



EWriteRight is a division of Trans Infopreneur Inc. (www.transinfopreneur.com), India's premier translation company. We have over two decades of experience in application of English grammar and proofreading. We wish to monetise this experience by producing an absolutely unique course in English grammar.



Technical Communication (English)

VISVESVARAYA TECHNOLOGICAL UNIVERSITY–Proposed Syllabus for 2018–2022
Technical Communication (English) – I (Common to all branches, [As per Outcome Based Education (OBE) and Choice Based Credit System (CBCS)] (Effective from the academic year 2018–19).

Course code

Semester I: 18EGH18

Semester II: 18EGH28

Contact Hours: 02 hour Tutorial (Practical Session)/week

Total Hours: 28 hour or 14 Practical Sessions in each Semester

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Reference English Books

EWriteRight has designed a customised online/offline course as per the VTU syllabus. As per the syllabus, we have structured the course into five modules. Each module contains submodules based on the subheadings mentioned in the syllabus. We have paid utmost attention to ensure that the content is interesting and piques the interest of the student. We have made use of cartoons, social messages, engineering-related sentences and vocabulary, visuals from movies, quizzes on remarkable facts and such like.

The course is truly revolutionary in approach and absolutely unlike a traditional paper-based textbook.

Why eWriteRight?

Open any “technical” communication textbook. Does it really cater to the requirement of an engineering student in terms of teaching engineering vocabulary and making him/her proficient in writing scientific English.

We are rightly placed in doing so due to our unique professional experience. Our parent company—Trans Infopreneur Inc.—is a translation company. We have immense experience in translating documents in engineering, legal, general and other domains into English. Over the years, we have built up a vast repertoire of specialised vocabulary and sentences. **We have made use of our rich technical communication experience to teach engineering students the basics of the same.**

The only course which covers ALL the topics as per VTU syllabus in one package. Prescribed textbooks cover the syllabus partially.

Select Your Course

Technical Communication (English) – I

- Module - I Introduction to Technical Communication
- Module - II Introduction to Listening Skills and Phonetics - I
- Module - III Developing Listening Skills (Phonetics and Vocabulary Building) - II
- Module - IV Speaking Skills (Grammar and Vocabulary) - I
- Module - V Speaking Skills (Grammar and Vocabulary) - II

Technical Communication (English) – II

- Module - I Identifying Common Errors in Writing and Speaking English
- Module - II Nature and Style of Sensible Writing
- Module - III Technical Reading and Writing Practices
- Module - IV Communication for Employment
- Module - V Communication at Workplace

Competitive Analysis

Topics/modules **not covered** in the following textbooks recommended by VTU.

Communication Skills – Oxford	English Language Communication Skills - CENGAGE
How to improve Interpersonal Communication Skills	Fundamentals of Technical Communication Skills
Developing Interpersonal Skills	Barriers to Effective Communication
Silent and Non silent Letters	Different styles in Technical Communication
Aspiration	Interpersonal Communication Skills
Pronunciation of 'The'	Parts of Speech
Pronouncing words ending 'age'	Nouns
Some plural forms	Pronouns
Word Accent – Rules for Word Accent	Adjectives
Question Tags for Assertive sentences	Verbs
Some exceptions in Question Tags	Adverbs
Structures	Preposition
Contractions and Abbreviations	Articles
Spelling Rules and Words often Misspelt	Conjunctions
Word Pairs (Minimal Pairs)	Extempore/Public Speaking
Extempore/Public Speaking	Difference between Extempore/Public Speaking, and Guidelines for Practice.
Difference between Extempore/Public Speaking, and Guidelines for Practice.	
Mother Tongue Influence(MTI) – South Indian Speakers	
Various Techniques for Neutralisation of MTI influence	
Common Errors in Pronunciation	
44% not covered	37% not covered
Cost: Rs. 575	Cost: Rs. 250 + 405 = 655

Total cost for two semesters: Rs. 575 + Rs. 655 = Rs. 1230

Cost of **Technical Communication and More ...** = Rs. 1000

Savings = Rs.230 (1230 – 1000)

Additional benefits: Free quizzes, free teacher support, free mock papers, and an absolutely revolutionary and user-friendly manner of teaching.

No need for reading (handling) multiple books and workbooks.

Technical Communication and More ... is an ALL-IN-ONE solution.

Our approach

Grammar is taught
block by block.

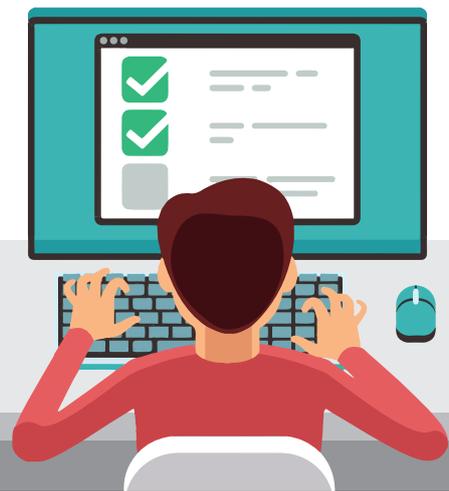


The student answers a short question relating to a particular block. He/she submits the answer. His/her marks are stored in the dashboard. **Hence the course is self-learning.** Not much of monitoring is required. The teacher can inform the students which chapters have to be completed on a particular day/week. Dashboard details can be stored on the college server (if the students work on the college computers). If students work on their personal PC or laptop, the dashboard details will be stored on their PC/laptop. They can convert the scores to pdf and send to the teacher.

Ample number of quizzes are provided at the end of each submodule. Additional quizzes can be provided to the teacher for the purpose of internal assessment, prelims, etc.

We have designed a diagnostic visual test.

This can be provided free to the college if it buys individual licenses of this course for all students. This can be installed on the college server and the marks scored can be instantly saved, along with student details (name, roll no. etc.). Based on the score, college can decide to impart additional remedial training for students who score below a certain level.



For self-learning of grammar, pronunciation and vocabulary, we suggest that students purchase certain books published by Cambridge University Press. They can buy the books depending on their current level of proficiency and their interest. These (see reference list at the end) books would also be useful for taking up competitive exams in future (GMAT, GRE, TOEFL, CAT, Civil Services, etc.).

Difference between a traditional textbook and our software

Traditional textbook	Technical Communication and More ...
Rules are difficult to understand for a person weak in English or from vernacular medium. Basic grammar concepts are not covered completely.	Subscription to the online/offline course would be a very good supplement to understand key grammar concepts.
English faculty is a must to monitor the student's performance.	English faculty is not really required to monitor the student's performance.
Textbook contains black and white content with no interactive exercises.	It is an interactive learning tool which includes colourful pictures with interesting actions.
It cannot teach how to pronounce a word.	It helps a student in learning how to pronounce a word.
Grammar content is not easily interpretable.	Grammar concepts are explained block by block. Student's understanding is tested immediately by way of a short question relating to the particular bite-sized sub-concept explained in the block.
Quizzes are stereotyped and dull.	Unimaginable linking of various facets of life with Technical Communication.
Overseas students find it difficult to understand certain engineering vocabulary clearly.	<p>Visual teaching is interesting for explaining vocabulary. Reference: Pictorial Quizzes on Synonyms and Antonyms (strong and weak acid)</p> 
Homonyms are taught using general English vocabulary.	Homonyms are interestingly taught using engineering vocabulary.

Features of Technical Communication and More... (VTU)

A. Server License with Dashboard (Offline)

Requirement: No Internet (except for registration); product will be loaded on college server.

- Student can use the product only on the college computers on which the licenses are loaded.
- Can be installed in English Lab.
- Useful for students who do not have computer at home.
- Students can login on any computer in the Lab/Library/Campus etc. where the college LAN works.
- Faculty can check student progress and marks on Admin dashboard.
- Students can check their progress on their individual dashboard.

B. Individual User License (Online/Offline)

Requirement: Internet is required for Online license.

- In case of Online license, the student can login from his/her computer anywhere, anytime.
- In case of Offline license, the student can load the product only on one computer (PC or Laptop).
- Marks will be stored on the students' dashboard. He/She can send a PDF of the marks scored for any Module to the Faculty.

C. Server License without Dashboard

Requirement: LAN. These license can be installed in the college English lab.

- Student can use the product only on the college computers on which the licenses are loaded.
- Useful for students who do not have computer at home.
- Students can login on any computer in the Lab/Library/Campus etc. where the college LAN works.
- Students marks or progress on the Module will not be stored.
- Students can attend the quiz and check if they have answered the question correctly or not, but marks and progress will not be stored for future reference.
- Extremely cost-effective in case the college does not wish to buy individual license per student. On the other hand, lack of dashboard would imply that student performance cannot be monitored effectively.
- Faculty supervision is a must.
- For testing purpose we can design additional exercises which can be evaluated by the faculty.

Registration Requirement

We will require complete name, mobile no. and email ID of students for registration purpose (for individual license).

No details would be required for licenses bought for the English Lab/Library.

Mispronunciation

Mother Tongue Influence (MTI) – South Indian Speakers

Let us do a quiz on an insane song “Why This Kolaveri Di?”.

Match the correct form, meaning or pronunciation of following Tamilised-English words used in the song.

Yo boys!
I am singing song
Soup song
Flop song
Why this kolaveri kolaveri kolaveri di

Distance la moon-u moon-u
Moon-u color-u white-u
White background night-u night-u
Night-u color-u black-u

Hand la glass
Glass la scotch
Eyes-u full-aa tear-u
Empty life-u
Girl-u come-u
Life reverse gear-u
Love-u love-u Oh my love-u
You showed me bouv-u
Cow-u cow-u holy cow-u
I want u here now-u
God I m dying now-u
She is happy how-u

Tamilised English	“Correct” English
I am singing song.	I’m singing a song.
moonu coloru whiteu	The moon’s colour is white.
She is happy how-u.	How can she be happy?

Glimpses of the course

Grammar teaching methodology

Concepts are introduced and elaborated upon in small chunks (blocks) in each module to allow users to work through the material at their own pace.

Where appropriate, concepts are reinforced through visual aids and examples drawing on general knowledge, sciences, culture and history.

Antonyms based quiz



a) _____ Korea b) _____ Korea



a) _____ Terminal

b) _____ Terminal

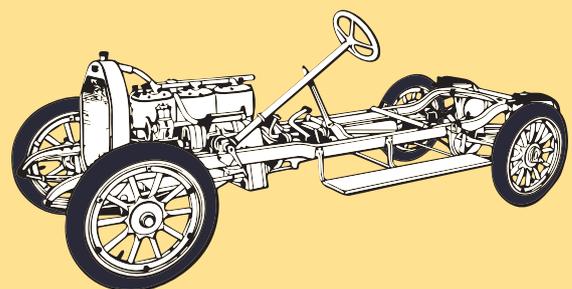
Pronunciation: Visual-based quiz



PRONUNCIATION

a) pro-noun-cia-shun

b) pro-nun-cia-shun



CHASSIS

(Singular)

a) chay-sis

b) sha-see

Technical Communication: Quiz on Interpersonal Communication Skills



Which of the following are examples of extrapersonal communication?

- All of the above
- None of the above
- The EXTRA-TERRESTRIAL
- Zombies
- Dolphin
- Robot
- Chimp

Quiz on Prepositions

Look at the picture below and drag and drop the appropriate prepositions into the blanks. Some prepositions may have to be used multiple times.



at below of to into in on behind

This student is preparing his experiment. He is taking a jar from the shelf _____ the back _____ the bench. To his right there is Bunsen burner _____ a flask. There is some liquid _____ the flask and _____ the right of the flask there is a rack with test tubes. The sink is _____ the left of the bench and there is a pipette _____ it, _____ the hot and cold taps. The chemist is looking at the clock _____ the wall _____ the bench.

Price list for Students

Package	Name of the product	Price (in Rs.)
Package A	Technical Communication and More... (Server License with Dashboard) Additional Material: Essential Grammar, Supplementary Exercises, Pronunciation Elementary, Mini Dictionary	Rs. 1,700
Package B	Technical Communication and More... (Server License with Dashboard) Additional Material: Essential Grammar, Supplementary Exercises, Pronunciation Elementary and Dictionary , Mini Dictionary	Rs. 2,200
Package C	Technical Communication and More... (Server License with Dashboard) Additional Material: Essential Grammar, Supplementary Exercises, Pronunciation Elementary and Dictionary , Mini Dictionary and Phrase It Right (Writing aid; Online annual subscription)	Rs. 2,700

Price list for College

Package	Name of the product	Price (in Rs.)
Package A	Technical Communication and More... (Server License with Dashboard) Additional Material: Essential Grammar, Pronunciation Dictionary, Vocabulary, Phrase It Right (Writing aid; Online annual subscription)	Rs. 2,500
Package B	Technical Communication and More... (Server License without Dashboard) Additional Material: Essential Grammar, Pronunciation Dictionary, Vocabulary, Phrase It Right (Writing aid; Online annual subscription)	Rs. 3,400

Additional Products

Additional	Name of the product	Price (in Rs.)
1	English Vocabulary in Use Pre-intermediate & intermediate	Rs. 440
2	Active Spelling 3	Rs. 150
3	Cambridge Learners Dictionary 4th Edition with CD-ROM	Rs. 460
4	Phrasal verbs in Use Advanced	Rs. 245
5	English For Technical Communication Students Book	Rs. 345
6	English Pronunciation in Use Intermediate	Rs. 510

Payment Terms

20% advance along with PO; Balance within 7 days of delivery.
All prices mentioned above are inclusive of GST.

Discount Structure

5 to 50 Licenses	5%
51 to 100 Licenses	10%
101 - 300 Licenses	15%
301 to 500 Licenses	20%
500 Licenses and above	25%

Free Support (minimum purchase of 50 Licenses)

- One year free online support for issues faced with the product.
- Free two-hour product training for faculty.
- Free additional grammar quizzes
- Free creation of technical style guide and suggestions for project work on writing an article/paper based on style guide in semester II. This can be used for internal assessment.

Workshop

We regularly organise one-day training workshops in major cities. Please contact us for details.



What is Grammar and More ...?

Grammar and More ... is an innovative online/offline annual subscription-based course covering English grammar for students, English teachers and anyone else.

Features of Grammar and More ...

- Step-by-step explanation of difficult concepts in blocks.
- Instant feedback on what you have learnt in the block.
- Mnemonics, tips, summary blocks and tables.
- Concepts are reinforced through visual aids and examples.
- To effortlessly recall important rules with innovative memory-enhancing tricks.

Price List

Basic Part I & II	Rs. 360 per license
Intermediate	Rs. 600 per license
Advanced	Rs. 720 per license
Comprehensive	Rs. 1500 per license

Discount Structure

5 - 50 Licenses	5%
51 - 100 Licenses	10%
101 - 300 Licenses	15%
301 - 500 Licenses	20%
500 Licenses and above	25%

7 - day

Free Trial

ewriteright.in/grammar/ 

What is Phrase It Right?

Phrase It Right is the world's first-of-its kind writer's phrase aid consisting of over 500,000 terms. It is a unique online tool for English collocations (frequently occurring word pairs) and synonym phrases.

What is collocation?

Collocation refers to a group of two or more words that usually go together.

Powerful tea	✘	
Strong tea	✔	
Powerful engine	✔	
Strong engine	✘	

How does collocation help in writing?

- Writing will sound more natural and be more easily understood.
- Shorter and pithier sentences can be written using the appropriate combination of words.
- Subtle differences in meaning and nuances can be better captured using appropriate collocations.

Price List	
Phrase It Right (Basic) (Inclusive of GST)	Rs. 500 per license
Phrase It Right (Premium) (Inclusive of GST)	Rs. 1000 per license

(Volume discounts available. Please enquire.)

7 - day

Free Trial

ewriteright.in/phrase/



Reference English Books (for Library and interested students)

We sell various English language books published by Cambridge University Press.

Category	Title	Price(in Rs.)
Essential books (a copy each can be bought for each student)	Essential English Grammar with answers, 2nd Edition	Rs. 230
	Essential English Grammar Supplementary Exercises with answers	Rs. 125
	English Pronunciation in Use Elementary	Rs. 545
	Cambridge English Mini Dictionary 2nd Edition	Rs. 190
Vocabulary	English Vocabulary in Use Pre-intermediate & intermediate	Rs. 440
	English Vocabulary in Use Elementary 2nd edition	Rs. 285
	English Vocabulary in Use Upper-intermediate 2nd edition	Rs. 470
	English Vocabulary in Use Advanced	Rs. 445
Pronunciation	English Pronouncing Dictionary 18th edition	Rs. 535
	English Pronunciation in Use Intermediate	Rs. 510
Grammar	Essential Grammar in Use 3rd Edition with answers	Rs. 395
	Intermediate English Grammar with answers 2nd Edition	Rs. 295
	Intermediate English Grammar Supplementary Exercises with answers	Rs. 100
	English Grammar in use 4th Edition	Rs. 795
Dictionary	Cambridge Learners Dictionary 4th Edition with CD-ROM	Rs. 460
	Cambridge Learners Dictionary 4th Edition	Rs. 425
	Cambridge Advanced Learner's Dictionary 4th Edition	Rs. 765
Phrases	English Phrasal Verbs in Use Advanced	Rs. 245
	CAMBRIDGE Phrasal Verbs Dictionary SECOND EDITION	Rs. 255
	CAMBRIDGE Idioms Dictionary SECOND EDITION	Rs. 355
	English Idioms in Use Intermediate	Rs. 225
Others	English For Technical Communication Students Book	Rs. 345

Every day we unlearn something wrong to learn something right



Athena
(Greek)



Saraswathi
(Indian)



Minerva
(Roman)

Address:



Trans Infopreneur Inc.
'KSL Kantoor' 445/1,
Outpost Police Station Road
(Off Kodigehalli Main Road),
Sahakaranagar,
Bangalore - 560092 India

Tel: + 91-80-41735185/86/87
Email: info@ewriteright.com
Website: www.ewriteright.in

Please contact:

Sinish TD : + 91 99808 09933

Ali Hyalakar : + 91 99028 64760

TS Srinivasan : + 91 98864 52474