

## **2.2. READING & WRITING: READING LONGER TECHNICAL TEXTS, CAUSE AND EFFECT ESSAYS, WRITING RESPONSES TO COMPLAINT**

### **READING LONGER TECHNICAL TEXTS**

Reading comprehension is defined as the level of understanding a given text. The ability to understand and remember reading material is important to success in School, college, and everyday life. "Comprehension" in reading refers to the identification of the central theme, main ideas, supporting details, and writing patterns. The significance of reading comprehension is, understanding what you read. Being able to read fast is also important, but speed is always secondary to understanding. Regular reading improves not just a person's reading speed, but also the depth of his/her understanding of an unfamiliar passage. The most important thing is to cultivate a regular reading habit that a person follows with discipline. According to the U.S. National Reading Panel's comprehensive literature search on reading comprehension the following were critical to effective reading comprehension.

- (1) Vocabulary knowledge,
- (2) Reading comprehension instruction based on reading strategies,
- (3) Practices were critical to effective reading comprehension teaching.

The main strategy for reading comprehension is the technique called SQ3R. This stand for Survey, Question, Read, Recite, and Review. In order to get an understanding of the text, one should survey the chapters. Through this phase, students should make judgements or predictions at what the author is trying to convey and understand why this reading segment is relevant to the overall course purpose. In the next phase the students should ask a question for each section during the survey of the text, Wh' Questions such as what, why, how, when, who and where related to the content can be created. The next thing is to begin reading. students will use the reading techniques previously chosen through the survey step in order to gain the most understanding. Students must also be able to comprehend the reading assignment and understand the purpose of the reading in the overall course.

## CAUSE AND EFFECT ESSAYS

An essay is a short piece of writing, it is often written from an author's personal point of view. The definition of an essay is vague, overlapping with those of an article and a short story.

In recent times, essays have become a major part of a formal education. Secondary students are taught structured essay formats to improve their writing skills, and essays are often used by universities in selecting applicants.

In both secondary and tertiary education, essays are used to judge the mastery and comprehension of material. Students are asked to explain, comment on, or assess a topic of study in the form of an essay.

Academic essays are usually more formal than literary ones. They may still allow the presentation of the writer's own views, but this is done in a logical and factual manner.

### Example:

#### Cause and effects of pollution

About 40 percent of deaths worldwide are caused by water, air, and soil pollution. For the last several years, the problem of too much pollution has been brought to public attention, and small steps to stop it have been taken but the main causes of pollution still exist.

Three main causes to pollution are the cars and machines people use, people's inability to use renewable resources, and the attitude of people to throw away their junk instead of recycling them and to not help stop pollution. The machines that people use cause lots of pollution that normally wouldn't occur naturally.

Since they don't occur in nature, it is harder for nature to deal with it. For example, carbon pollution occurs somewhat naturally, so trees use it to make oxygen. One of the largest contributors to the increase in pollution for the past several years is the machines people use like cars and electronic appliances.

The second cause of pollution comes from people and their inability to use renewable resources and environmentally friendly products. Toxic wastes that people don't properly dispose of aren't a large problem but they are still a very serious one. Companies and people who dump toxic wastes, even in small quantity, can ruin a whole ecosystem and cause harm to many life forms, even people.

Lastly, the pollution that exists today is caused by the people's attitude. People drinking from adulterated water supplies cause health problems, thus making them susceptible to diseases and resulting in human casualties too.

## WRITING RESPONSES TO COMPLAINT

How you reply to a customer complaint can have a significant impact on its acceptance and your chances of retaining the customer. Writing an effective response to a customer complaint reinforce a positive brand image for your company.

### How to write a response to customer complaint?

1. Read the entire complaint
2. Apologize for any inconvenience
3. Explain what may have caused the issue
4. Propose an actionable, detailed solution
5. Explain how you can improve the customer's experience in the future.
6. Offer an incentive
7. Encourage customer response
8. Reply to any follow-up letters or questions.

### EXAMPLE:

#### 1. Write a letter responding to the complaint given against the subscription access issue.

Dear (name),

I sincerely apologize for the inconvenience these issues may have caused you. I have taken the liberty of refunding your subscription fee for this month. You will continue to have full access to all features of our software. It appears that the connectivity issues you experienced were caused by a malfunction on our server. Poor connectivity is also the most likely cause of your inability to save your update. Our team has identified the source of the issue and is working actively to implement a fix. We estimate that the problem will be fully resolved within the next hour. Further, we'll be migrating to new servers within the next months, which will provide further stability to our service. Please don't hesitate to contact us if you need further assistance. Thank you for taking the time to provide us with valuable feedback.

Sincerely,

Xxxx

**2. Write a letter responding to the complaint regarding the delay in the order given.**

Dear (name),

I am so sorry to learn that your order has not arrived. I understand how frustrating this must be.

I've tracked your package via the U.S. Postal Service, and it's currently listed as (place). If you'd like to keep track of your package's status, you can visit this link: (link)

Please contact me directly if your package has not arrived by (date) by responding to this message. Alternatively, you call me directly at 1-234-567-8910

Once again, I sincerely apologize for the inconvenience.

Best,

XXX

**3. Write a letter responding to the complaint regarding the service provider.**

Dear (name),

Thank you for your email. We take customer satisfaction seriously and are glad to hear from you. First, I would like to apologize for the frustration you've been experiencing recently. I want you to know that we appreciate your feedback. It will allow us to resolve any problems that occur and help us to improve our services.

We're proud that you've selected our company as your service provider for the last five years, and we'd like the opportunity to resolve your concerns and earn your continued trust. To help us route your complaint to the appropriate department who can address your concerns, we'd be grateful if you can provide us with additional details regarding your experience by filling out the attached form.

We are truly sorry for the inconvenience and hope to offer you better services in the future. For any questions or further assistance, please reply to this message or call us at 1-23-456-78-910.

Best regards,

xxx