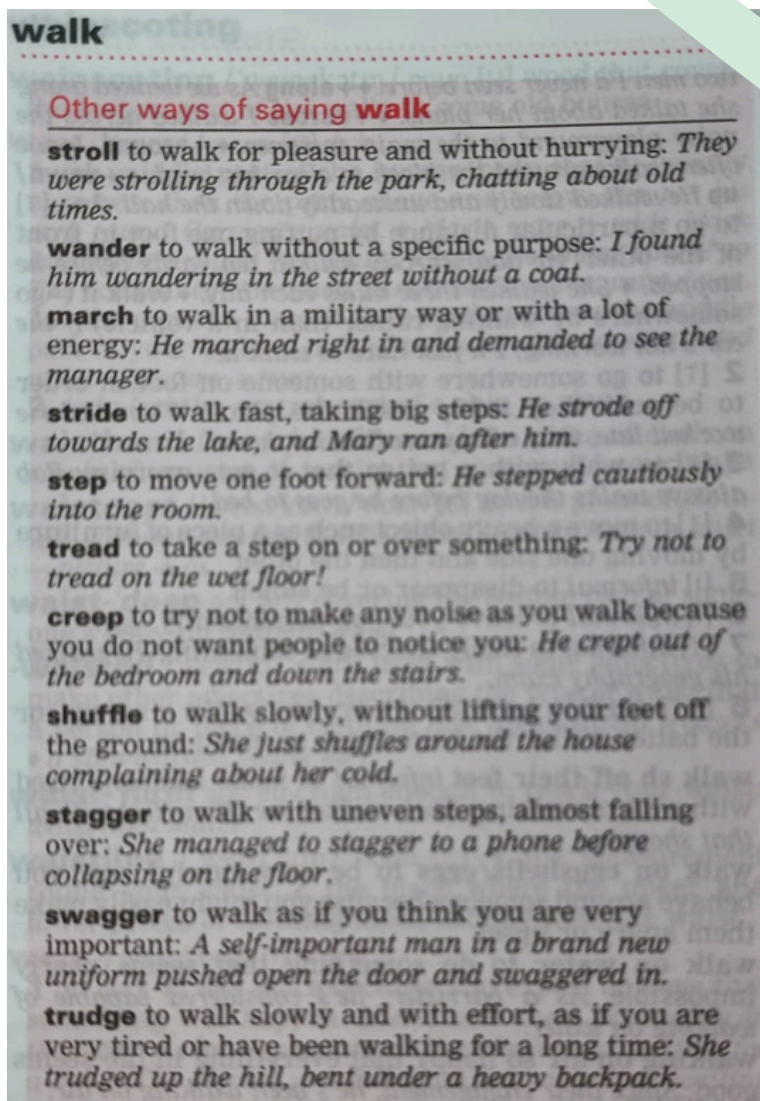
.....  
 .....  
 .....

5. How does the email use clarification clues to emphasise a cooperative tone when making a request?

.....  
 .....  
 .....

## 4.0 DICTIONARY SKILLS

### 4.1 Word varieties



Source: Macmillan English Dictionary 2004

### 4.2 Fill in the blanks with the most suitable word of "walk"

1. The children were excited to.... along the beach, collecting seashells as they went.
2. The team of explorers planned to..... deep into the jungle to discover rare species of plants and animals.
3. The parade participants will..... down the main street, showcasing their colorful costumes and floats.
4. After a long day at the conference, they needed to..... and relax in the hotel garden.
5. They often... around the neighborhood after dinner, discussing their day and enjoying the fresh air.
6. The hikers were eager to..... up to the summit to catch a breathtaking view of the valley below.

## 5.0 LANGUAGE FOCUS

The language used in the email can be described as formal and professional. It is typical of business communication within an organization. Key characteristics of the language include:

### 1. **Formality:**

The email is written in a formal tone, addressing the recipients as "Dear Team." This sets the tone for a professional and business-related communication.

### 2. **Business Terminologies Vocabulary:**

The email uses professional and business-specific vocabulary and phrases such as "austerity measures," "sustainability of our organization," "operational costs," and "flexible work arrangements."

### 3. **Clarity and Precision:**

The language is clear and precise, ensuring that the message is conveyed in a straightforward manner. There is no use of overly technical or jargon-filled language that might be difficult for the average reader to understand.

### 4. **Politeness and Courtesy:**

The email is courteous and polite, with phrases like "we kindly request everyone's support" and "thank you for your understanding and dedication." This demonstrates a respectful and appreciative tone.

### 5. **Objectivity:**

The language remains objective and focused on conveying information. It does not contain emotional or subjective language that might detract from the professionalism of the message.

### 6. **Instructions and Information:**

The email provides clear instructions regarding the austerity measures and information about the reasons behind these changes. It also outlines who to contact for concerns or suggestions.

In summary, the language used in the email is appropriate for formal business communication, ensuring that the message is clear, professional, and respectful to the recipients.

## 5.1 Business Terminologies Vocabulary

Business Terminologies Vocabulary, often referred to as business jargon, comprises specialized terms and phrases used in the business world. Understanding this vocabulary is crucial for effective communication in the workplace.

Here are some notes on the linguistic features of business terminologies:

### 1. Technical Language:

Business terminology includes technical and specialized terms specific to various industries and sectors, such as ***finance***, ***marketing***, or ***human resources***.

### 2. Abbreviations and Acronyms:

Business vocabulary often uses abbreviations and acronyms to save time and space, like ***ROI*** (Return on Investment) or ***CEO*** (Chief Executive Officer).

### 3. Industry-Specific Jargon:

Different industries have their own sets of jargon. For instance, IT professionals may use terms like "***cloud computing***" and "***data migration***," while financiers discuss "***dividends***" and "***equity***."

### 4. Foreign Phrases:

In a globalized business world, foreign phrases are frequently integrated, such as "***pro forma***" or "***status quo***."

### 5. Business Idioms:

Idiomatic expressions are commonly used to convey ideas, like "***think outside the box***" or "***ballpark figure***."

## 5.2 Complete the email below with the suitable words from the box below.

zero-waste      carbon offset      sustainable      microgrid      cutting-edge

From : Fatin Nabilah

Subject: Green Campus Initiatives - A Collective Vision

Dear Hannah

I am pleased to hear that you are interested to know about our campus initiatives towards sustainability. At Ungku Omar Polytechnic, we're embarking on an exciting journey to transform our campus into a paragon of sustainability through a series of green campus initiatives.

Our primary aim is to create a green campus that is more than just a buzzword. We're looking to leverage .....**1**.... technologies and methodologies to foster sustainability in every corner of our institution. This isn't just a project; it's a long-term commitment. To kickstart our mission, we are initiating a comprehensive waste management program that will help us achieve our ..**2**.... goal. We also have plans to revamp our energy infrastructure, introducing a ..**3**.. for greater energy efficiency.

As part of our vision, we're encouraging the use of green transportation on campus. This involves implementing a ...**4**.... program for commuting students and staff.

We believe that a green campus is a shared venture, and we value your input in this endeavor. Your insights and industry knowledge can provide us with a competitive advantage in our quest for a truly ...**5**.... campus.

Please stay tuned for forthcoming sustainability workshops and events. We are excited to embark on this journey together and look forward to your active participation.

Yours sincerely,  
*fatnabilah*

**Fatin Nabilah**  
Eco-Council Member  
Ungku Omar Polytechnic

## 6.0 WRITING MECHANICS

### 6.1 Sentence Structure

The email uses various sentence structures to convey its message, including:

- **Simple Sentences:**

These are used for straightforward statements and information delivery, such as:

*"All non-essential business travel will be temporarily suspended."*

- **Compound Sentences:**

These sentences combine two or more independent clauses with coordinating conjunctions (e.g., and, but) or semicolons. For example:

*"In light of the current economic challenges, we are implementing a series of austerity measures at the office, and these measures are essential for us to navigate the uncertain financial landscape."*

- **Complex Sentences:**

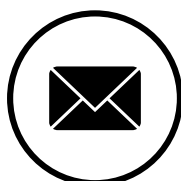
Complex sentences contain *one independent clause* and *one or more dependent clauses*. For instance:

*"If you have any concerns or suggestions, please feel free to reach out to your department head or the HR department."*

- **Imperative Sentences:**

Imperative sentences give commands or make requests, such as:

*"Please ensure that all expenses are justifiable and in line with our budget constraints."*



## 6.2 Sentence Type

The email on page 20 uses various sentence types to communicate information, including:

- **Declarative Sentences:**

These are statements that provide information or express a fact. For example,

*"We are implementing a series of austerity measures at the office."*

- **Interrogative Sentences:**

These are questions used to gather information. There is an example of an interrogative sentence in the email:

*"If you have any concerns or suggestions, please feel free to reach out to your department heads or the HR department."*

- **Imperative Sentences:**

Imperative sentences are used to give commands or make requests. An example in the email is,

*"Please ensure that all expenses are justifiable and in line with our budget constraints."*

- **Active voice:**

Active voice sentences typically have the subject performing the action, making the communication clearer and more concise. Here are a few examples of active voice sentences in the email:

*"We are implementing a series of austerity measures at the office."*

*"We kindly request everyone's support in exercising prudence when making office-related purchases."*

*"We encourage all employees to be mindful of energy consumption and the responsible use of office resources."*

The email effectively employs these different sentence types to convey its message and engage the reader appropriately, depending on the purpose of each sentence.

### 6.3 Punctuation

The email uses several punctuation marks to enhance clarity and convey the message effectively. Here are some examples from the advertisement:

- **Commas (,):**Used to separate items in a list, create pauses in sentences, and set off introductory phrases and clauses.  
*"Dear Team," (comma after the salutation)*

*"To reduce utility costs, we encourage all employees to be mindful of energy consumption..."*

- **Colons (:):**Used to introduce lists, explanations, or elaborations.

"Starting from the beginning of next month, we will be implementing the following measures:" (colon used to introduce a list)

- **Question Mark (?):**Used at the end of interrogative sentences to indicate a question.

"If you have any concerns or suggestions, please feel free to reach out..." (question mark used to indicate an interrogative sentence)

#### 6.31 Insert suitable punctuation mark in the paragraph below.

Hello I'm writing to express my interest in the internship position I believe this opportunity could be fantastic for my career I am excited about the prospect of learning and growing within our company thank you for considering my application

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## 7.0 EMAIL WRITING GUIDELINES

This is a guide to writing effective emails:

### 1. **Subject Line:**

- Keep it concise and relevant to the email's content.
- Use descriptive language to indicate the purpose or topic of the email.
- Capitalise the first letter of each word in the subject line.

### 2. **Greeting:**

- Start with a polite and appropriate salutation, such as "Dear Ashraf" or "Hello Ashraf".

### 3. **Proper Grammar and Punctuation:**

- Use correct grammar and punctuation.
- Ensure subject-verb agreement, proper verb tenses, and consistent pronoun usage.
- Use commas, periods and other punctuation marks appropriately to improve clarity.

### 4. **Paragraph Structure:**

- Organise the content into paragraphs with clear topic sentences.
- Each paragraph should focus on a specific point or idea.

### 5. **Be Polite and Professional:**

- Use polite language, including "please," "thank you" and other courteous phrases when appropriate.
- Address the recipient respectfully using their title and last name (e.g. Mr. Smith).

### 6. **Proofread and Edit:**

- Review your email for spelling and grammatical errors.
- Pay attention to syntax to ensure sentences are structured correctly.
- Use spell-check and grammar-check tools when available.

## 7. Closing and Signature:

- Conclude your email with a polite closing, such as "Yours sincerely" or "Yours faithfully".
- Include your name and contact information in your email signature, if applicable.

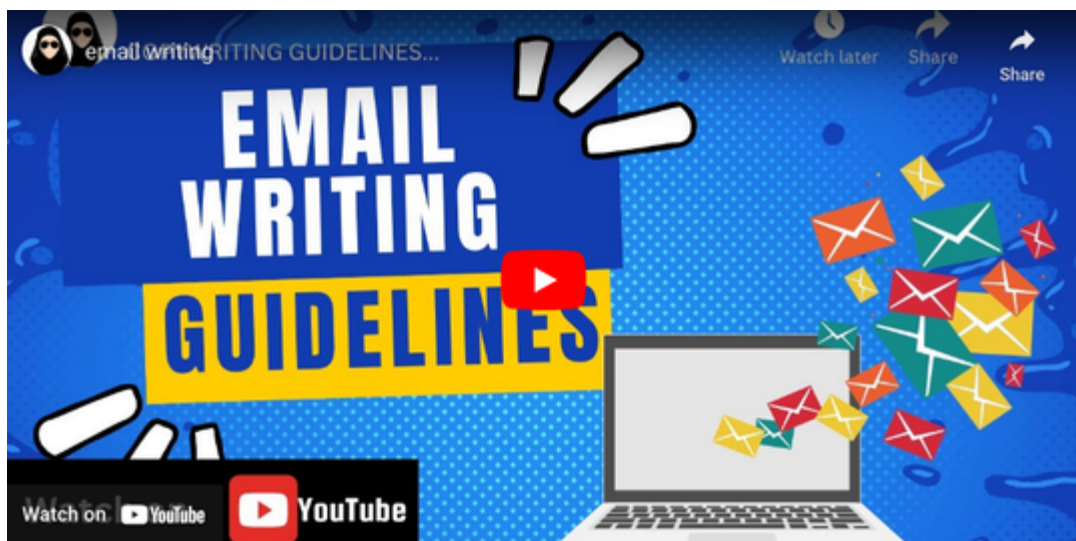
## 8. Attachments:

- If you're including attachments, mention them in the body of the email.
- Ensure the attachments are appropriately named or labelled and relevant to the content.

## 9. Formatting:

- Use a standard font and font size for readability.
- Use bullet points or numbered lists to break down complex information.
- Be consistent in formatting throughout the email.

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## 8.0 WRITING TASK

8.1 You are the organizer of a photography competition. You received an email from a photography enthusiast requesting for details of the competition.

**Write a reply of at least 200 words in an appropriate style.**

From : Ashraf Mahmud

Subject: Inquiry about Photography Competition at Ungku Omar Polytechnic

Dear Sir/Madam,

I am writing to seek information about an upcoming photography competition as part of green initiatives at Ungku Omar Polytechnic. As an avid photography enthusiast and a student, I am eager to participate and showcase my skills.

I would appreciate details regarding the competition's date, theme, entry requirements, rules and any associated fees. Additionally, information on prizes, judges and submission deadlines would be valuable for my preparation.

Participating in such events is not only an opportunity to demonstrate my photography talents but also a chance to learn from experienced photographers and connect with like-minded individuals. Your guidance and assistance in providing this information would be highly appreciated.

Thank you for your time and consideration. I look forward to your prompt response and the opportunity to contribute to this exciting event.

Yours sincerely,

*ashraf*

Ashraf Mahmud

# BLOG WRITING



**Blogs refer to online diaries or informational website that are maintained by a person, group, or organization and that give frequently updated content (blog posts) about a subject.**

M., M. (2023). Retrieved from [https://www.hostinger.my/tutorials/what-is-a-blog/#What\\_Is\\_a\\_Blog](https://www.hostinger.my/tutorials/what-is-a-blog/#What_Is_a_Blog)

## 1.0 STIMULUS



## Must-Have Tech Tools and Gadgets for a Smart Student Life

Ashraf Mahmud 14/11/2023

[Home](#) > [Blog](#) > My Must-Have Tech Tools and Gadgets for a Smart Student Life



In today's digital age, being a college student majoring in technology means having a world of innovation at your fingertips. As a tech enthusiast, I've come to rely on a handful of gadgets and tools that make my academic journey and daily life smoother and more efficient. Here's a glimpse into some of my favorites:

**Laptop:** My trusty laptop is the hub of my academic life. It's where I code, research, take notes, and even unwind with a Netflix binge. Having a powerful and reliable laptop is non-negotiable.

**Noise-Canceling Headphones:** To block out distractions during intense study sessions or in a noisy dorm, noise-canceling headphones are a lifesaver. They let me focus and immerse myself in the task at hand.

**Tablet with Stylus:** For note-taking and sketching diagrams, a tablet with a stylus is invaluable. It's like having a digital notepad, allowing me to annotate PDFs and create mind maps effortlessly.

**E-Book Reader:** My e-book reader lets me carry a library in my backpack. It's convenient for reading textbooks and other learning materials on the go.

**Smartphone with Productivity Apps:** With productivity apps for scheduling, note-taking, and task management, my smartphone is an indispensable companion in my academic and daily life.

These tech tools and gadgets have become an integral part of my student life, enhancing my productivity, simplifying tasks, and keeping me connected to the ever-evolving world of technology. As a tech major, staying updated and embracing innovation is a journey I cherish, and these tools make that journey all the more exciting.

## 2.0 RESPONDING TO STIMULUS

### 2.1 Respond to these questions below.

1. What kind of laptop do you use, and what specific features do you find most valuable for your major in technology?

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2. Are there any other tech gadgets or tools that you're considering adding to your collection to further improve your student life?

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3. Can you describe a situation where one of your tech gadgets made a significant difference in your academic or daily life, such as a memorable experience or moment of realisation?

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### 3.0 VOCABULARY BUILD UP

Learning vocabulary through contextual clues can be effective. Here are some contextual clues and strategies to build up vocabulary:

#### 1. Examples and Descriptions:

The writer may describe or provide examples of how a gadget is used, which helps readers infer the meaning. In the blog post, the author explains how a "tablet with stylus" is used for "note-taking" and "sketching diagrams."

#### 2. Comparisons:

Comparative words like "better than" "similar to" or "like" can provide clues. In the blog post, the writer mentions that the tablet with stylus is "like having a digital notepad," which suggests its purpose.

#### 3. Cause and Effect:

Sometimes, a word's function can be inferred from the cause-and-effect relationship in the text. For example, "With productivity apps for scheduling, note-taking, and task management, my smartphone is an indispensable companion."

#### 4. Connecting Concepts:

Relate the new vocabulary to your existing knowledge. For example, if you know what a "note-taking app" is, you can infer that a "note-taking tablet with stylus" serves a similar purpose.

#### 3.1 Match the gadget with its correct description based on the contextual clues provided:

##### Gadgets:

- 1.Noise-Canceling Headphones
- 2.Smartwatch
- 3.External Hard Drive
- 4.E-Book Reader
- 5.Laptop

##### Descriptions:

- A. This gadget is like a digital notepad and great for reading textbooks.
- B. It helps me manage my time efficiently and reminds me of deadlines.
- C. It keeps my assignments, projects, and research data secure and organized.
- D. To block out distractions during intense study sessions, this gadget is a lifesaver.
- E. My academic life revolves around this gadget; it's where I code, research, and take notes.

## 4.0 DICTIONARY SKILLS

A dictionary can be an invaluable resource for understanding and learning **idiomatic expressions** in a language. Can you spot them from the excerpt below?

**guess**<sup>2</sup> /ges/ noun [C] ★★ the action of saying what you think is true or will happen, without being certain: **have/make/take a guess** *Have a guess and then check it on your calculator.* ♦ **+ at** *Take a guess at what's behind this screen.* ♦ **+ as to** *a guess as to the number of people who might come* ♦ **rough guess** (=one that is not expected to be accurate) *A rough guess would be twenty.* ♦ **wild guess** (=one that is very unlikely to be accurate) *OK, I'll make a wild guess, but I really don't know.* ♦ **good/lucky/inspired guess** *The researchers made several inspired guesses about how the brain works.* ♦ **educated/informed guess** (=one that is based on some knowledge) *I could probably make an educated guess.* ♦ **hazard a guess** (=make a guess that will probably not be accurate) *We can only hazard a guess at what happened.*

Source: (Guess | Macmillan English Dictionary For advanced Learners | 2002)

Fill in the blanks with the correct expression of “guess”.

1. She took a ..... guess at the answer, and surprisingly, it turned out to be correct.
2. He made a ..... guess on the lottery numbers and won a substantial prize.
3. I don't have the exact numbers, but based on a ... guess, I'd say there were around 50 people at the event.
4. His ..... guess regarding the outcome of the experiment was backed by years of research and data analysis.
5. Her ....guess led to the breakthrough in the case, as she identified the missing clue that nobody else had noticed.
6. With his background in statistics, he made an .... guess about the election outcome, and his predictions were remarkably accurate.

4.1 Create a short story or narrative that incorporates as many of these expressions as possible.

**The Test of Time:** Referring to something that has remained relevant or valuable over a long period

**Time Flies:** A phrase used to express that time passes quickly.

**In the Nick of Time:** Just in time; at the last possible moment.

**All in Good Time:** A way of saying that things will happen when the time is right.

**Killing Time:** Spending time idly or engaging in unproductive activities to pass the time.

**Lost in Time:** A phrase indicating that something or someone seems disconnected from the present and belongs to a different era or period.

**Ahead of One's Time:** Describes someone or something that is innovative or advanced, often beyond the current time or era.

[illegible]

## 5.0 LANGUAGE FOCUS

The blog post on page 35 contains several linguistic features.

- **Figurative Language:** Phrases like "world of innovation at your fingertips" and "hub of my academic life" employ figurative language to create vivid imagery.
- **Descriptive Language:** Adjectives like "trustworthy" "powerful" "reliable" and "lifesaver" add depth and description to the gadgets and tools mentioned.
- **Comparative Language:** Phrases such as "like having a digital notepad" and "carry a library in my backpack" use comparisons to explain the functionality of certain gadgets.
- **Colloquial Language:** Phrases like "unwind with a Netflix binge" and "a breeze" are colloquial expressions that contribute to the informal tone.
- **Technical Terminology:** The use of technical terms like "PDFs" and "code" reflects the specialised knowledge of the writer, appropriate for the topic.
- **Metaphors:** The phrase "my trusty laptop is the hub of my academic life" uses a metaphor to liken the laptop to a central point.

### 5.1 Rewrite these headlines by using the above linguistic features to create a new, engaging headline while preserving the original meaning.

Original: Top Gadgets and Gear for College Students  
 Rewritten: Coolest College Tech Tools You Can't Live Without

1.Original: "The Essential Gadgets for College Techies"

Rewritten: .....

2.Original: "Cutting-Edge Technology Tools for Student Success"

Rewritten: .....

3.Original: "Innovative Gadgets Every College Student Should Own"

Rewritten: .....

4.Original: "Tech-Savvy Tools Transforming the Student Experience"

Rewritten: .....

## 6.0 WRITING MECHANICS

### SPELLING

British and American English are two major varieties of the English language, and they exhibit several spelling differences. These distinctions often reflect historical and linguistic evolution, and they can sometimes lead to confusion when writing or reading between the two variations. Here are some key British vs. American English spelling rules:

1. **-our vs. -or:** In British English, many words that end in "-our" end in "-or" in American English. For example, "favourite" (British) becomes "favorite" (American), and "colour" (British) becomes "color" (American).
2. **-re vs. -er:** Certain words ending in "-re" in British English end in "-er" in American English. For instance, "centre" (British) is spelled "center" (American).
3. **-ce vs. -se:** Some words with "-ce" in British English have "-se" in American English. Examples include "licence" (British) and "license" (American), and "defence" (British) and "defense" (American).
4. **Double Consonants:** In British English, some words double the consonant when adding suffixes. In American English, they may not. For example, "travelled" (British) is "traveled" (American), and "cancelled" (British) is "canceled" (American).
5. **-l vs. -ll:** British English often uses a single "l" for words like "travelling," whereas American English uses a double "ll" ("traveling").
6. **-ise vs. -ize:** Words ending in "-ize" in American English often end in "-ise" in British English, such as "realize" (American) and "realise" (British).
7. **-ogue vs. -og:** Some words in British English end in "-ogue" but are shortened to "-og" in American English, e.g., "catalogue" (British) and "catalog" (American).

8. **-yse vs. -yze:** Words ending in "-yse" in British English can be spelled "-yze" in American English, as in "analyse" (British) and "analyze" (American).
9. **-llor vs. -lour:** In British English, you might find words ending in "-llor" (e.g., "counsellor"), while in American English, they often end in "-lour" (e.g., "counselor").
10. **-ence vs. -ense:** Some words with "-ence" in British English become "-ense" in American English, such as "defence" (British) and "defense" (American).
11. **ou vs. o:** Certain words with "ou" in British English are spelled with "o" in American English, like "colour" (British) and "color" (American).
12. **ae vs. e:** Some words that contain "ae" in British English use only "e" in American English. For instance, "aesthetic" (British) is spelled "esthetic" (American).

It's important to note that both British and American English are considered correct forms of the language. When writing, it's advisable to be consistent in your choice of spelling rules.

### 6.1 List words with American and British variations.

- 1..... VS .....
- 2..... VS .....
- 3..... VS .....
- 4..... VS .....
- 5..... VS .....

## 7.0 BLOG WRITING GUIDELINES

Blogging is an effective way to communicate, share information, and engage with an online audience. Whether you're a seasoned blogger or just starting out, these guidelines can help you create engaging and successful blog posts.

### 1. Know Your Audience:

- Understand who your target audience is and tailor your content to their interests, needs and preferences.
- Use a tone and style that resonate with your audience.

### 2. Choose Relevant Topics:

- Select topics that are timely, relevant, and interesting to your audience.
- Consider trending issues or evergreen subjects that provide long-term value.

### 3. Plan and Research:

- Conduct thorough research on your chosen topic.
- Create an outline to organise your ideas and key points.

### 4. Engaging Headlines:

- Craft attention-grabbing headlines that give readers a reason to click and read your blog post.
- Use power words, questions or intriguing statements to pique curiosity.

### 5. Clear Structure:

- Use a clear and structured format with paragraphs, subheadings and bullet points for easy readability.
- Ensure a logical flow of ideas throughout the post.

### 6. Concise and Relevant Content:

- Write succinctly, conveying your message efficiently.
- Avoid unnecessary fluff and stay on topic.

### 7. Visual Appeal:

- Incorporate visuals like images, infographics and videos to break up text and make your content visually appealing.
- Use high-quality and properly credited visuals.

### 8. Cite Sources and Facts:

- Back up your claims with credible sources and facts.
- Include hyperlinks to reputable sources when referencing statistics or information.



## 8.0 WRITING TASK

**Title:** Polytechnic Student Blog Posts

**Description:** You will create a series of blog posts tailored to polytechnic students. Your objective is to provide informative and engaging content on topics that are relevant to their academic journey and personal lives.

### Instructions:

#### 1. Topic Selection:

- Choose one of the following five topics for your blog post. You may also propose a different topic related to polytechnic life if you wish, but it must be approved by your lecturer.

#### 2. Research and Content:

- Research your chosen topic thoroughly to gather accurate information and statistics.
- Create informative, well-organized, and valuable content for your readers.
- Support your points with credible sources, and cite them appropriately.
- Use clear, concise and engaging language.

#### 3. Blog Post Format:

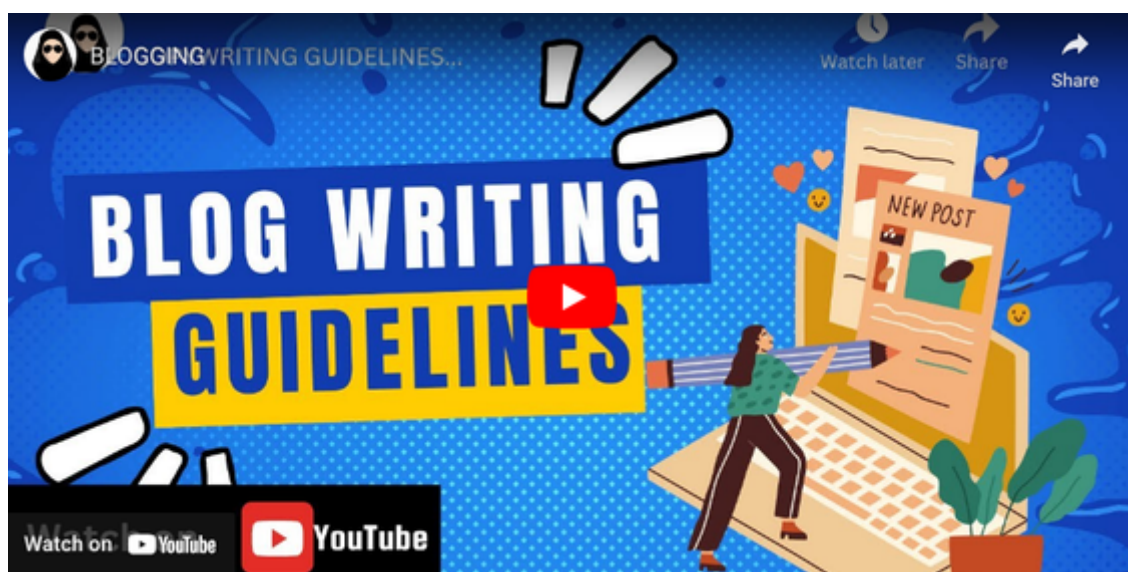
- Each blog post should be around 300 to 500 words, including any images or visuals.
- Use *subheadings*, *bullet points* or *numbered lists* to improve readability.
- Incorporate relevant images, infographics, or videos as needed.

### Suggested Topics for College Student Blog Posts:

- 1. Effective Study Techniques:** Explore and provide guidance on various study techniques and time management strategies that can help college students improve their academic performance.
- 2. Mental Health and Well-Being:** Discuss the importance of mental health during study, including stress management, self-care, and seeking support when needed.

3. **Balancing Academics and Personal Life:** Discuss strategies for achieving a healthy balance between academic responsibilities and personal life, including social activities, hobbies, and personal wellness.
4. **Fashion Trends for Teens:** Sustainable and Ethical Clothing Choices This topic could explore the latest fashion trends among teenagers while highlighting the importance of sustainable and ethical fashion choices. It could cover topics like thrift shopping, eco-friendly brands, and the environmental impact of fast fashion.
5. **Gadgets and Tech for Teens:** Must-Have Devices and Apps Teenagers are often early adopters of new technology. This topic could showcase the latest gadgets, devices, and apps that are popular among teens, including smartphones, wearables, and productivity or entertainment apps.

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## CONCLUSION

In the pages of this e-book, "The Writing Edge," we have embarked on a journey through the intricate and dynamic world of the written word. Our aim is to equip you with the essential skills necessary to become a proficient and versatile writer. Along this journey, we have explored three distinct writing platforms: Copywriting, Email Writing, and Blog Writing.

### **Copywriting: Crafting Words that Sell**

Copywriting is the art of persuasive writing, and it forms the cornerstone of effective communication in today's world. We've delved deep into the strategies, techniques, and principles of creating compelling copy that not only grabs attention but also persuades readers to take action. We've learned the power of headlines, the significance of understanding the target audience, and the art of weaving a narrative that leads readers down a path of engagement, ultimately concluding with a call to action. This platform has imparted upon us the skill of using words as tools to convince, influence and, in essence, sell ideas, products, or services.

### **Email Writing: The Art of Personalized Communication**

In the age of digital communication, the significance of effective email writing cannot be overstated. We've explored the intricacies of crafting emails that resonate with the recipient. The art of personalisation, clear and concise messaging, and the delicate balance between formality and informality have all been within our grasp. We've learned to harness the power of email as a medium for professional correspondence, whether it's in a business setting, networking or even a friendly exchange. The ability to create emails that not only convey information but also establish and nurture relationships is a skill that we've honed through this platform.

### **Blog Writing: Expressing, Engaging and Educating**

Blog writing is the versatile domain where personal expression meets informative engagement. Through this platform, we've uncovered the intricacies of creating engaging and informative content. We've discovered how to choose and structure topics, create a conversational tone that resonates with readers, and

optimize our content for online visibility. Blog writing has enabled us to share our thoughts, expertise, and experiences with the world. Moreover, we've mastered the art of sparking discussions, inspiring thought, and educating our readers on a variety of subjects. It's the platform that empowers us to reach a wide audience and, through our words, make a meaningful impact on society.

Throughout our exploration of these three writing platforms, we've learned the overarching principles that are fundamental to effective writing: clarity, brevity, authenticity, and audience awareness. We've embraced the power of research, planning, editing and proofreading as indispensable tools in our writing toolkit. By adopting these principles and honing these skills, we've become well-equipped writers, ready to face any writing challenge with confidence.

As you continue your journey in the world of writing, remember that this e-book serves as a foundational guide. To become a true master of the writing craft, one must practice, learn from experience, and adapt to the evolving world of written communication. Whether you're crafting persuasive copy, sending impactful emails or sharing your insights through blog posts, your words have the power to influence, connect, and inform. The world is waiting for your message, and it's through the mastery of the writing craft that you can truly make your mark.

With the knowledge and skills acquired from this e-book, you are now better prepared to navigate the ever-expanding landscape of the written word. So, go forth and write with confidence, and remember that the writing craft is an art to be honed, a skill to be mastered, and a journey with no limits.

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