

**Victoria University  
of  
Bangladesh  
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**Program : BBA**

**Batch : 46th**

**COURSE CODE : ENG-116**

**COURSE TITLE : Intermediate Reading  
& Writing**

**Submitted to : Faria Tanzila**

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course title: Intermediate Reading  
and Writing  
course code: ENGR-116

Ans: to the Q. No (1) - se- (A)

(1) (D) All of the above

(2) (C) They can use a relatively  
small portion of the news

(3) (C) They all have to first probe  
into the news they gather

(4) (D) Forecast of tomorrow's  
news from today's news

(5) (D) He must be able to interpret  
the news correctly.

P.T.O

Ans: to the Q. N, Section: B

Section - B

① Content writing

Content writing is the process of creating and publishing written content for a variety of purposes including marketing, education and entertainment. Content writers must be able to research topics, write in a clear and concise style, and edit their work for grammar and spelling errors.

P.T.O

Another way to say content writing is the creation of written material for various purposes, such as websites, blogs, articles, or social media. It involves creating engaging and informative content to communicate a message, attract an audience, or promote a product or service.

Example: creating social media posts is a great way to develop content writing skills.

P.t.o

Content writing plays a crucial role in marketing for several reasons:-

### Attract and Retain Audience:

Quality content attracts and keeps the attention of your target audience, encouraging them to explore your products or services.

Engagement: Well-crafted content captures the audience's attention, keeping them engaged and interested in a brand or product.

p.t.o

SEO Boost: Quality content with relevant keywords improves search engine rankings, making it easier for potential customers to find a business online.

Brand Authority: Informative and valuable content establishes a brand as an authority in its industry, boosting trust and credibility among the audience.

Lead Generation: Compelling content attracts and retains leads, guiding them through the sales funnel by providing the sales information they need to make informed decisions.

### Audience education:

content helps educate customers about products or services, addressing their concerns and showcasing the value offered, leading to informed purchasing decisions.

Social Media Presence: Shareable and interesting content enhances a brand's presence on social media platforms, increasing visibility and reaching a broader audience.

## consistent communication.

Regularly Publishing content allows businesses to maintain a consistent communication channel with their audience building a long-term relationship.

Adaptability: content can take various forms, including blog posts, videos, infographics, etc. making it adaptable to different platforms and audience preferences.

p. 10



Feedback Loop: Engaging content encourages audience interaction, providing valuable feedback that businesses can use to refine their marketing strategies.

Long-term impact: Evergreen content continues to drive organic traffic and engagement over time, ensuring a lasting impact on a brand's online presence.

In summary, content writing is a vital component of marketing, helping businesses communicate effectively, attract potential customers, and build a strong online presence.

Section-(B-2)2Impromptu writing:

Impromptu writing refers to the act of composing or creating a piece of writing on the spot. Impromptu writing is the act of creating words spontaneously and without prior planning. It involves responding to a prompt or generating content on the spot, often in a time-constrained environment. This form of writing requires quick thinking, adaptability, and the ability to articulate ideas coherently on the fly.

P.T.O

According to in my opinion, writing  
about an unusual topic is what takes

When it comes to writing on an unusual topic, the experience can be both exhilarating and challenging. Initially, there may be a sense of discomfort or uncertainty as one grapples with unfamiliar subject matter. However, this discomfort often gives way to a heightened sense of creativity and intellectual exploration.

P.T.O

Writing on an unusual topic provides a unique opportunity to break away from routine and delve into uncharted territory. It demands a departure from the familiar, encouraging the writer to stretch their intellectual boundaries. This process can be akin to navigating through unexplored landscapes, discovering new perspectives and cultivating a more profound understanding of the subject matter. These are can be unusual topic.

p.t.o

The challenge of creating a coherent narrative or argument on an unfamiliar topic fosters mental agility and adaptability. It encourages writers to draw connections between seemingly disparate ideas and synthesize information rapidly. In essence, writing on an unusual topic becomes a stimulating exercise that not only tests one's writing prowess but also expands their cognitive flexibility and capacity for creative thinking.

It's not without its challenges. Communicating complex or unfamiliar concepts requires precision to ensure clarity. Striking a balance between novelty and relatability becomes crucial, as engaging an audience in an unconventional subject necessitates effective storytelling. The joy lies in the discovery - unearthing hidden gems of knowledge and weaving them into a coherent narrative.

p. t. o

Ultimately writing on an unusual topic is a voyage into unexplored intellectual terrain. It's an exhilarating journey that broadens the writing horizons and invites readers to embark on a thought-provoking expedition alongside them.

Section-B-3311David Attenborough

Given the opportunity to meet a celebrity, I would choose to meet Sir David Attenborough. His lifelong dedication to wildlife conservation and environmental advocacy has not only educated millions but also inspired a global movement towards sustainable living. Meeting him would provide a rare chance to engage in a meaningful conversation about the pressing

p.t.o



environmental challenges our planet  
faces. Sir David's passion for  
nature and his ability to commu-  
nicate complex ecological issues  
in a compelling manner make  
him a remarkable figure. Learn-  
ing from his experiences and  
insights would undoubtedly be  
enlightening offering a unique  
perspective on the interconnect-  
edness of humanity and the  
natural world. Additionally, his  
unwavering commitment to  
P.T.O

raising awareness about climate change and biodiversity loss serve as a beacon of inspiration for those striving to make a positive impact. A meeting with Sir David Attenborough would not only be personal honor but also an opportunity to discuss the critical role each individual plays in preserving the delicate balance of our planet. because As a renowned natural historian, broadcaster, environmentalist. He has dedicated his life

to untraveling the wonders of the natural world and advocating for its preservation.

Moreover, meeting David Attenborough would be a chance to witness firsthand the charisma and passion that have made him a respected figure worldwide. His ability to bridge the gap between scientific knowledge and public understanding has been a key factor in his influence.