



SHRIMATI INDIRA GANDHI COLLEGE

Affiliated to Bharathidasan University

Nationally Accredited at 'A' Grade (4th Cycle) by NAAC | An ISO 9001 : 2015 Certified Institution
TIRUCHIRAPPALLI – 620 002.



Department of English

Instructional Material

General English - III

23ELGE3

Department of English

Instructional Material

COURSE: II BBA, II BA, II B.COM, II B.Sc, II B.COM BM

Semester: III

Subject : GENERAL ENGLISH - III

Code :23ELGE3

Learning Objectives

- **To make them active listeners**
- **To enhance the interpersonal relationship skills**
- **To embolden them to cope with stress**
- **To master grammar skills**
- **To help them to use English effectively in a business environment**

SYLLABUS

UNIT - 1

ACTIVE LISTENING

Short Story

1.1 In a Grove – AkutagawaRyunosuke

Translated from Japanese by Takashi Kojima 1.2 The Gift of the Magi – O' Henry

Prose

1.3 Listening – Robin Sharma

1.4 Nobel Prize Acceptance Speech – WangariMaathai

UNIT - 2

INTERPERSONAL RELATIONSHIPS

Prose

2.1 Telephone Conversation – Wole Soyinka

2.2 Of Friendship – Francis Bacon

Song on (Motivational/ Narrative)

2.3 Ulysses – Alfred Lord Tennyson

2.4 And Still I Rise – Maya Angelou

UNIT - 3

COPING WITH STRESS

Poem

3.1 Leisure – W.H. Davies

3.2 Anxiety Monster – RhonaMcFerran

Readers Theatre

3.3 The Forty Fortunes: A Tale of Iran

3.4 Where there is a Will – Mahesh Dattani

UNIT - 4

Grammar

4.1 Phrasal Verbs & Idioms

4.2 Modals and Auxiliaries

4.3 Verb Phrases – Gerund, Participle, Infinitive

UNIT - 5

Composition/ Writing Skills

5.1 Official Correspondence – Leave Letter , Letter of Application, Permission Letter

5.2 Drafting Invitations

5.3 Brochures for Programmes and Events

SECTION - A

One Mark Questions:

UNIT - 1

1. Who is the author of the short story "In a Grove"?

Answer: Ryunosuke Akutagawa

2. What is the name of the grove where the story takes place?

Answer: The Grove of the Cedar Trees

3. Who is the main character in the story?

Answer: Tajomaru

4. Who is the author of the short story "The Gift of the Magi"?

Answer: O. Henry

5. What is the name of the main characters in the story?

Answer: Jim and Della

6. What is the gift that Della wants to give to Jim?

Answer: A chain for Jim's watch

7. Who is the author of the article "Listening"?

Answer: Robin Sharma

8. What is the main theme of the article "Listening"?

Answer: The importance of listening in personal and professional relationships

9. What is the title of the book written by Robin Sharma that emphasizes the importance of listening?

Answer: "The Leader Who Had No Title"

10. Who delivered the Nobel Prize Acceptance Speech?

Answer: Toni Morrison (or any other Nobel laureate, depending on the specific speech)

11. What is the main theme of the Nobel Prize Acceptance Speech?

Answer: The power of literature to shape our understanding of the world and ourselves

12. In what year did Toni Morrison deliver her Nobel Prize Acceptance Speech?

Answer: 1993

UNIT - 2

1. Who is the author of the poem "Telephone Conversation"?

Answer: Wole Soyinka

2. What is the main theme of the poem "Telephone Conversation"?

Answer: Racism and prejudice

3. What is the tone of the speaker in the poem "Telephone Conversation"?

Answer: Irony and sarcasm

4. Who is the author of the essay "Of Friendship"?

Answer: Francis Bacon

5. What is the main theme of the essay "Of Friendship"?

Answer: The importance and benefits of friendship

6. In what year was the essay "Of Friendship" written?

Answer: 1612

7. Who is the author of the poem "Ulysses"?

Answer: Alfred, Lord Tennyson

8. What is the name of the hero in the poem "Ulysses"?

Answer: Ulysses

9. What is the main theme of the poem "Ulysses"?

Answer: The search for adventure and the human desire for exploration and discovery

10. Who is the author of the poem "And Still I Rise"?

Answer: Maya Angelou

11. What is the main theme of the poem "And Still I Rise"?

Answer: Resilience and defiance in the face of oppression

12. What is the tone of the poem "And Still I Rise"?

Answer: Confident and assertive

UNIT - 3

1. Who is the author of the poem "Leisure"?

Answer: W.H. Davies

2. What is the main theme of the poem "Leisure"?

Answer: The importance of taking time to appreciate the beauty of nature

3. What is the tone of the poem "Leisure"?

Answer: Reflective and contemplative

4. What is the "Anxiety Monster"?

Answer: A metaphorical representation of anxiety as a monster that can be overwhelming and difficult to control.

5. What is the main emotion associated with the "Anxiety Monster"?

Answer: Fear

6. What is the typical behavior of the "Anxiety Monster"?

Answer: It feeds on worries and fears, growing stronger and more powerful as it consumes them.

7. Who is the author of the story "The Forty Fortunes"?

Answer: Unknown (as it is a traditional Iranian tale)

8. What is the main theme of the story "The Forty Fortunes"?

Answer: The power of kindness and generosity

9. What is the name of the poor man in the story "The Forty Fortunes"?

Answer: Ahmad

10. Who is the author of the play "Where There is a Will"?

Answer: Mahesh Dattani

11. What is the main theme of the play "Where There is a Will"?

Answer: The struggle for power and control within a family

12. What is the name of the main character in the play "Where There is a Will"?

Answer: Chandru

UNIT - 4

1. What does the phrasal verb "pick up" mean?

Answer: To lift something up or to learn something quickly.

2. What is the meaning of the idiom "break a leg"?

Answer: Good luck.

3. What does the phrasal verb "get on" mean?

Answer: To have a good relationship with someone.

4. What is the function of the modal verb "can"?

Answer: To express ability or possibility.

5. What is the difference between the auxiliary verbs "is" and "are"?

Answer: "Is" is used with singular subjects, while "are" is used with plural subjects.

6. What does the modal verb "must" express?

Answer: Obligation or necessity.

7. What is a gerund?

Answer: A verb form ending in -ing that functions as a noun.

8. What is the function of an infinitive phrase?

Answer: To function as a noun, adjective, or adverb.

9. What is a participle?

Answer: A verb form that functions as an adjective.

UNIT - 5

1. What is the purpose of a leave letter?

Answer: To request leave from an organization or institution.

2. What is the format of a permission letter?

Answer: Formal, with a proper salutation, introduction, body, and conclusion.

3. What is the main objective of a letter of application?

Answer: To apply for a job or position.

4. What is the primary purpose of an invitation?

Answer: To invite someone to an event or occasion.

5. What is the typical format of a formal invitation?

Answer: Formal, with a proper salutation, introduction, body, and conclusion.

6. What is the purpose of an RSVP in an invitation?

Answer: To request a response from the guest indicating whether they will attend the event.

7. What is the primary purpose of a brochure for a programme or event?

Answer: To provide information and promote the programme or event.

8. What is the typical format of a brochure for a programme or event?

Answer: A brochure typically includes a cover page, introduction, programme details, schedule, and contact information.

9. What is the importance of including images and graphics in a brochure for a programme or event?

Answer: To make the brochure visually appealing and help to convey the message.

SECTION - B

Two Mark Questions:

UNIT - 1

1. What is the central theme of the story "In a Grove"?

Answer: The central theme of the story is the subjective nature of truth and the unreliability of human perception.

2. How does the story "In a Grove" explore the concept of truth?

Answer: The story explores the concept of truth by presenting multiple conflicting accounts of the same event, highlighting the subjective nature of truth and the difficulty of determining objective reality.

3. What is the central theme of the story "The Gift of the Magi"?

Answer: The central theme of the story is the selfless love and sacrifice that people make for each other, especially during difficult times.

4. How does Della plan to buy a Christmas present for Jim?

Answer: Della plans to buy a Christmas present for Jim by selling her long, beautiful hair.

5. What are the two types of listening mentioned in the article "Listening"?

Answer: Surface-level listening and deep listening

6. What is the benefit of listening in building strong relationships, according to the article "Listening"?

Answer: Listening helps to build trust, understanding, and intimacy in relationships

7. What is the significance of the Nobel Prize in Literature, according to the Acceptance Speech?

Answer: The Nobel Prize in Literature is a recognition of the importance of literature in shaping our understanding of the world and ourselves, and it highlights the power of language to inspire and transform us.

8. How does the speaker describe the role of the writer in society, according to the Acceptance Speech?

Answer: The speaker describes the writer as a witness, a storyteller, and a truth-teller, who has the power to shape our understanding of the world and ourselves through their words.

UNIT - 2

1. What is the central conflict in the poem "Telephone Conversation"?

Answer: The conflict between the speaker and the landlady, who is racist and prejudiced against Africans.

2. How does the speaker use humor and irony in the poem "Telephone Conversation"?

Answer: The speaker uses humor and irony to highlight the absurdity of the landlady's racist attitudes and to mock her prejudices.

3. What are the three types of friendships mentioned in the essay "Of Friendship"?

Answer: The three types of friendships mentioned in the essay are: friendship of utility, friendship of pleasure, and friendship of virtue.

4. What is the difference between a friend and a flatterer, according to the essay "Of Friendship"?

Answer: According to the essay, a friend is someone who tells us the truth and helps us to improve, while a flatterer is someone who only tells us what we want to hear and does not provide honest feedback.

5. What is the tone of the poem "Ulysses"? How does the poet use language to convey this tone?

Answer: The tone of the poem is one of nostalgia, longing, and determination. The poet uses language such as "I am a part of all that I have met" and "To strive, to seek, to find, and not to yield" to convey this tone.

6. What is the significance of the character of Ulysses in the poem? How does he embody the themes of the poem?

Answer: Ulysses is a symbol of the human desire for adventure and exploration. He embodies the themes of the poem by representing the idea that life is a journey, not a destination, and that one should always strive to seek out new experiences and challenges.

7. What is the significance of the title "And Still I Rise" in the context of the poem?

Answer: The title "And Still I Rise" suggests that despite facing obstacles and challenges, the speaker is able to rise above them and continue to thrive.

8. How does the poem "And Still I Rise" use imagery and symbolism to convey its message?

Answer: The poem uses imagery and symbolism, such as the image of a phoenix rising from the ashes, to convey the idea of resilience and defiance in the face of oppression.

UNIT - 3

1. What is the central idea of the poem "Leisure"? How does the poet use imagery to convey this idea?

Answer: The central idea of the poem is that people are so busy with their daily lives that they forget to take time to appreciate the beauty of nature. The poet uses imagery such as "What is this life if, full of care, / We have no time to stand and stare" to convey this idea.

2. How does the poem "Leisure" relate to modern life? What message do you think the poet is trying to convey?

Answer: The poem "Leisure" relates to modern life in that it highlights the importance of taking time to appreciate the beauty of nature in a world that is increasingly fast-paced and technology-driven. The poet is trying to convey the message that people should slow down and take time to appreciate the simple things in life.

3. What are the common symptoms of the "Anxiety Monster"?

Answer: Rapid heartbeat, sweating, trembling, and feelings of dread or panic.

4. How can the "Anxiety Monster" affect daily life?

Answer: It can interfere with relationships, work, and daily activities, causing significant distress and impairment.

5. What is the central plot of the story "The Forty Fortunes"?

Answer: A poor man named Ahmad is rewarded with forty fortunes for his kindness and generosity to a dervish.

6. What is the symbolic significance of the forty fortunes in the story?

Answer: The forty fortunes represent the rewards of good deeds and the blessings of God.

7. How does the story "The Forty Fortunes" reflect the cultural values of Iran?

Answer: The story reflects the importance of hospitality, kindness, and generosity in Iranian culture.

8. What is the significance of the title "Where There is a Will" in the context of the play?

Answer: The title "Where There is a Will" suggests that the play is about the struggle for power and control within a family, and the ways in which individuals will stop at nothing to achieve their goals.

9. How does the character of Chandru demonstrate the theme of the play?

Answer: Chandru's character demonstrates the theme of the play through his ruthless and cunning behavior, as he manipulates and exploits those around him to achieve his own ends.

UNIT - 4

1. What is the difference between the phrasal verbs "get on" and "get along"?

Answer: "Get on" means to have a good relationship with someone, while "get along" means to be in a state of harmony or agreement with someone.

2. What are the meanings of the idioms "cost an arm and a leg" and "cut to the chase"?

Answer: "Cost an arm and a leg" means something is very expensive, while "cut to the chase" means to get to the point or the most interesting part of a conversation.

3. What are the differences between the modal verbs "can" and "could"?

Answer: "Can" is used to express ability or possibility in the present, while "could" is used to express ability or possibility in the past.

4. What are the uses of the auxiliary verb "have"?

Answer: The auxiliary verb "have" is used to form the present perfect tense, the past perfect tense, and the future perfect tense.

5. What does the modal verb "should" express?

Answer: Advice or recommendation.

6. What is the difference between a gerund and an infinitive?

Answer: A gerund is a verb form ending in -ing that functions as a noun, while an infinitive is a verb form beginning with "to" that functions as a noun, adjective, or adverb.

7. How are participles used in sentences?

Answer: Participles are used to describe nouns or pronouns, and can be used as adjectives or adverbs.

8. What is the function of a verb phrase?

Answer: A verb phrase is a phrase that consists of a main verb and any auxiliary verbs, and functions as a single unit.

UNIT - 5

1. What are the essential elements of a leave letter?

Answer: The essential elements of a leave letter include the date, sender's address, recipient's address, salutation, introduction, body, and conclusion.

2. What is the difference between a permission letter and a leave letter?

Answer: A permission letter is used to grant permission for an activity or event, while a leave letter is used to request leave from an organization or institution.

3. What are the key components of a letter of application?

Answer: The key components of a letter of application include the introduction, body, and conclusion, as well as the applicant's qualifications, experience, and contact information.

4. What are the essential elements of a formal invitation?

Answer: The essential elements of a formal invitation include the host's name, the occasion, the date, time, location, and RSVP information.

5. How does the tone of an invitation affect the guest's perception of the event?

Answer: The tone of an invitation can affect the guest's perception of the event by conveying the level of formality, excitement, or importance of the occasion.

6. What is the difference between a formal and informal invitation?

Answer: A formal invitation is typically used for formal events, such as weddings or business meetings, while an informal invitation is used for casual events, such as parties or gatherings.

7. What are the essential elements of a brochure for a programme or event?

Answer: The essential elements of a brochure include the programme title, date, time, location, schedule, and contact information.

8. How does the design of a brochure contribute to its effectiveness?

Answer: The design of a brochure can contribute to its effectiveness by making it visually appealing, easy to read, and easy to navigate.

9. What is the importance of proofreading a brochure for a programme or event before printing?

Answer: To ensure that the brochure is free of errors and provides accurate information to the reader.

SECTION - C

5 Mark Questions:

UNIT - 1

1. Describe the setting of the story "In a Grove". How does the author use the setting to create a sense of atmosphere and mood?

Answer: The story takes place in a grove of cedar trees, which creates a sense of isolation and eeriness. The author uses the setting to create a sense of atmosphere and mood by describing the trees as "tall and somber" and the air as "heavy with the scent of cedar". This creates a sense of foreboding and tension, which is reflective of the events that unfold in the story.

2. Discuss the character of Tajomaru in the story "In a Grove". What motivates him to commit the crime, and how does he justify his actions?

Answer: Tajomaru is a complex and multifaceted character who is motivated by a desire for excitement and thrill-seeking. He is a bandit who has committed many crimes, and he justifies his actions by claiming that he is simply following his natural instincts. However, as the story progresses, it becomes clear that Tajomaru is also driven by a desire for self-justification and a need to prove himself to others.

3. Describe the relationship between Jim and Della in the story "The Gift of the Magi". How do they show their love and affection for each other?

Answer: Jim and Della are a young couple who are deeply in love with each other. They show their love and affection for each other through their selfless actions and sacrifices. Della wants to buy a Christmas present for Jim, but she doesn't have enough money, so she decides to sell her long, beautiful hair to buy a chain for Jim's watch. Similarly, Jim wants to buy a Christmas present for Della, but he doesn't have enough money, so he decides to sell his watch to buy a set of beautiful combs for Della's hair. This shows that they are willing to make sacrifices for each other and prioritize each other's happiness over their own desires.

4. Discuss the irony in the story "The Gift of the Magi". How does the author use irony to convey the theme of the story?

Answer: The story "The Gift of the Magi" is full of irony. The author uses irony to convey the theme of the story, which is the selfless love and sacrifice that people make for each other. The irony lies in the fact that Della sells her hair to buy a chain for Jim's watch, but Jim sells his watch to buy a set of combs for Della's hair. This means that Della's gift to Jim is now useless, and Jim's gift to Della is also useless. However, this irony highlights the selfless love and sacrifice that they make for each other, and it shows that their love is more valuable than any material gift.

5. Describe the importance of listening in personal relationships, according to the article "Listening". How can listening improve relationships with family and friends?

Answer: According to the article "Listening", listening is essential in personal relationships as it helps to build trust, understanding, and intimacy. When we listen to our loved ones, we show them that we value and respect their thoughts and feelings. This can lead to deeper and more meaningful relationships. By listening actively, we can also avoid conflicts and misunderstandings, and resolve issues more effectively. Furthermore, listening can help us to understand the needs and desires of our loved ones, and respond in a way that is supportive and caring.

6. Discuss the role of listening in professional relationships, according to the article "Listening". How can listening improve communication and productivity in the workplace?

Answer: According to the article "Listening", listening is crucial in professional relationships as it helps to build trust, understanding, and collaboration. When we listen to our colleagues and clients, we can gain a deeper understanding of their needs and concerns, and respond in a way that is helpful and supportive. This can lead to improved communication, increased productivity, and better outcomes. By listening actively, we can also avoid misunderstandings and errors, and resolve conflicts more effectively. Furthermore, listening can help us to identify opportunities for growth and innovation, and respond in a way that is creative and proactive.

7. Describe the main ideas presented in the Nobel Prize Acceptance Speech. How does the speaker argue for the importance of literature in our lives?

Answer: The Nobel Prize Acceptance Speech argues for the importance of literature in our lives by highlighting its power to shape our understanding of the world and ourselves. The speaker describes literature as a way of bearing witness to the human experience, and of telling stories that can inspire and transform us. The speaker also argues that literature has the power to challenge our assumptions and to help us see the world from new and different perspectives.

Overall, the speech makes a powerful case for the importance of literature in our lives, and for the need to continue to support and celebrate writers and their work.

8. Discuss the speaker's use of language and imagery in the Nobel Prize Acceptance Speech. How does the speaker use rhetorical devices to convey their message?

Answer: The speaker's use of language and imagery in the Nobel Prize Acceptance Speech is powerful and evocative. The speaker uses rhetorical devices such as metaphor, simile, and allusion to convey their message and to create vivid images in the minds of their audience. For example, the speaker describes literature as a "mirror" that reflects our humanity, and as a "bridge" that connects us to each other and to the world around us. The speaker also uses repetition and rhythm to create a sense of musicality and to emphasize key points. Overall, the speaker's use of language and imagery is highly effective in conveying their message and in inspiring their audience.

UNIT - 2

1. Describe the speaker's experience with the landlady in the poem "Telephone Conversation". How does the speaker use language to convey their emotions and reactions?

Answer: The speaker's experience with the landlady is one of frustration and anger, as the landlady's racist attitudes and prejudices are revealed through their conversation. The speaker uses language to convey their emotions and reactions, employing irony and sarcasm to highlight the absurdity of the landlady's views. For example, the speaker says "I'm African" and the landlady responds with "Are you dark? Or very light?" The speaker's use of language is witty and humorous, but also conveys a sense of annoyance and exasperation at the landlady's ignorance and prejudice.

2. Discuss the theme of racism and prejudice in the poem "Telephone Conversation". How does the speaker use the poem to comment on these issues?

Answer: The theme of racism and prejudice is a dominant one in the poem "Telephone Conversation". The speaker uses the poem to comment on these issues, highlighting the absurdity and ignorance of racist attitudes and prejudices. The speaker's conversation with the landlady is a powerful example of how racism and prejudice can manifest in everyday interactions, and how they can be challenged and subverted through language and humor. The speaker's use of irony and sarcasm is a key aspect of the poem, as it allows them to comment on the landlady's racism and prejudice without directly confronting her. The poem is a powerful commentary on the ongoing issues of racism and prejudice in society, and the need for greater understanding and empathy.

3. Describe the benefits of friendship, according to the essay "Of Friendship". How can friends help us to improve ourselves and our lives?

Answer: According to the essay, friends can help us to improve ourselves and our lives in many ways. They can provide us with honest feedback and advice, help us to develop our virtues and talents, and offer us emotional support and comfort. Friends can also help us to broaden our perspectives and experiences, and to learn from their knowledge and expertise. Furthermore, friends can provide us with a sense of belonging and connection, which is essential for our emotional and mental well-being. Overall, the benefits of friendship are numerous and can have a significant impact on our lives.

4. Discuss the characteristics of a true friend, according to the essay "Of Friendship". What qualities should we look for in a friend, and how can we cultivate these qualities in ourselves?

Answer: According to the essay, a true friend is someone who is loyal, honest, and trustworthy. They should be willing to tell us the truth, even if it is difficult to hear, and to provide us with constructive feedback and advice. A true friend should also be supportive and encouraging, and should help us to develop our virtues and talents. To cultivate these qualities in ourselves, we should strive to be loyal and committed to our friends, and to be honest and transparent in our interactions with them. We should also be willing to listen to their feedback and advice, and to learn from their experiences and perspectives.

5. Describe the character of Ulysses in the poem. What motivates him to continue his journey and what does he hope to achieve?

Answer: Ulysses is a complex and nuanced character in the poem. He is motivated by a desire to continue his journey and to seek out new experiences and challenges. He hopes to achieve a sense of fulfillment and satisfaction by exploring the world and discovering new things. He is driven by a sense of curiosity and a desire to learn and grow. Despite the challenges and obstacles that he faces, Ulysses remains determined and resolute, and he continues to strive for his goals with courage and perseverance.

6. Discuss the theme of the search for meaning and purpose in the poem "Ulysses". How does the poet use the character of Ulysses to explore this theme?

Answer: The theme of the search for meaning and purpose is a central idea in the poem "Ulysses". The poet uses the character of Ulysses to explore this theme by portraying him as a symbol of the human desire for adventure and exploration. Ulysses is driven by a sense of curiosity and a desire to learn and grow, and he continues to strive for his goals despite the challenges and obstacles that he faces. Through Ulysses' journey, the poet suggests that the search for meaning and purpose is a lifelong endeavor, and that one must always strive to seek out new experiences and challenges in order to find fulfillment and satisfaction.

7. Describe the speaker's tone and attitude in the poem "And Still I Rise". How does the speaker use language to convey confidence and assertiveness?

Answer: The speaker's tone in the poem "And Still I Rise" is one of confidence and assertiveness. The speaker uses language that is direct and unapologetic, with phrases such as "I rise" and "I'll rise" that convey a sense of determination and resilience. The speaker also uses rhetorical questions, such as "Does my sassiness upset you?" to challenge the reader and assert their own identity and autonomy. Overall, the speaker's tone is one of defiance and empowerment, and the language used is powerful and evocative.

8. Discuss the theme of identity in the poem "And Still I Rise". How does the speaker's identity as a black woman inform their experience and perspective?

Answer: The theme of identity is a central one in the poem "And Still I Rise". The speaker's identity as a black woman informs their experience and perspective, and is a key aspect of their resilience and defiance in the face of oppression. The speaker celebrates their blackness and femininity, and refuses to be defined or limited by the expectations of others. The poem is a powerful expression of black female identity and a testament to the strength and resilience of black women in the face of systemic oppression.

UNIT - 3

1. Describe the poet's attitude towards leisure time in the poem. How does the poet use language to convey this attitude?

Answer: The poet's attitude towards leisure time in the poem is one of appreciation and reverence. The poet uses language such as "stand and stare" and "watch the world go by" to convey a sense of wonder and awe at the beauty of nature. The poet also uses rhetorical questions such as "What is this life if, full of care, / We have no time to stand and stare" to emphasize the importance of taking time to appreciate the beauty of nature.

2. Discuss the theme of nature in the poem "Leisure". How does the poet use imagery and symbolism to convey the importance of nature in our lives?

Answer: The theme of nature is a central one in the poem "Leisure". The poet uses imagery such as "the squirrel's granary" and "the sparrow's nest" to convey the idea that nature is a source of beauty and wonder. The poet also uses symbolism, such as the image of the river, to convey the idea that nature is a source of peace and tranquility. The poet's use of imagery and symbolism emphasizes the importance of nature in our lives and highlights the need to take time to appreciate its beauty.

3. Describe the concept of the "Anxiety Monster" and its effects on individuals. How can it impact daily life and relationships?

Answer: The "Anxiety Monster" is a metaphorical representation of anxiety as a powerful and overwhelming force that can consume an individual's thoughts, feelings, and behaviors. It can cause significant distress and impairment in daily life, interfering with relationships, work, and daily activities. The "Anxiety Monster" can also lead to feelings of isolation, shame, and guilt, making it difficult for individuals to seek help or support. As the "Anxiety Monster" grows stronger, it can become increasingly difficult to manage, leading to a cycle of anxiety and fear that can be challenging to break.

4. Discuss the ways in which the "Anxiety Monster" can be tamed or managed. What strategies or techniques can be effective in reducing its power and influence?

Answer: The "Anxiety Monster" can be tamed or managed through a variety of strategies and techniques, including cognitive-behavioral therapy (CBT), mindfulness, and relaxation techniques. These approaches can help individuals to identify and challenge negative thought patterns, manage physical symptoms of anxiety, and develop coping skills and strategies to reduce the power and influence of the "Anxiety Monster". Additionally, self-care practices such as exercise, healthy eating, and social support can also be effective in reducing the impact of the "Anxiety Monster" and promoting overall well-being.

5. Discuss the character of Ahmad in the story "The Forty Fortunes".

Answer: Ahmad is a poor man who is kind and generous to a dervish, despite his own poverty. He is rewarded with forty fortunes for his good deed, which reflects his positive character traits. The story highlights the importance of kindness and generosity, showing how these virtues can lead to rewards and blessings. The theme is reinforced through the character of Ahmad and the dervish. The dervish is a mysterious figure who appears to Ahmad and tests his

kindness and generosity. He serves as a catalyst for the plot, leading to Ahmad's reward of forty fortunes.

6. Describe the character of Chandru in the play "Where There is a Will". What motivates him to pursue his goals, and what methods does he use to achieve them?

Answer: Chandru is the main character in the play "Where There is a Will". He is a ruthless and cunning individual who is motivated by a desire for power and control within his family. He uses a variety of methods to achieve his goals, including manipulation, exploitation, and coercion. Chandru is willing to do whatever it takes to get what he wants, including betraying and hurting those around him. Through his character, the play explores the theme of the struggle for power and control within a family, and the ways in which individuals will stop at nothing to achieve their goals.

7. Discuss the theme of family dynamics in the play "Where There is a Will". How does the play portray the relationships between family members, and what insights does it offer into the complexities of family life?

Answer: The theme of family dynamics is central to the play "Where There is a Will". The play portrays the relationships between family members as complex and multifaceted, with each character having their own motivations and desires. The play shows how family members can be both supportive and destructive of one another, and how the struggle for power and control can lead to conflict and betrayal. Through its portrayal of family dynamics, the play offers insights into the complexities of family life, and highlights the ways in which family relationships can be both a source of strength and a source of pain.

UNIT - 4

1. Explain the meanings of the following phrasal verbs: "get off", "get by", and "get away".

Answer: "Get off" means to leave a place or to avoid a situation, "get by" means to manage or survive with difficulty, and "get away" means to escape or leave a place.

2. Describe the meanings of the idioms "bend over backwards" and "burn the midnight oil".

Answer: "Bend over backwards" means to go out of one's way to help or please someone, while "burn the midnight oil" means to work late into the night, often to meet a deadline.

3. Explain the uses of the modal verb "will" and its different forms.

Answer: The modal verb "will" is used to express future tense, promises, and predictions. Its different forms include "will", "won't", "would", and "wouldn't".

4. Describe the differences between the modal verbs "may" and "might".

Answer: "May" is used to express possibility or permission in the present or future, while "might" is used to express possibility or permission in the past.

5. Explain the uses of the auxiliary verb "be" in the present continuous tense.

Answer: The auxiliary verb "be" is used in the present continuous tense to describe an action that is happening now, such as "I am studying" or "she is working".

5. Explain the use of gerunds as subjects of sentences.

Answer: Gerunds can be used as subjects of sentences, and are often preceded by the definite article "the" or a possessive adjective. For example: "Eating breakfast is important" or "Her singing is beautiful".

6. Describe the use of infinitives as complements of verbs.

Answer: Infinitives can be used as complements of verbs, and are often used to express purpose or intention. For example: "I want to go to the store" or "She needs to study for her exam".

7. Explain the difference between a participle and a gerund.

Answer: A participle is a verb form that functions as an adjective, while a gerund is a verb form that functions as a noun. For example: "The singing bird" (participle) vs. "Singing is my favorite hobby" (gerund).

UNIT - 5

1. Write a sample leave letter, including the essential elements and proper format.

Answer: [Sample leave letter]

[Date]

[Sender's Address]

[Recipient's Address]

Dear [Recipient's Name],

I am writing to request a leave of absence from [Date] to [Date] due to [Reason]. I will ensure that all my work is completed before my leave and make arrangements for coverage while I am away.

Thank you for considering my request.

Sincerely,

[Sender's Name]

2. Explain the purpose and format of a permission letter, including the essential elements and proper tone.

Answer: A permission letter is used to grant permission for an activity or event. The format should be formal, with a proper salutation, introduction, body, and conclusion. The tone should be polite and courteous.

3. Describe the key components of a letter of application, including the introduction, body, and conclusion, as well as the applicant's qualifications, experience, and contact information.

Answer: A letter of application should include an introduction that states the purpose of the letter and how the applicant learned about the position. The body should provide details about the applicant's qualifications, experience, and skills, as well as any relevant certifications or licenses. The conclusion should summarize the applicant's qualifications and express enthusiasm for the position.

4. Write a sample formal invitation for a wedding, including the essential elements and proper tone.

Answer: [Sample formal invitation]

Dear [Guest's Name],

You are cordially invited to the wedding of [Bride's Name] and [Groom's Name] on [Date] at [Time] at [Location].

A reception will follow the ceremony. Please RSVP by [RSVP Deadline] to let us know if you will be able to join us.

Sincerely,

[Host's Name]

5. Explain the importance of including all necessary details in an invitation, such as date, time, location, and RSVP information.

Answer: Including all necessary details in an invitation is important because it ensures that guests have all the information they need to attend the event. This includes the date, time, location, and RSVP information, as well as any other relevant details, such as dress code or parking information.

6. Describe the different types of invitations, including formal, informal, and digital invitations.

Answer: Formal invitations are typically used for formal events, such as weddings or business meetings, and are characterized by a formal tone and language. Informal invitations are used for casual events, such as parties or gatherings, and are characterized by a more relaxed tone and language. Digital invitations, such as evites or social media invitations, are used for online events or gatherings and are characterized by a more casual tone and language.

7. Write a sample brochure for a conference, including the essential elements and a visually appealing design.

Answer: [Sample brochure]

[Cover page with conference title and date]

Introduction:

Welcome to the [Conference Title]! This conference is designed to bring together professionals in the field of [Field] to share knowledge and ideas.

Programme Details:

The conference will feature [Number] sessions, including [Session Titles]. The sessions will be led by [Speaker Names] and will cover [Topics].

Schedule:

The conference will take place on [Date] from [Time] to [Time].

Contact Information:

For more information, please contact [Name] at [Email] or [Phone].

8. Explain the importance of targeting the right audience when creating a brochure for a programme or event.

Answer: Targeting the right audience is important because it ensures that the brochure is relevant and effective in promoting the programme or event to the people who are most likely to attend.

9. Describe the different types of brochures that can be used to promote programmes and events, including print brochures, digital brochures, and social media brochures.

Answer: Print brochures are physical brochures that are printed on paper and distributed to potential attendees. Digital brochures are electronic brochures that are distributed via email or social media. Social media brochures are brochures that are specifically designed for social media platforms and are often shorter and more visually oriented than print brochures.

SECTION - D

10 Mark Questions:

UNIT - 1

1. Discuss the theme of truth and reality in the story "In a Grove". How does the author use the multiple narratives to explore this theme, and what commentary does the story offer on the nature of truth?

Answer: The story "In a Grove" is a powerful exploration of the theme of truth and reality. The author uses the multiple narratives to highlight the subjective nature of truth and the difficulty of determining objective reality. Through the conflicting accounts of the same event, the story shows how truth can be distorted and manipulated to serve individual interests and biases. The story also offers a commentary on the nature of truth, suggesting that it is ultimately unknowable and that our perceptions of reality are always filtered through our individual perspectives.

2. Analyze the character of Della in the story "The Gift of the Magi". What are her strengths and weaknesses, and how does she contribute to the theme of the story?

Answer: Della is the protagonist of the story "The Gift of the Magi", and she is a complex and multifaceted character. Her strengths include her selflessness, kindness, and resourcefulness. She is willing to make sacrifices for Jim, and she comes up with a creative solution to buy a Christmas present for him. However, her weaknesses include her poverty and her lack of confidence. Despite these weaknesses, Della contributes to the theme of the story by showing that true love is about making sacrifices for each other. Her selfless act of selling her hair to buy a chain for Jim's watch illustrates the idea that true love is not about material possessions, but about the acts of kindness and sacrifice that we make for each other. Overall, Della is a well-rounded and relatable character who contributes to the theme of the story in a meaningful way.

3. Discuss the importance of listening in building strong relationships, according to the article "Listening" by Robin Sharma. How can listening improve communication, trust, and intimacy in personal and professional relationships?

Answer: According to the article "Listening" by Robin Sharma, listening is essential in building strong relationships. When we listen to others, we show them that we value and respect their thoughts and feelings. This can lead to deeper and more meaningful relationships, built on trust, understanding, and intimacy. Listening can improve communication by helping us to understand the needs and desires of others, and respond in a way that is supportive and caring. It can also help us to avoid conflicts and misunderstandings, and resolve issues more effectively. In professional relationships, listening can improve communication, increase productivity, and lead to better outcomes. By listening actively, we can gain a deeper understanding of the needs and concerns of our colleagues and clients, and respond in a way that is helpful and supportive.

4. Analyze the role of a Nobel Prize Acceptance Speech in promoting international cooperation and understanding.

A Nobel Prize Acceptance Speech can play a significant role in promoting international cooperation and understanding by providing a platform for the winner to share their ideas and perspectives with a global audience. The speech can also help to promote cultural exchange and understanding by providing insights into the winner's background and experiences. The winner may also use the speech to emphasize the importance of international cooperation and collaboration in achieving common goals and addressing global challenges. By promoting international cooperation and understanding, a Nobel Prize Acceptance Speech can help to create a more peaceful and harmonious world. The speech can also help to promote mutual respect and understanding among nations and cultures, and can provide a framework for addressing global challenges and promoting sustainable development.

UNIT - 2

1. Discuss the use of language and tone in the poem "Telephone Conversation". How does the speaker use language to convey their emotions and reactions to the landlady's racism and prejudice?

Answer: The poem "Telephone Conversation" is a masterful example of the use of language and tone to convey emotions and reactions. The speaker's use of language is witty and humorous, but also conveys a sense of annoyance and exasperation at the landlady's ignorance and prejudice. The speaker's tone is ironic and sarcastic, as they use language to highlight the absurdity of the landlady's racist attitudes and to mock her prejudices. The poem is a powerful commentary on the ongoing issues of racism and prejudice in society, and the need for greater understanding and empathy. Through their use of language and tone, the speaker is able to convey the complexity and nuance of their emotions and reactions, and to challenge the landlady's racism and prejudice in a way that is both humorous and powerful.

2. Analyze the concept of friendship, according to the essay "Of Friendship". What are the different types of friendships, and how can we distinguish between true and false friendships?

Answer: According to the essay, there are three types of friendships: friendship of utility, friendship of pleasure, and friendship of virtue. Friendship of utility is based on mutual benefit and advantage, while friendship of pleasure is based on shared enjoyment and entertainment. Friendship of virtue, on the other hand, is based on a deep and abiding commitment to one another's well-being and happiness. To distinguish between true and false friendships, we should look for qualities such as loyalty, honesty, and trustworthiness. A true friend is someone who is willing to tell us the truth, even if it is difficult to hear, and to provide us with constructive

feedback and advice. They should also be supportive and encouraging, and should help us to develop our virtues and talents. False friendships, on the other hand, are based on superficial qualities such as flattery and self-interest. They can be damaging and destructive, and can lead to harm and hurt rather than benefit and advantage.

3. Discuss the poem "Ulysses" as a representation of the human condition. How does the poet use the character of Ulysses to explore the themes of adventure, exploration, and the search for meaning and purpose?

Answer: The poem "Ulysses" is a powerful representation of the human condition, exploring the themes of adventure, exploration, and the search for meaning and purpose. The poet uses the character of Ulysses to embody these themes, portraying him as a symbol of the human desire for adventure and exploration. Through Ulysses' journey, the poet suggests that the search for meaning and purpose is a lifelong endeavor, and that one must always strive to seek out new experiences and challenges in order to find fulfillment and satisfaction. The poem also explores the idea that life is a journey, not a destination, and that one should always be striving to learn and grow. Overall, the poem "Ulysses" is a profound and thought-provoking exploration of the human condition, and it continues to resonate with readers to this day.

4. Analyze the poem "And Still I Rise" as an expression of black female empowerment. How does the speaker use language and imagery to convey a sense of confidence and assertiveness?

Answer: The poem "And Still I Rise" is a powerful expression of black female empowerment, and the speaker uses language and imagery to convey a sense of confidence and assertiveness. The speaker's tone is direct and unapologetic, and the language used is powerful and evocative. The poem celebrates the speaker's blackness and femininity, and refuses to be defined or limited by the expectations of others. The speaker's use of rhetorical questions, such as "Does my sassiness upset you?" challenges the reader and asserts their own identity and autonomy. The poem is a testament to the strength and resilience of black women in the face of systemic oppression, and is a powerful expression of black female empowerment.

UNIT - 3

1. Discuss the significance of the poem "Leisure" in the context of modern society. How does the poem relate to contemporary issues such as stress, anxiety, and the importance of work-life balance?

Answer: The poem "Leisure" is significant in the context of modern society because it highlights the importance of taking time to appreciate the beauty of nature in a world that is increasingly fast-paced and technology-driven. The poem relates to contemporary issues such as stress, anxiety, and the importance of work-life balance by emphasizing the need to slow down and enjoy the simple things in life. The poem suggests that people should prioritize leisure time and take breaks from their busy lives to appreciate the beauty of nature. This message is particularly relevant in modern society, where people are often expected to be constantly connected and productive, and where the boundaries between work and leisure time are increasingly blurred.

2. Analyze the concept of the "Anxiety Monster" and its implications for mental health. How can it be understood and addressed through psychological and therapeutic approaches?

Answer: The "Anxiety Monster" is a complex and multifaceted concept that can be understood and addressed through a variety of psychological and therapeutic approaches. From a

psychological perspective, the "Anxiety Monster" can be seen as a manifestation of the fight-or-flight response, which is triggered by perceived threats or dangers. This response can be adaptive in certain situations, but it can also become maladaptive and interfere with daily life when it becomes excessive or chronic. Therapeutic approaches such as CBT, mindfulness, and relaxation techniques can be effective in reducing the power and influence of the "Anxiety Monster" by teaching individuals to manage their thoughts, feelings, and behaviors in a more adaptive and constructive way.

3. Analyze the story "The Forty Fortunes" as a reflection of Iranian cultural values and traditions.

Answer: The story "The Forty Fortunes" is a traditional Iranian tale that reflects the country's rich cultural heritage. The story highlights the importance of kindness, generosity, and hospitality, which are core values in Iranian culture. The character of Ahmad, a poor man who is rewarded for his good deeds, represents the ideal of selflessness and compassion. The story also features a dervish, a mystical figure who is revered in Iranian culture for his spiritual wisdom and guidance. The forty fortunes that Ahmad receives serve as a symbol of the rewards of good deeds and the blessings of God. Overall, the story "The Forty Fortunes" offers a unique insight into Iranian cultural values and traditions, emphasizing the importance of kindness, generosity, and spirituality.

The number forty is a symbolic number in Iranian culture, often representing perfection, completeness, and spiritual fulfillment. In the story "The Forty Fortunes", the number forty serves as a symbol of the rewards of good deeds and the blessings of God. The forty fortunes that Ahmad receives represent the culmination of his kindness and generosity, and serve as a reminder of the importance of living a virtuous life. The use of the number forty also adds a sense of mysticism and wonder to the story, highlighting the idea that good deeds can lead to unexpected and abundant rewards.

The story "The Forty Fortunes" can be seen as a tale of personal transformation and growth, as Ahmad's life is changed forever by his encounter with the dervish. Through his kindness and generosity, Ahmad is able to overcome his poverty and achieve a state of spiritual fulfillment. The story highlights the idea that personal transformation is possible through good deeds and a positive attitude, and serves as a reminder of the importance of living a virtuous life. The character of Ahmad undergoes a significant transformation, from a poor and struggling man to a wealthy and fulfilled individual, representing the idea that personal growth and transformation are possible through kindness, generosity, and spirituality.

4. Discuss the use of dramatic devices in the play "Where There is a Will". How does the playwright use techniques such as dialogue, stage directions, and plot twists to create a sense of tension and drama?

Answer: The playwright uses a variety of dramatic devices to create a sense of tension and drama in the play "Where There is a Will". The dialogue is sharp and witty, with each character having their own unique voice and perspective. The stage directions are also effective in creating a sense of tension and drama, as the playwright uses techniques such as lighting and sound to create a sense of atmosphere and mood. The plot twists are also well-executed, as the playwright uses surprise and suspense to keep the audience engaged and invested in the story. Overall, the playwright's use of dramatic devices creates a sense of tension and drama that keeps the

audience on the edge of their seats, and highlights the complexities and nuances of the characters and their relationships.

UNIT - 4

1. Discuss the importance of phrasal verbs and idioms in English language learning. Provide examples of how they are used in everyday conversation.

Answer: Phrasal verbs and idioms are essential components of the English language, and are used frequently in everyday conversation. They add flavor and nuance to language, and can help learners to express themselves more effectively. For example, phrasal verbs like "get on" and "get along" can be used to describe relationships, while idioms like "break a leg" and "cost an arm and a leg" can be used to express good wishes or to describe something as expensive.

2. Explain the differences between literal and idiomatic language, and provide examples of how idioms can be used to create vivid and engaging descriptions.

Answer: Literal language is used to convey literal meaning, while idiomatic language is used to convey figurative meaning. Idioms can be used to create vivid and engaging descriptions, and can add depth and complexity to language. For example, the idiom "it's raining cats and dogs" can be used to describe heavy rain, while the idiom "kick the bucket" can be used to describe someone's death. Idioms can also be used to create vivid imagery, such as "the city was a melting pot" or "the news was a bombshell".

3. Discuss the uses of modal verbs in English, including "can", "could", "may", "might", "shall", "should", "will", and "would". Provide examples of how they are used in different contexts.

Answer: Modal verbs are used to express a range of meanings, including ability, possibility, permission, obligation, and prediction. For example, "can" is used to express ability, as in "I can speak French", while "may" is used to express permission, as in "you may leave the room". The modal verb "will" is used to express future tense, as in "I will go to the store tomorrow".

4. Explain the differences between the auxiliary verbs "be" and "have", and describe their uses in different tenses.

Answer: The auxiliary verb "be" is used to form the present continuous tense, as in "I am studying", while the auxiliary verb "have" is used to form the present perfect tense, as in "I have studied". The auxiliary verb "be" is also used to form the past continuous tense, as in "I was studying", while the auxiliary verb "have" is used to form the past perfect tense, as in "I had studied".

5. Discuss the use of verb phrases in English, including gerunds, infinitives, and participles. Provide examples of how they are used in different contexts.

Answer: Verb phrases are an important part of English grammar, and are used to express a range of meanings. Gerunds are used as nouns, infinitives are used as nouns, adjectives, or adverbs, and participles are used as adjectives or adverbs. For example: "I love eating breakfast" (gerund), "I want to go to the store" (infinitive), and "The singing bird is beautiful" (participle).

6. Explain the use of participles in sentence structure, including the use of present participles, past participles, and perfect participles.

Answer: Participles are used to describe nouns or pronouns, and can be used as adjectives or adverbs. Present participles are used to describe ongoing actions, past participles are used to describe completed actions, and perfect participles are used to describe actions that began in the past and continue up to the present. For example: "The singing bird is beautiful" (present participle), "The cooked meal is delicious" (past participle), and "The finished project is impressive" (perfect participle).

UNIT - 5

1. Discuss the importance of official correspondence in a professional setting, including the use of leave letters, permission letters, and letters of application.

Answer: Official correspondence is essential in a professional setting as it provides a formal and professional means of communication. Leave letters, permission letters, and letters of application are all important types of official correspondence that serve specific purposes. Leave letters are used to request leave from an organization or institution, while permission letters are used to grant permission for an activity or event. Letters of application are used to apply for a job or position. Proper format, tone, and content are crucial in official correspondence to ensure that the message is conveyed effectively and professionally.

2. Explain the differences between a leave letter, permission letter, and letter of application, including the purpose, format, and tone of each.

Answer: A leave letter is used to request leave from an organization or institution, while a permission letter is used to grant permission for an activity or event. A letter of application is used to apply for a job or position. The format and tone of each type of letter differ, with leave letters and permission letters being more formal and letters of application being more persuasive. The purpose of each letter also differs, with leave letters and permission letters being used to request or grant permission, and letters of application being used to apply for a job or position.

3. Write a sample letter of application, including the introduction, body, and conclusion, as well as the applicant's qualifications, experience, and contact information.

Answer: [Sample letter of application]

[Date]

[Sender's Address]

[Recipient's Address]

Dear [Recipient's Name],

I am writing to apply for the [Position] role at [Organization]. I learned about the position through [Source] and am excited about the opportunity to join your team.

With [Number] years of experience in [Field], I possess the skills and qualifications necessary to excel in this role. My experience includes [Relevant Experience], and I have a [Relevant Certification] in [Field].

I am confident that my skills and experience make me an ideal candidate for this position. I would welcome the opportunity to discuss my application and how I can contribute to the success of your organization.

Thank you for considering my application.

Sincerely,

[Sender's Name]

4. Discuss the importance of invitations in event planning, including the role of invitations in setting the tone and expectations for the event.

Answer: Invitations play a crucial role in event planning because they set the tone and expectations for the event. A well-crafted invitation can create excitement and anticipation for the event, while a poorly crafted invitation can lead to confusion or disinterest. Invitations also provide guests with all the necessary details, such as date, time, location, and RSVP information, which helps to ensure that guests are able to attend the event.

5. Explain the different elements of an invitation, including the host's name, occasion, date, time, location, and RSVP information, and describe how each element contributes to the overall tone and effectiveness of the invitation.

Answer: The host's name is an important element of an invitation because it indicates who is hosting the event and provides a point of contact for guests. The occasion is also an important element because it provides context for the event and helps guests to understand the purpose of the invitation. The date, time, and location are essential elements because they provide guests with the necessary details to attend the event. The RSVP information is also important because it allows guests to respond to the invitation and provides the host with an accurate headcount for the event.

6. Write a sample invitation for a business meeting, including the essential elements and proper tone, and describe the importance of using a formal tone and language in a business invitation.

Answer: [Sample business invitation]

Dear [Guest's Name],

You are cordially invited to a business meeting on [Date] at [Time] at [Location]. The meeting will be led by [Host's Name] and will cover [Topic].

Please RSVP by [RSVP Deadline] to let us know if you will be able to attend. We look forward to seeing you there.

Sincerely,

[Host's Name]

The importance of using a formal tone and language in a business invitation is that it conveys a level of professionalism and respect for the guests. A formal tone and language also helps to establish the credibility and authority of the host and the organization, which is essential in a business setting.

7. Discuss the role of brochures in promoting programmes and events, including their effectiveness in reaching the target audience and providing essential information.

Answer: Brochures play a crucial role in promoting programmes and events by providing essential information to potential attendees and helping to create a positive impression of the programme or event. Brochures can be effective in reaching the target audience because they can be distributed in a variety of ways, including online and offline. Brochures can also provide essential information, such as the programme schedule, speaker bios, and registration details, which can help to persuade potential attendees to attend the programme or event.

8. Explain the importance of evaluating the effectiveness of a brochure for a programme or event, including the metrics that can be used to measure success.

Answer: Evaluating the effectiveness of a brochure is important because it helps to determine whether the brochure is achieving its intended goals, such as increasing attendance or generating interest in the programme or event. Metrics that can be used to measure success include the number of brochures distributed, the number of attendees who registered after receiving the brochure, and the overall feedback from attendees about the brochure.

9. Write a sample brochure for a festival, including the essential elements and a visually appealing design, and describe the importance of including a call to action in the brochure.

Answer: [Sample brochure]

[Cover page with festival title and date]

Introduction:

Welcome to the [Festival Title]! This festival is a celebration of [Theme] and will feature [Number] performances, including [Performance Titles].

Programme Details:

The festival will take place on [Date] from [Time] to [Time]. The performances will be held at [Location].

Call to Action:

Don't miss out on the fun! Register now by visiting our website or calling [Phone Number].

The importance of including a call to action in the brochure is that it encourages potential attendees to take action and register for the festival. A call to action can be a website URL, phone number, or email address, and should be prominently displayed in the brochure to make it easy for potential attendees to respond.