



Victoria University  
of Bangladesh

## Final Assessment

**Md Bakhtiar Chowdhury**

**ID:** 2121210061

**Department:** CSE

**Semester:** Fall 2023

**Batch:** 21<sup>th</sup>

**Course Title: Intermediate Reading  
and Writing**

**Course Code: ENG 116**

**Submitted To:**

**Faria Tanzila**

**Lecturer, Department of English**

**Victoria University of Bangladesh**

**Submission Date: 07 February, 2024**

## **SECTION-A**

**# Read the passage and answer the following questions.**

Journalism combines writing with news gathering and interpretation. While the journalist's work obviously varies from newspaper to newspaper and from magazine to magazine, all journalists are as much research workers, as they are writers. They cannot write their news or feature stories, unless they locate it and research them first. They must be able to read the in-between lines of the main source news and interpret that. A great many stories hunt the journalist, who rejects most Of them. He carefully sorts and sifts those, taking only a relatively very small proportion of news, may be, coming from an unexpected source. A successful journalist may gather news to the tune Of 100 percent but he can use them for his profession only 3-5 percent. He must be able to see or forecast to himself, the news of tomorrow or the day after, from the news of today; because newspapers want advance news or advance wearing to give a good, exclusive and exhaustive coverage to anything of interest. But a real "scoop" is a very rare event. And bogus scoops also bring disrepute to the newspaper.

**1. According to the passage, a journalist's work, includes-**

(A) sorting out the news (B) news gathering (C) writing **(D) all of the above**

**2. What does the passage say about successful journalists?**

(A) they present advance news (B) their news come from unexpected sources

**(C) they can use a relatively small portion of the news** (D) they reject a major portion of the gathered news.

**3. What, according to the passage, is the common characteristic of all journalists?**

(A) they all can forecast future news (B) they all make an adventure to find a worthy news

**(C) they all have to first probe into the news they gather** (D) they all write for the newspapers

**4. What is the basic requisite for exclusive and exhaustive coverage Of newspapers?**

- (A) effective style Of writing
- (B) selection of a small portion of the gathered news
- (C) collecting the news of a "real scoop"
- (D) forecast of tomorrow's news from today's news**

**5. What is the most important for a journalist?**

- (A) He must know how to gather the right news
- (B) He must be able to write effectively
- (C) He must know how to sort out the ne
- (D) He must be able to interpret the news correctly**

## **SECTION-B**

Write the following answers:

### **Answer to the question no 1**

**# What is content writing? Write down the importance of content writing in marketing?**

**Content writing** : Content writing is the technique of making written material for online consumption, mainly geared closer to marketing and communicate purposes. This written material can take various paperwork, which include:

- **Blog posts:** Informative and attractive articles published on a ordinary foundation to attract and retain website traffic.
- **Website reproduction:** Clear and concise descriptions of merchandise, services, and the employer itself on a internet site.
- **Social media posts:** Eye-catching and interactive messages shared on social media platforms.
- **Ebooks and white papers:** In-depth courses and reviews offering precious records to potential clients.

- **Email newsletters:** Regular updates sent to subscribers to maintain them informed and engaged.

Importance of Content Writing in Marketing: Content writing plays a vital position in cutting-edge advertising strategies because of several key benefits:

**1. Attracts and engages target market:** High-first-rate content material educates, entertains, and evokes your target audience, encouraging them to visit your internet site, comply with your social media, and join your communications.

**2. Builds emblem awareness and agree with:** Consistent and valuable content material positions you as an expert in your field, growing brand focus and setting up accept as true with with potential customers.

**3. Improves search engine ranking:** Search engines like Google choose web sites with informative and relevant content material, helping you rank higher in seek results and entice natural site visitors.

**4. Generates leads and conversions:** By supplying valuable information and solving ache factors, content writing encourages readers to take action, like signing up for a newsletter or making a buy.

**5. Nurtures relationships with customers:** Consistent conversation thru content material allows build relationships with existing clients, increasing their loyalty and advocacy on your logo. Overall, content material writing is a effective device for marketers to acquire diverse goals, including constructing brand recognition, generating leads, and ultimately riding sales.

In summary, content writing plays a pivotal role in marketing by enhancing brand visibility, driving traffic, boosting engagement, building trust, and ultimately, driving business growth. It serves as a powerful tool for connecting with the target audience, establishing authority, and fostering long-term relationships with customers.

## **Answer to the question no 2**

### **# What is impromptu writing? According to you, how it feels to write on an unusual topic?**

Impromptu writing refers to the act of writing spontaneously or without prior preparation on a given topic or prompt. It often occurs in situations such as exams, competitions, or spontaneous creative exercises where individuals are asked to compose a written piece within a limited timeframe without any prior knowledge of the topic.

Writing on an unusual topic can be both challenging and exhilarating. Here are some thoughts on how it feels to write on an unusual topic:

1. **Excitement:** Writing on an unusual topic can spark a sense of excitement and curiosity. The unexpected nature of the topic may present an opportunity for creativity and exploration, leading to unexpected insights and ideas.
2. **Challenge:** Writing on an unfamiliar or unusual topic can be challenging. It requires quick thinking, adaptability, and the ability to generate ideas on the spot. Writers may need to rely on their general knowledge, critical thinking skills, and creative instincts to develop coherent arguments or narratives.
3. **Stimulation:** Writing on an unusual topic can stimulate the mind and encourage intellectual engagement. It prompts writers to think outside the box, consider alternative perspectives, and approach the topic from new angles. This process of intellectual stimulation can be intellectually rewarding and mentally invigorating.
4. **Pressure:** There may be a sense of pressure or urgency associated with writing on an unusual topic, especially if it's for an exam or time-sensitive task. Writers may feel the need to perform well under pressure and produce high-quality content within a limited timeframe.
5. **Learning Opportunity:** Writing on an unusual topic provides an opportunity for learning and personal growth. It encourages writers to step out of their comfort zones, explore new subjects, and expand their knowledge base. Through the

process of researching and writing about unfamiliar topics, writers can broaden their horizons and develop new skills.

6. **Excitement and Challenge:** The unexpected nature of the topic throws you into a new mental space. It's like exploring uncharted territory, where anything is possible. This can be exhilarating, sparking new ideas and connections you wouldn't have made otherwise.
7. **Nervousness and Pressure:** The lack of preparation can cause anxiety, especially if you're unfamiliar with the topic or under time constraints. The pressure to perform on the spot can lead to self-doubt and hinder your flow.
8. **Focus and Flow:** Once you overcome the initial anxiety, a feeling of concentration takes over. You might enter a state of flow, where thoughts connect rapidly, and words pour out effortlessly. This can be an incredibly rewarding experience, pushing you to think outside the box and discover hidden facets of your writing ability.
9. **Surprise and Discovery:** As you delve into the unfamiliar topic, you might uncover surprising connections and insights. It's like stumbling upon a hidden treasure trove of knowledge you never knew existed. This sense of discovery can be highly motivating and fuel your writing further.

Overall, while writing on an unusual topic can be daunting, it can also be a rewarding and enriching experience. It challenges writers to think creatively, adapt quickly, and embrace new opportunities for learning and self-expression.

### **Answer to the question no 3**

**# Write a paragraph on "Celebrity you would like to meet and why" in 200 words.**

Shakib Al Hasan stands as a towering determine in Bangladeshi cricket and past, and meeting him could be a wonderful privilege. His journey from humble beginnings to international reputation as one of the best all-rounders displays a tale of perseverance, expertise, and dedication. Beyond the cricketing accolades, it is his resilience within the face of adversity that truly resonates. Shakib's profession has visible its fair proportion of demanding situations, consisting of bans and controversies, but he has consistently emerged stronger, pushed by means of an unyielding passion for the game and a dedication to excellence. To sit down down with Shakib could offer a unique perception into the mind of a carrying legend. His technique to the game, characterised by subject, hard work, and strategic thinking, holds precious classes applicable far beyond the cricket pitch. His management characteristics, tested both on and off the sector, encourage not simplest aspiring cricketers but each person striving for success of their respective fields. Shakib's ability to remain grounded amidst the adulation and stress of expert sport speaks volumes about his individual and humility. Moreover, Shakib's have an impact on extends past cricket. As a position version for hundreds of thousands, mainly in Bangladesh, he symbolizes the capacity for greatness irrespective of one's background. His philanthropic efforts and advocacy for social reasons underscore his commitment to giving back to society and creating a nice effect on the world. Engaging in a verbal exchange with Shakib could be an enriching experience, supplying insights into the challenges and triumphs of a life committed to sport and provider. His stories of perseverance, teamwork, and resilience could certainly inspire and encourage, leaving a lasting impact on absolutely everyone fortunate enough to satisfy him. In essence, assembly Shakib Al Hasan could no longer handiest be a dream come genuine for a cricket enthusiast but also a profound come upon with a residing embodiment of dedication, leadership, and the pursuit of excellence.

**>>>>>END<<<<<**