

3.3 LETTER TO THE EDITOR

Letters that are intended for publication should usually be drafted more carefully. Letter to the Editor is also called Guerilla Publicity, because they cost nothing. The 'Letters' column is always read with interest by ordinary citizens, representatives of the newspapers from the district government authorities and so on.

DIFFERENT POINTS FOR WRITING SUCCESSFUL LETTERS

Point 1

A topic we feel passionate about must be picked up. It can also be related to an issue very recently discussed in the newspaper to which we are writing.

Point 2

New ways must be thought of to discuss the topic and proper solutions must be presented.

Point 3

The letter must be written clearly and concisely following the limitations in writing editorial pages.

Point 4

The major points must be included within the first few paragraphs.

Point 5

The letter can be typed leaving double space between lines.

Point 6

Errors are to be avoided.

Point 7

Our name, phone number and address if required are to be noted.

When a letter is written to the Editor of a Newspaper the problem should be explained in detail and the effect of the problem can be stated with one or two incidents. Suggesting a remedy is a welcoming factor. The letter can be completed by requesting the authority to take care of the matter. While writing about the problems, difficulties and solutions the following structures can be used.

EXAMPLE

1. Write a letter to the Editor of a Newspaper highlighting any four problems faced by the commuters in city buses. Suggest suitable solutions for each one of the problems highlighted.

Coimbatore

08.04.2022

From

M.Mohammed Ashiq

2/82 Chintamani St,

Coimbatore.

To

The Indian Express,

Chennai.

Sir,

I request you to publish in your Daily the problems experienced by the commuters in the city buses. The buses plying from K.K. Nagar to. Paris are always over crowded. Passengers find it extremely difficult either to get into the buses or get down. School children suffer a lot due to this problem. Hence it is essential for operating more buses to solve this problem.

Some of the buses are not stopping at the regular bus stops. The passengers are found running here and there to catch the buses. The careless drivers and conductors are to be treated seriously and suitable punishments given.

More ambitious of the collection incentive, the transport employees allow more luggage causing severe inconvenience to the passengers. The transport authorities should look into this matter immediately.

Another problem experienced by the commuters of our locality is that most of the buses plying on our route are very bad in condition. The travel becomes unpleasant causing

utmost discomfort to ladies and children. Hence immediate action is expected of the authorities to introduce new and better buses on this route.

Thanking You

Yours faithfully,
M.Mohammed Ashiq
(Post Master)

2. Write a letter to the Editor of the newspaper on the evils of street begging.

Chidambaram

10.04.2022

From

H. Inul Farvin,
26/B Pasha Palace,
New Street,
Chidambaram,

To

The Hindu,
Chennai.

Sir,

I should be much obliged if you allow me a little space in the column of your esteemed paper and to enable me to bring home to your readers the evils of street begging which is becoming a greater nuisance every day to the shopkeepers and passersby on our main streets.

Begging in the streets is such a long established custom in India. It is true that we must help the poor and the needy, but all the beggars are not really wretched. Not all the beggars deserve our help giving. Un-thoughtful and indiscriminate alms make the beggars lazy. Hence the authorities concerned should view this matter seriously and establish homes for these beggars.

Thanking You

Yours faithfully,

H. Inul Farvin.

3. You happen to live in an area where political meetings are held frequently. Write a letter to the editor of a newspaper highlighting the problems experienced on account of noise pollution and suggest the steps that must be taken to solve the problem.

Vandavasi

12.02.2001

From

S. Abdul Khader,
14, A, Yusufia Nagar,
Vandavasi.

To

The Hindu,
Chennai.

Sir,

I request that the following may be published in your Daily.

The people of our locality are experiencing greater problems of noise pollution resulting out of the blaring loud speakers. Our area has an open space which is attracting the politicians of almost all parties to organise meetings. It has become a common occurrence and a regular nuisance to the residents. Even though the meetings are conducted in the evenings the loud Speakers blare throughout the day. Old people and students are greatly affected due to this. In spite of the repeated reports to the authorities concerned, the problem has not come to an end. Perhaps the officials are reluctant to act against the politicians. Hence it is requested that the Government considers this matter and takes stern measures to shift the area for organising these meetings.

Thanking You

Yours faithfully,

S.Abdul Khader.

4. Write a letter to the Editor of a popular Newspaper (highlighting) the traffic problems in a cosmopolitan city like Chennai, and also offering suitable solutions to solve them.

Salem

11.5.2013

From

S.Divyabharathi

1,1/A North Street,

Salem.

To

The Hindu,

Chennai.

Sir,

I request you to publish the following in your Daily.

Chennai as the capital city is of course good in many respects. Though many steps have been taken, the traffic problems still persist in certain areas of Chennai. So many vehicles moving inch by inch cause air pollution and inconvenience to the commuters. So it is essential, some more fly overs are to be constructed to solve this problem.

It was also noticed that the signals do not function properly in some places. As a result, accidents frequently occur. It is unfortunate that the advanced technological society is experiencing toward incidents. It is the responsibility of the police department to minimise the number of accidents. It is found that the pedestrians do not adhere to the traffic rules, try to cross the thoroughfare and tend to cause more accidents. Hence the authorities are requested to put barricades in almost all places.

Thanking You

Yours faithfully,

J S.Dhivya Bharathi.

5. Write a letter of complaint to the Editor of a Newspaper about the increasing air pollution in Chennai City. Your letter should also suggest suitable solutions to tackle the problem of air pollution.

Madurai

18.06.2021

From

E. Divya,

42K, Chetty St,

Madurai.

To

The Indian Express,

Chennai.

Sir,

The following matter, may kindly be published in your Daily.

Air pollution in Chennai has been aggravated due to many factors. Increasing traffic has resulted in higher levels of energy consumption. The high influx of population to Chennai, increases in consumption patterns to the problems of air pollution. The Chennai vehicles are the major contributors for spreading air pollution. The rapid increase in urban population has resulted in the increase of consumption patterns and higher demands for transport, energy, other infrastructure thereby leading to pollution problems. In Chennai, the road-based passenger transport has recorded very high growth in recent years.

The drastic increase in the number of vehicles has also resulted in a significant increase in the emission load of various pollutants. Other reasons are the types of engines used, age of vehicles, congested automative technologies and traffic

management system.

In Chennai, people breathe air with high concentrations of dreaded pollutants. This has led to reduced physical performance, frequent medical consultations and so on.

In such a situation prevailing in Chennai, prevention based environmental policy needs to be strengthened. Since vehicles contribute significantly to the total air pollution load in Chennai, Vehicular pollution control deserves top priority. A mixed set of instruments are to be devised to reduce both emission and congestion.

Thanking You

Yours faithfully,

E. Divya

Exercise:

1. Write a letter to the Editor of a Newspaper highlighting any four road safety problem faced by the citizens of Chennai. Also give suitable solutions in your letter to the problem you have highlighted.
2. Write a letter to the Editor of a Newspaper complaining about the problems caused by frequent power cuts in your residential area. Your letter should also give suggestions solve this problem of frequent power supply breakdown in your area.

CHECKLISTS

Check list is prepared to ascertain the preparations that you have done before any events or trip. Using a prepared checklist will ensure you that if extreme care is taken to cover all needed amenities. It helps to the successful accomplishment of a planned action.

- Check list consists of minimum eight set of questions.
- The questions start with auxiliary verbs.
- Past tense should be avoided in framing the questions.

For eg:

	Yes	No
Is the mobile phone taken?	<input type="checkbox"/>	<input type="checkbox"/>

Exercise No: 1

Write a set of eight checklists to be checked before arranging a conference:

- | | | |
|--|-----|----|
| | Yes | No |
|--|-----|----|
1. Have I arranged the seating?
 2. Have I arranged the audio visual?
 3. Have I arranged the decoration?
 4. Have I framed various committees?
 5. Have I invited the chief guest?
 6. Have I sent invitation to all colleges?
 7. Are the certificates arranged?
 8. Do I prepare the topics for paper presentation?
 9. Have I bought the mementoes for the chief guest?
 10. Have I arranged the MC?

Exercise No: 2

Write a set of eight checklists to be followed before going on a tour.

- | | | |
|--|-----|----|
| | Yes | No |
|--|-----|----|
1. Are the dresses arranged?
 2. Do I take the ATM card with sufficient balance?
 3. Have I taken the camera?
 4. Have I taken the map?
 5. Have I taken the contact number of my friend?
 6. Do I book the room?
 7. Have I taken the snacks items?
 8. Have I taken the drinking water?
 9. Is the first aid box taken?
 10. Have I taken the mobile phone?

Exercise No: 3

Write a set of eight checklists to be followed before going for an interview:

Yes No

1. Are the certificates taken?
2. Have I taken the project report?
3. Are the dresses arranged?
4. Have I taken the formal wear?
5. Do I take the ATM card?
6. Do I book the room?
7. Have I got the contact number of my friend?
8. Have I taken the call letter for the interview?

Exercise No: 4

You are planning to go for trip of Tirupathi by your own. Write a checklist covering eight aspects that you should take care before starting the trip:

Yes No

1. Are the RC book and papers safely kept in the dashboard?
2. Are the tyres properly inflated?
3. Is the petrol tank filled?
4. Have I serviced the car?
5. Have I checked the brake?
6. Is the audio system working?
7. Have I taken the stepney tyre?
8. Are the wipers and headlights in good condition?

Exercise No: 5

You are the Staff Secretary of your college. Write a checklist covering eight items to conduct an annual day /sports day in your college:

Yes No

1. Have I arranged the stage?
2. He I arranged the audio visual?

3. Have I invited the chief guest?
4. Have I given invitation to all?
5. Are the prizes and certificates arranged?
6. Have I prepared the agenda?
7. Are the refreshment arranged?
8. Have I arranged memento for the chief guest?
9. Is the photographer informed?
10. Have I arranged various committees?

Exercise No: 6

Your municipality has decided to supply purified drinking water to the locality

Write a set of eight check list that would help them to fulfill their proposal easily:

- | | Yes | No |
|---|-----|----|
| 1. Are the water source cleaned? | | |
| 2. Are the water source disinfected? | | |
| 3. Are the water source fenced? | | |
| 4. Are the pipes and fittings of good quality? | | |
| 5. Is the water tank cleaned properly? | | |
| 6. Is proper water treatment done? | | |
| 7. Is the purifier installed in good condition? | | |
| 8. Is the water checked in the lab for ensuring purity? | | |