

Keynote Writing:

To do “Keynote Writing” in 5 sentences, you have to produce a **short, highly focused written summary** that captures the *main points* (the “key notes”) of a topic, lecture, or reading — **without extra details.**

Think of it like the written equivalent of the bullet points you’d jot down if you were taking notes for a presentation.

How to do it:

1. **Understand the source material**
 - Read or listen carefully to the text/lecture given.
 - Identify the *core ideas*, not the examples or side stories.
2. **Select 5 main points only**
 - Each sentence should represent **one key idea**.
 - Avoid repetition; keep sentences distinct.
3. **Write in clear, concise English**
 - Use straightforward wording; no unnecessary adjectives.
 - Each sentence should be able to stand alone as a **“take-away” point**.
4. **Stay factual**
 - **No personal opinions** unless the task says otherwise.
 - Keep tense consistent (usually present simple for general facts).

Example (Topic: The benefits of online learning)

1. Online learning allows students to access courses from anywhere in the world.
2. It provides flexible schedules for working professionals and busy learners.
3. Digital platforms offer a variety of multimedia resources to support learning.
4. Online learning can be more cost-effective than traditional classroom education.
5. It encourages self-discipline and independent study skills.

You must **write a short, clear summary of the main points** (the “keynotes”) on a given topic, in exactly five sentences.

Examples:

1. Artificial Intelligence and Ethics

Artificial intelligence is transforming work, communication, and knowledge itself. Yet with power comes risk: bias, surveillance, and job displacement. Scholars debate not only what AI can do, but what it

should do. The concern lies in balancing innovation with accountability. The future of learning itself may depend on this balance.

2. Climate Change and Sustainability

The earth's changing climate is no longer distant theory—it is daily experience. Rising seas, scorching heat, and vanishing species compel urgent thought. Scholars ask: how can knowledge serve survival, not just curiosity? Responsibility is collective, yet leadership often falters. To learn is now to learn how to sustain.

3. Global Inequality

The gap between wealth and poverty grows despite global progress. Education, health, and opportunity remain unevenly distributed. The learned confront uncomfortable truths: knowledge alone does not guarantee justice. What does it mean to study in ivory towers while slums multiply? This tension presses modern scholarship toward equity.

4. Identity and Diversity

Voices once silenced now demand recognition. Gender, race, language, and culture reshape the academic conversation. The learned must listen as much as they argue. Knowledge is no longer neutral but situated in lived experience. This shift unsettles old canons but enriches human understanding.

5. Truth in the Age of Disinformation

Information is abundant, but truth feels scarce. Social media blurs lines between fact and fabrication. The learned find their authority questioned, even mocked. How can scholarship defend evidence without arrogance? This crisis makes humility and clarity the scholar's new tools.

6. Technology and Human Connection

Digital devices connect billions, yet loneliness spreads. Communication is instant but often shallow. The learned ask: what becomes of reflection in a world of distraction? The art of silence, of solitude, seems endangered. Perhaps wisdom now lies in learning when to log off.

7. Migration and Belonging

Mass migration reshapes borders, cities, and cultures. Refugees carry not only bodies but histories across continents. Scholars wrestle with the ethics of belonging and exclusion. Who decides who is "home" and who is "foreign"? To study migration is to study humanity in motion.

8. The Future of Work

Automation threatens old professions while creating new ones. Security in work feels fragile, even for the skilled. The learned must rethink the meaning of labor itself. Is work merely survival, or also dignity and identity? These questions are as urgent as any technological forecast.

9. Health, Pandemics, and Preparedness

COVID-19 revealed both the strength and fragility of human systems. Science advanced at record speed, yet misinformation cost lives. The learned confront not only virology but trust, fear, and policy. Preparedness is no longer optional; it is existential. The next pandemic is not a matter of if, but when.

10. The Meaning of the Humanities

In a world obsessed with data, the humanities ask why. Literature, philosophy, and history remind us what it means to be human. Yet funding shrinks, and relevance is questioned. The learned must defend these fields not by nostalgia but by necessity. For without meaning, even progress is blind.

Business Correspondence (emails, letters, memos)

Formal openings:

- *Dear Sir/Madam,*
- *To whom it may concern,*
- *Dear [Name],*

Formal closings:

- *Yours sincerely,*
- *Kind regards,*
- *Yours faithfully,*

Common phrases:

- *I am writing to inform you...*
- *We regret to inform you that...*
- *Please find attached...*
- *I would be grateful if you could...*

- *Should you have any questions, please do not hesitate to contact me.*
 - *We look forward to your reply.*
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Conducting Meetings

Opening the meeting:

- *Let's get started.*
- *The purpose of today's meeting is...*
- *Can we go over the agenda?*

During the meeting:

- *Could you clarify that point?*
- *Let's keep to the point.*
- *Shall we move on to the next item?*
- *Does anyone have any further comments?*

Closing the meeting:

- *Let's wrap this up.*
 - *To summarise...*
 - *Our next meeting will be on...*
-

Writing Minutes

Common minute-taking vocabulary:

- *The meeting commenced at...*
 - *The following points were discussed...*
 - *It was agreed that...*
 - *Action items:*
 - *The meeting was adjourned at...*
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Negotiations

Making proposals:

- *We propose that...*
- *Our offer is...*
- *Would you consider...?*

Agreeing:

- *That sounds reasonable.*
- *We're happy with that.*
- *We can accept those terms.*

Disagreeing / softening disagreement:

- *I see your point, but...*
- *I'm afraid that won't work for us.*
- *We'd prefer to...*

Bargaining:

- *If you could... we would be willing to...*
- *Let's try to find some common ground.*

Business Idioms & Expressions

- *Think outside the box* (be creative)
- *Touch base* (make contact)
- *Go the extra mile* (make extra effort)
- *In the loop* (informed)
- *At the eleventh hour* (last minute)
- *By the book* (according to rules)
- *Ballpark figure* (rough estimate)
- *Break even* (no profit, no loss)
- *Win-win situation* (mutual benefit)
- *Back to the drawing board* (restart)

Cover Letter for Job Application

[Your Address]
[City, Postal Code]
[Email] • [Phone]

[Date]

HR Manager
ABC Solutions Ltd.
[Address]

Subject: Application for the Position of Marketing Executive

Dear Sir/Madam,

I am writing to apply for the position of **Marketing Executive** as advertised on your company website. With a bachelor's degree in Business Administration and two years of experience in digital marketing, I have developed skills in campaign planning, client communication, and social media analytics that align closely with your requirements.

At my current role with XYZ Agency, I increased online engagement by 45% within six months through targeted campaigns. I am confident that my strategic thinking and results-oriented approach would contribute to ABC Solutions' marketing objectives.

I look forward to the opportunity to discuss how my background and skills could benefit your team. Please find my résumé attached.

Yours sincerely,
[Your Name]

Enclosed:
1. Online Application
2. CV
3. Supporting Documents
4. Reference Letter

Genres of Business Correspondence (*examples in brief*)

- **Inquiry Letter:** Requesting product details from a supplier.
- **Quotation Letter:** Providing cost estimates for services.
- **Order Letter:** Placing an order for office equipment.
- **Complaint Letter:** Reporting defective products to a manufacturer.
- **Adjustment Letter:** Responding to a complaint and offering a solution.
- **Acknowledgement Letter:** Confirming receipt of documents or payments.
- **Follow-up Letter:** Checking progress after an earlier communication.

Business Report

Title: Quarterly Sales Performance Report

Prepared for: Managing Director, ABC Retail Ltd.

Prepared by: Sales Department

Date: 15 July 2025

1. Executive Summary

This report analyses sales performance for Q2 2025, identifies key trends, and recommends actions to improve revenue in the next quarter.

2. Key Findings

- Sales increased by 12% compared to Q1.
- Online sales grew by 25%, while in-store sales dropped by 5%.
- The top-selling product category was home appliances.

3. Recommendations

- Increase digital advertising budget by 15%.
- Introduce seasonal discounts to boost in-store sales.
- Expand product range in the home appliances segment.

4. Conclusion

With targeted actions, the company can sustain growth and balance online and offline performance.

Official Report

📌 Official Report on Declining Student Performance in Mathematics

Submitted to: The Principal, Greenfield Secondary School

Submitted by: Mr. A. Rahman, Head of Mathematics Department

Date: August 18, 2025

📌 Subject: Analysis and Recommendations on Declining Mathematics Performance (2024–2025 Academic Year)

1. Background

Over the past academic year, a noticeable decline in student performance in mathematics has been observed across grades 8 to 10. This report aims to identify the causes, assess the impact, and propose actionable recommendations to address the issue.

2. Data Summary

- **Average Grade 8 Math Score (2023–2024):** 72%
- **Average Grade 8 Math Score (2024–2025):** 61%
- **Grade 10 Pass Rate (2023–2024):** 89%
- **Grade 10 Pass Rate (2024–2025):** 74%
- **Number of Students Scoring Below 50% (2024–2025):** 38 out of 120

3. Identified Issues

- 📄 **Curriculum Misalignment:** The new syllabus introduced in 2024 lacks sufficient scaffolding for foundational concepts.
- 👤 **Teacher Shortage:** Two experienced math teachers resigned mid-year and were replaced by temporary staff.
- ⌚ **Reduced Instruction Time:** Math periods were reduced from 6 to 4 per week due to timetable restructuring.
- 📱 **Digital Distractions:** Increased use of mobile devices during study hours has negatively impacted focus and homework completion.

4. Impact Assessment

- Lower student morale and confidence in mathematics.
- Increased demand for remedial classes and tutoring.
- Risk of poor performance in national board exams.
- Potential long-term decline in STEM interest and enrollment.

5. Recommendations

- ✓ **Curriculum Review:** Collaborate with the academic board to revise and realign the syllabus.
- 👤 **Staffing Solutions:** Hire two qualified full-time math teachers before the next term.
- **Timetable Adjustment:** Restore math periods to six per week.
- 📖 **Remedial Support:** Launch after-school math clinics for struggling students.
- 📵 **Digital Discipline:** Enforce stricter mobile phone policies during school hours.

6. Conclusion

The decline in mathematics performance is a multifaceted issue requiring immediate and coordinated intervention. Implementing the above recommendations will help restore academic standards and student confidence.

Signature:

Mr. A. Rahman
Head of Mathematics Department
Greenfield Secondary School

Project Proposal

Title: Launch of Eco-Friendly Packaging Initiative

Submitted to: Green Earth Foundation

Submitted by: ABC Packaging Ltd.

Date: 10 August 2025

1. Introduction

The aim of this project is to replace single-use plastic packaging with biodegradable alternatives within one year.

2. Objectives

- Develop sustainable packaging prototypes.
- Reduce plastic waste by 70% within the first year.
- Raise public awareness through marketing campaigns.

3. Methodology

- Research eco-friendly materials.
- Partner with suppliers for raw materials.
- Pilot test in select stores before full launch.

4. Budget

Estimated cost: USD 120,000 (including R&D, production, and marketing).

5. Expected Outcomes

- Improved brand image.
 - Measurable reduction in environmental impact.
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Press Release

FOR IMMEDIATE RELEASE

Date: 20 September 2025

ABC Foods Launches Healthy Snack Range for Kids

ABC Foods Ltd. today announced the launch of **NutriBites**, a healthy snack range designed specifically for children. The new products contain no artificial preservatives and are made from 100% natural ingredients.

Speaking at the launch, CEO Maria Khan said, “We believe healthy eating habits should start young, and NutriBites is our contribution to a healthier future.”

NutriBites will be available in major supermarkets nationwide from 1 October 2025.

Contact:

PR Department

ABC Foods Ltd.

Email: press@abcfoods.com

Internal Memo

TO: All Employees

FROM: HR Department

DATE: 5 August 2025

SUBJECT: Mandatory Cybersecurity Training

All staff are required to complete the cybersecurity training module by **20 August 2025**. The training can be accessed through the company’s learning portal.

Failure to complete the training will result in restricted access to certain systems.

Official Notice

NOTICE

Date: 15 August 2025

All staff are hereby notified that the office will remain closed on **21 August 2025** in observance of Independence Day. Normal operations will resume on **22 August 2025**.

By Order,
Admin Department

Circular

CIRCULAR

Date: 10 September 2025

Subject: Revised Office Working Hours

Effective from 1 October 2025, office hours will be from **9:00 a.m. to 5:30 p.m.**, Monday to Friday. Lunch break will be from 1:00 p.m. to 1:30 p.m.

This change aims to improve productivity and align with client schedules.

HR Department

Job Advertisement with Job Description

Position: Customer Service Officer

Company: BrightStar Telecom Ltd.

Location: Dhaka, Bangladesh

Job Description:

We are seeking a Customer Service Officer to handle client inquiries, resolve complaints, and provide product information.

Key Responsibilities:

- Respond to customer calls and emails promptly.
- Maintain records of customer interactions.
- Coordinate with technical teams to resolve service issues.

Qualifications:

- Bachelor's degree in any discipline.
- Excellent communication skills in English and Bengali.
- Minimum 1 year of customer service experience preferred.

Application Deadline: 30 September 2025

Apply at: careers@brightstar.com
