ENGLISH FOR COMMERCE & MANAGEMENT

TAMIL NADU STATE COUNCIL FOR HIGHER EDUCATION

(TANSCHE)

PREFACE

This textbook on Professional English envisioned under the leadership of the Honorable Chief Minister of Tamilnadu, Thiru. Edappadi K.Palaniswami by the Honorable Minister for Higher Education Thiru. K.P. Anbalagan, and Principal Secretary to Government, Department of Higher Education, Selvi. Apoorva, I.A.S., is a pioneering venture and strategic intervention in higher education in Tamil Nadu. It has been prepared with the unstinted support of Thiru. K.Vivekanandan, I.A.S. Member Secretary, TANSCHE (Tamil Nadu State Council for Higher Education)

Tamil Nadu has the distinction of having the highest GER (Gross Enrolment Ratio) of 49%, in higher education in the country: this figure attests to the efforts of the government to empower the youth of the state by enhancing access to higher education.

After duly examining the challenges faced by students in learning their subjects and with a vision to equip them to compete in a global scenario, four textbooks, *English for Physical Science, English for Life Sciences, English for Arts and Social Sciences* and *English for Commerce and Management* have been prepared.

As language is an essential tool with regard to the learning process, a textbook which uses subject/discipline based content to leverage language learning is an ideal approach and fulfills the dual objective language proficiency and professional competence.

This book is bound to fulfill its destiny as teachers and students work in tandem: teachers as facilitators and learners as highly motivated stakeholders.

PROFESSIONAL ENGLISH FOR COMMERCE & MANAGEMENT

OBJECTIVES:

- To develop the language skills of students by offering adequate practice in professional contexts.
- To enhance the lexical, grammatical and socio-linguistic and communicative competence of first year physical sciences students
- To focus on developing students' knowledge of domain specific registers and the required language skills.
- To develop strategic competence that will help in efficient communication
- To sharpen students' critical thinking skills and make students culturally aware of the target situation.

LEARNING OUTCOMES:

- Recognise their own ability to improve their own competence in using the language
- Use language for speaking with confidence in an intelligible and acceptable manner
- Understand the importance of reading for life
- Read independently unfamiliar texts with comprehension
- Understand the importance of writing in academic life
- Write simple sentences without committing error of spelling or grammar

(Outcomes based on guidelines in UGC LOCF – Generic Elective)

NB: All four skills are taught based on texts/passages.

UNIT 1: COMMUNICATION

Listening: Listening to audio text and answering questions
- Listening to Instructions

Speaking: Pair work and small group work.
Reading: Comprehension passages –Differentiate between facts and opinion
Writing: Developing a story with pictures**.**
Vocabulary: Register specific - Incorporated into the LSRW tasks

UNIT 2: DESCRIPTION

Listening: Listening to process description.-Drawing a flow chart.
Speaking: Role play (formal context)
Reading: Skimming/Scanning-

Reading passages on products, equipment and gadgets.
Writing: Process Description –Compare and Contrast
Paragraph-Sentence Definition and Extended definition-
Free Writing.
Vocabulary: Register specific -Incorporated into the LSRW tasks.

UNIT 3: NEGOTIATION STRATEGIES

Listening: Listening to interviews of specialists / Inventors in fields
(Subject specific)
Speaking: Brainstorming. (Mind mapping).
Small group discussions (Subject- Specific)
Reading: Longer Reading text.
Writing: Essay Writing (250 words)
Vocabulary: Register specific - Incorporated into the LSRW tasks

UNIT 4: PRESENTATION SKILLS

Listening: Listening to lectures.
Speaking: Short talks.
Reading: Reading Comprehension passages
Writing: Writing Recommendations
Interpreting Visuals inputs
Vocabulary: Register specific - Incorporated into the LSRW tasks

UNIT 5: CRITICAL THINKING SKILLS

Listening: Listening comprehension- Listening for information.
Speaking: Making presentations (with PPT- practice).
Reading: Comprehension passages –Note making.
Comprehension: Motivational article on Professional Competence,
Professional Ethics and Life Skills)
Writing: Problem and Solution essay– Creative writing –Summary writing
Vocabulary: Register specific - Incorporated into the LSRW tasks

PROFESSIONAL ENGLISH FOR COMMERCE AND MANAGEMENT

UNIT I - COMMUNICATION

LISTENING

Listening: Listening is the process of receiving and responding to spoken messages. Listening is not just hearing what the other party has conveyed but actually refers to understanding what is being said.

Essential Elements of listening

1. Receiving - Hearing what is said
2. Understanding - Comprehend what was heard
3. Responding - Acknowledge the speaker by nodding
4. Remembering - Reproduce the crux of what was heard

PRE TASK: Match the words in Column A with their meanings in Column B

A	B
a. founder	sudden large increase
b. pandemic	someone who starts a business
c. spike	something that make people believe
d. credibility	feeling of great fear
e. panic	disease that spreads over the whole world

An APP for Learning - Business Interview

*Listen to the passage and do the tas*ks that follow:

Interviewer: Welcome to today's show. We're very happy to have Mrs.Madhu who is the creator and founder of ACE App as our guest today. This app is useful in conducting competitive exams like NEET, JEE, NET, etc., online at home. Thank you for coming Madhu.

Madhu: Thanks for having me.

Interviewer: So tell us about your App. How does it work?

Madhu: Well, at this time of pandemic everything is uncertain. We do not know when we will resume our normal life. We cannot forgo an academic year because of Covid-19 situation. Online classes are in full swing for schools and colleges. What about the competitive exams like NEET, JEE,NET etc., ? These exams get postponed because of the spike of the virus. Students who aspire IIT or medical college are at the verge of frustration. This ACE comes to the rescue of such students.

Interviewer: Well, Madhu what motivated you to create this app?

Madhu: On seeing the frustration and panic of the students when their competitive exams getting postponed, I was inspired to create this. Certainly this will be useful at all times for exam conducting bodies like NTA (National Testing Agency) to conduct exam without much infrastructure and manpower.

Interviewer: What are the features of this app?

Madhu: Student's register number, mobile number, digital signature and photo are inter-linked. Even one of the above doesn't match the student will not be permitted to write the exam. It is digitally secured.

Interviewer: Madhu, what do say about its credibility?

Madhu: This app will not permit electronic goods like mobile, calculator etc. around 8 meter distance and so help from the internet is restricted. More over when the app is activated, camera in your mobile will be on till the end of the exam and this prevents human help. This also ensures its credibility.

Interviewer: This sounds really good. Madhu, how did you come up with the idea?

Madhu: Well, I have my personal experience. My son's NEET exam is getting postponed month after month because of pandemic. My son feels it would have been better if he had to take up the exam at home on time. As a mother I also felt it would be better to write the exam without being exposed to the virus. This gives me the determination to come out with the app.

Interviewer: What is your future plan?

Madhu: We have just secured some funding and hope to expand the services to conduct home based online semester examination for Arts and Science colleges.

Interviewer: We wish you the best of luck. Thanks again for coming in. Madhu's app ACE is available for both Apple and Android devices. Next week we will meet for another business interview. Have a great week.

A. Choose the correct answer and complete the statements given:

1. ACE is_____.
   a. a mobile b. an app c. an electronic device

2. ACE is used to conduct_____.
   a. board exam b. semester exam c. competitive exam

3. The exams got postponed because of _____
   a. COVID-19 b. strike c. flood

4. ACE does not permit electronic goods around____metre.
   a. 6 b. 8 c. 5

5. ACE is available for_____.
   a. Apple b. Android c. Apple and Android

B. Fill up the blanks with suitable words/phrases in the brackets.

(secured, uncertain, exposed, on, expand)

1. We have just secured our funding and hope to_____the services.

2. Everything is_____at this time of pandemic.

3. It is digitally_____.

4. Students can take up the exam without being_____to virus.

5. When the app is activated, the camera in your mobile will be .

C. You may be familiar with several apps in the android phone. Discuss with your friend any two apps which are useful for your studies.

1.

2.

SPEAKING

In the field of business, speaking is a key skill that helps one to express oneself clearly, to be successful. Moreover to buy and sell goods, to ask for good quality and be assertive, one should be able to articulate boldly and confidently.

Source Passage1:'Bee'ing Courageous

Pre-Task: Learning New words and Concepts.

hive: a container for housing honeybees irk: something that is a source of irritation cower : to draw back or crouch down in fearful submission dynamic : marked by usually continuous and productive activity or change apiary : a collection of hives or colonies of bees kept for their honey imbibe : to r e c e iv e i n to th e m i n d a n d r e ta in	immune: having a high degree of resistance to a disease foresee: to see (something, such as a development) beforehand passion : intense, driving, or overmastering feeling or conviction commitment : an agreement or pledge to do something in the future visualise : to see or form a mental image of

Many of us stay away when we spot a giant hive on a tree.

The very thought of being there irks us out. But while all of us cower in fright and run, Josephine Selvaraj chose to adopt these bees and share her life with them. “Like others, I was also quite frightened by their sight. But when I started to move around with them, they became my lovable pets. I fondly call them as ‘Angels’ and not honeybees anymore.”

She started her farm in Kondayambatti near Alanganallur with 3 boxes each constituting of 10,000 bees. She is successfully stepping into her seventh year with three thousand boxes — which is roughly three crores of buzzing honeybees. "My interest in this business took a dynamic turn when I started to realize the actual purpose of the honeybees. It is definitely more than just the money. Most of us are really not aware of the multiple advantages of honey. I take an effort to emphasize on the honeybees which give us the magical solution— The Honey" says the enthusiastic apiarist.

Josephine specializes in producing more than 25 varieties of honey. "We choose the trees which starts to bloom in their respective seasons and keep the honeybee box on the tree. My angels collect honey from the fresh seasonal flowers and gather honey for us. We do this process on Neem , berries and other trees that have medicinal properties." says Josephine proudly.

Apart from maintaining her buzzing friends, she provides free training to interested youngsters who are willing to start a farm of their own. She also provides them with some of her angels for them to start over. So far, she has trained 300 people and continues to do them every month. "I feel the use of honey is not correctly imbibed in the minds of a common man. Honey is the only substance that combines with the blood as soon as it reaches our taste buds. As they are very effective in upholding our immune system, there are chances that the average life time of the people can be increased these days", shares Josephine who foresees honey as a repairing solution.

Passion and commitment are the most important factors for attaining excellence and being apiarist is not an exception. Resting in her cupboards are laurels and awards that have recognized her effort. She signs off saying, "My angels conquer my dreams. I am literally addicted to them in some way. I often visualize that someday in the near future, all the trees in Madurai have honeybee hives".
(Source: https://timesofindia.indiatimes.com/life- Style/spotlight/Beeing-courageous/articleshow/11651409.cms)

A. Answer the following questions in one or two sentences:

1. What is different about the business idea that Josephine undertook?

2. How does Josephine call her 'Bees'?

3. Apart from growing honey, what does Josephine emphasise in her talks?

4. A business needs to do much more than generating profits. Look at her example and elaborate the statement.

5. What does she visualize? What does this vision embody?

B. Checking Facts and Opinions:

While reading the passage, you might have noticed that some of the statements are **facts** (which are accurate and proven), whereas some statements are **opinions** (which show the speaker's views or attitudes). Opinions may differ from person to person. It is very important to recognize facts and opinions in academic reading and listening for better understanding of a topic.

Read the following statements and say whether they are facts or opinions. Write F against facts and O against opinions.

a) Most people are frightened by bees and fear them.
b) Apiary can be a profitable business if done with passion
c) It is important to pass on the knowledge one has learnt to others
d) Honey has multiple uses
e) There are different varieties of honey depending on the flower from which the bees extract them

C: Tell us what you think:

There are several mindsets and attitudes about women in business. Give two mindsets of business women that Josephine has broken? Try to use the following expressions while speaking

- I think ……..……
- I believe…… …….
- It seems to me that……...
- In my opinion…… …
- I am convinced that……..
- I feel absolutely certain that……..

D. Brainstorm vocabulary related to Covid-19 situation, and elicit responses from the students, on the economic repercussions of lockdowns while balancing the health fallout of the pandemic.

Role play: Group the students in pairs and enact a conversation against the above discussed scenario. Remember the conversations have to look at both aspects – health issues and economic impact. students can take roles as follows:

a) A street vendor and interviewer
b) A representative from the traders' association and a representative from the health sector.
c) Small entrepreneur and a government representative
d) A mask/hand sanitizer manufacturer and a common man

READING

IMPORTANCE OF BRANDING IN AUTOMOBILE INDUSTRY

Pre task: Learning New words and Concepts

authenticity – quality of being genuine or true Branding – the activity of giving a particular name and image to goods and so that people will be attracted to them coincide – to take place at the same time concur –to agree conformity- behavior or actions that follow the accepted rules of the society consistency- the quality of always having the same standards	credibility – the quality that somebody has that makes people believe or trust them hesitant–unwilling, embarrassed Logo – a printed design or symbol that a company or an organization uses as its sign strive – try hard to achieve something sustainable – to make something continue for some time without being less

Read the given passage and attempt the tasks.

A promise, a belief system, a truth, and a soul. All of these terms have been used to define a brand. I will describe it as a representation of a company's **values** and **goals** demonstrated through its **mission statement**, interaction with consumers, and overall position in the market. Branding is extremely important in the auto industry. Some consumers in this industry are completely **brand loyal** to one company. Others will explore a new brand if it has a more competitive product or if it is recommended to them by someone they trust.

WHY IS BRANDING IMPORTANT?

Customers are told what to expect from your company through its brand. Your brand is your company's **connection** to its consumers and other businesses. That is why what a company claims their brand message is must match how the company actually operates every day. Positive thoughts or **experiences**

with a brand often lead to brand loyalty which frequently results in an increase in sales. In this increasingly **competitive** auto market, the fight for customers' attention and business is getting more and more competitive. You can stand apart from other companies by maintaining a **stellar brand image**. Customer service, blogging, a solid mission statement, and consistent messages on social media can all be beneficial for your brand. You should continuously **strive** to improve your brand's image.

HOW CAN YOU IMPROVE YOUR BRAND?

Consistency

Consistency is achieved when your company's daily actions concur with your brand's image. For automobile franchises, the biggest aspect of consistency involves **communicating** with their customers at the dealership. When a customer anticipates service similar to what your mission statement and advertisements claim, and they don't receive that level of service, their **expectations** are not met. Because of this, **customer satisfaction** goes down, and word of mouth marketing may not **work in your favour**. That's why consistency among all workers is important. While a logo, colour scheme, and website layout are not the most vital parts of a brand's image, they must be consistent with your **company's message** in order for it to be effective. Every time something like an interaction, an ad, or a website layout **doesn't coincide** with a company's brand, that **brand's power** and **credibility** are **weakened**.

Authenticity

Studies show that being **honest** about products and services available is even more important than product utility and social significance. People care about how their products are made and whether companies are willing to be **transparent** about their business practices. It is very difficult to gain customer loyalty and trust without **credibility**. People are **hesitant** to trust any company or any person without knowing their story. **Authenticity** is about knowing your audience and **delivering straightforward messages** to them. Building credibility is one of the most beneficial things a company can do for its brand in today's market.

Company

Consistency does not mean conformity. Conformity is not needed for a company's brand to be powerful; in fact, today's culture thrives on **individuality**. Consistency, however, is needed. Every part of the company should be **aware of the brand** and how their job fits into it. Each employee impacts the brand in a different way. The key is making sure that, even more than knowing the company's mission statement, workers realize that their actions impact the company's brand and how it is perceived by the public. Every part of the company from finance to management needs **to participate in actively representing the brand**.

Pull Marketing

Most industries rely on **push marketing** to sell products. This can be effective with some products, but it's hard to do with vehicles. Pushing someone to buy a car is likely not going to be very effective. I know what you're thinking, then how are we supposed to get new customers? The answer seems

simple: **build up your brand**. Well, I guess it's not that simple. To do that requires time, focus, effort, and therefore, money. The point of pull marketing is to **make consumers come to you**. For this to happen, you have to focus on **building credibility** of the company, **expertise in the field**, and **value for the customer**. Focusing on **strengthening the reputation** of your brand should not be seen as insignificant. It may not lead to new clients right away, but pull marketing is **more sustainable** and **less time consuming** than push marketing.

WHAT IS THE NEXT STEP?

The auto industry is **individualizing** vehicles more and more, but you must ensure that your brand and its message **remain intact**. **Customization** is important because it lets consumers **choose** exactly what they want. You should strive to make the overall experience that people get from any interaction with your company **align** with your brand and its reputation. **Consistency** and **authenticity** throughout your entire company are needed in order for you to pull consumers to your brand.

(Attribution: AutoJini. "AutoJini." 13 June 2017. Importance of Branding in the Automobile Industry . 18 June 2020. <https://www.autojini.com/blog/importance-of-branding-in-the-automobile-industry.html).

A. Answer the following questions.

1. What is the impact of positive thoughts or experience with a brand?
2. What do the customers anticipate?
3. What is meant by authenticity?
4. What is important to gain customer loyalty and trust?
5. Name the three things which will bring customers to you.

B. Can you guess the brand of the car? Do you like this?

Present before your class the reasons for your liking this particular brand.

C. Imagine you have Redmi Note 9 Pro mobile and your friend has Redmi Note 9 promax.

Debate with your friend about the advantages of your mobile.

D. Think about your brand:
1. What is the logo of your college?
2. What is the logo of Tami Nadu?
3. What is the mission statement of your college?

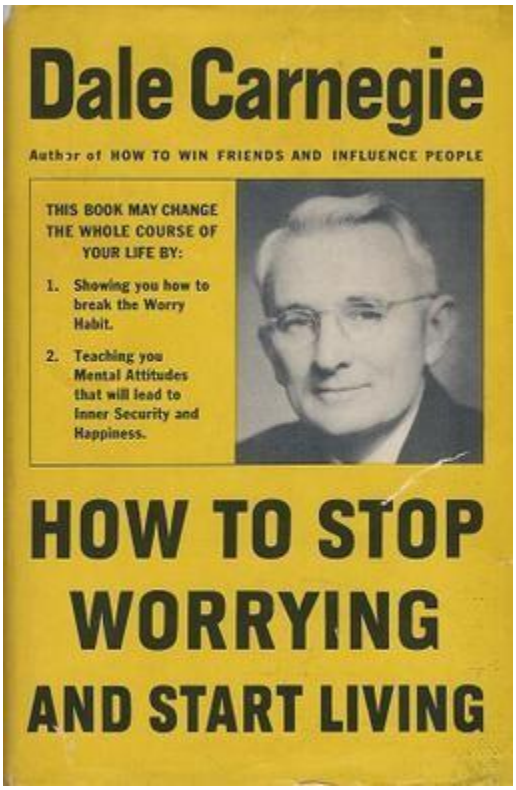
READING

Pre task

Try to answer the following questions.

1. Have you ever thought about starting a business of your own?
2. Do you worry about the capital to start your business?
3. Have you thought about the space you need to start a business?

An attractive business idea, capital, and other resources are essential to start a business; if you have the will power, anything and everything is possible. Here is an interesting episode from Daniel Carnegie's **How to stop Worrying and Start Living.**



How to Lessen your Financial Worries

Mrs. Ora Snyder lives in a town of thirty thousand-Maywood, Illinois. Yet she started in business with the kitchen stove and ten cents' worth of ingredients. Her husband fell ill. She had to earn money. But how? No experience. No skill. No capital. Just a housewife. She took the white of an egg and sugar and made some candy on the back of the kitchen stove; then she took her pan of candy and stood near the

school and sold it to the children for a penny a piece as they went home. "Bring more pennies tomorrow," she said. "I'll be here every day with my home-made candy." During the first week, she not only made a profit, but had also put a new zest into living. She was making both herself and the children happy. No time now for worry. This quiet little housewife from Maywood, Illinois, was so ambitious that she decided to branch out-to have an agent sell her kitchen-made candy in roaring, thundering Chicago. She timidly approached an Italian selling peanuts on the street. He shrugged his shoulders. His customers wanted peanuts, not candy. She gave him a sample. He liked it, began selling her candy, and made a good profit for Mrs. Snyder on the first day. Four years later, she opened her first store in Chicago. It was only eight feet wide. She made her candy at night and sold it in the daytime. This erstwhile timid housewife, who started her candy factory on her kitchen stove, now has seventeen stores-fifteen of them in the busy Loop district of Chicago. Mrs. Ora Snyder, in May-wood, Illinois, instead of worrying about finances, did something positive. She started in an extremely small way to make money off the kitchen stove-no overhead, no rent, no advertising, no salaries. Where there is a will, there is a way.

A. Find out the opt words from the passage for the given meanings.

1. enjoyment and enthusiasm
2. The money one makes in business
3. Determined to be successful, rich and powerful
4. Person who acts for or managing the affairs of other peoplw in business
5. Shy and nervous
6. Former
7. Raise your shoulders and then dropping them to show that you don’t care
8. Making a continuous loud deep noise

B. Say whether the following are true or false.
1. Ora Snyder had to earn money since her husband fell ill.
2. Ora Snyder sold candy near the College.
4. Ora approached Indian selling peanuts on the street.
5. Instead of worrying about finances Ora Snyder did something positive.

C. Answer the following questions.
1. What are the ingredients of Ora Snyder’s business?
2. How did Ora make candy?
3. How much a piece of candy cost?
4. Why did Ora need an agent?
5. How many stores did Ora own in Chicago?

D. Think-Pair-Share - Do you have a business idea? Think about one. Find a partner and share your idea. Listen to their idea and give your opinion.

Graphs

In the world of business and commerce, numbers play a big role. Whether it is profits or losses, the numbers are best understood when it is represented through visuals. Graphs represent data pictorially, which has two dimensional relationships. Thus, a graph has at least two axes, X and Y. X axis represents horizontal while Y axis represents vertical.

TYPES OF GRAPHS

LINE GRAPHS	BAR GRAPHS

Line graphs clearly indicate the changes in the data of one or more variable over a specific period of time. It is imperative that one of the axes represents the timeline and the other axis displays the value of the variable. The trend in sales, profit, expenses are plotted in the line graph and analyzed in business. The scatter plot is also a type of line chart where the points are expressed as dots instead of lines.

Bar graphs compare the numeric values of various units of variable through a bar. It may be a horizontal or vertical bar. One axis indicates the categories of the variables and the other axis shows the value of each category. The height or length of each bar is directly related to its value. Bar graphs are widely used by marketing companies to display the ratings and survey responses. Histogram is also a type of bar graphs. (156,157)

Pre-Task: Learning New Words for Vocabulary Enhancement

The following words are meant to gain familiarity before attempting the task.

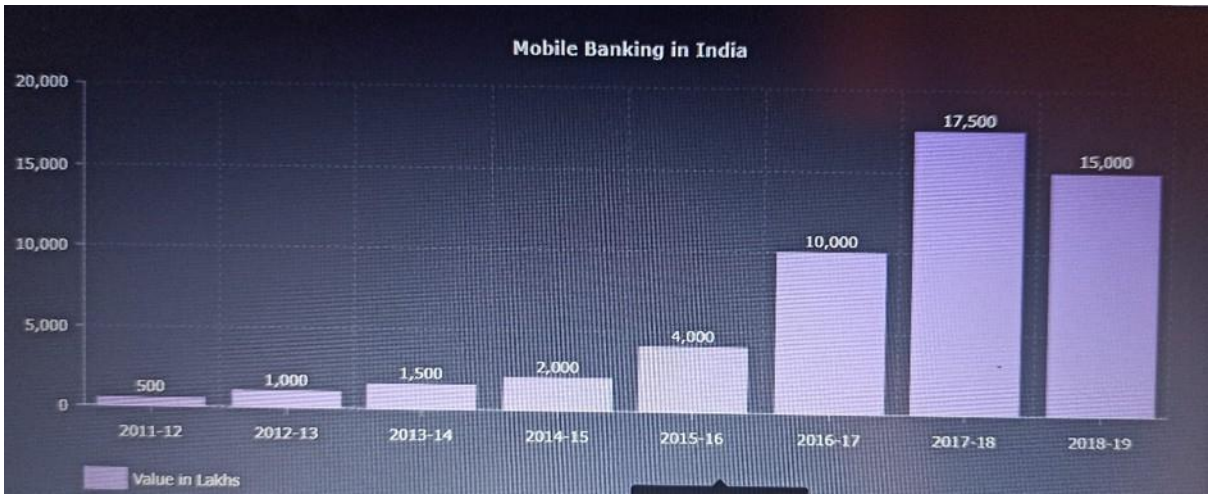
Glossary:

surge- to suddenly increase in value.

demonetisation- to decide officially that particular notes, coins can no longer be used as money.

entrepreneur- a person who makes money by starting or running own business by taking financial risks.

A. Bar-graph is a diagram which shows the variations or the relationship between the concepts dealt with, in a particular context. It communicates lengthy textual ideas/ information in an easily comprehensible way. The graph given below is a pictorial representation of data which represents quantitative information graphically.



Write few sentences stating the advantages of using graphs instead of textual descriptions.

The graph visually points out the surge in the financial years from 2011 to 2019. You may also observe that the period (2011-2016) is identified as "Pre-Demonetisation" and the time period (2016-2019) as "Post-Demonetisation". After the Covid-19 impact Banks have been encouraging the customers to familiarize themselves with digital payment.

ii. As a group discuss the "pros and cons of mobile banking in India", that is, the digitization of the banking services in India. You may use the following hints to make your stand point:

- your personal experiences in mobile banking process during the lock-down period.
- *Cyber Crime*: crime taking place within the cyber space, that is, using internet in collaboration with computer/mobile.
- *Cyber Law*: Legal issues pertaining to cyber space which involves security issues where a person's identity is misused or some copyright issues.
- *Cyber Attack*: malicious act of using data based on computer or mobile technology with internet by an ingenious leading to cyber-crimes.

(Reference: Vani, Moinoddin et al., Eds. Business Management Practices-Emerging Trends, 2020).

Task 2:

Glossary:

profitability- that makes or is likely to make money

e-business – any business activity that is done using the internet

incentive marketing- a way of selling more goods/services by offering low prices or gifts to persuade the customers to buy.

Posters are used as an advertising tool for business communication, as a large notice with pictures to display the quality of their enterprise and to attract a wide range of customers.

Write suitable captions for the poster given below.

https://www.wallpaperflare.com/sold-house-tablet-meaning-successful-offer-on-real-estate-auction-wallpaper-aggwn

This caption illustrates the profitability in real estate by moving into e-business despite the pandemic.

For example, Stable in turbulent waters.

You may add some more,

_____

_____

_____

_____

Task 3:

i. Look at the poster given below and identify the message intended to be conveyed.

https://www.wallpaperflare.com/mask-facade-sad-smile-face-protection-identity-uncertainty-wallpaper-avici

ii. Using the words given in the grid, write a short passage describing the poster.

Mask, safety, uncertainty, unprecedented, sorrow, protection, identity, influence, life/ health insurance, income, surge, decline, depreciate, financial sector, revenue, income stream, slump, snapback

Glossary:

depreciate- to decrease in value

income- money earned by a person or an organization, especially on a regular basis

income stream- regular payments received from an investment over a long period of time

insurance- an arrangement with a company in which you pay them regularly and they agree to pay the costs during such crisis (illness/ death/ damage/loss)

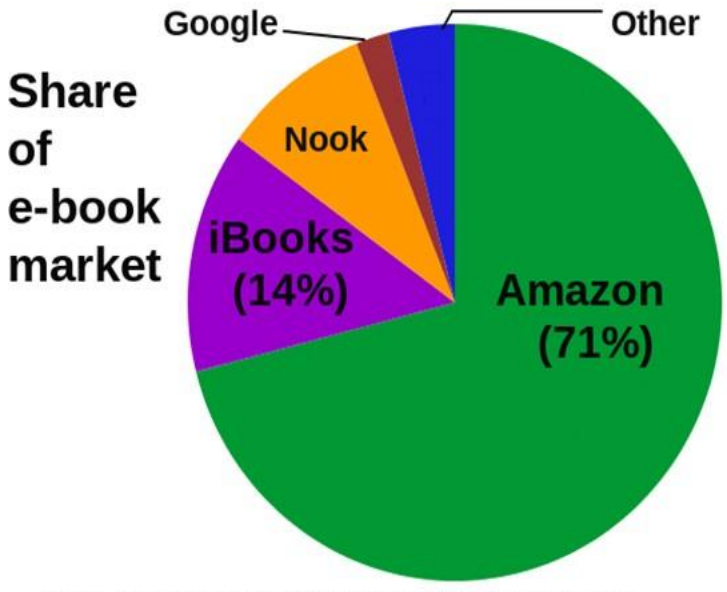
revenue- money that is received by a business usually from selling goods or services

Work in small groups considering this to be an opportunity to design a poster for your small-scale business as a young entrepreneur using the following apps: Poster Maker/ Canva / Flyers- Poster Maker.

Pie charts are widely used to represent a subdivision of a whole. A circle divided into pieces like a pie cut into slices. The different pieces carry different colours with varying size to represent its corresponding value. A single slice can be highlighted by pulling out a slice and blowing it. Business reports use pie charts to demonstrate market research, budget, allocation of expenditure etc.

Task: 4

Discuss as a team using the information available in the pie-chart given below. Based on the discussion make a presentation promoting a popular "e-book" service provider.



Source: Jane Friedman citing Michael Cader of Publishers Marketplace

(https://en.wikipedia.org/wiki/Self-publishing#/media/File:Share_of_e-%20book_market_in_2017_by_major_publishing_platforms.jpg)

WRITING

BUSINESS LETTERS AND E-MAILS

There are many skills required for the commerce and management students to be successful in their career. One such skills is the Communication skills. Communication skills are not only required in personal life but also in the job and in business. Businessmen must establish contact with the people and then only they can develop their organizations. One important forms of such communication is 'Business Letters'. A letter written for business purpose is a business letter. It is used by organizations to communicate in a professional way with customers, other companies, clients, shareholders, investors, etc. Business letter uses formal language and a specific format. Inquiry letter, offer letter, order letter, cover letter, compliant letter etc., are some of the business letters.

Format of a Business Letter

Dear students, when you are writing business letters, you should ensure that they are written in proper structure. The structure of a business letter consists of different parts. The parts of a typical business letter are given below**.**

1. Heading
2. Inside Address
3. Salutation
4. Body of the Letter
5. Complimentary Close
6. Signature
7. Reference initials
8. Date
9. Place
10. Enclosures

Heading	**ARVIND BOOK PUBLISHERS** **No. 21/10, Kumaran Colony, Vadapalani,** **Chennai – 600 026, TAMIL NADU**
Inside Address	**The Principal**

	Excellent College of Arts & Science **No. 22, Bazaar Road, Palayamkottai** **Tirunelveli**
Salutation	**Dear Sir**
Body of the Letter	**We are very happy to send our 2020-2021 books catalogues to you for your kind reference. The books are available for all the streams of students. Management, Commerce, Physics, Chemistry, Biology, English, Tamil Literatures, Economics, Sociology, Psychology subject and reference books are available. We request you to give us an appointment and permission to meet you in person and to display our range of books in your esteemed institution.** **We shall be looking forward to your response in this regard.**
Complimentary Close	**Truly yours** **Arvind Book Publishers**
Signature	**(Managing Proprietor)**
Reference initials	**RSB:ps**
Date	**23.06.2020**
Place	**Chennai**
Enclosures	**Encl: Catalogue**

Enquiry letters are the business letters written by the prospective buyers to the prospective sellers. When a buyer wants to know about certain details regarding the product he writes the enquiry letter to the seller.

Drafting Tips:

- The enquiry letter should be very clear, complete, correct and specific about your purpose.
- You should ensure that the letter is well organized and has direct approach
- You should give the details about you to the seller.
- You should state how you got the details about the seller and the products he is offering for sales.
- The tone of the letter should not be arrogant and at the same time no need to be too belittling. Do not say the words like "I beg you to send the details…", etc..
- Further the tone of the letter should be positive and express confidence.
- Avoid lengthy and unnecessary details and statements
- In your enquiry letter you should be very clear about your intention and quantity of purchase. This will help the seller to offer you the best price.
- If you are asking for special offer and concession, you should give supporting reasons for the same.
- Avoid repetition of the information and details in the enquiry letter

Heading	**EXCELLENT COLLEGE OF ARTS & SCIENCE** **No. 22, Bazaar Road, Palayamkottai,** **Tirunelveli – 627 007, TAMIL NADU**
Inside Address	**The Managing Proprietor** ARVIND BOOK PUBLISHERS No. 21 / 10, Kumaran Colony Vadapalani, Chennai 600 026 Tamil Nadu
Salutation	Dear Sir Warm Greetings
Body of the Letter	We received your letter dated 23.06.2020 and are impressed with your range of books availability to the students of different streams. We are one of the best Arts and Science College in the Tirunelveli region catering to the educational needs of this part of society. We have 30

	departments of various disciplines and nearly 3000 students are studying in our college. Kindly send us your detailed catalogue and the best price offer for huge quantity purchase. Since our annual requirements are huge and recurring, we would like to place regular orders with you. Hence, please quote your best prices and sales terms. We await your favorable response in this regard.
Body of the Letter	We received your letter dated 23.06.2020 and are impressed with your range of books availability to the students of different streams. We are one of the best Arts and Science College in the Tirunelveli region catering to the educational needs of this part of society. We have 30 departments of various disciplines and nearly 3000 students are studying in our college. Kindly send us your detailed catalogue and the best price offer for huge quantity purchase. Since our annual requirements are huge and recurring, we would like to place regular orders with you. Hence, please quote your best prices and sales terms. We await your favorable response in this regard.
Complimentary Close	Yours faithfully
Signature	(PRINCIPAL)
Date	28.06.2020
Place	Tirunelveli

Business letter:

Task:1

Read the following letter seeking assistance from a colleague for an upcoming product presentation. Identify the idioms, and guess their meaning from the context.

Dear Sara,

The product presentation to our overseas client is scheduled on next Monday. Although I anticipate signing the contract by the end of the month, there are still too many things **up in the air** that requires to be dealt with. I need your expert opinion to help me through the **red tapism** and to think **outside the box** in gaining an edge over the rivals.

It took me a while to **learn the ropes** in my new capacity; I would appreciate if you could lend me a hand in the preparation of the slides. Moreover, I feel the need to re-strategize our sales presentation amid this global economic crisis and go back to the **drawing board** at the earliest. The **bottom line** is unless we deal with it more effectively the future of the company in this pandemic **looks bleak**. Nonetheless, hope to **put on a brave front** in delivering the product presentation.

If you could join me for a preview meet tomorrow we can **get down to business,** without further delay. **In a nut shell**, as an expert on sales figures, I would be grateful if you could express your views in this matter.

Task: 2

What problems can you have when you buy something online or by mail order? Add to the list.

- missing parts
- wrong quantity
-
-
-

E-M AIL WRITING

When did you last write an email? Was it for…

- asking information?
- giving information?
- saying sorry?
- saying thanks?

Essentials of e-mail etiquette

Greetings and Sign-offs

- *The following are examples of greetings and sign off:*
- Dear Professor S…. (Formal), Hello Ms. M…. (semi-formal), Hi Mani (informal). To whom it may concern (formal). Dear members of the selection committee (semi formal), Hello everyone (informal)
- *For your closing, something brief but friendly, or perhaps just your name, will do for most correspondence:*
- Thank you, Best wishes, See you tomorrow, Regards.
- *For a very formal message, such as a job application, use the kind of closing that you might see in a business letter*:
- Sincerely, Respectfully yours.
- **Cc: and Bcc: ('carbon copy' and 'blind carbon copy')**
- **Cc:** Both the original recipient and all the recipients of the carbon copies can see all the e-mail addresses in the To: and Cc: fields.
- Each person who receives the message will be able to see the addresses of everyone else who received it.
- **Blind copying** e-mails to a group of people can be useful when you don't want everyone on the list to have each other's e-mail addresses.

Sample Email writing:

A sample e-mail for composing is given for reference:

From:	krishch@chenai.org
To:	pyramids@vsnl.net
Subject:	Proposal for Online language course
Date:	Wednesday, July 27, 202_ 7:01 pm
Attachments:	Proposal for Online language course.doc(26K)

Task: 3

Discuss the differences between a business letter and an email. Discuss how business email can also include helpful hyperlinks. The documents that would be enclosed in a business letter can also be sent as attachments through an email. Also discuss how e-mails about a certain subject are usually sent in the same chain and as such, references to previous communication can be made easily by naming the date at which a particular mail was sent.

Sample Complaint Letter

You bought a TV a week ago but when you got home you discovered it did not work properly. You called customer service to report the problem but you have not yet received any help. Write a letter of complaint to the manager to take action immediately.

Hints for drafting a Complaint letter:

- Make a clear statement of the mistake in a calm, courteous and matter-of-fact style.
- The claim should be specific. Clearly identify whether the fault lay with the good supplied or service rendered.
- A reference to the order or quotation or date and time of arrival of goods, etc. is also necessary.
- Explain the nature and extent of inconvenience or damage caused in terms of money, sales, service or goodwill
- State the steps necessary to rectify the situation
- Make a courteous but firm request that the matter should be attended to promptly.

From : Meghna
To: manager_royalstores@gmail.com
Purchase of Hi-Tech Television- Purchase order no. 254689
Date: --/--/----

Dear Sir/ Madam,

I am writing to express my dissatisfaction with the faulty TV that I purchased from your store last Tuesday. I am a regular customer at your store, buying your products for more than a decade.

Last week, I purchased a Hi-tech Television set from your retail store near Paris. After I brought it home, I discovered that not only the remote controls did not work but also the picture quality was not as good as the one in the display. In dismay, I called the customer service, but I was answered by a rude salesperson who responded that the firm is not responsible for any problems that may arise after taking the product delivery.

My intention in writing this letter is to request you to replace the television set with a new one as I have a three-year warranty on this product. Moreover, I expect in future your salespersons would behave in a more responsible manner.

In anticipation for a swift replacement of the defective product.

Regards,

Meghna

Task 4: You have bought a new camera but when you got it home you found it had some problems. You returned the camera and spoke to the company representative a week ago but the camera has still not been repaired. Write a letter of complaint.

Task: 5

Divide the class into smaller groups and discuss the following.

What kind of information does a pamphlet or a brochure provide? Are they similar to offer letters? Create an offer pamphlet on any product of your choice for a company and present it among your classmates.

Sample Offer Letter

GOODWILL PUBLISHERS

143, Gandhi Street, Chennai

From : genzpublishers@gmail.com
To:academicdean@citycollege.edu.in
New titles of publication from GenZ Publishers

Dear Sir

We are happy to inform you that the following titles written

by our expert authors will be ready for release in July 20___.

1. Fundamentals of Cost Accounting
2. Fundamentals of Financial Accounting
3. Fundamentals of Corporate Accounting

Hints for drafting an Offer letter:

1. The letter should arouse the receiver's interest or arrest his attention.
2. It should definitely make an offer that is different from the routine.
3. It should persuade the reader to grab the opportunity.
4. It must make a request for an action within the period of offer.

Task 6:

Imagine yourself running Computer care Pvt. Ltd. that has launched a range of new electronic products. Write an offer letter to the retailing units that sell your products offering a discount for early payment on products or services.

References:

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Oxford Business English Dictionary for learners of English, 2005.

Professional English for Commerce and Management [Unit VI- Chapter 9 Reporting of Business- Related Data (p.156 and 157)] (For students of B. Com and BBA to be offered as a core course from the academic year 2020-2021), University of Madras.

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PROFESSIONAL ENGLISH FOR COMMERCE AND MANAGEMENT

UNIT 2

LISTENING

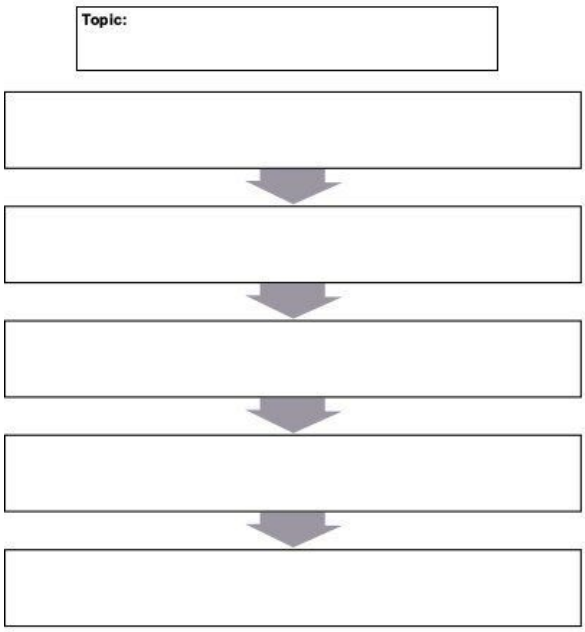
Human Resource Process

Listen to the passage and draw a flow chart.

Human Resource (HR) Processes are vital to materialize the objectives of the organization. To derive the best benefits from the employees HR follows several steps in equipping the human resource pool.

HR has to advertise the vacancy in print/electronic medium after analyzing job description of the position required. After careful scrutiny of the applications, appropriate candidates are asked to undergo selection processes. Then selected candidates are inducted into the organization. At the time of induction process organization's goal and the expected performance from the persons are explained. Training is given to them and its outcome is evaluated. The performance of the employees is monitored and confirmed whether the necessary skill is acquired. Finally, the appraisal of the performance is followed by suitable reward strategies and remuneration.

Hint: Here is a model flowchart. Customize it according to your requirements.



SPEAKING

Pre-task

Fill in the blanks with the appropriate words. (**handsome, pleasant, decided, unaffected, good-looking)**

"Mr. Bingley was_____and gentlemanlike; he had a_____countenance, and easy, _____manners. His sisters were fine women, with an air of_____fashion. His brother-in-law, Mr. Hurst, merely looked the gentleman; but his friend Mr. Darcy soon drew the attention of the room by his fine, tall person,_____features, noble mien, and the report which was in general circulation within five minutes after his entrance, of his having ten thousand a year. The gentlemen pronounced him to be a fine figure of a man, the ladies declared he was much handsomer than Mr. Bingley…"
[Attribution: http://www.gutenberg.org/files/1342/1342-h/1342-h.htm]

The above passage has described the features of Mr. Bingley. As a student of Business, you will have to describe products that you either design, manufacture, buy or sell.

Product description: In order to describe a product in a manner that it will sell you need to:

- Address your target audience directly and personally
- Highlight the benefits of each feature
- Provide detailed, specific and technical descriptions (do not use general words such as "This is an excellent product")
- If your product is really the best you have to establish why by providing more facts
- Appeal the imagination of the target audience by explaining how they will feel when using the product
- Include stories when selling your product so that the target audience will not know that they are being sold something
- Use sensory words that appeal to the sense of sight, hearing, smell, taste and touch
- Product reviews should be included to convince the target audience

[Attribution: https://www.shopify.in/blog/8211159-9-simple-ways-to-write-product-descriptions-that-sell#:~:text=A%20product%20description%20is%20the,they're%20compelled%20to%20buy]

A. Imagine you are developing an app that will help to monitor and track the academic progress of students. Give a name for the app. Describe its features to the marketing manager. Perform the role play in the class.

B. Imagine you are using WhatsApp to explain the features of a proposed product which is a mobile. Mention the following details:

- Name of the product
- Target audience
- Specific details of the product
- Compare it with existing product and state why it stands better
- Explain how they will feel while using the product
- Think of a story that can connect the product with the audience
- Use sensory words to describe the product
- Include a product review

Send a WhatsApp message to your friend in the class explaining the above points. Students will take turns in describing the content received from their friend.

Linking words: Linking words help you to connect ideas and sentences when you describe the process.

The table below gives a list of connectives and their functions.

Functions	**Connectives**
Addition	And, also, besides, furthermore, too, moreover, then, equally important, another
Comparison	Like,, in the same manner, as so, similarly
Contrast	But, in contrast, conversely, however, still, nevertheless, yet, on the other hand, on the contrary, or, in spite of this, actually, in fact
Order or sequence	First, second, (etc.), finally, next, then, to begin with, after, before, as soon as, in the end, gradually
Results	As a result, so, accordingly, consequently, thus, since, therefore, for this reason, because of this
Results	As a result, so, accordingly, consequently, thus, since, therefore, for this reason, because of this
Purpose	For this purpose, with this in mind, for this reason
to signal an example or emphasize	For example, to illustrate, for instance, to be specific, such as, especially
to summarize or conclude	In summary, to sum up, tp repeat, briefly, in short, finally, on the whole, therefore, as I have said, in conclusion, as you can see

(www.ieltspodcast.com)

C. Fill in the blanks with suitable linkers given in the box.

In spite of, finally, before, yet, on the other hand, but, as, because, unlike, although

1. The train had left_____I reached the station.
2. I had an umbrella,____I got wet.
3. _____ of the rain, they went on a picnic.
4. _____ the matter was settled.
5. Ravi loves football._____his brother loves cricket.
6. Rama is short tempered_____her mother.
7. _____ Jancy is sick, she still goes to college.
8. I met the doctor____suggested by my friend.
9. He missed the flight_____he came late.
10. Joe went to the theatre_____couldn't get the ticket.

READING

There are three different styles of reading academic texts:
Skimming – A quick reading of the text to get a general impression of the author's main argument, themes or ideas.
Scanning –Reading to get specific information from the text.
In-depth Reading – Reading to gain deeper meaning and comprehension of a text.

Warm up Activity:

Discuss the following questions:

What does a cashless transaction mean?
How are online transactions carried out?
What is your opinion on digital transactions?
Can India reduce its dependence on cash?

Skimming: Skimming and scanning are reading techniques that browse through the key words to comprehend the meaning of the content. Skimming refers to quick reading to get the general idea or summary of a text. Skimming focuses in grabbing the main idea of a given text. Non-fluent readers will not be able to determine essential versus nonessential information effectively as they cannot read fast and comprehend. Skimming is a technique which helps one to decide if the text is interesting and should one go in depth for gaining required information. Skimming focuses in getting the gist of the content.

A. Skimming: Digital Transaction

The following are the topic areas of each paragraph. Read the passage and identify the topic of each paragraph and write the number next to it. An example is given for (1)

1. Digital Transaction Defined
2. Benefits of digital transaction
3. Digital India programme
4. Future scope of Digital transactions
5. Digital Payment Method
6. Barriers in Digital transactions

(_____1_____)Digital transactions can be broadly termed as online or automated transactions that take place between people and organizations—without the use of paper. Our nation is making ardent efforts to move towards a cashless transaction economy by minimizing the use of physical cash.

(_____)Digital Wallets are supporting the drive to cashless society in enabling the user to store his card information in the mobile wallets or digital payment apps to make cashless payment in an encoded format to allow secure payments. One can also add money to a mobile wallet and use the same to make payments and purchase goods and services. This eliminates the need to use credit/debit cards or remember the CVV or 4-digit pin.

(_____)The main intent to build a cashless society is that it improves the ease of conducting digital transactions for an individual and reduces the risks and costs of handling cash at the individual level. Moreover, digital payment means through internet banking, a most widely used payment method increases accountability and transaction eliminating several risks in business.

(_____)There are still many roadblocks for a smooth switch over to cashless economy in India. Firstly, many people cannot access the rural bank because of the distance. Besides, low literacy rate hinders the accessibility of banking services. Another major problem is non-availability of required technology. A large section of people dread cashless transactions because there is no law against the theft of data security.

(_____)However, in order to bridge the gap, the Reserve Bank of India (RBI) for Payment and Settlement Systems in India released a vision document to provide safe, secure, accessible and affordable e-payment systems. To achieve these, it will focus on four strategic initiatives such as responsive regulation, robust infrastructure, effective supervision and customer-centricity.

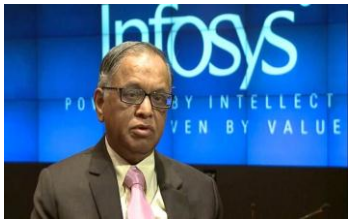
(_____)With the phenomenal rise in easy-to-use payment methods like UPI and Aadhaar-linked payments, India has begun its journey towards cashless economy. With the help of infrastructure development in rural India, the possibility of switching over to digital transaction is not a distant dream.

Scanning : Scanning a text means looking through it quickly to find specific information. Scanning is commonly used in everyday life, for example when looking for a definition of a

particular scientific term. It requires that readers be able to comprehend words quickly, they are looking for important information and not aiming at understanding the nitty-gritty of the idea. Scanning requires you to look for a particular word or phrase. When scanning, the person is looking for a specific piece of information, be it key terms, dates, or times—for example, when you are looking for a travel or a trip you will focus on availability of the trains as per your requirement.

B. Pair Work: The Story of Infosys: The following sentences are in jumbled order. Arrange the sentences in the right order and make a brief presentation to your partner.

N.R. Narayana Murthy



1. Narayana Murthy was not born with a silver spoon in his mouth; in fact, he had to work extremely hard to reach the top.
2. The house that Murthy and Sudha bought with a loan became the first Infosys office.
3. He strongly felt that he was meant for it and that this was the right time too, he was very passionate about creating good quality software, but the problem was that he didn't have the money.
4. Having that sorted, on a morning of January 198, Murthy and his six colleagues started Infosys in 1981
5. An excerpt from Sudha Murthy's reminiscences, the wife of Infosys founder N R Narayana Murthy.
6. So Sudha gave without his knowledge. Murthy had a dream, and no money. Murthy and his six colleagues started Infosys in 1981.
7. Now around the early 70's, he went on to start his first entrepreneurial venture – Softronics, a software consulting firm.
8. NR Narayan Murthy is one of India's pioneers when it comes to tech, business, and entrepreneurship.
9. Those days, Murthy wanted to do something with his life, but he had no money.
10. After about a year and a half the Softronics sadly tanked and they were forced to shut it down.

Read the text carefully and answer the questions given below.

Over the years, advertising has evolved into a major industry that goes beyond informing to

persuading and influencing the consumers. They are psychological tool which influences people to buy a product. Undoubtedly, advertisements and consumer culture have become a part of our lives today causing a significant and measurable effect on consumer cognitions, emotions, and behaviors. Needless to say, advertising has given rise to negative attributes like creating class consciousness, materialism, and other value factors that are not market de facto. We have become trapped in the web of advertising where products like brands of beer and cigarette take over our minds, doing away with our core family values. Unethical advertising can occur in subtle ways that are difficult to establish as complete deception. Advertisement for building an effective defense against misleading advertisements not only strict supervisions on media are required, but also necessary education should be provided to develop more critical judgment among media consumers.

In general, an advertisement that uses deceiving information in the form of false claims, inaccurate affiliations or company influence to make their consumers to buy their product is called misleading advertisement. These misleading ads can lead to customer disappointment, change of purchase trends of the consumer and also creating a false hype, which could lead to trust issues on the product. Unethical advertisements have always been a major issue to the society and its people. In the growing business competition worldwide, marketing and advertisements have become a major weapon in boosting sales across companies. Besides, millions of rupees are getting spent by companies across nations and worldwide to attract customers to buy their services and product. The increasing grievances reported every day from misguided customers through these fake promotions has now raised grave concern and has led to take appropriate measures against those advertisers. In such instances, the alertness of the consumer is vital in distinguishing false and misleading information that form the content of advertisements.

C. Answer the following questions:

1) What should be the objective of an advertisement?

a) to manipulate consumers
b) to entertain consumers
c) to inform consumers
d) none of the above

2) What are the impacts of false advertisement on consumers?
a) positive impact

b) negative impact
c) physiological impact
d) none of the above

3) In what ways have advertisers influence our actions ?
a) materialism
b) commercialism
c) professionalism
d) none of the above

4) What does the phrase “trapped in the web” of advertising mean ?
a) losing the control
b) caught in the situation
c) closed in the web
d) none of the above

5) Advertisements play an integral role in _____
a) improving sales of the product
b) increasing the cost of the product
c) enhancing customer relations
d) none of the above

6) What conclusion can you draw based on the passage?
_____

7) Give a suitable title for the above passage.

_____

D. Focus on reading: Scanning: Read the article on **Assessing yourself and your business idea** and decide which answer best fits the space:

Four basic factors influence a successful business(1) .....are a qualified entrepreneur, a profitable business idea, a thorough business plan, and adequate capital. Before you proceed, you should assess both your own entrepreneurial skills and the (2)..... of your business concept. If, it is not (3)..... for you and your business concept to succeed, you will not need to spend time writing a business plan and seeking financing. Many studies have been conducted and even more articles written on 'the right (4).....' for being an entrepreneur, the primary characteristics of successful business owners. Self-confidence, the aspirant believes in own ideas and abilities and (5)..... that belief to others. Risk-taking, the aspirant can (6) ..... status quo, explore options and pursue opportunities. Decision-making, the aspirant has the ability to make(7).....choices even in a stressful environment. Persistence, the aspirant can(8) ..... pursue goals regardless of the energy and commitment required. Goal(9) ..... the aspirant can envision a desired outcome, as well as plan and implement the activities required to

achieve it. Begin improvement by reading business magazines and books enrolling in educational programs and seeking out a (10) .....who exhibits the traits you need most.

Choose the answers from the options given below:

1. i. start- in ii. start- of iii. start- out iv. start- up
2. i. variability ii. versatility iii. availability iv. voracity
3. i. feasible ii. vincible iii. ridiculous iv. sensible
4. i. staff ii. starch iii. stretch iv. skills
5. i. carries ii. commutes iii. confers iv. conveys
6. i. abandon ii. desert iii. escape iv. renounce
7. i. predicated ii. predicted iii. prudent iv. prudish
8. i. determinedly ii. tentatively iii. provisionally iv. torturously
9. i. dominated ii. guided iii. inspired iv. oriented
10. i. master ii. mediator iii. mentor iv. Moderator

Vocabulary Enrichment:

Now you have learnt the traits you need to become a successful business man. Let us work towards enhancing your vocabulary by working on Definitions and Extended Definitions.

DEFINITIONS

The word 'definition' originates from 'define', which is 'stating exactly what a thing is'. A definition has two distinct elements. First, the term should be identified as an item of a large group or category. Then its distinguishing characteristics are to be specified in such a way that no other object, device, or process should fit into the definition.

Steps to write Definitions:

1. Use of articles: A definition usually begins with an article 'a' or 'an' or 'the'.
2. State what it is – whether it is a tool or a device or a machine or a component or an instrument or a concept or an idea or a study.
3. Describe the primary use of the thing.
4. State the condition of the thing, description of the thing. etc.

Example:

1. **Dividend –** A part of a company's profits that is paid to the people who own shares in it.
2. **Dead Line –** A date on which something must be completed

3. **Memorandum –** A record of legal agreement which has not yet been formally prepared and signed
4. **Trade –** An act of buying and selling of goods and services
5. **Strategy –** A plan that is intended to achieve a particular purpose

EXERCISE: Write the definitions for the following words

1. **Invoice -**
2. **Mortgage -**
3. **Negotiate**
4. **Annuity -**
5. **Trade Mark -**

Extended Definitions

Defining a **word** can be with a synonym, a brief phrase, or a formal sentence that explains the **term** in its most basic form.

Terms are words, compound words, or multi-word expressions that are given specific meanings in specific contexts —these may deviate from the meanings the same words have in other contexts, and in everyday language.

Steps to write Extended Definitions

- Explain the word and its term.
- Describe its **Classification, principle, and its operation.**
- Discuss its **Cause and Effect attributes,** and its component parts.
- **Compare and contrast,** if needed**.**

Example:

Collateral Security – This refers to an asset that a lender accepts as security for a loan, the collateral acts as a form of protection for the lender. That is, if the borrower defaults on his loan payment, the lender can seize the collateral and sell it to adjust his loan.

Exercise : Write extended definitions for the following

1. Liabilities-

2. Revenue -

3. Cash flow -

4. Inventory

5. Supply chain

Now that you are acquainted with Definitions and Extended Definitions, you can read up on definitions that you are looking for and get authentic information at websites like www.britannica.com. Though Wikipedia has a great deal of information, it cannot be considered a reliable source because it can be edited by anyone at anytime

WRITING

Source passage: **Creating a Marketing Copy**

In marketing a sale, the consumer has to be convinced in purchasing a product. This demands the need in developing a marketing copy. Therefore, writing a marketing copy is an important strategy because it elaborates the quality of a product through the product description which determines to promote or demote a sale. It should provide the required information that contributes to the making of purchase decision. It has to provoke the customer to fantasize owning the product. Obviously, it signifies their interest in the purchase of the product. Therefore, exposing the learners to the essential elements of copy writing would give a lead to develop their writing skill. First and foremost, use precise sentences, easy to read (i.e.) brevity which helps in focusing the benefits of the product. Tone of the marketing copy should be unique, based on the medium of communication, such as, social networking sites, other virtual

sites and print media. So, the six Wh's approach would help to promote the sale in marketing. For example, what are the advantages of using the product? Who can use it? How to use it? When to use it? Why is it necessary to use? Where can it be used? It is also important to feature the unique characteristics of this product in comparison to other competitors.

A paragraph with few not so lengthy sentences about the product ought to be written to attract the customer. It must persuade the customer and make them feel the void without the product, thereby, compelling them to purchase. The features of the product can be illustrated in bulleted list with visual story telling. Yet, it has to be constricted by not giving a plethora of details or too much information about the product.

For business enterprises to be profitable they need to churn out products and services that their customers will like. Getting concrete insights into the minds of customers is extremely difficult. But it is possible by leveraging the right processes and focusing on the key data points such as the customer profile. (p.100) This is done by engaging in a small research maintaining a demographic profile to know the target audience and to create an awareness of the product. It provides a better reach to promote the marketing sale. While writing, it has to be remembered that to stay connected with the consumers, second person pronouns such as "you, your and yours" has to be used. This will urge the customers to feel the proximity and personalize the copy which is a promotional strategy. Some other ways of promoting sale include: special offers and graphics or images based on the product. Thus, the product description process gives a lead to promote the product when such factors are incorporated in the marketing copy. A copywriting that covers these essentials tends to become persuasive and saleable.

Glossary:

array- a group or collection of products, often one that is large or impressive

authorization- official permission or power to do something

churn- the situation when customers stop using a particular make of goods or services or change to another

concrete- something specific and definite

Compelling Product Description- features the benefits and other aspects to promote a sale

consumer- a person who buys goods or services for one's own use

customer profile- it is a description of a customer, or a set of customers, based on the characteristics that they have in common; to know the customers' interests, skills, and desires.

demote- to move to a lower position

demographic profile- connected with basic features of a population such as description of age, gender and income

discourse- formal communication of ideas either through speech or writing

enterprise- a company or business

incorporate- to include something as part of something else

insight- to gain accurate and deep understanding

leverage- the ability to influence something; to get as much advantage or profit as possible from something that you have

Marketing Copy – unlike news writing or any other, this copy writing has a specific goal of promoting the sale of a product by its description.

plethora- excess of something or abundant the worth of a product to customers

proximity- closeness or nearness

(Source: Oxford Business English Dictionary for learners of English, 2005.)

These words may serve to enhance your vocabulary and would make you feel at ease in communicating without any obstructions.

A. Match the words in Column A with their meanings in Column B:

Column A		Column B
1.	capital	i.) it means the income received or generated by a company from the selling of goods or services.
2.	e-commerce	ii.) money granted by the government or an organization to help the company reduce the costs of producing goods and services to maintain its prices low.
3.	franchise	iii.) it means the total value or amount invested to start a company or business.
4.	marketing	iv.) using the internet to make business of buying and selling goods and services.
5.	retail	v.) refers to the authorization obtained from the government/company/ a group to carry out business activities in a specific way.
6.	revenues	vi.) refers to the activities involved in creating a demand for the company's products by using the aspects of promotion and advertising.
7.	subsidy	vii.) refers to the act of selling goods directly to the public.

B. The picture given below is a sample to show the product description of a marketing copy.

https://commons.wikimedia.org/wiki/File:Fusion_Stor_Inova_Product_Brochure_series_cover_back.jpg

Write your views on the tone of the marketing copy given above in about 50 words:

_____

_____

_____

_____

_____

C.Fill in the blanks with suitable prepositions from the box:

during	in	of	on	at	to	for

Market research is conducted_____consumer opinions regarding goods, services, and people's attitudes and beliefs. Businesses need to conduct market research_____all stages____a product life cycle. It is extremely important_____the introduction stage to reach the right market to increase the sales and during the growth stage_____maintain the sales momentum. Market research during maturity will help in understanding the changes_____the market to decide _____the strategies to extend the life of the product. (p.99)

D. Attempt a description of any one of the pictures given below. You may choose either the fashionable attire on display or the array of a cosmetic item in about 150-200 words.

https://www.needpix.com/photo/download/1298947

https://www.needpix.com/photo/860562

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"File:Taj-Mahal.jpg." Wikimedia Commons, the free media repository. 17 Nov 2019, 17:43 UTC. 25 Jun 2020, 18:10 <https://commons.wikimedia.org/w/index.php?title=File:Taj-Mahal.jpg&oldid=375989180>.

<https://www.shopify.in/blog/8211159-9-simple-ways-to-write-product-descriptions-that-sell#:~:text=A%20product%20description%20is%20the,they're%20compelled%20to%20buy.>.

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Professional English for Commerce and Management [Unit VI- Chapter 9 Reporting of Business- Related Data (p.99 and 100)] (For students of B. Com and BBA to be offered as a core course from the academic year 2020-2021), University of Madras.

Kenneth W. Davis. *Business Writing and Communication*.

UNIT 3 - NEGOTIATION STRATEGIES

LISTENING

Pre-Task

Match the words in column A with their meanings in column B.

A	B
a. legacy	1 weak, easily hurt physically or emotionally
b. obsession	2. strong, very great
c. summit	3. that has never happened before
d. profound	4. a situation that exists because of events, actions etc., that took place in the past.
e. transformation	5. An official meeting or a series of meetings
f. vulnerable	6. Complete change
g. equitable	7. Fair, reasonable
h. unprecedented	8. fill one's mind with a particular thought

Digitalization 'A Tool for Development' : Interview

Shradha Sharma is a journalist and the founder of YourStory, the biggest media technology platform for start-ups in India. Listen to the Interview of Shradha Sharma with Friederike Bauer and do the tasks.

Shradha Sharma (Photo: Markus Werner)

Are you a digital native?

Shradha: Yes, I am. When I started my platform nine years ago I had no clue, but now I am the biggest champion of the digital world. Why? Because it's a tool for normal people who don't have a lot of money. It doesn't matter what their legacy is or what background they come from. Anyone can go out and create an equitable world with an equal voice. I am the best example of this.

You created the platform YourStory – but what is your personal story?

Shradha: I used to work as a journalist for media organisations, for the CNBC news channel and the Times of India. After a while I realised that the media are very obsessed with success. When you've achieved something, you make it into the news, you make headlines. That started to bother me because it's easy to write about successful people. What about the less celebrated people who have dreams and a sense of purpose, but are only just beginning to fulfil that? I asked myself how I could contribute and help give shape to their ideas.

"Let's celebrate your story"

That's when you started your platform?

Shradha: Exactly, that was in 2008. I called it YourStory because I wanted to tell people: Hey, you have a great purpose, you are doing great things. Let's celebrate your story at the very start. And let's share it with others.

And with it, you wrote your own success story?

Shradha: I had nobody backing me and no background whatsoever in this area, but I did have an idea and a vision. I worked very hard, day and night. Today the company has 90 staff. We've published 72,000 stories of young, small businesses. We reach 15 million people and we're about to expand into other countries, including Germany. We are the voice of start-up entrepreneurs in India. My goal is to make YourStory the biggest platform of its kind in the world.

Marketing for big corporations

Interviewer: That means you make money with it?

Shradha: We've been profitable from the beginning, with a combination of different income sources, one being start-up summits, another doing the marketing for big corporations who want to get in touch with smaller firms.

Interviewer: How do you find the people and their stories?

Shradha: In the beginning we looked for them ourselves, just like any good journalist would. We were searching for the unique angle. Now, we get 400 to 500 mails per day from people who want to get heard. We select the stories and then write them up.

Interviewer: Do you see more chances or more dangers coming from digitalization?

Shradha: A lot more chances. Of course, there's fake news on the internet, and there are issues to resolve, like cyber security and so on. On the other hand, things will evolve; we have to – and we will – find appropriate safeguards. I am very optimistic about that. These are the early symptoms of a profound transformation that has just started.

Interviewer: Would you say the digital world is particularly promising for women and poor people?

Shradha: It will do more good to women and poor people, definitely. In India, of our 1.3 billion people, 800 million have smart phones. They can express themselves, they can reach out, they can create business opportunities even in remote villages. That is unprecedented. The hurdles to participation are much lower than before – and that's beneficial for vulnerable people.

Interviewer: Some people feel digitalization is widening the gap between countries, others say it will close it. What do you think?

Shradha: I think it will help close it. For instance, with the help of digitalization India has taken huge steps, also economically, so I consider it a tool for development. In the next five years we'll see a much more connected and equitable world.
(Source: Published in akzente 1/18 https://akzente.giz.de/en/artikel/tool-development)

A: Say whether the following sentences are true (T) or false (F).

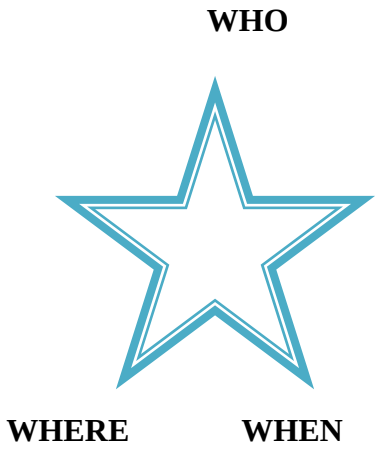
1. Shradha Sharma is the biggest champion of the digital world.
2. Shradha Sharma is an artist.
3. She created the platform MyStory.
4. They have been profitable from the beginning.
5. Shrada Sharma thinks that digitalization will close the gap between countries.

B. Listen to the passage again and fill up the blanks.

1. I had nobody backing me and no background whatsoever in this area but I did have an_____and a_____.
2. We reach 50 million people and we're about to expand into other countries, including_____.
3. We are the_____of start-up entrepreneur in India.
4. Now we get 400 to 500_____per day from people who want to be heard.
5. The digital world will do more_____to women and poor people.

SPEAKING

Pre-Task:
Work in pairs and put down your ideas on the importance of negotiation skills. Use the starburst pattern to compile your own.



Warm up: We all go through some sort of negotiation each day. Good negotiators build strong long-term relationships. Have you ever felt anxious in entering a negotiation? Under what situations have you negotiated? Whom do you negotiate with? Talk about your experience of using negotiation skills either at home or in campus.

Negotiation

Read the passage on Negotiation and complete the following activity.

Negotiation is a fundamental element in the social life of organizations. Whether you are aware of it or not, you negotiate for resources and attention. In a business to consumer (B2C), negotiation is very different from marketing and selling. The primary difference is that Marketing is about making people aware of the product, services, or business, whereas Selling is to convince the other person to buy your product or service. Negotiation normally succeeds selling, because once a customer has agreed to buy the product or service, then issues about price, payment terms, delivery, quantity, and others will surface, which are negotiable.

For example, when you see an advertisement in a newspaper for a new television (TV) and go to the store and ask for that particular TV, which is marketing. But when the sales-man explains to you the features and attributes of the TV and how it will be useful to you, that is selling. The moment you show your consent to buy the TV, you start haggling over the price. You may also demand that the payment mode be made in five monthly installments and then you would ask them to deliver the TV within a day or two and discuss the freebies that are available in the store.

Thus, in simple terms, negotiation normally succeeds selling and selling succeeds marketing. It is not possible to jump straight to closure from selling without the negotiation process. There is no way to eliminate the negotiation process. Negotiation is a source of creating more value for the particular transaction and probably creating a bond for a longer term that can help to reach your goals.

(Source : https://blog.spjain.org/thought-leadership/the-art-of-negotiation-negotiation-vs-marketing-vs-selling)

A. Brain storm and write down in the columns the difference between sales, marketing and negotiation techniques?

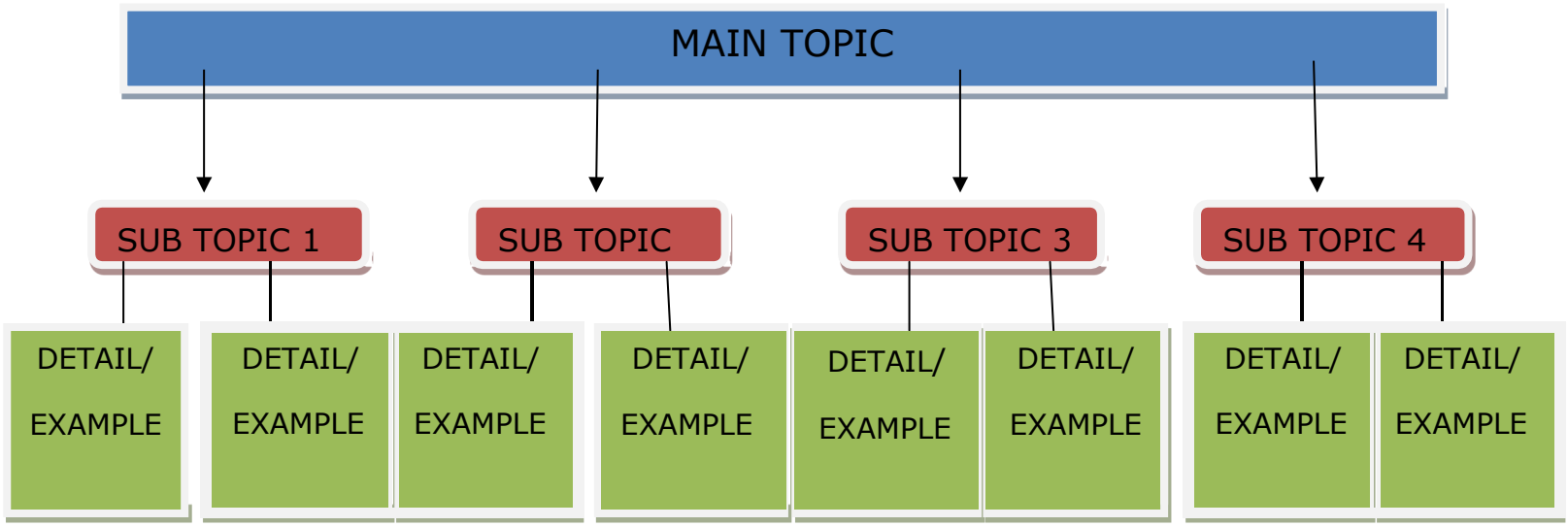
Sales techniques	Marketing techniques	Negotiation techniques

Mind Mapping

INEFFECTIVE NEGOTIATIONS

In an overwhelming era, it's easy to forsake preparatory time and hope to wing it in the discussions. Moreover, if not vigilant, a deal could be thwarted by pride and self-importance. Negotiation isn't always easy, it isn't a game to be won or lost. Especially when one finds fear of failure and fear of the unknown assert itself in bargain. Negotiations will also fail if one is too rigid about the deal and unbending on time. Besides, one can't allow emotions to get out of control in bargaining, losing your temper. Remember, deceitful tactics will come back to haunt you, unless one is concerned about upholding integrity.

B. Complete the mind map on subjective factors that affect negotiations using the information provided. Choose four major aspects that must be addressed in order to carry out a successful negotiation. Make sure there is no overlap between these four subtopics and provide at least two important characteristics, details or examples of each subtopic. Also discuss with your neighbor the reasons for your answer.



Negotiations: Useful expressions

Opening statements/beginning the negotiation

We would like to welcome you .../ Today we are going to talk about .../ We are glad that you could come and hope you will enjoy your stay here./ Let's get down to business./ Let's begin the discussion with ...

Expressing an opinion

If you ask me .../ I think .../ My opinion, for what it's worth .../ Why not .../ In my opinion .../ Emphasizing a main point/ My main concern at this stage is .../ The main thing for me is ...

The main point I'd like to emphasize .../ I would like to emphasize that .../ One point I'd like to emphasize is that .../ That's/This is an important point./ We need to keep in mind that .../ Let me repeat that ...

Suggesting or accepting an offer/compromise

We'd like to make a proposal that will hopefully benefit both sides./ Would you consider ...?/ Why don't you .../ What about if we ...?/ I think we can accept that .../ Asking for a suggestion/ How do you think we should deal with ...?/ What do you think is the best way forward?/ What do you propose?

Asking for information

What are your usual charges/fees/rates for ...?/ Can/could you give me some more information

about ...?/ Can you give more specific details about ...?/ What can you tell me about ...?

Rejecting an offer/compromise

I'm afraid that's out of the question./ I afraid we cannot accept that./ I'm afraid that we cannot accept your offer/ because/since/while .../ I'm afraid that those conditions are unacceptable

because .../ Your proposal as it stands is not acceptable./ Requests/ Do you think you could ...?

Would you be able to ...?/ Could you ...?/ Would you be will to ...?/

Being firm

I understand what you're saying, but .../ I can see what you're saying, but .../ By and large, I accept your views, but .../ I'm afraid that's out of the question.

Being flexible

Would you be prepared to ... (if) .../ I'm will to ... (if) .../ If you agreed to ... we could reciprocate with .../ Provided that you ..., we see no objection to .../ We would be willing to consider that.

We would be ready to make a concession on .../ We have no objection to ...

Clarifying

As I understand it, your offer is .../ If I understand you correctly, .../ Please correct me if I'm wrong, but if I/ understand you correctly, you are proposing .../ As I understand it, you're saying that .../ So what you're saying is ... Am I right?

Agreeing

That's fine./ You're quite right. I hadn't thought about that./ That's a good point./ Okay, I'm happy with that for now./ Yes, I'd go along with that./ Yes, definitely.

Disagreeing

I beg to differ with you./ Nonsense./ By and large, I accept your view, but .../ Yes, I'd go along with that up to a point, but .../ I can't go along with that./ For me that is out of the question./ Yes, but on the other hand ...

Tying concessions to conditions

Provided that you ..., we see no objection to .../ Provided that you ..., I think we could consider ...

I am willing to ... (if) .../ We would be prepared to ... (if) .../ If you agreed to ..., we could reciprocate with/by.../ On the condition that you ..., we could be/ persuaded to consider ...

Next steps

I'll be in touch again soon with more details./ Let's talk next week and see how things are going.

Summing up/concluding/closing

The main points that have been made are .../ It's been a pleasure doing business with you.

I think the members of the group are basically in/ agreement on the following points .../ We look forward to getting to know you better/ both socially and professionally./ I think we've reached an agreement on this issue./ We are looking forward to exploring/ opportunities for a profitable business/ relationship with you./ I think we have meet halfway on this./ Let me try to pull the main threads of this/ argument together.

[Attribution:
https://ekool.tktk.ee/pluginfile.php/32703/mod_resource/content/0/negotiation_expressions.pdf]

C. Fill in the blanks with the appropriate expression.

(Let's talk next week, I'm afraid we cannot accept, By and large I accept your views, Provided that you, Would you consider, We see no objection, What can you tell me about, We would like to welcome you, As I understand your offer is, In my opinion)

…… to the first session of our discussion. ..... the proposal to launch the product online will work out well ..... opening a new portal and creating a new team to supervise this endeavour? Well, ... the new recruits? They seem to have knowledge of digital marketing..... the fact that we need to wait till the lockdown is over to launch our product. You feel that the economy will not provide sufficient drive for a product on which millions of dollars has been invested. **……** but for what it's worth, this product is one of its kind and the most relevant in the domain of online teaching and learning. I am sure it will hit off more than we expect. **……** identify an alternative date to launch,..... in providing incentives for all your efforts. **……** to delay the launch by 6 months..... and see how things are going.

D. Pierre is going to address the shareholders of his company in a board meeting. They have incurred a loss. Now he has to request their assist in prototyping an online venture. How will he convince the shareholders in the board meeting? Write a brief speech where Pierre will try to negotiate this deal with the shareholders. Attempt using the key negotiating terms presented above.

Small Group Discussions

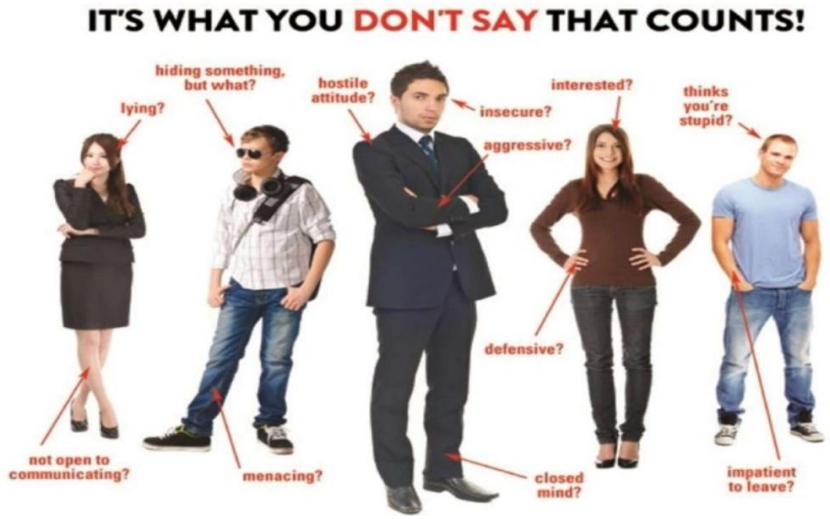
In order to arrive at a decision in a given situation and to find a solution to a problem, one of the most effective methods is conducting a discussion in a group. In addition, group discussions are increasingly being used in the job market during interviews and selection procedures. There are different sub skills that students need to develop in order to be effective participants in a group

discussion. Communication skills, leadership qualities, analytical skills, subject knowledge, attitude are some of the areas that would be tested during a group discussion.

General tips on group discussion

1. **Maintain eye contact while speaking:** Do not look at the evaluators only. Keep eye contact with every group member while speaking.
2. **Initiate the discussion:** Initiating the discussion is a big advantage. But do it only when you understand the topic clearly and have some topic knowledge.
3. **Allow others to speak:** Do not interrupt anyone in between while speaking..
4. **Speak clearly:** Speak politely and clearly. Use simple and understandable words while speaking. Do not be too aggressive if you are disagreeing with someone. Express your views calmly and politely.
5. Make sure to bring the discussion on track. Stick to the topic.
6. **Positive Attitude:** Do not try to dominate anyone. Keep positive body language and show interest in the discussion.
7. **Speak sensibly:** Your thoughts should be sensible and relevant.
8. **Be a good listener:** Speak less and listen more. Pay attention while others are speaking. This will lead to coherence in the discussion.

E. Look at the info graphic explaining why we should appropriate body language in negotiations. Discuss in groups about the essential non-verbal communication for the negotiator.



F.

Read the following article about the art of negotiation. Form groups of eight and have a group discussion on the importance of conducting smart negotiations in business. Choose one person from the group to act as the moderator of the group discussion.

Good negotiation means leaving each party satisfied and willing to do business with each other in future. In today's competitive market, good negotiation is highly valued. The ability to persuade people is a useful skill both in personal and professional life. When we think of negotiations, we tend to focus on the hard negotiating skills connected with bargaining. In fact, many professional negotiators will confirm that the most important skill is effective relationship building. If there is trust and understanding between the two parties, the negotiation will be much more successful, as will the long-term business relationship between them.

A win-win negotiation is a careful exploration of both your own position, and that of your opponent, in order to find a mutually acceptable outcome that gives you both as much of what you want as possible. If you both walk away happy with what you've gained from the deal, then that's a win-win!

In an ideal win-win situation, you will find that the other person wants what you are prepared to trade, and that you are prepared to give what he or she wants. If this is not the case, and one of you must give way, then it is fair to negotiate some form of compensation for doing so. But both sides should still feel comfortable with the outcome. Ideally a successful negotiation is where you can make concessions that mean little to you, while giving something to the other party that means a lot to them.

Task: 7

Below is a list of topics that will help you practice and prepare for group discussions. Think about how you would prepare for each topic and exchange ideas with your partner.

1. The relevance of cooperatives in today's global environment

2. Privatisation of public sector

3. Skilled manpower shortage in India

4. Technology creates income disparities

5. Implications of FDI for business

6. Role of MNC's in India

READING

In the field of commerce and management, communication plays an inevitable role. There is a demand to use English language persuasively. Though a major emphasis has been given to speaking and writing in English reading continues to gain power over other communicative skills such as listening, speaking and writing. Despite the fact that they are integrated, reading has to be accentuated because it develops fluency. Eventually, it enhances one's proficiency beginning with the development of vocabulary followed by expressions.

Several centuries have passed, yet the popular English playwright, William Shakespeare remains unsurpassed. Even an illiterate emerging Portia and Shylock leave an indelible mark on the minds of the readers, among the unfading characters of Shakespeare.

The Merchant of Venice

Look at the picture given below, it represents the famous characters- Portia and Shylock from Shakespeare's play *The* Merchant *of Venice*.

https://commons.wikimedia.org/wiki/File:Portia_and_Shylock_(Sully,_1835).jpg

In fact, it is a remarkable scene where Portia negotiates with Shylock on behalf of the Venetian merchant, Antonio. Shylock, the Jewish money- lender is known for his shrewdness. He makes use of the opportunity to gratify his grudge against the merchant- Antonio, who is hated by Shylock for belittling his business of lending money with interest. Therefore, he lends money to Bassanio on condition that, if the latter fails to return the money within three months, he will take a pound of flesh from the Venetian merchant. Antonio, being a loyal friend of Bassanio, agrees to be the guarantor of the money lent from Shylock at the cost of his life. As he was sure

that his ships would return in a month making it easy to return the money before the bond expires.

Unfortunately, Antonio's presumption went wrong, thus leading the friends to trial. Bassanio had to borrow the money from Shylock to woo his Lady, Portia of Belmont. Therefore, Portia feels obliged and comes to their rescue. She is an epitome of intelligence and eloquence which is evident in her assertive speech at the courtroom.

PORTIA

And you must cut this flesh off from his breast:

The law allows it, and the court awards it.

…there is something else.

This bond doth give thee here no jot of blood;

The words expressly are 'a pound of flesh:'

Take then thy bond, take thou thy pound of flesh;

But, in the cutting it, if thou dost shed

One drop of Christian blood, thy lands and goods

Are, by the laws of Venice, confiscate

Unto the state of Venice. (The Merchant of Venice, Act IV Scene i)

(Sourcehttp://shakespeare.mit.edu/merchant/merchant.4.1.html

Finally, Portia's sharp-witted negotiation restores the situation in favor of Antonio and saves his life.

A. Answer the following questions briefly.

1. Point out four words used in the passage that best describe the ability of Portia.
2. What is the technique adopted by Portia in this scene?
3. How did Portia win the case by quoting the bond?
4. Describe the meaning of the word "negotiation" in your own words.
5. Can you elicit the name of any one English literary piece of work on trade/business which you have come across while reading?

Negotiation Strategies:

https://www.needpix.com/photo/download/390169/personal-group-shaking-hands-silhouettes-man-woman-teamwork-team-finance

According to the Oxford Business English Dictionary, negotiation refers to the "formal discussions between people who are trying to reach an agreement". In business communication, it is a process which establishes the relationship between an employer and the employee, also those associated with each other in trade or business. This process requires a plan to achieve its purpose. There are some strategies for negotiation, it involves:

i. Problem solving: intend to carefully scrutinize the agreement if it happens to be a long-term deal.

ii. Persuading: to convince the negotiating partner and to arrive at a consensus, being aware that the deal is going to be most beneficiary to oneself when compared to the other partner.

iii. Conceding: to admit the deal knowing that it would be an advantage for the opposite party to bargain.

iv. Compromising: to arrive at a mutual understanding with both parties experiencing outcomes up to their satisfaction.

v. Avoiding: to delay the process by seeking time to think over the deal in order to get more information or to use a better strategy.

Of course, the negotiation strategy depends on the relationship between both the parties, their interests, attitudes and behaviour. In the process, the negotiator ought to be assertive, proactive and with a win-win attitude. While negotiating, the individuals involved should not confront each other nor argue.

De-risking Strategy

Pre-task:
Try to answer the following questions:

1. What is risk management?
2. Do you know the steps of risk management process?
3. Suggest four ways to manage risk.

Read the following passage and do the tasks that follow.

https://commons.wikimedia.org/wiki/File:Nagavara_Ramarao_Narayana_Murthy.jpg

Narayana Murthy at New York University (Stern School of Business)

Dean Cooley, faculty, staff, distinguished guests, and, most importantly, the graduating class of 2007, it is a great privilege to speak at your commencement ceremonies. I would like to share with you the crucibles that tempered my character and reshaped my future.

On a hot summer morning in 1995, a Fortune-10 corporation had sequestered all their Indian software vendors, including Infosys, in different rooms at Taj Residency hotel in Bangalore so that the vendors could not communicate with one another. This customer's propensity for tough negotiations was well-known. Our team was very nervous.

First of all, with revenues of only around $5 million, we were minnows compared to the customer.

Second, this customer contributed fully 25% of our revenues. The loss of this business would potentially devastate our recently-listed company.

Third, the customer's negotiation style was very aggressive. The customer team would go from room to room, get the best terms out of each vendor and then pit one vendor against the other. This went on for several rounds. Our various arguments why a fair price -- one that allowed us to invest in good people, R&D, infrastructure, technology and training -- was actually in their interest failed to cut any ice with the customer. By 5 p.m. on the last day, we had to make a decision right on the spot whether to accept the customer's terms or to walk out.

All eyes were on me as I mulled over the decision. I closed my eyes, and reflected upon our journey until then. Through many a tough call, we had always thought about the long-term

interests of Infosys. I communicated clearly to the customer team that we could not accept their terms, since it could well lead us to letting them down later. But I promised a smooth, professional transition to a vendor of customer's choice. This was a turning point for Infosys.

Subsequently, we created a Risk Mitigation Council which ensured that we would never again depend too much on any one client, technology, country, application area or key employee. The crisis was a blessing in disguise. Today, Infosys has a sound de-risking strategy that has stabilized its revenues and profits.

(Source :https://www.isical.ac.in/~zahid_t/inspire/murthy.html)

A. Say whether the following statements are true or false. If true write (T) and write (F) if it is false near the sentence.

1. A Fortune-10 corporation had sequestered all their Indian software vendors, including Infosys, in a room at Taj Residency hotel in Bangalore.
2. This customer contributed 25% of Infosys revenue.
3. The customer's negotiation style was friendly and encouraging.
4. Infosys accepted the customer's term at the end.
5. Infosys has a sound de-risking strategy that has stabilized its revenues and profits.

B. Answer the following questions.

1. What is the occasion on which Narayana Murthy is invited by the Stern School of Business?
2. Who had hosted the meeting at Taj Residency Hotel?
3. How was the negotiation strategized by the host group in Bangalore?
4. What was the major setback of the customer?
5. Comment on the negotiation style of the customer team.
6. What negotiation strategy did Narayana Murthy adopt in handling the customer team?
7. How was the de-risking strategy established?
8. Did Murthy make a right approach or a hasty decision? Justify your answer in a sentence or two.

D. Read the quote and reflect on the idea by discussing in small groups adopting a negotiating style based on a context/ situation of your choice.

"Never do anything because you have to. The only reason to do something is because you want to and because you know it is the right thing for you to do". This is a quote from the best-selling author Robin Sharma's The Monk Who Sold His Ferrari.

Glossary:

a blessing in disguise- something that seems to be a problem at first, but that has good results in the end.

aggressive- angry and behaving in a threatening way; ready to attack

commencement ceremonies- graduation day

crucibles- a place or situation in which people or ideas are tested severely, often creating something new or exciting in the process

devastate- to completely destroy a place or an area

fortuitous- happening by chance, especially a lucky chance that brings a good result

gradient- the degree to which the ground slopes; changes/ increases and decreases

minnows- a company or sports team that is small or unimportant

mull over- to spend time thinking carefully about a plan or proposal

pit- the area of a stock exchange or other exchange where a particular product is traded

propensity- a natural desire or need that makes you tend to behave in a particular way

revenues- the money that is received by a business usually from selling goods or services.

sequestered- (of a place) quiet and far away from people; secluded

vendor- a company or person that sells something; a software vendor

(source: https://www.oxfordlearnersdictionaries.com/)

WRITING

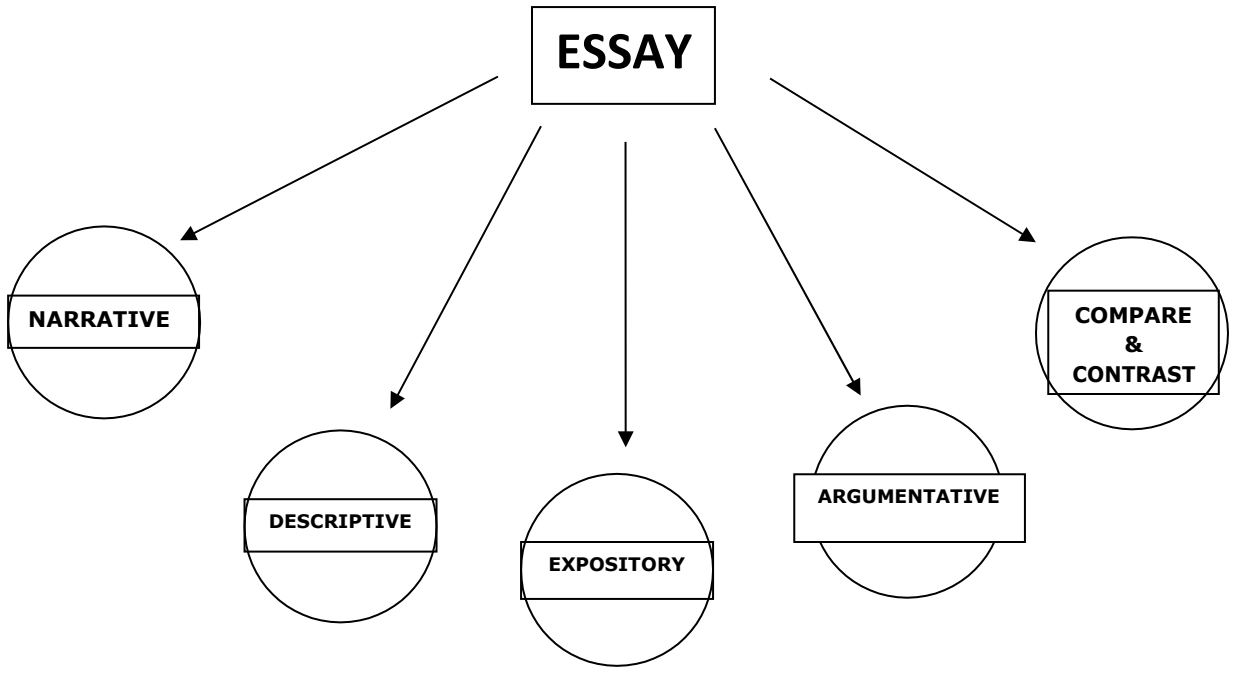
Pre-Task:

Give an account of your life during Covid 19 Lockdown.

Significance of Written Communication in Business

Good written communication will have well defined goals; it would have specified the problems and solutions which are very important for business. Written communication helps to build good relationship when it is done very effectively. It should have clarity for the recipient to understand, to understand the point of view of the writer quickly. The tone of writing should be positive. It is essential that writing should be free from spelling and grammar error. Pre-writing, writing, revising and editing are the important stages in business writing.

You, the digital children would like to answer a question in a word or two. You may find essay writing uninteresting, boring, and time consuming. But essay writing provides you an opportunity to think, gather ideas and logically present your views on a particular topic in an innovative way. It exhibits your logical thinking, critical analysis and immense vocabulary. Essay may be of a simple narrative or description of a process. Some time it may be a compare and contrast or an argument. Essay deals with a single idea with many supporting evidences to drive home the point. Essay can be classified as Narrative, Descriptive, Expository, Argumentative and compare and contrast.



Narrative Essay: It is a simple narration of facts or one's experiences. Writer should be creative. Ex: Your First Day in the College

Descriptive Essay: It is based on the detailed description and analysis of an object or events. Adjectives and adverbs, metaphors and similes can be used to visualize things. Ex: Your favorite Sportsman

Expository Essay: This includes the process of interpreting some process, personal response to the particular experience or situation or critical analysis of some topics. Ex: Public Transport

Argumentative Essay: Writer has to state the thesis statement and then put forth his arguments in such a way to persuade the reader. Ex: Television - boon or bane

Compare and Contrast Essay: Writer has to present the similarities and differences between selected subjects. Ex: As a student you compare your school life with college life.

Structure of the essay:

Essay should have Introduction, body and conclusion.

Introduction: To capture the attention of the reader you can begin the essay with a famous quotation. A good opening would say why your essay is a 'must read'. The main idea should be stated in a single sentence and you should provide background information about the topic. Like

a preview you have to give a snapshot of what your essay is going to be about. Simply it should arose the interest of the reader.

Body of the essay: This means the supporting paragraphs. Each supporting ideas will have a separate paragraph. With facts and examples these ideas can be developed into paragraphs. Transition words or connectives are used to connect these sentences and give a cohesion to the paragraph. Transition words are listed below with their use.

- To list different points transitions like first, second, third etc., are used.
- To add ideas besides, in addition to, furthermore, also etc., used.
- To contrast however, even though, on the other hand, nevertheless etc., are used.
- To show cause and effect therefore, thus, as a result of, consequently etc., are used. (Source: testden.com/toefl/writing-tutorial/parts-of-an-essay.htm)

Conclusion: This summarizes the essay and also stresses the important ideas. Hear you can give your personal opinion and also suggest future course of action.

Points to ponder:

- Plan for the essay- Decide on the points you would like to discuss and also the paragraph divisions.
- Think about your chosen topic. You have to jot down the several ideas occur in your mind in a piece of paper. Search for illustrations and quotations to support your views.
- Arrange your ideas in a logical order and put them in their respective paragraphs. Ideas should be well organized.
- Always begin your essay with a quotation or an anecdote in order to attract the attention of the readers. Introduction is a kind or preface or preview for the essay.
- Each paragraph should contain a topical sentence and supporting ideas. Examples can be given to stress the points.
- Transitions or connectives could be used to connect the sentences.
- Unity, cohesion and coherence are important ingredients of an essay.
- Simple, direct and clear style is preferred.
- Avoid slang and colloquial expressions.
- Revise your essay after writing, make necessary changes before submission.

SAMPLE I: DIGITAL CLASS ROOM

"Education should be for life, not for livelihood" stresses the significance of life lessons for students that are possible only with traditional classroom. Of course, Digital class room or virtual class room comes to the rescue of students as well as teachers during covi19 lockdown.

Character building, enhancing life skills and tuning them to face challenges in life is done only in traditional class room. Apart from delivery of course material and testing the students, preparing them for life is important. Teacher's vital role in the class cannot be replaced by technology. Technology aids quick learning, provides a support system for students learning methods and makes learning interesting. With ICT tools and internet class room can be an interesting place for the students to equip themselves with subjects, skills and ethics.

In the class room, students get an opportunity to lean courteous behavior, decency, polite manners along with subjects. They can get their doubts clarified from their teacher immediately. They learn inter-personal skills, leadership quality and team spirit in the class room. They learn to adjust with the fellow students, share and care them. It is the teacher who chiseled the students and character building takes place gradually at class room.

Internet, World Wide Web and ICT tools have made learning easy as well as interesting. Attending Google Meet and submitting the assignment in the Google classroom is easy. One-to-one meeting with teachers and students will teach them life skills. To learn life lessons, it is advisable to have a blended class room. Mechanical delivery of the material on digital screen will not have an impact on the character of students. Students need teacher's care, emotions, knowledge and direction to grow up. The real class room blended with digital aids will revolutionize the classroom.

The aim of education is to bring a change in the behavior of the students. So real class room experience is essential for students. At the same time ICT and digital tools make the class interesting and keep the students attentive in the class. So blended learning is the need of the hour.

SAMPLE II : E COMMERCE

Electronic Commerce known as E commerce has brought a revolution in business. E commerce means buying and selling of goods and services over electronic system. E business can be carried out with the help of Computer, smart phones and internet. E commerce is a strong catalyst for the promotion of business. The ICT in business has brought significant changes in the attitude of the customer as well as in the business strategy.

Modern E commerce uses World Wide Web which has given an option of various technologies like email, smart phone, internet etc., In this busy world, it is easy for man to order A to Z by sitting in front of his computer or mobile phone. This saves his time and energy. The use of ICT has increased production which in turn increases customer's participation in business. With ICT in business silent revolution has happened.

The variety of goods shown on the screen compels him to buy more than what he needs. Certainly there is a psychological change in the consumer behavior. Naturally consumer buys

more than what he actually needs since he couldn't overcome his temptation. In the E commerce his choice is plenty and that gives him satisfaction. It is quite easy for the consumer to buy through electronic transfer of money that is credit or debit card.

Consumer finds E commerce comfortable since he can do business at his own convenience by sitting in his comfort zone. No doubt the use of ICT in business has brought a tremendous change in the business strategy as well as consumer attitude. In the information age, even the villages are not free from the embrace of E commerce.

Write essays on the following topics in about 250 words.

1. Knowledge Management
2. Business ethics
3. Customer-relation Management
4. Impact of Advertising on sales Performance
5. Impact of Covid19 on our economy

UNIT 4 - PRESENTATION

LISTENING

Pre-Task

Match the words in Column A with their meanings in column B.

a	b
1. alternative	a. new idea, way of doing something
2. objective	b. to make an action or process possible
3. facilitate	c. assess
4. dynamic	d. a thing that you can choose to do or have out of two or more possibilities
5. innovation	e. always changing and making progress
6. eventually	f. something one driving to achieve
7. evaluate	g. finally

Decision Making and Management

Listen to the following Lecture on Decision Making and do the tasks.

Attributionhttps://www.slideteam.net/media/catalog/product/cache/260x195/d/e/decision_making_process_in_managerial_economics_complete_powerpoint_deck_with_slides_Slide01.jpg

Decision making is an action consciously chosen from available alternatives with a purpose of achieving desired objectives. It is a set of activities that structure the process and facilitates the choice. Decisions are focused on a particular problem or a challenge. Decision making doesn't

mean problem analysis. It is a mean to solve problems and is an integral part of the management system of the organization. The following is the sequence of decision-making process.

- Sense decision requirement
- Gather information and analyse the cause
- Identify the alternatives
- Compare and evaluate
- Make a choice
- Implement your choice
- Review and feedback

All organizations strive hard to achieve their goals and objectives. Taking a proper decision at a proper time will help the organization to achieve its objectives. Analyzing the situation and taking an appropriate decision is important. Right decision will help to manage the business affairs of the enterprise. On the other hand, wrong decision will affect the overall functions of the organization and make it difficult to achieve its goals. Hence decision making is a continuous and dynamic activity in every business. Business requires decisions in various course of actions like production, marketing, sales and various expansion programmes. Efficient decision making in the maximum utilization of resources like men, money, material, methods and information would certainly help the growth of the business. Organization's capability to survive in the competitive market depends upon its decision making. Proper decision making facilitates innovation. Innovation brings new ideas and new products. This eventually will lead to the achievement of business goals and help in business growth.
(Source: https://commercemates.com/importance-of-decision-making/)

A. Fill up the blanks with suitable words/phrases given in the bracket.

(innovation, alternatives, goals and objectives, business affairs, decision)

1. Decision making is a process of choosing between_____.

2. Analyze the situation and take a proper_____.

3. Taking proper decision at proper time will help achieving organizational _____.

4. Tight decision helps to manage all_____.

5. Proper decision making facilitate_____.

B. Say whether the following statements are True or False.

1. Decision making is a choice made from the available alternatives.

2. Problem analysis and decision making are same.

3. Wrong decision will affect the overall function of the organization.

4.Decision making is an integral part of the management system of the organization.

5. Organization's capability to survive in the competitive market depends on planning.

SPEAKING

Pre- Task:

- Students may be encouraged to perform this task spontaneously. The teacher should give a topic from the list provided. The learners may be given not more than 5-7 mins for strategizing their ideas. Followed by which, learners who volunteer to perform may be prioritized. If most of the learners are facing inhibitions, a mock task can be performed in the classroom for the peers to gain familiarity and confidence.
- **Topics:**
  - Team work
  - Win-win strategy
  - Customer service
  - Time Management
  - Future of e-commerce
  - Work from home is bliss
  - Outcomes of Demonetization

Presentation signifies the act of informing or persuading a group of audience. It is transmitting knowledge to a set of knowledgeable people in a formal gathering. It can be in a classroom, where a learner presents in front of their peer groups and teachers. It can also be presenting thoughts as an interviewer and sharing information as an interviewee. Later, in a workspace it could be as an employer presenting the ideas amidst one's colleagues and the employer presenting his demands to the recruits. These are the commonly found ways of presentation. Especially, in business communication presentation skill is an essential trait as it is the thread that connects, does the networking and promotes business. Whatever the context of your

presentation might be, the 3P's strategy aids in improving your presentation skill. The 3 P's refer to "Preparation, Practise and Performance".

https://commons.wikimedia.org/wiki/File:Corporate_Woman_Giving_a_PowerPoint_Presentation.svg

Benjamin Franklin's aphorism, "By failing to prepare, you are preparing to fail" reinforces the need to prepare oneself before making a presentation. Even a knowledgeable person might lack confidence to exhibit their presentation skills in a formal gathering. To overcome this difficulty, a good preparation is essential. Hence, based on the 3Ps strategy here are the points to remember before making a presentation. They are as follows:

P- PREPARE

- ✓ Make sure to know the target audience for whom the presentation is intended.
- ✓ Be clear with the objectives of the presentation.
- ✓ Prepare the framework accordingly, whether it is meant to inform, instruct, promote or persuade.
- ✓ Get the specific details such as purpose, expected outcome, duration and limit, venue, density of the target audience.
- ✓ If necessary, background of a majority of the target group might help to manage unforeseen situations such as the cultural barriers with ease.
- ✓ Thereby, taking these into account you may anticipate the questions which would be a perfect finish to the process of preparation.
- ✓ Last but not the least, plan your wardrobe.

P- PRACTISE

- ✓ Begin the practise with an optimistic mind.

- ✓ Stand in front of the mirror and check your non-verbal cues such as, facial expressions, standing posture, gestures such as moving hands.
- ✓ You may either record your voice or just observe the tone and modulation of your voice while practising.

P-P ERFORM

- ✓ Be animated as your passion for the subject is the driving force.
- ✓ When you enjoy your presentation, it is reflected on your audience too.
- ✓ Stand in a relaxed manner and stay cool by ignoring anxiety.
- ✓ To grab the attention of your audience, you may use inspirational stories, anecdotes, famous maxims or an interesting case-study.
- ✓ Eye contact is another significant factor to persuade the audience.
- ✓ It is necessary to present the ideas step by step.
- ✓ Remember, the duration of average listening is 20 minutes. A presentation which exceeds more than 30 minutes makes the audience restless.
- ✓ Therefore, plan to express the most important ideas within the first twenty minutes of the schedule which is soon after the initial ice-breaking/ warm-up session.
- ✓ Modulate your voice with rising, falling, rise-fall and fall-rise tone based on the context. This would help gaining control and the attention of the target group. Finally, an innovative way to allow participants' interaction is the straw poll or straw vote using the poll tools such as www.polleverywhere.com, www.socrative.com. It is an unofficial online voting poll which is meant to get the opinion of the audience on a topic or views stated in the presentation. There are some interactive applications which have fun activities, games or quizzes with learning outcome. For instance, www.kahoot.com and www.get.plickers.com.

DRESS UP, STAND UP, SPEAK UP.

Vocabulary Enrichment:

anecdotes- a short amusing or an interesting true story.

aphorism- a short saying expressing a general truth.

case study – a detailed account of the development of a person, a group of people or a situation over a period of time, especially for teaching or training.

maxims- a sentence giving a general truth or rule of conduct.

networking- a system of meeting and talking to other people who

may be useful or helpful to you in your work.

strategy- the process of planning something, to achieve a particular purpose.

https://www.needpix.com/photo/627006/interview-job-search-job-search-word-word-cloud-wordcloud-wordle-resume

A. Fill in the blanks with suitable words from the box given below to complete the statements elicited in a short talk:

_____ is a support system of a company in serving its customers to resolve their_____. The benefits are:

i. _____ one's customers

ii. _____ new customers

iii. customer _____

iv. improves the credibility of the _____

v. strengthens the customer-company_____.

Nowadays, with the advent of e-commerce and_____, this service plays a dynamic role. Thus, it determines the success of a company. Its modern-day counterpart is_____.

B. | persuading | e-marketing | satisfaction | retaining | company | customer service | relationship | superior customer service | **by**

i. enquiries

ii. Features of online advertisements

iii. Ethics of marketing

iv. Characteristics of a good team leader

v. Face of Digital India

vi. Mobile apps in e-accounting

vii. Telemarketing ideas to promote your own product

viii. Challenges of cashless economy

ix. Retail vs Whole sale

x. Online shopping vs Traditional shopping

Soon after selecting the topic, fill in the grid with short sentences which is to display the way you have incorporated the 3 P's. In the last column- "Perform", state the feedback received from the teacher and comments given by the peers.

Preparation	Practise	Performance

C. Read the following text and work together as teams to interpret the meaning of this context.

An interviewer of a famous job recruiting company enquires the interviewee. After posing the usual questions, the recruiter asks,

Interviewer: On a Monday morning while riding on your bike to office, let's suppose you find the roads without much traffic and without the traffic police. But there is a red signal. What will you do? Interviewee: _____ _____

- What will be your response? WRITE your answer in the blank given above.
- Followed by a small group discussion to find: the hidden meaning behind the question and the symbolic meaning of the responses.
- Each team should have a leader to monitor and provide opportunities for all the members to contribute their views towards the discussion. Thereafter, each team should unwrap one idea/ meaning based on the observations made: EACH ONE GIVE ONE.

https://www.wallpaperflare.com/steam-work-text-on-white-background-teamwork-team-spirit-together-wallpaper-asswv

READING

Pre Task: 1

Complete the following cloze exercise. You may refer to the words below.

[duty, death, fallen, linked, power, steady, growing, assurances, cost, cause, ride out, prove, rescue, at any rate, exercised, aiding, searching, adopted, assured, arrangements, will, confidence]

Many are the tales that are told. We are_____that novel methods will be_____, and when we see the originality of **malice**, the **ingenuity** of aggression, which our enemy displays, we may certainly prepare ourselves for every kind of novel **stratagem** and every kind of brutal and **treacherous** manoeuvre. I think that no idea is so **outlandish** that it should not be considered and viewed with a_____, but at the same time, I hope, with a_____eye. We must never forget the solid_____of sea power and those which belong to air power if it can be locally_____.

I have, myself, full_____that if all do their_____, if nothing is neglected, and if the best _____are made, as they are being made, we shall_____ourselves once again able to defend our Island home, to_____the storm of war, and to outlive the **menace** of **tyranny**, if necessary for years, if necessary alone._____, that is what we are going to try to do. That is the **resolve** of His Majesty's Government-every man of them. That is the_____of Parliament and the nation. The British Empire and the French Republic,_____together in their_____and in their need, will defend to the_____their native soil,_____each other like good **comrades** to the utmost of their strength. Even though large tracts of Europe and many old and famous States have _____or may fall into the grip of the Gestapo and all the **odious** apparatus of Nazi rule, we shall not flag or fail. We shall go on to the end, we shall fight in France, we shall fight on the seas and oceans, we shall fight with_____confidence and growing strength in the air, we shall defend our Island, whatever the_____may be, we shall fight on the beaches, we shall fight on the landing grounds, we shall fight in the fields and in the streets, we shall fight in the hills; we shall never surrender, and even if, which I do not for a moment believe, this Island or a large part of it were subjugated and starving, then our Empire beyond the seas, armed and guarded by the British Fleet, would carry on the struggle, until, in God's good time, the New World, with all its _____and might, steps forth to the_____and the liberation of the old.

Pre Task: 2

Guess the meaning of the following words based on the context. These words are in bold and underlined in the passage above.

1. **Malice** :.....
2. **Ingenuity** :.....
3. **Stratagem** :.....
4. **Treacherous** :.....
5. **Outlandish** :.....
6. **Menace** :.....
7. **Tyranny** :.....
8. **Resolve** :.....
9. **Comrades** :.....
10. **Odious** :.....

[Source: https://www.parkwayschools.net/cms/lib/MO01931486/Centricity/Domain/1578/Churchill_Beaches_Speech.pdf]

NEVER GIVE UP YOUR DREAMS

III. **Elon Musk**

Image Attribution:
https://commons.wikimedia.org/w/index.php?title=File:Elon_Musk_Royal_Society.jpg&oldid=427757367]

1. Take Risks

"When something is important enough, you do it even when the odds are not in your favor."

If you have a vision or a dream and there is no well-trodden path to it, take the risk and follow your heart even when you have to go all alone.

2. Always Value Criticism

"A well thought out critique of whatever you're doing is as valuable as gold."

You have to take your product and put it in front of knowledgeable people, and even your friends, to provide you with valuable feedback.

3. Never Give Up

This short excerpt of Elon Musk's conversation with a CBS journalist shows that no matter what happens, he never gives up on his dreams.

Interviewer: When you had that 3rd failure in a row, did you think I need to pack this in?
Elon: Never.
Interviewer: Why not?
Elon: I don't ever give up. I mean, I'd have to be dead or completely incapacitated.

Musk failed three times in his attempt to launch successful into space. He spent all of his money into SpaceX, the millions of dollars he had earned from selling PayPal and all his wealth because he trusted his intuition and his vision.

4. Have Burning Passion For Your Work

"If you like what you're doing, you think about it even when you're not working. It's something that your mind is drawn to, and if you don't like it, you just can't make it work."

If you don't like what you do the work will become a form of abuse that you inflict on yourself and you won't be able to push harder in tough times.

5. Work Like Hell

"If other people are putting in 40-hour workweeks and you're putting in 100-hour work weeks,

then even if you're doing the same thing, you know that you will achieve in four months what it takes them a year to achieve."

You really need to outwork your competition in order to come out at the top.

6. Live An Adventure, Don't Just Solve Problems

"I think it [colonizing Mars] would be the most inspiring thing that I can possibly imagine. Life needs to be more than just solving problems every day. You need to wake up and be excited about the future."

You don't have to punish yourself by doing things you hate. Choose to live an adventurous life which makes you wake up feeling excited for what's to come.

7. Signal Over Noise

"A lot of companies *get confused. They spend money on things that don't make the product better."*

Many people aren't focused. They spend time doing things that don't lead to progress. At Tesla, they never spent any money on advertising and focused all their energy on improving the

A. State whether the following are TRUE or FALSE.

1. Take risks only when the odds are in your favour.
2. You need a well-trodden path to follow your vision or dream.
3. Criticism is as valuable as gold.
4. Knowledgeable people provide useful feedback.
5. Elon did not give up even after his third failure.
6. Elon sold PayPal and all his wealth because he trusted his vision and intuition.
7. You think about what you are doing only when you work.
8. To come out at the top you need to outwork your competition.
9. You need to wake up and problem solve every day.
10. You must focus all your energy on improving your product.

B. Identify one-word substitutes for the following. Use the following clues:

(Z, PERSEVERA, REPID, USTRIOUS, IMMER, CONFI, DA)

1. Taking risks-_____R E
2. Valuing criticism-_____D E N C E
3. Never giving up-_____NCE____Perseverance
4. Burning passion- Z ,
5. Working like hell- Ind ___ ___ ___ ___ ___ ___ ___ ___
6. Living an adventure -_____repid
7. Staying focused –_____sed

[Attribution: https://www.fearlessmotivation.com/2017/08/31/elon-musk-greatest-motivational-speeches/]

C. Complete the following cryptogram using the clues given below.

- A place where government / public records are kept
- A pole or beam used as a temporary support
- A professional soldier hired to serve in a foreign army
- A proficient public speaker
- A remedy for all diseases
- A round or cylindrical container used for storing things such as food, chemicals or rolls of film
- A school for infants and young children
- A sea abounding in islands
- A short journey made by a group of persons together
- A short story based on your personal experience
- A small house with all rooms on one floor
- A small room in a big house, hotel, etc. where glasses, dishes, spoons food, etc. are kept
- A small shop that sells fashionable clothes, cosmetics etc.
- A speaker's platform

A	B	C	D	E	F				I	J	K	L	M	N	O	P	Q		T	U	V	W	X	Y	Z
19	6	17	15	22											23	13		10							

A	R	C				E		P			P		E	R	C	E		A	R				
19	10	17	20	26	25	22		13	10	23	13		11	22	10	17	22	16	19	10	12		

O	R	A		O	R		P	A		A	C	E	A		C	A					E	R	
23	10	19	1	23	10		13	19	16	19	17	22	19		17	19	16	26	2	1	22	10	

			D	E	R		A	R		E			A	R	C			P	E		A		O	
3	26	16	15	22	10	14	19	10	1	22	16		19	10	17	20	26	13	22	7	19	14	23	

E		C		R			O			A		E	C	D	O		E		B				A		O	
22	8	17	5	10	2	26	23	16		19	16	22	17	15	23	1	22		6	5	16	14	19	7	23	

		P	A			R			B	O						E		P	O	D					
24		13	19	16	1	10	12		6	23	5	1	26	4	5	22		13	23	15	26	5	11		

	P	R	O	P	E						E			O	R		A			O			
	13	10	23	13	22	16	2	26	1	12	22	8	20	23	10	1	19	1	26	23	16		

	E	R	B	O		E		P	E	D	A				C			O		A				A	R	
25	22	10	6	23	2	22		13	22	15	19	16	1	26	17		1	23	1	19	7	26	1	19	10	

			A						B	R					E		
		26	19	16	26	2	11		6	10	26	1	1	7	22		

- A special fondness or liking for
- A speech designed to incite action

- A style full of words
- A style in which a writer makes display of his knowledge
- A system of Government in which only one political party is allowed to function .
- A thing likely to be easily broken

Modal

Modal verbs are auxiliary verbs (also called helping verbs).

Modal verbs add meaning to the main verb in a sentence

by expressing possibility, ability, permission, or obligation.

Etc.

Modal auxiliaries: can, could, shall, should, would, may, might, must, need to, used to,

A. Fill in the spaces with appropriate modal verbs:

1. Drafting an outline of the presentation _____ help in organizing major points you intend to cover. You_____make a plan of each slide that shows the layout in the order you'd like to present them.
2. You_____choose the wording for the title slides carefully so there will be little room for misinterpretation.
3. Visuals /graphs_____made use of for better understanding.
4. If huge graphics is necessary you_____use one slide for the graphics and another for the accompanying text.
5. You_____make certain that all information presented on the slides are clearly visible and easy to read without any errors in punctuation, grammar or spelling.
6. Practice_____ease your nerves, and helps you with an effective presentation.

SOURCE PASSAGE 2 : TIME MANAGEMENT

Pre Task

Get the students to discuss the following questions in the class.

1. What comes to your mind when you hear the word "time"?
2. Have you ever felt that you have enough time to complete all your tasks?
3. Can you think about an instance when you were in stress because you had a lot of work to do?

Read the following passage on time management and attempt the following tasks.

Time is defined as an ongoing sequence of events. It is indefinite and continues. Likewise, the nature of time is such that it is available in abundance and can never really run out. However, such a statement leads to a genuine question: how many of us have been smart enough to make the most of it? Well, not many. So, what is the major difference between the people who had managed to be at peace with time and those who are constantly at war with it? Time management.

Time management is not a novel concept. We hear about it all the time, don't we? We hear about it when we are unable to complete our homework/task on time; or when we end up submitting

our incomplete answer sheets during the examination, despite knowing the answers; or when we are late for our work or appointments; or when we fail to strike a balance between private life and professional life. And we all remember the regrets well, don't we? The regrets caused by the lack of proper time management.

We should listen to the stories of some of the most successful personalities to realise that time is not partial on anyone. Everyone has got the same 24 hours a day. What matters is how one manages to utilize time efficiently and productively. Good time management involves a process, such as, understanding the nature of your task, prioritizing your needs, planning your schedule, and channelling time properly. Time management has always been in trend, however, the importance of it in the present age cannot be overstated. The modern age has given way to a lot of employment opportunities (some of which are highly groundbreaking), but it has also produced plenty of obstacles. Both the opportunities and hurdles are intricately tied to two of the greatest and indispensable advancement in technology of the day: internet and smartphone. Since there are a lot of ways to spend your time these days, you should consider taking a break and ask yourself some questions. Are you spending your time wisely? Are you gaining something from the way you spend your time? If your answer is yes, are they productive? Is your life progressing? Are you able to switch between your leisure and work easily? Are you able to give your best to the work that you have committed to? How much time do you spend with your family? What have you achieved in your life? Would you call yourself successful? Answering these questions will help you understand your time management skills and will give you an insight into the course of your life.

One can manage time efficiently by adopting certain steps. First and foremost is to ***identify your goals***. Setting goals are very crucial because it acts as a foundation for the task at hand. Start by listing out the works that have to be completed with the given deadlines (if any). This should soon be followed by ***prioritizing the needs*** and tasks. Always start with the most important task with the closest deadline and push back the least important one to the end of the list. Also, remember to discard the trivial and unnecessary works. This will avoid clutter in your brain and will let you complete your work in peace. The third step is to ***give a feasible timelimit*** for the tasks by analysing and measuring the tasks. Prepare a ***schedule*** and stick to it. Finally, remember to ***take a breather*** so as not to feel exhausted.

Life will become more productive when you become smarter and efficient, and time management is one of the best ways to make the best out of life. With good time management, you will be able to enjoy an organized, thriving, and stress-free lifestyle. Those who can time-manage well will also find themselves spending their extra time pursuing their interests. Moreover, they are also adept at striking a balance between professional and private lives.

Glossary

1. abundance/plenty: in a large number
2. Insight: Deep understanding
3. Genuine: real
4. novel: new
5. Prioritizing: treat something as being important
6. Overstated: emphasised; repeated
7. Groundbreaking: innovative; having new methods or idea
8. Indispensable: something that is very essential
9. Trivial: small; something that is not important
10. clutter: confusion; a collection of untidy and unorganized things
11. Feasible: something that is achievable or possible
12. Breather: Break; interval

A. Answer the following.

1. Why does the author feel that certain people are at a war with time?
2. Describe the process involved in time management.
3. What is the role of time management in the present age?
4. What are the five steps involved in mastering time management?
5. How can you prioritize your tasks?

B. State whether the following is true or false.

1. Time is definite and has an end.
2. The inability to complete your homework on time is an example of poor time management.
3. Achievers are poor at sticking to schedules.
4. You should work until you feel tired.
5. Efficient time management will let you have a balance between work and home.

C. Correct the following jumbled words.

1. Siignth: insight
2. Untrae: nature
3. Tienyftlfcie: efficiently
4. Meti: Time
5. Chesdleu: Schedule

WRITING

Are you familiar with the word 'recommendation'?

Probably yes. You would have heard people say "he got his admission through recommendation", or "it is recommended that you carry an extra pen to your exam hall".
What does recommendation mean?
It means endorsement or suggestion, a concept which is a milder form of instruction. However, in a more formal setting, you are likely to come across something known as recommendation writing. In such occasions, you will be asked to briefly sketch a set of guidelines or suggestions on a given context. These guidelines are more suggestive than authoritative. They are basically instructions taking a suggestive tone.
Instructions are mandatory and they are more like giving an order or command. On the other hand, recommendations are more of advice or guidance.
The differences between recommendations and instructions are as follows:

Recommendations

Usually written in passive voice

- Begins with the object in focus
- Does not address the reader directly
- Sentence Patterns are as follows:

Object + should be + verb (participle)

Object + must be + verb (participle)

Object + can be + verb (participle)

Object + need to be + verb (participle)

Object + ought to be + verb (participle)

Instructions

- Written in active voice
- Begins with an action verb
- Addresses the reader directly
- Sentence patterns are as follows:

Action verb + object

Take a look at the following samples on recommendation writing

I. Recommendations to be followed before using e-wallets/UPI.

- A reputed and trusted application should be selected.
- A special attention can be given on the kind of customer service provided by the application while choosing one, keeping in mind whether it would be possible to get in touch with an executive through a chat or call if a need arises.

- Terms and policies should be read carefully before feeding any sensitive data.
- Unsecure connections such as public Wi-Fi and unsecure sites can be avoided as your device and account could be hacked.
- Mobile notifications and alerts should be opted for as you will be quickly notified of any suspicious transactions.
- Your phone should be periodically checked and cleaned with an anti-virus software.
- The payee's details such as name, phone number, or id, should be double checked before proceeding with the payment.
- Passwords must be protected and confidentiality has to be maintained.

II. Recommendations to be followed by students while making an effective presentation.

- In order to hold the attention of the audience the presentation should be short and relevant.
- It is advisable to prepare and maintain hints while making a presentation.
- In order to boost your confidence while presenting, prepare well and rehearse before a mirror.
- It is advisable not to use the technology that you are unfamiliar with.
- Maintaining eye contact is a must while making presentations.
- A smile can make you appear confident while presenting.
- Focus on your tone while presenting. A rushed and monotonous presentation is some of the barriers in an effective presentation.
- Humorous and relevant anecdotes can be used to turn the presentation interesting.

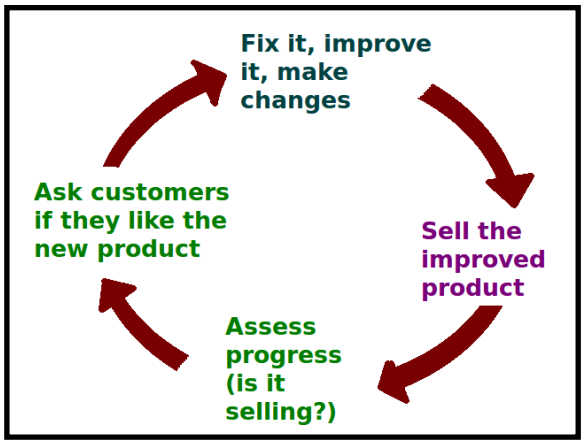
A. Read the following recommendations and the corresponding charts and answer the questions that follow.

Recommendations to be followed by business persons while collecting customer feedback

- It is recommended that a proper and feasible medium is selected to collect the customer feedback.
- A customer-friendly medium must be chosen to collect the feedback.
- It is advisable not to spend too much money or time in getting the feedback as short and fast surveys lend better response rates.
- It is advisable that the feedback is approached with a positive mind.
- It is recommended that a record is maintained to track the feedback received over time to identify and analyze trends in customer satisfaction.

- Negative comments should be valued and the inputs should be used to improve the product.
- It is advisable that feedback is collected on the improved product.
- It should be remembered that feedback collection is a never ending process.

Go through the flowchart on customer feedback and answer the questions.



Link to the chart

https://www.google.com/search?q=business+data+in+tables+of+flipkart&tbm=isch&ved=2ahUKEwjqlL3ZgsLqAhWl2nMBHeWjDPsQ2-cCegQIABAA&oq=business+data+in+tables+of+flipkart&gs_lcp=CgNpbWcQA1DkaFjkaGD9amgAcAB4AIABgwGIAYMBkgEDMC4xmAEAoAEBqgELZ3dzLXdpei1pbWc&sclient=img&ei=2AUIX-rIEKW1z7sP5cey2A8&safe=images&tbs=sur%3Afm&hl=en#imgrc=M0D3hAwBN5P-VM

Answer the following:

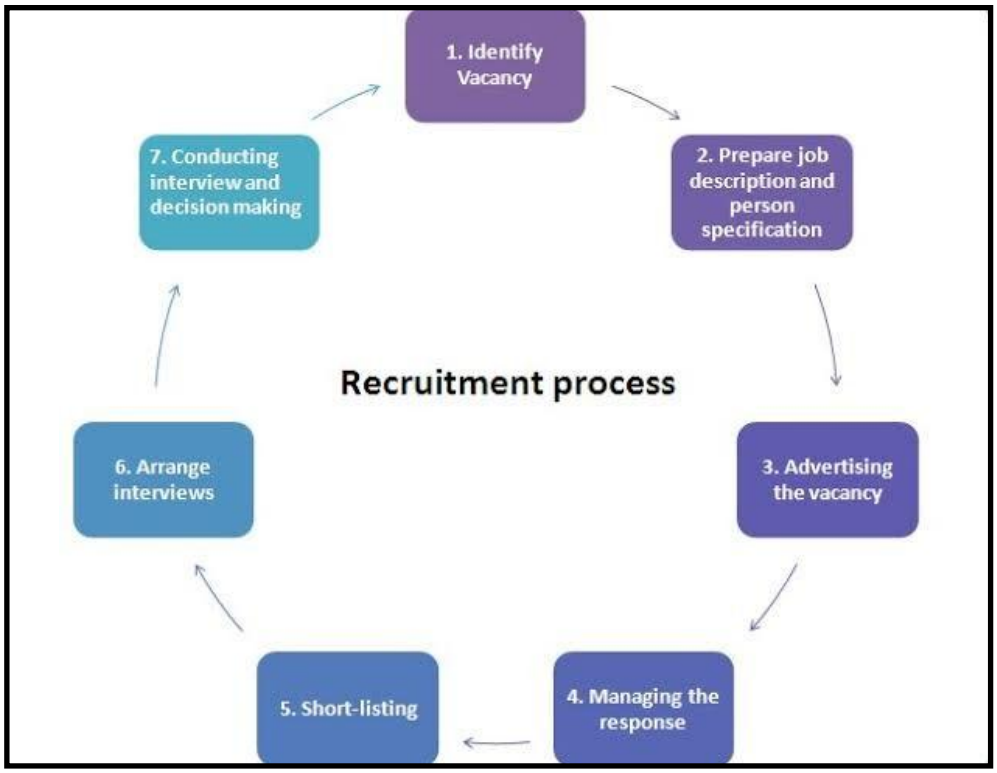
1. The flowchart depicts a cyclic process. (State whether it is true or false).
2. Sale of the improved product is immediately followed by the customer feedback. (True or false).
3. As a business person, what are you expected to do after receiving negative feedback on your product?
4. The word 'it' has been used thrice in the flowchart. What does it represent?
5. Give a short analysis of the flowchart.

Recommendations to be followed while hiring.

- It is recommended to start by understanding the job and your needs. Job description and expectations can be formulated for a better understanding.

- Necessary steps are to be considered and appropriate mediums are to be chosen while advertising the vacancy.
- It is advisable not to spend too much of your capital on advertisements. On the other hand, free mediums such as word of mouth and internet can be adequately exploited.
- It is highly recommended that an estimated range of the salary intended be specified.
- The applications are ought to be segregated and shortlisted based on the job requirements.
- Before starting with the interview process, it is recommended to prepare some standard and thoughtful questions that will help you understand the candidate's caliber.
- Documents, personal details and references are ought to be verified and double checked before finalizing on the candidate.
- It is recommended not to spend too much time on the hiring process as there is a risk of losing the desired candidates.

B. Go through the flowchart on the hiring process and answer the following questions.



https://sites.google.com/a/groupzeus.com/home/our-research/recruitment

Answer the following:

1. Pick a word from the flowchart that is synonymous to the word 'hire'.
2. Is it necessary to provide a job profile while advertising the vacancy? (yes/no)

3. A vacancy can arise when an employee resigns. (true/false)
4. Shortlisted candidates are the candidates who had passed the interview. (true/false)
5. What concludes the recruitment process?

C. Write recommendations on the following topics

1. Write 8 recommendations to be followed while buying shares.
2. Write 8 recommendations for starting online business of your choice.
3. Write 8 recommendations to be followed to boost up our economy of our country in the post covid-19.

UNIT 5 - CRITICAL THINKING SKILLS

LISTENING

Pre-Task: New Words or Concepts introduced / Vocabulary Enhancement

Investor	Financial goals
Incarnation	Initial Public Offering (IPO)
Savvy	Coffee Houses
Unpredictable	Shipping Ports
Economic boom	Difficult- to- track variable
Financial crisis	Building tools
Supply and Demand	Trigger
Reliable	Production Technology
Valuable stock	Fluctuating Price
Prospective Buyers	Stock Value

Preparatory work

- ✓ Discuss basic terms used in stocks and shares
- ✓ Ask whether they know people who buy/sell shares
- ✓ Ask preliminary questions to draw the attention of the students to the idea of investment.

E.g.: Do you read news about how a company's shares go up/go down in the stock market?

Source Passage: How Does the Stock Market Work?

Transcript:

In the 1600s the Dutch East India Company employed hundreds of ships to trade gold, porcelain, spices, and silks around the globe. But running this massive operation wasn't cheap. In order to fund their expensive voyages, the company turned to private citizens– individuals who could invest money to support the trip in exchange for a share of the ship's profits. This practice allowed the company to afford even grander voyages, increasing profits for both themselves and their savvy investors.

00:39

Selling these shares in coffee houses and shipping ports across the continent, the Dutch East India Company unknowingly invented the world's first stock market. Since then, companies have been collecting funds from willing investors to support all kinds of businesses. And today, the stock market has schools, careers, and even whole television channels dedicated to understanding it. But the modern stock market is significantly more

complicated than its original incarnation. So how do companies and investors use the market today?

01:14

Let's imagine a new coffee company that decides to launch on the market. First, the company will advertise itself to big investors. If they think the company is a good idea, they get the first crack at investing, and then sponsor the company's initial public offering, or IPO. This launches the company onto the official public market, where any company or individual who believes the business could be profitable might buy a stock. Buying stocks makes those investors partial owners in the business.

01:44

Their investment helps the company to grow, and as it becomes more successful, more buyers may see potential and start buying stocks. As demand for those stocks increases, so does their price, increasing the cost for prospective buyers, and raising the value of the company's stocks people already own. For the company, this increased interest helps fund new initiatives, and also boosts its overall market value by showing how many people are willing to invest in their idea.

02:13

However, if for some reason a company starts to seem less profitable the reverse can also happen. If investors think their stock value is going to decline, they'll sell their stocks with the hopes of making a profit before the company loses more value. As stocks are sold and demand for the stock goes down, the stock price falls, and with it, the company's market value. This can leave investors with big losses– unless the company starts to look profitable again.

02:40

This see-saw of supply and demand is influenced by many factors. Companies are under the unavoidable influence of market forces– such as the fluctuating price of materials, changes in production technology, and the shifting costs of labor. Investors may be worried about changes in leadership, bad publicity, or larger factors like new laws and trade policies. And of course, plenty of investors are simply ready to sell valuable stocks and pursue personal interests. All these variables cause day-to-day noise in the market, which can make companies appear more or less successful. And in the stock market, appearing to lose value often leads to losing investors, and in turn, losing actual value.

03:23

Human confidence in the market has the power to trigger everything from economic booms to financial crises. And this difficult-to-track variable is why most professionals promote reliable long term investing over trying to make quick cash. However, experts are constantly building tools in efforts to increase their chances of success in this highly unpredictable system.

03:45

But the stock market is not just for the rich and powerful. With the dawn of the Internet, everyday investors can buy stocks in many of the exact same ways a large investor would. And as more people educate themselves about this complex system they too can trade stocks, support the businesses they believe in, and pursue their financial goals. The first step is getting invested.]

(Resour:ce :
https://www.ted.com/talks/oliver_elfenbaum_how_does_the_stock_market_work?language=en#t-60888)

A. Listen to the audio and answer the given questions

1. What happens after an IPO is launched?
2. What is 'appearing to lose' and 'actually losing' of share price in the stock market?
3. What causes unpredictability in the stock market?
4. Describe in two sentences your understanding of the stock market?
5. What causes unpredictability in the stock market?

B. Listen and give specific information on the terms given.

1.Fluctuating price 2.Production Technology 3.Shifting cost of labour 4.Market Forces 5.Share value 6.Human confidence 7.Economic Boom 8.Long term investment 9.Trade stocks 10.Financial goals

C. Match the terms in column A with column B.

A	B
1. Stock market	a. a person or company that invests money (gives or lends it in order to make a profit) in new companies, especially when this involves risk
2.Initial Public Offering	b. a person who invests money in a new business to help it get started
3. Angel investor	c. the mood and level of confidence in a financial market
4. Venture capitalist	d. the first sale of a company's shares to the public
5. Market Sentiment	

	e. the activity of buying and selling shares in particular companies, and the people and organizations involved in this

D. Fill in the blanks with suitable words from the choices given in the bracket
(dividing, access, exist, internet, shares)

The ----------has made the understanding of the stock market democratic. Now everyone has -------to knowledge about stocks and --------. The ------- line between a common investor and a big investor does not----- anymore.

SPEAKING

Making effective PowerPoint presentation

Power point presentations are the most common form of presentations today. It is operated through slides which have to be created very carefully. Here is how you start . . .

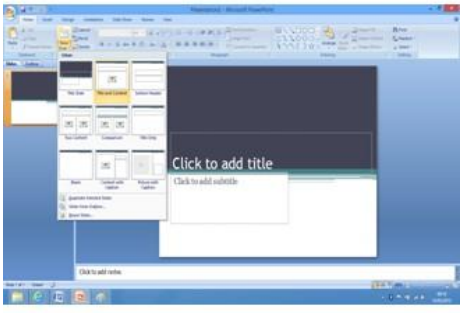
Step 1

Create a presentation

From Start menu Choose Microsoft power point

Step 2

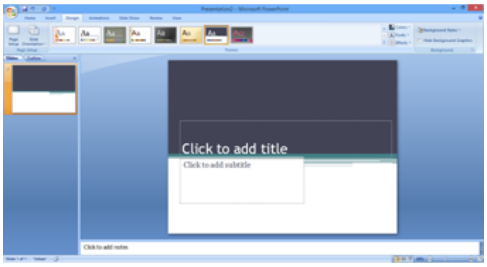
Add Slides



From 'Home menu' select 'New slides'

Step 3

Select the design



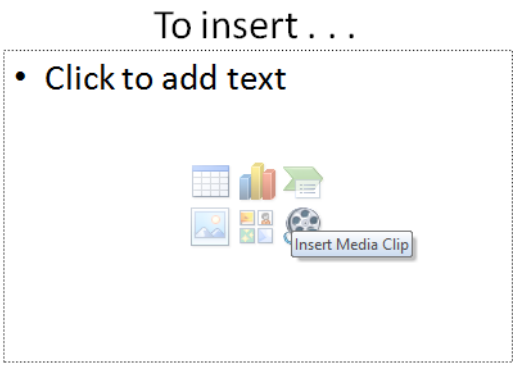
From 'design menu' choose the slide that you like. You may customise it by changing the background colours and styles.

Step 4

Choose the layout

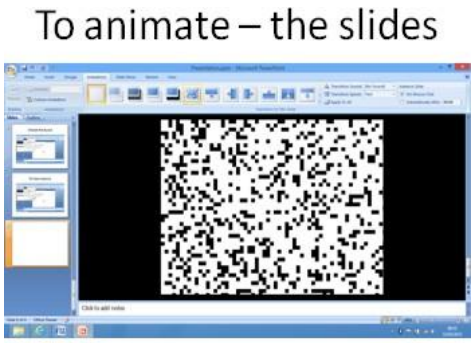
Choose the appropriate layout needed from the 'home menu'

Step 5



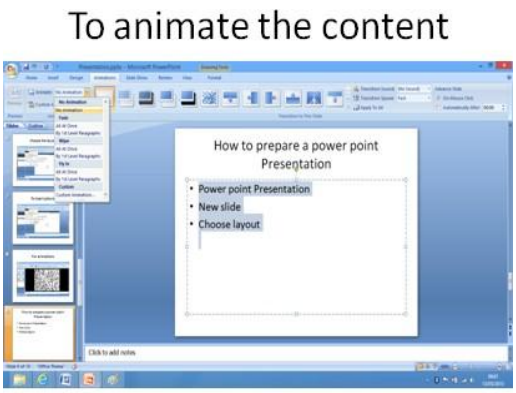
To insert a table /chart/video/picture, click on the icon that you find in the middle of the slide

Step 6



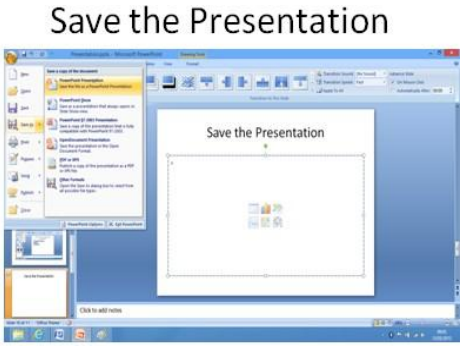
Select a transition from 'Animation menu'

Step7



Select the content to be animated. Choose the type of animation from 'animate' under animation menu

Step 8



Presentation may be saved in the computer by clicking on the 'office button' and selecting 'save as'

Source Passage : Steve Job's Marketing strategy

Read the following excerpts taken from Steve Job's launch of ipod.

The field that we decided to do it in the choice we made was music. Now, Why music? Well, we love music and it's always good to do something you love. More importantly, music is a part of everyone's life. Music has been around forever and it will always be around. This is not a speculative market and because it's a very large target market all around the world it knows no boundaries. But interestingly enough, in this world in this whole new digital music revolution there is no market leader. There are small companies like creative and sonic blue and then there are some large companies like Sony that haven't had a hit yet, they haven't found the recipe. No one has really found the recipes yet for digital music and we think not only can we find a recipe but we think the Apple brand is going to be fantastic because people trust the Apple brand to get their great digital electronics from.

So let's look at portable music, let's look at the landscape. The first thing if you want to listen to music portably, you go out buy CD, CD player right? That's one way to go about 10- 15 songs or you can buy a flash player going by one of those you can buy a mp3 CD player or you can buy a hard disc juke box player. These are the four choices for portable music right now. So, let's take a look at each one of those, a CD player cost about $75 Gold's 10 to15 songs on a CD that's about $5 a song. You go buy a flash player pay about double that $150 holds the same 10 to 15 songs or about $10 a song. You can go buy an mp3 CD player and an mp3 CD which you can burn on your computer cost about $150 but holds 150 songs. You get down to $1.00 a song or if you can go buy a hard drive jukebox player for about 300 dollars it holds about a thousand songs and cost about 30 cents a song. So, we looked at this and studied all these and that's where we want to be that is where we want to be and we are introducing a product today that takes us exactly there and that product is called iPod, iMac, iBook. What is ipod? iPod is an mp3 music player. Has CD quality music and it plays all of the popular open formats of digital music. mp3 variable bitrate WAV and AIFF. But the biggest thing about ipod is it holds a thousand songs. Now, this is a quantum leap because it's your for most people it's their entire music library. This is huge, how many times have you gone on the road with a CD player and said oh God!, I didn't bring a CD I want to listen to. You have your whole in music library with you at all times is a quantum leap in listening to music. The coolest thing about iPod is that hold your entire music library fits in your pocket. Okay, you can take the whole music library with you right in your pocket, never before possible so that's iPod.

(https://www.youtube.com/watch?v=kN0SVBCJqLs)

Slide 1 **Slide 2**

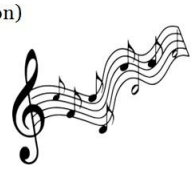
Marketing Strategy of Steve Jobs - launch of iPod

Name :
Year & Dept :

Slide 3

Outline

- Introduction
- Analysis of current trends in Music industry
- Comparative Analysis of products
- Market Requirement
- USP (unique selling proposition)
- iPod- value for money
- Conclusion
- Reference



Slide 4

Introduction- Music

- He introduces the topic and the purpose of the product launch
- A brief overview or agenda of his talk.
- Steve Jobs provides the audience with some interesting thoughts on music
- His rhetorical questions- stimulates interest

Slide 5

Analysis of the current trends in Music Industry

- Acknowledges the competitors
- Identifies the marketplace need of a new product
- Apple claims - undisputable market leader of digital products
- Customer steadfastness of Apple's signature products

PANDORA WALKMAN® VAIO

Slide 6

Comparative Analysis of products

- Highlights the difference between the existing products
- Distinguishes the value for money
- Gradually building his case to the launch of a new product
- Compares iPod and the other music players

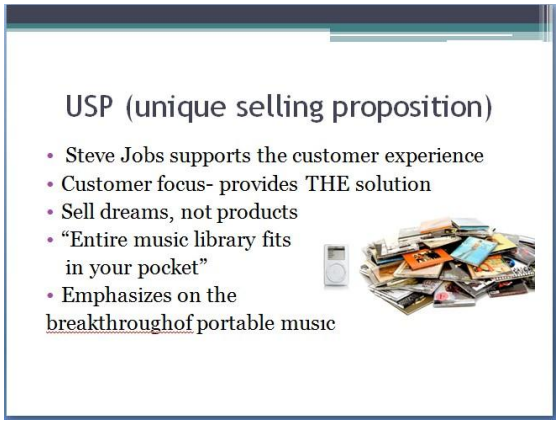
Player	Price	Songs	$/Song
CD	$ 75	15	$ 5
Flash	$ 150	15	$ 10
MP3 CD	$ 150	150	$ 1
Hard drive	$ 300	1000	$ 0.30

Slide 7

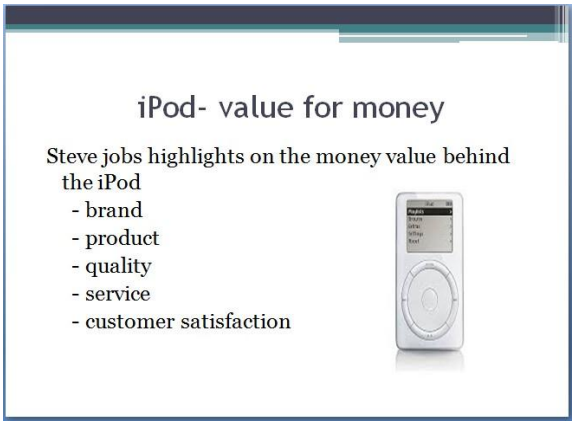
Market Requirement

- Large song capacity
- Small enough to fit in your pocket
- Long battery life
- An user friendly device
- Quick and simple method to transfer songs

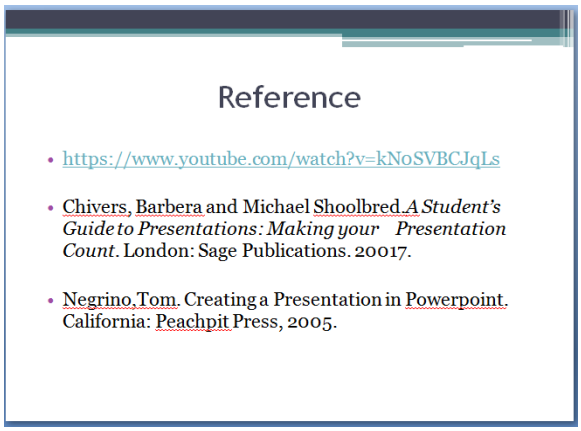
Slide 8



Slide 9



Slide 10



A. Answer the following questions.

1. What are the marketing strategies taken by the Apple company to compete with the digital giants?

2. Analyse Steve Job's positive problem-oriented approach in launch of the ipod?

3. How does Steve Job's interpret the existing problems in the world of digital music in a realistic manner?

4. Do you think he is persuasive in his speech? How does he succeed in convincing the consumers that ipod is unique?

5. Do you agree with Steve Job's that ipod has revolutionized the concept of ultra-portability?

B. Work in pairs to discuss the marketing strategy employed by Steve Jobs to engage the audience.

C. Look at the following business-related topics. Choose a topic from the list and make a 5 minutes presentation using the ppt in class.

1. Role of Corporate Social Responsibility (CSR) in society
2. Implications of Foreign Direct Investments (FDI) for business
3. Significance of reinventing the customer experience
4. Impact of technology on small and medium enterprises
5. Risks associated with E-commerce business

READING
NOTE MAKING

Have you ever wondered how to clarify notes from class, connect ideas together, and revise for exam in an easy way? Then try this important study skill – **NOTE TAKING AND NOTE MAKING.** Do 'Note Taking' and 'Note Making' mean the same? Or, Is there any difference between them?

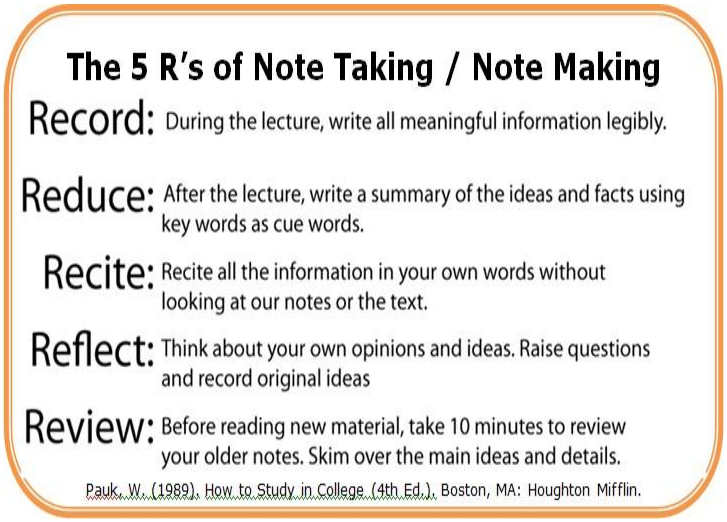
Note-taking is a process that involves writing or recording what you hear or read in a descriptive way. This is often the first stage of the process of producing effective notes. **Note-making** is an advanced process that involves reviewing, synthesizing, connecting ideas from the lecture or reading and presenting the information in a readable, creative way that will stick in your mind.

You listen to lecture or read a book and take notes. **Taking** notes can be bit elaborate. **Making** notes is different as they are the resources you create yourself. They tend to be more concise.

Why Note Taking / Note Making is important?
The importance lies in the fact that it -

- Promotes active listening / reading
- Provides a framework for revision
- Improves understanding

Note-taking and making are skills and, like all skills, can be mastered through practice. How you take and make notes will depend on the subject, context and the way you work best. You will need to reflect on your skills as you progress.



What format of Note Taking / Note Making suits you best?

This may depend on your learning preference. Are you best visually? Auditorily? Kinaesthetically? A mixture of more than one? Have a think about the easiest way for you to produce and review your notes. The structure of the lecture should help you to organise the content, so it is important to work on that as well.
Whatever format you decide on (and it might be different for different lectures) the general principles are the same:

- Use your **own** words.
- Be concise.
- Use abbreviations, phrases and key words, not sentences.
- Date and reference notes clearly.
- Number pages and points.
- Use headings and subheadings.
- List details.
- Use boxes, underlining, colour coding, CAPITALS and highlighting.
- Use arrows to show links between sections.
- Use diagrams and drawings.
- Leave a margin and plenty of space between sections.
- Use a well-spaced layout.

Source Passage 1 : Note Making

Read the passage carefully and make notes from it, keeping in mind the Main ideas and the subordinate points. The first one is worked out for you.

An accountant is a crucial component of any business or organization making financial transactions. Many individuals also employ accountants to oversee their personal finances. Academic preparation for accounting involves training in auditing, financial accounting and taxation. Accountants are responsible for the preparation and maintenance of financial records. They also ensure clients meet government regulatory standards for taxes, reporting, and other legislative compliance. Performing these tasks well allows businesses to operate in a cost-efficient manner that meets governmental tax and compliance rules.
Busy companies manage multiple revenue streams and conduct hundreds of thousands of transactions as part of the normal course of business. Accountants create financial statements, handle tax obligations, audit books and systems for legal compliance and cost efficiency, and organize reporting systems. All of these tasks must be communicated to management, and accountants are expected to provide cost-saving solutions for the business at hand.
Source: https://academicearth.org/accounting/

ACCOUNTING – INSIDE OUT

1. ACCOUNTING – FOR EVERYONE
    A. Accounting- for organisations
    B. Accounting- for individuals
2. ACCOUNTING – COURSE STUDY
    A. Developing knowledge in
        a. Auditing
        b. Financial Accounting
        c. Taxation
3. ACCOUNTANT'S JOB DESCRIPTION
    A. Preparation and maintenance of financial records
    B. Creation of financial statements
    C. Fulfilling tax obligations
    D. Auditing books – for legal compliance and cost cutting measures
    E. Organise reporting systems
    F. Ensure clients follow all statutory obligations – with government orders and regulations
    G. Keeping the management informed of all work done
4. TWIN GOALS OF AN ACCOUNTANT
    A. Compliance with government tax norms
    B. Provide cost cutting, cost saving and cost-efficient measures for the business.

A. Make a note of the following passages.

(i) When we are dealing with today's workforce, we should understand that we are dealing with a generation that is in a hurry. Recently, at a conference in Mumbai, a millennial who took the stage, and addressed an imaginary group of Gen-Xers, said, "You are forty; your time is up! It is our time!'" Though uttered tongue-in-cheek, this was highly revealing about the mindset of a generation. Even as they are starting out in their career, this workforce wants to do a great many things from the word 'go', and this usually includes giving back to society, through environment and social impact. They think they already have something to give back to society and the planet. Not only youngsters working in companies that are mandated to have CSR activities, but also

those in really small start-ups are drawn to causes, and manage to find time for them despite their long working schedules. Such youngsters, which are in the majority, will clearly want a prospective employer to tick social and environment initiative boxes. If they are in a company that doesn't, they will look for one that does, sooner than later," says Rinku Mecheri, founder of Chennai Volunteers.
Source:https://www.thehindu.com/education/careers/are-employers-ready-for-the-next-future-shock/article30276673.ece

(ii) Despite the bad rap the financial industry has received in recent years, planning for a career in finance still remains a smart proposition. In fact, issues plaguing the industry today only emphasize the current need for highly educated financial professionals to keep things on track. As a result, choosing to earn a degree in finance could lead to a rather lucrative career upon graduation.
Like marketing, finance is typically considered to be a specialized area of business administration. It is also a field that can be specialized in or studied independently via online finance courses. An academic career in finance will provide you with skills and knowledge to effectively manage money.
Finance specialists are tasked with understanding and forecasting the value of money at a given moment in time. We use this skill in our daily lives when we budget our spending or, say, fund a retirement plan. The profession is also key for businesses and corporations that have far more complex financial needs than the average individual or family.
Source: https://academicearth.org/finance/

Source Passage: Professional Competence, Ethics and Life Skills

Pre-task: Identify the correct word from the box to match the descriptions given below.

Inculcated, Boon, Delegating, Implementing, Obligation, Privatization Ingrained, Decorum, Bane, Resilience, Incurring, Liberalization Agile,

_____- Removing restrictions on Political and economic systems

_____- Transfer of business form Public to Private ownership and control

_____- Teach idea, attitude or habit by persistent instruction

_____- Something that is helpful or beneficial

_____- Something that causes great distress of annoyance

_____- Subject to something (mostly unpleasant) as a result of one's behaviour

_____- duty or commitment; morally and legally bound to a course of action

_____- Put decision, plan agreement into effect

_____- Firmly fixed, established, difficult to change

_____- Behaviour in keeping with good taste and propriety

_____- Capacity to recover quickly from difficulties

_____- Able to move quickly and easily

_____- Entrust responsibility to another person

Regulated economies work towards the interest of all stakeholders. It levels the playing field so that different kinds of economies thrive. With massive liberalization, privatization and globalization there is a need to review ethics pertaining to small scale industries and budding entrepreneurs. Measures to prevent unhealthy competition and the concentration of power in the hands of a few are an outcome of ethical practices.

According to Wheeler, ethics it is the art and science of maintaining harmonious relationship with the society and recognising the moral responsibility for business conduct. Ethics revealed itself in the form of social responsibility programmes such as donations and funding community projects. This countered unethical business practices. Later, the philosophy of ethics laid a solid foundation for a deeper understanding of ethics and elevated accountability and social responsibility.

Ethics should be inculcated not as a separate entity but as a part of human behaviour such that business people are not blind towards the suffering of humanity. When that is not possible the only factor that motivates ethical behaviour is when any unethical behaviour would lead to a huge loss in business. Thus competition compels businesses to conduct their affairs ethically. Any unethical practice will be a boon in the eyes of the competitors and a bane for a company. In this day and age of social media any faulty product can be blown up thereby incurring a loss for the company. For example Ford motor company headed towards a loss of because the safety features were not a part of the cost. One accident that took the lives of all the travellers in such a car without safety features led to a loss of $250 million.

Business' obligation to the society is mandated from the very fact that businesses' thrive on a society. The challenge in following business ethics lies in the conflict between maximizing profit and maximizing productivity. Another ethical dilemma is in contexts where there is

technological intervention. Environmental impact on major developmental projects, loss of livelihood, and erosion of cultural values are all an aftermath of unethical business practices.

When it comes to implementing ethics the first action plan is to develop a set of ethics and to make it clearly available in the institutional website. It should be translated to employees at all levels. Secondly a committee that will monitor and address ethical practices should be present. And finally a definite channel of communication of those ethical practices and behaviour that will connect all the members and create self-awareness of their relationship to ethical principles should be developed.

Quality of ethical behaviour cannot be taught. It has to be ingrained at the level of the personality. Conscience, having a selfless attitude, devotion and truthfulness in service, mental peace, politeness, tolerance, transparency, decorum, universal values, commitment, rationality, effective communication, standing with the good, cooperation, satisfaction and following due process are pointers towards ethical behaviour which must be ingrained in the institutional code.

Business is a tricky space and it involves high risk. Resilience- which is an important life skill- will go a long way in ensuring perseverant approach towards challenges. Thus professional ethics is followed by life skills that will enable ethical principles to reach its fulfilment. Without life skills it is a challenge to face competition and drive towards success. Effective communication, confidence, curiosity, critical thinking, innovation, time management and lifelong learning are some added key ingredients to become a successful entrepreneur.

Another important life skill is to be agile. This is to be able to react quickly, make the right decision and to keep adapting to the changing environment. According to Dr Simon Hayward, CEO of leadership development consultancy Cirrus, "Continuous improvement and assimilating new ways of thinking, being and performing, are at the heart of the agile leader's mindset." Without reinventing and realigning goals in the midst of changes an institution will not thrive and therefore would collapse.

Negotiation, problem solving and relationship building goes hand-in- hand in a business environment. These important life skills enable a strong networking with individuals with high potential and ensure that the best is extracted from each other.

Finally, a business person needs to be mindful. The state of being mindful is a state of being completely aware of the surroundings and the individual in the midst of the surrounding. There are various techniques to practice mindfulness. It requires the person to sit or stand in a straight posture and then practice slow controlled breathing. This will be followed by becoming aware of every sensory perception, thoughts, emotions, bodily reactions and will then lead to a state of mindfulness. Being mindful boosts performance by relieving stress, relaxing and by sparking innovation and creativity.

When ethics are in place and life skills practised, the icing on the cake is professional competence. Professional competency enables a business person to address professional issues in a professional manner without layering those issues with personal vendetta and agenda. A professional leader not only involves supervising the managers but offering training to the next generation learner. He/she would also recognize conflicts even before it begins and will try to resolve the as conflict rather than to attack the persons involved. To achieve this end a professional has to develop emotional intelligence.

Delegating responsibilities is professionalism at its peak. Instead of randomly allotting work, professional competence demands that the work be allotted to the person who is skilled in it. Here the business person has to act like a HR in streaming the right talent for the right job. Becoming a change agent in any context is required of every professional. Change agents are those who take the organization forward without letting it to slip into complacency.

Motivating those working with you is a creative endeavour. Genuine motivation from a professional will ensure that no matter what the situation is they will be the first to get the job done. When the right motivation is given, with the right amount of information then there is nothing that can stop people from performing.

COVID-19 has taught us that there are more things that matter in this world than money, success and power. The preciousness of life and thankfulness of every day should remind us of the importance of the present. It is easy to get carried away by plans for the future or project proposals. What is important in a professional context is the good will and trust of those who we work with. If ethics, life skills and professional competence become a part of our personality and is reflected in our thoughts, words and deeds there is nothing that cannot be achieved as a team. In life we may not have answers for all the questions but as the saying goes "A bird does not want to sing because it knows the answers. It sings because it knows a song". Our seeking should inspire those without a song.

A. Classify the following traits into Professional skills, Life skills and Ethics.

Concern Honesty Fairness Loyalty Delegating responsibilities
Trust Communication Critical thinking Confidence Time management
Conflict resolution Motivation Curiosity Talent management Innovation
Creativity Leadership Integrity

Ethics	**Life skills**	**Professional Skills**

B. Read the following case related to the Global brand Starbucks. If you were the CEO of Starbucks what would you do in this situation?

One year after becoming CEO of Starbucks, Kevin Johnson faced a leadership test when two black men were arrested in a Philadelphia Starbucks. The men were waiting to meet a business associate, but they didn't purchase anything while they were waiting. The store manager asked them to leave, and they refused, explaining that they were there to meet someone. The manager called the police because the men refused to leave, and the police arrested them.

Another patron at Starbucks recorded the arrest on her cell phone, and it quickly went viral. In an interview after the arrest, the woman who took the video mentions that she had been sitting there for a while, and she wasn't asked to leave even though she didn't order anything. Additionally, the video shows the business associate of the black men show up during the arrest, and he asks the manager and the police what the men had done wrong. The general public and those who witnessed the arrest labeled it as discriminatory and racist.

[Attribution: https://www.scu.edu/leadership-ethics/resources/the-ceo-of-starbucks-and-the-practice-of-ethical-leadership/]

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C. Read the following statements by leaders. Reword or rephrase these statements so that they will express the same meaning in a more humane and compassionate yet assertive manner.

1. "Do what I tell you to do. I'm the boss"
   .....
   .....

2. "Don't waste my time; we've already tried that before."
   .....
   .....

3. "You can't do whatever you like. This is not your home."
   .....
   .....

4. "I'm disappointed in you."
   .....
   .....

5. "I've noticed that some of you are consistently arriving late for work. You all need to make sure you do what it takes to be on time every day."
   .....
   .....

6. “You don’t need to understand why we’re doing it this way. You just need to trust that your leadership will always do the right thing.”
   .....
   .....

7. “You’re lucky to have a job.”
   .....
   .....

8. “I’m excited to announce XYZ and I’ve worked hard, long hours to get this prepared for viewing.”
   .....
   .....

9. “Nice job today.”
   .....
   .....

10. “Permission? Didn’t you just take leave?”/“Why do you need permission again?”
    .....
    .....

    [Attribution: https://www.insperity.com/blog/10-things-great-leaders-never-say/]

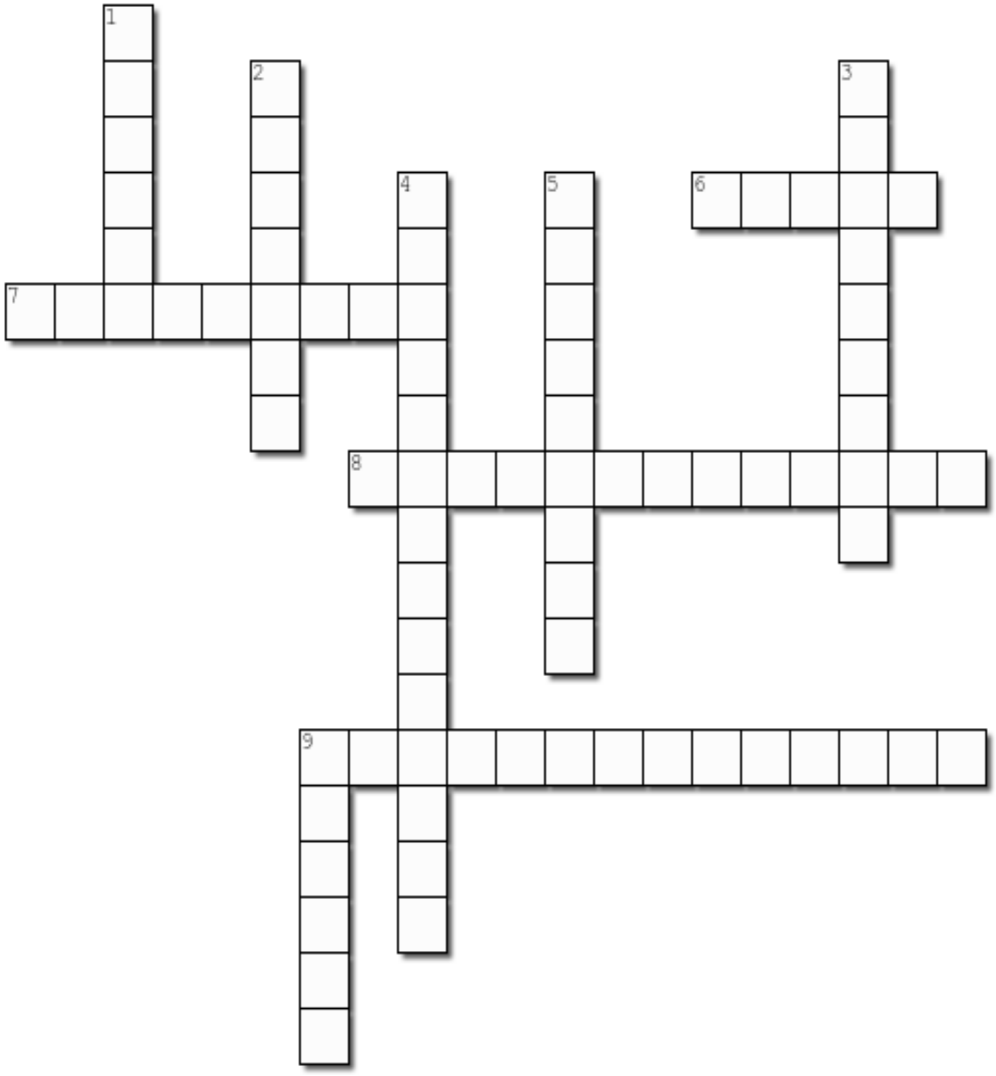
WRITING

Pre-task

Using the clues given below identify the famous entrepreneurs.

Entrepreneurs

Complete the crossword puzzle below



Across

6. Cotton and textile mill
7. Founded HCL Infosystems
8. Most successful investor-Berkshire Hathaway, Geico & Duracell
9. Facebook

Down

1. Reliance Industries
2. TATA group
3. Microsoft, Skype, LinkedIn, Yammer, Microsoft Mobile
4. IT giant Infosys
5. Amazon Web Services, Alexa, Junglee, Audible
9. Steel business

10 Inspiring CEOs That are Changing the World through Business
By Grant Trahant

Neil Blumenthal – Warby Parker

Warby Parker provide higher-quality, better-looking prescription eye wear at a fraction of the price and has partnered with non-profits like VisionSpring to ensure that for every pair of glasses sold, a pair is distributed to someone in need.

Ned Breslin – Water For People

Ned has been working on safe water projects since 1987 trying to find a more sustainable approach and create more accountability of water and sanitation programs.

Barbara Bush – Global Health Corps

Barbara Bush is CEO and co-founder of Global Health Corps, has deployed 322 fellows from 24 citizenships to work in 7 countries, since 2009 focusing on the importance of nutrition in ARV treatment.

Rachael Chong – Catchafire

Rachael Chong is the Founder and CEO of Catchafire, a platform that connects professionals with nonprofits on projects that create positive social impact. Catchafire has become the world's largest online skills-based volunteer marketplace.

Pat Christen – HopeLab

Pat is the CEO of HopeLab, that applies insight from scientific and human-centered research to design consumer products that improve lives by creating tech-based solutions to support human health and well-being.

Jessica Matthews – Uncharted Play

Jessica is the Co-Founder & CEO of Uncharted Play, which is a for-profit social enterprise dedicated to improving lives through play. Their flagship product is the SOCCKET, an energy harnessing soccer ball.

Michael Elliot – ONE

Michael is the President and Chief Executive Officer of ONE. ONE is a global campaigning and advocacy organization of more than 3 million people taking action to end extreme poverty and preventable disease, particularly in Africa.

Jeremy Heimans – Purpose

Purpose, a home for building 21st century movements and ventures, has launched several major new organizations including All Out, a 1.7 million-strong LGBT rights group and built the world's first open-source global activism platform.

Magatte Wade – Tiossan

Magatte Wade is the founder and CEO of Tiossan, a high-end natural skin care company based on indigenous Senegalese recipes.

Jensine (Yen-See Nah) Larsen – World Pulse

By networking through World Pulse's website grassroots women leaders are finding job opportunities, starting new programs and businesses, launching women's cybercafés, and finding international speaking opportunities that are changing their lives and lifting their communities.

[Attribution: https://www.causeartist.com/20-inspiring-ceos-changing-world/]

A. Match the following organizations with the problem solved. Refer to the passage above.

A	B
1. Water For People	a. natural skin care
2. Warby Parker	b. nutrition
3. ONE-	c. grassroots women leaders
4. Catchafire-	d. water and sanitation programs
5. World Pulse-	e. 21st century movements and venture
6. Tiossan	f. soccer
7. HopeLab	g. prescription eye wear
8. Uncharted Play	h. skills-based volunteer marketplace
9. Global Health Corps	i. extreme poverty and preventable disease
10. 10. Purpose-	j. human health and well-being

Problem solving Scenario

Pre task:
Steps of problem solving
1. What is the problem?
2. What are the options/possible solutions?
3. What are the consequences of each?
4. Brainstorm for the solutions.

5. Analyze and review on the appropriate solution.

Do you consider yourself a critical thinker? Try solving these problems. The ability to think clearly and rationally involves pondering on the following questions:

- What is it about?
- Do we know….?
- How do we know?
- Is it possible that….?
- Any other ideas?
- Any hypotheses?
- Why do you think that?
- Why do you say that?

There are six eggs in the basket. Six people each take one egg, how can it be that one egg is left in the basket?

Critical thinkers look at things differently:

Test your understanding with practice problems and step-by-step solutions. Go through each of these given situations and arrive at an appropriate solution. Choose the correct answer based on the given context.

A.

1. A factory was trying out a new process for producing one of its products, with the goal of reducing production costs. A trial production run using the new process showed a fifteen percent reduction in costs compared with past performance using the standard process. The production managers therefore concluded that the new process did produce a cost savings.

Question: Which of the following, if true, casts most doubt on the production managers' conclusion?

a. In the cost reduction project that eventually led to the trial of the new process, production managers had initially been seeking cost reductions of fifty percent.

b. Analysis of the trial of the new process showed that the cost reduction during the trial was entirely attributable to a reduction in the number of finished products rejected by quality control.

2. Property taxes are typically set at a flat rate per Rs. 10,000 of officially assessed value. Reassessments should be frequent in order to remove distortions that arise when property values change at differential rates. In practice, however, reassessments typically occur when they benefit the government—that is, when their effect is to increase total tax revenue.

Question: If the statements above are true, which of the following describes a situation in which a reassessment should occur but is unlikely to do so?

a) Property values have risen sharply and uniformly.
b) Property values have all risen—some very sharply, some less so.
c) Property values have for the most part risen sharply; yet some have dropped slightly.
d) Property values have for the most part dropped significantly; yet some have risen slightly.
e) Property values have dropped significantly and uniformly.

rence: https://www.gmac.com/executive-assessment/prepare/verbal-section/critical-reasoning-sample-questions

Task VII- Misleading advertisements should be banned. Look at the essay discussing some of the eminent problems associated with it and the possible solutions to overcome the issue.

Any advertisement or promotion through television, radio, or any other electronic media,

wall-writing etc. to misrepresent the nature, characteristics, services or commercial activities so as to mislead the consumer could be broadly defined as a misleading advertisement. In fact, the false and

3. To persuade consumers to buy its personal computers for home use, SuperComp has enlisted computer dealers in shopping centers to carry its product and launched a major advertising campaign that has already increased public awareness of the SuperComp brand. Despite the fact that these dealers achieved dramatically increased sales of computers last month, however, analysts doubt that SuperComp's products accounted for much of that increase.

Question: Which of the following, if true, best supports the claim that the analysts' doubt is well founded?

a. In market surveys, few respondents who had been exposed to SuperComp's advertising campaign said they thought there was no point in owning a home computer.
b. People who own a home computer often buy a second such computer, but only rarely do people buy a third computer.
c. SuperComp's dealers also sell other brands of computers that are very similar to SuperComp's but less expensive and that afford the dealers a significantly higher markup.
d. The dealers who were chosen to sell SuperComp's computers were selected in part because their stores are located in shopping centers that attract relatively wealthy shoppers.
e. Computer-industry analysts believed before the SuperComp campaign began that most consumers who

Creative problem solving involves the following steps:

Step 1: Clarify and identify the problem: Start by asking the question why? For each answer keep asking the why question. After obtaining sufficient answers ask what else or "What do I really wish to accomplish?", "What is preventing me from solving this problem/achieving the goal?", "How do I envision myself in six months/one year/five years [choose most relevant time span] as a result of solving this problem?" and "Are my friends dealing with similar problems? If so, how are they coping?".

Step 2: Research the problem: Search engines, libraries, books, journals, online discussion forums, research articles, information opinions, friends, colleagues and family are sources to obtain more information about the problem.

Step 3: Formulate creative challenges: Turn the issues into creative challenges. Creative challenges should not include evaluation criteria. For example: "How might I find a more challenging job that is better paying and situated close to my home?" If you put criteria in the challenge, you will limit your creative thinking. So simply ask: "How might a I find a more challenging job?" and after generating ideas, you can use the criteria to identify the ideas with the greatest potential.

Step 4: Generate ideas: Take one creative challenge and generate at least 50 ideas that may or may not solve the challenge if you are working alone. If you are working as a team limit the brainstorming from 15-20 minutes. Ensure that no one criticizes anyone else's ideas in any way. This is called squelching, because even the tiniest amount of criticism can discourage everyone in the group for sharing their more creative ideas. If you run out of ideas sleepover the problem and the next day you will be able to generate fresh ideas.

Step 5: Combine and evaluate the ideas: Evaluate each idea on a scale of 1 to 5. The ideas with the highest evaluation score are your best bet. A SWOT (strengths, weaknesses, opportunities and threats) analysis on complex ideas will be more effective. If the idea is business related, you may need to do a business case, market research, build a prototype or a combination of all of these. You do not need to limit yourself to one winning idea. Often you can implement several ideas in order to solve your challenge.

Step 6: Draw up an action plan: Draw up an action plan with the simple steps you need to take in order to implement your ideas. Ideas that involve a lot work to implement can be particularly intimidating. Breaking their implementation down into a series of readily accomplished tasks makes these ideas easier to cope with and implement.

Step 7: Do it! (implement the ideas): Take your action plan and implement your idea. And if the situation veers away from your action plan steps, rewrite your action plan!

[Attribution: https://innovationmanagement.se/imtool-articles/the-basics-of-creative-problem-solving-cps/]

Misleading advertisements

Misleading advertisements should be banned. Look at the essay discussing some of the eminent problems associated with it and the possible solutions to overcome the issue.

Any advertisement or promotion through television, radio, or any other electronic media, wall-writing etc. to misrepresent the nature, characteristics, services or commercial activities so as to mislead the consumer could be broadly defined as a misleading advertisement. In fact, the false and misleading advertisements violate the right choice, the right to be informed and protected against unsafe goods and services as well unfair trade practices.

The main problems caused by misleading advertising include misrepresenting sales price, false claim about the features of a product, hidden information, use of cinematic tricks, misleading images etc. Among the prevalent forms of misleading advertisements, is the case of advertisements on milk and the impact on children. Several advertisements on milk products claim that their products enhance performance during sports. Similarly, the advertisements on fairness creams, bodybuilding by popping pills or the claims by unscrupulous financial

institutions regarding giving unrealistic higher returns on investments can lead to customer disappointment, change of purchase trends of the consumer and also creating a false hype, which could lead to trust issues on the product. Misleading ads have always been a major issue to the society and its people.

Even though some advertisements are compliant to the standard, people are misled by them due to the usage of medical terms such as “clinically proven”. As it tends common people to think they are scientifically tested products whereas it merely means it responds physically.

There are several measures taken by the Department of Consumer Affairs to tackle the menace of misleading advertisements under the Consumer Protection Act 2007. The department is also keen on developing a web portal which would enable consumers to lodge complaints against misleading advertisements. In my opinion, the best solution to these problems is to introduce strong laws against the companies that play with the quality and effects of the product in promotion time.

To conclude, there are a number of legislations that have provisions to deal with misleading claims and advertisements nonetheless they are punished with an imposition of fine. There must be an effective action against those advertisers in order to stop promoting false advertisement. Harsh punishments for misleading advisement that makes the marketing campiness to think before getting such advertisements to the people forum.

A. Attempt the following essays using your critical thinking to find out the solution for the problems.

1. Pandemic has changed the face of Indian labourers. Identify one or two serious ones and suggest ways that governments and individuals can tackle these problems.

2. Nowadays many people have access to online stores on a wide basis and a vast majority of people make use of them. What are the negative impacts on the small businesses and what can be done to minimize the impact on the retailers?

3. Across the world, we have witnessed market meltdown triggered by Covid-19. What problems will this cause for individuals and society? Suggest some measures that could be taken to reduce the impact of global recession.

4. With the development of social media the nature of corporate disclosure has changed, vital information on stock predictions are being exchanged in the social media platforms causing a positive or negative rippling effect. What solutions can you suggest to deal with this problem?

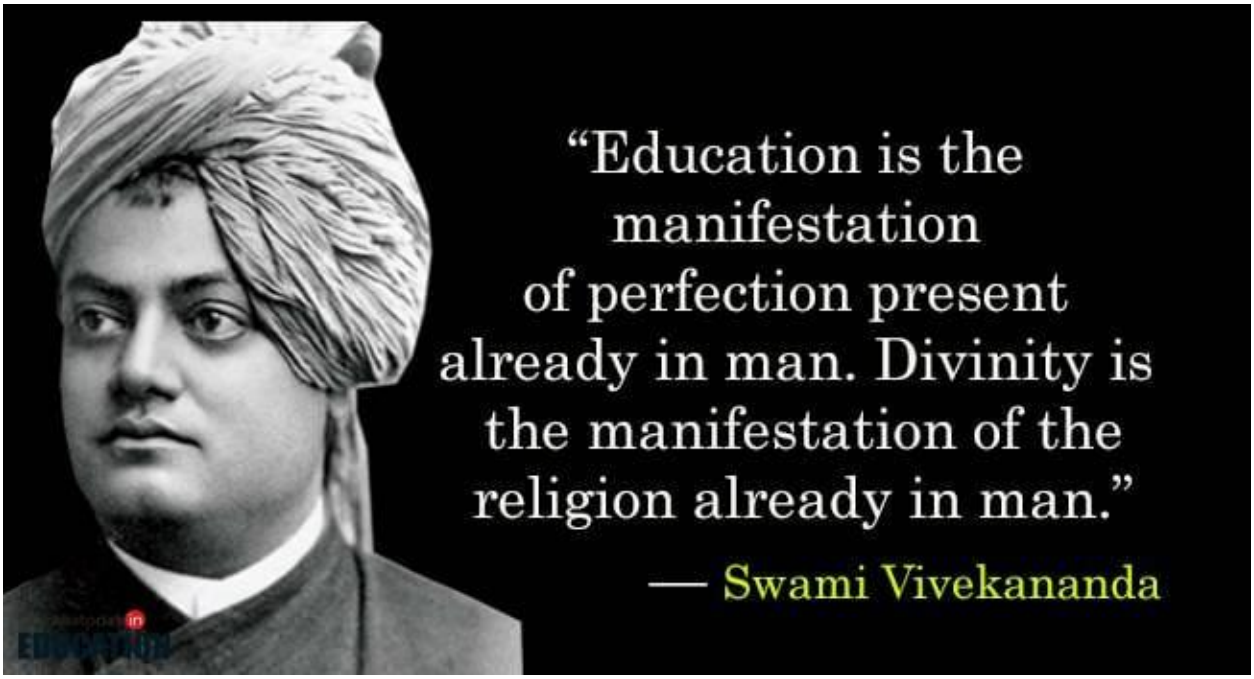
5. Social distancing, self-isolation and travel restrictions have lead to a reduced workforce resulting in an increased delay in the production sectors. What solutions can you offer to resolve this issue?

READ, EXPLORE, INNOVATE

The following books and channels are recommended for you to widen and expand your learning experience:

Books:

1. Shiv Khera — *You Can Win*
2. Robin Sharma — *The Monk Who Sold His Ferrari*
3. A.P.J. Abdul Kalam — *Ignited Minds*
    - *Wings of Fire*
4. Richard Back — *Jonathan Livingston Seagull*
5. Med Serif — *How to Manage Yourself*


"Education is the manifestation of perfection present already in man. Divinity is the manifestation of the religion already in man."
— Swami Vivekananda

Professional English - Semester-II [part-III -add on Course]

Weightage: 4 Credits **Duration: 90 hrs**

Objectives:

The Professional Communication Skills Course is intended to help Learners in Arts and Science colleges

- Develop their competence in the use of English with particular reference to the workplace situation.
- Enhance the creativity of the students, which will enable them to think of innovative ways to solve issues in the workplace.
- Develop their competence and competitiveness and thereby improve their employability skills.
- Help students with a research bent of mind develop their skills in writing reports and research proposals.

Unit 1- Communicative Competence (18 hrs)

Listening – Listening to two talks/lectures by specialists on selected subject specific topics - (TED Talks) and answering comprehension exercises (inferential questions)

Speaking: Small group discussions (the discussions could be based on the listening and reading passages- open ended questions

Reading: Two subject-based reading texts followed by comprehension activities/exercises

Writing: Summary writing based on the reading passages.

Grammar and vocabulary exercises/tasks to be designed based on the discourse patterns of the listening and reading texts in the book. This is applicable for all the units.

Unit 2 - Persuasive Communication (18 hrs)

Listening: listening to a product launch- sensitizing learners to the nuances of persuasive communication

Speaking: debates – Just-A Minute Activities

Reading: reading texts on advertisements (on products relevant to the subject areas) and answering inferential questions

Writing: dialogue writing- writing an argumentative /persuasive essay.

Unit 3- Digital Competence (18 hrs)

Listening to interviews (subject related)

Speaking: Interviews with subject specialists (using video conferencing skills)

Creating Vlogs (How to become a vlogger and use vlogging to nurture interests – subject related)

Reading: Selected sample of Web Page (subject area)

Writing: Creating Web Pages

Reading Comprehension: Essay on Digital Competence for Academic and Professional Life.

The essay will address all aspects of digital competence in relation to MS Office and how they can be utilized in relation to work in the subject area

Unit 4 - Creativity and Imagination (18 hrs)

Listening to short (2 to 5 minutes) academic videos (prepared by EMRC/ other MOOC videos on Indian academic sites – E.g. https://www.youtube.com/watch?v=tpvicScuDyo)

Speaking: Making oral presentations through short films – subject based

Reading: Essay on Creativity and Imagination (subject based)

Writing – Basic Script Writing for short films (subject based)

- Creating blogs, flyers and brochures (subject based)
- Poster making – writing slogans/captions (subject based)

Unit 5- Workplace Communication & Basics of Academic Writing (18 hrs)

Speaking: Short academic presentation using PowerPoint

Reading & Writing: Product Profiles, Circulars, Minutes of Meeting.

Writing an introduction, paraphrasing

Punctuation (period, question mark, exclamation point, comma, semicolon, colon, dash, hyphen, parentheses, brackets, braces, apostrophe, quotation marks, and ellipsis)

Capitalization (use of upper case)

Outcomes of the Course.

At the end of the course, learners will be able to,

- Attend interviews with boldness and confidence.
    - Adapt easily into the workplace context, having become communicatively competent.
    - Apply to the Research & Development organisations/ sections in companies and offices with winning proposals.

Instruction to Course Writers:

1. **Acquisition of subject-related vocabulary should not be overlooked**. Textboxes with relevant vocabulary may be strategically placed as a Pre Task or in Summing Up
2. Grammar may be included if the text lends itself to the teaching of a Grammatical item. However, testing and evaluation does not include Grammar.

PROFESSIONAL

ENGLISH FOR COMMERCE & MANAGEMENT - II

TAMIL NADU STATE COUNCIL FOR HIGHER EDUCATION
(TANSCHE)

Unit -1 – Communicative Competencies

1. Listening

Pre- task:

Learn some specific business and economics vocabulary!

The lists below are a good general starting point for building your business and economics vocabulary:

Nouns (general)			
Acquisition	Goods	merchandise	restructure
Agenda	Growth	merger	risk
Brand	Incentive	niche	segment
Commodity	Industry	output	services
Correction	Inventory	projection	stock
Deadline	Logistics	prospectus	strategy
Expansion	Manufacturing	report	target

Here is a list of some more particular verbs:

Advertise	Develop	invest	recruit
Allocate	Distribute	invoice	refund
Authorise	Diversify	maintain	report
Calculate	Employ	manage	respond
Compete	Establish	negotiate	run
Control	Estimate	produce	streamline
Delegate	Fund	promote	supply
Deliver	Improve	purchase	target

The list below has some useful adjectives. Note that many of these can also be commonly used as adverbs or turned into adverbs (*).

affordable*	efficient*	offshore	regional*
annual*	financial*	operating	regulatory
commercial*	Fiscal	primary*	retail
competitive*	Fixed	productive*	secondary
Core	holistic*	profitable*	solvent
depreciable*	international*	prosperous*	strategic*
domestic*	logistical*	publicly*	underperforming
economic*	Niche	quarterly*	volatile

Word families

Using different word forms of a particular 'root' word can also give your expression more variety:

Noun	Verb	Adjective	Adverb
product, production	Produce	productive	productively
competitor, Competition	compete (+ preposition)	competitive	competitively
Profit	profit (+ preposition)	profitable	profitably

If you are not sure of the spelling for a particular word form, consult a dictionary like Cambridge Advanced Learner's Dictionary which details various derivatives of a word under the 'Browse List' heading.

Collocations

Developing a good vocabulary is not just about learning words in isolation. Rather, think about groups of words that often go together in print and/or speech. These combinations, known as collocations, are well known and often used by native speakers. In contrast, other combinations may sound unnatural. Some examples below illustrate this:

Natural expression	Unnatural expression
human resources	people resources
customer or client service	buyer service
sales team	sales squad

Nouns

brand/make	cost/expense	overhead/operating cost
cash/currency	customer/client	revenue/return
competitor/rival	employees/workforce	seller/vendor

	Verbs	
allocate/assign	forecast/predict	promote/encourage
calculate/determine	observe/detect	replicate/reproduce
employ/appoint	produce/manufacture	suggest/nominate

	Adjectives	
comprehensive/wide-Ranging	dominant/prevailing	profitable/lucrative
conditional/qualified	financial/monetary	thriving/successful
distinctive/characteristic	fixed/set	unified/integrated

Note too that some words may sound similar or indeed have similar meanings however, it is important you chooseexactly the right word for your purpose. That is, ask yourself are you talking about a 'recession' or a 'depression', the 'internet' or 'intranet' or a 'monopoly', or 'duopoly'? If in any doubt, consult a dictionary!

Antonyms

When you are dealing with terms that have a specific opposite (antonym) be careful because if you choose the wrong option the logic (coherence) of your work will suffer. In fact, often the opposite looks and/or sounds somewhat similar to the original word so be careful with proofreading! Some common opposites for business contexts include:

Nouns		
buyer/seller	inflation/deflation	outlay/income
employer/employees	lender/borrower	supply/demand
goods/services	mentor/mentee	wholesaler/retailer

Verbs

buy/sell	diversify/narrow	own/rent
display/hide	lend/borrow	rise/fall

	Adjectives	
fixed/variable	nominal/actual	retrospective/prospective
gross/net	probable/unlikely	standard/custom made
intangible/tangible	public/private	wholesale/retail

	Positive/Negative		
Nouns	asset/liability	boom/bust	profit/loss
Adjectives	affordable/ Prohibitive	In vogue/obsolete	viable/impossible
Verbs	employ/terminate	promote/ discourage	fulfill/breach

I. Primary Text 1:

How Blockchain can transform India? – Jaspreet Bindra- TEDxChennai: **https://www.youtube.com/watch?v=8fbhI1qVj0c**

I. After listening to the above video answer the following questions.

1. What are the challenges that a hacker may face in the blockchain?
2. Mention the resources that are needed to maintain a Blockchain!
3. What are the contradictory views expressed by the finance minister of India on crypto currency and Blockchain?
4. Why do farmers kill themselves as per the video?
5. How can blockchain help farmers?
6. How did the internet emerge as a problem solver?
7. Block chain is able to solve the issues which the internet has failed to solve. Identify the problem mentioned in the video.

II. Add prefixes to the following words!

a) Security b) smart c) own d) trust e) Power

III. Fill in the blanks

1. _____ invented the concept of block chain.
2. The heart of blockchain technology is _____universal ledger_____.
3. _____Distributed trust _____ is the soul of the block chain.
4. Moresis _____ country is called as Ethereum Island
5. Agriculture in India has _____16_____percent of GDP.
6. _____Andra Pradesh_____ state has already started using Block chains in Agriculture.

7. _____banks_____ is adopting block chains.

IV. Match the Following

1. **Chit Funds** - a digital or virtual currency that is secured by cryptography.
2. **Ledger** - a growing list of records that are linked using cryptography
3. **Crypto currency** - record used to store bookkeeping entries for balance-sheet
4. **Block chain**- a saving and credit product which bears a pre-determined value of a fixedperiod.

Primary Text 2

The Power of an Entrepreneurial Mindset- Bill Roche- TEDxLangleyED:

https://www.youtube.com/watch?v=Ihs4VFZWwn4

I. Answer the following questions in connection with the above video:

1. How important it is to nurture the entrepreneurial mindset amidst the young people?
2. "In it to Win It"- Explain it with regard to the topic entrepreneurial mindset!
3. Does your society lack an entrepreneurial mindset? State reasons for the lacking!
4. List out some of the young entrepreneurs whom you know? Who inspired you the most among them? Why?
5. How can an education system of a country support and prepare the young minds towards entrepreneurship?

6. List out the other Key features that will really help the entrepreneurs be successful in businesses, besides Bill Roche's three strategies!
7. What do you think is the most important skill a person should obtain to solve problems in the business environment, Critical or Creative?
8. How trade shows would help the entrepreneurs flourish in their businesses?

II. Find out the Etymology of the following words used by the Expert in the video!

1. Entrepreneur-
2. Profit -
3. Creativity -
4. Survey -
5. Critical -
6. Marketing-
7. Strategy -
8. Data -
9. Consensus-
10. Trade -

III. Identify the kind of sentences (Declarative, Interrogative, Imperative, Exclamatory, Negative sentence, Conditional etc.) given below that are taken from the Video Presentation!

1. What color would you like? _____
2. Mimie was not a strong academic student _____
3. What can I make a difference in the world by creating a product? _____
4. Give it a try! _____
5. If you take risks, you will succeed! _____

IV. Discover the meanings for the following idioms (Used by the Expert) in business context! Write sentences by using them!

1. Head on –
2. On Board-
3. Move Forward-
4. Hanging up-
5. Roll up-

V. Prepare a Pictorial Representation (Bar/ Pie Charts/ Graph) that highlights the emergence of the Young Entrepreneurs of India in the last Five Years! Attempt a speech presentation on the above work! (Specific focus on the **Content** and **Choice of Diction**/ **Business**

Registers)

VI. Identify singular or plural from the following words!

1. Data -
2. Fact -
3. Consensus -
4. Strategy -
5. Prototype-

VII. Identify & arrange the video speech by Bill Roche into various sub-topics!

_____

_____

_____

_____

_____

VIII. Learn Some Business Buzz given below and list out the Business words that you know!

1. Deep Dive
2. Corporate Energy
3. Bleeding edge
4. Move the Needle
5. Low hanging fruit
6. Think out of the box
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____

2. Speaking

Think and reflect:

1.What is banking?

2. How do banks help ordinary people?

3. What are the changes that have recently taken place in the banking sector?

I. Primary Text -1

Read the following comprehension passage!

Banking and banks are very important for the functioning of the modern world. Without banks the way we use money would not work. Banks enable people to save money, borrow money and to pay for things with ease and security.

Each country in the world has its own well known banks that have branches in nearly every city so that they are convenient for people to use. People often have to visit the local branch of the bank when they want certain services. There are also some very big multinational banks that have branches in most countries in the world.

As well as the local branches that are in most cities, each bank will also have a head office. This is where all central tasks are performed that let the local branches function. The people that work in the branches will be the bank manager, the person in charge, and various tellers who work behind the bank counter and help the customers. There will also likely be security guards to protect the money, workers and customers.

Most customers will just need to see the tellers when they go to the bank if they are paying money into their account as either cash or a check. However, they might need to see the bank manager if they want to open an account or if they have become overdraw, when they have spent more money than there was in the account. Also, if they want to borrow money and get a loan the person will need to see the bank manager who will have to approve it.

As well as being able to use cash or checks to pay for things, banks also offer their customers the more convenient methods of using either a debit card or credit card. These methods are very convenient as you just need to carry a small plastic card to be able to pay for anything. When paying with plastic you will need to either sign a receipt or enter a PIN number to conform the purchase and that you are authorized to use the card.

https://www.excellentesl4u.com/esl-banking-reading-comprehension.html

II. a. Vocabulary

1. **Credit card** - A small plastic card that can be used to buy items. The balance has to be paid also in instalment at the end of the month. *(noun)*
2. **Passbook** - A book containing a record of all the account transactions. *(noun)*
3. **Transaction** - Any situation where money is deposited or withdrawn from an account.
4. **Withdrawal** - To take money out of one's own account.
5. **PIN number** - A four digit number used to access ATM machines.
6. **Loan** - Borrowed money that is received now but needs to be paid back, often monthly, with interest added.
7. **Cash** - Money in the form of notes or coins.

b. List out the words/ terms/ Jargon associated with banking!

1. _____ 6. _____

2. _____ 7. _____

3. _____ 8. _____

4. _____ 9. _____

5. _____ 10. _____

III. Answer the following questions based on the reading comprehension:

1. According to the text, what do banks enable people to do?
2. What is the purpose of the head office of a bank?
3. What do bank tellers do?

4. What happens when a bank customer spends more money than they have in their account?
5. Which of the following methods is more convenient when paying for something other than using a cheque?

IV. Divide the students into small groups and speak on the following topic!

1. Money Transaction Methods
2. Is Online Banking safe?
3. Advantages and disadvantages of Credit cards
4. Offers rendered by banks for the Formers, Women Entrepreneurs & small businesses.
5. PPF and Mutual Funds- Bank Saving Schemes

References:

1. https://www.excellentesl4u.com/esl-banking-reading-comprehension.html
2. https://www.excellentesl4u.com/esl-banking-vocabulary.html

Primary Text - 2

1. The rarest commodity is leadership without ego: Bob Davis- TEDxESCP https://www.youtube.com/watch?v=UQrPVmcgJJk

Supplementary Texts:

1. How to be a leader- The 7 Great Leadership Traits: https://www.youtube.com/watch?v=2lEp4TVpxgA&t=93s
2. 6 types of leadership styles- Management Challenges & Examples: http://training-gems.com/types-leadership-styles-management-challenges-examples/

(The students can be divided into groups to do the following activities)

I. Answer the following questions!

1. Why does the speaker encourage us to read the book "Up the Organization" by Robert Townsend? What is the book all about?

2. What do you know about the expert Bob Davis?
3. What is the difference between Managing and Leading People in Business?
4. What are the three things that one can control in life?
5. Whom does Bob Davis refer to as his favourite leader? Why?
6. Suggest an alternate topic to the speech presentation by Bob Davis!

II. Inferences versus Facts.

Discuss in group whether each of thefollowing statements is an inference or a verifiable fact based on observation and one student from each group can represent the group's idea!

1. The boss is a "swinger".

2. Employees over 60 are inefficient.

3. Leadership is the rarest commodity on the earth

4. All CEOs are "undercover bosses".

5. Power annihilates the leadership.

6. Leadership is innate.

7. Autocratic leadership helps the employees to be more productive.

III. Battle it! – Learning through games (Building Vocabulary and sentence structure)

1. Every group can pick out some of the dictions/ idioms/ terms/ concepts/ Acronyms from the Primary and supplementary video texts and challenge the other groups to say meanings/ talk about it for a minute. All groups can take a turn to challenge the other groups. The group that gets maximum points will be declared as the winner of the game.

II. Discuss the following questions/ topics in groups!

2. Compassion+ altruism+ ego-less state= Leadership
3. How vision and creativity contribute to successful leadership?
4. Integrity is the key to genuine leadership.

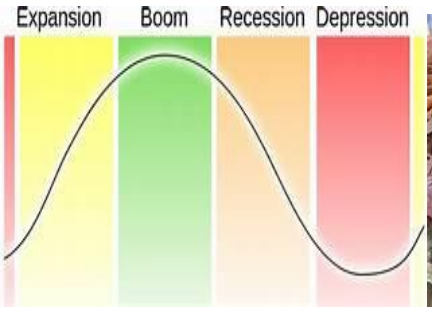
3. Reading

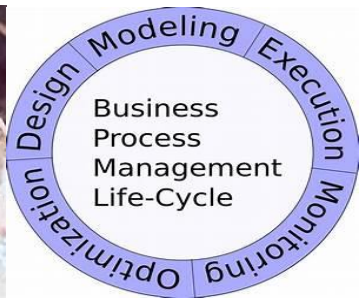
I. Read the following Comprehension Passage:

The United States and all other modern industrial economies experience significant swings in economic activity. In some years, most industries are booming and unemployment is low; in other years, most industries are operating well below capacity and unemployment is high. Periods of economic prosperity are typically called expansions or booms; periods of economic decline are called recessions or depressions. The combination of expansions and recessions, the ebb and flow of economic activity, is called the business cycle.Business cycles as we know them today were codified and analyzed by Arthur Burns and Wesley Mitchell in their 1946 book Measuring Business Cycles. One of the key insights of Burns and Mitchell's was that many economic indicators move together.

During an expansion, not only does output rise, but also employment rises and unemployment falls. New construction also typically increases, and inflation may rise if the expansion is particularly brisk. Conversely, during a recession, the output of goods and services declines, employment falls, and unemployment rises; new construction also declines. In the era before World War II, prices also typically fell during a recession (i.e., inflation was negative); since the 1950s prices have continued to rise during downturns, though more slowly than during expansions (i.e., the rate of inflation falls). Burns and Mitchell defined a recession as a period when a broad range of economic indicators falls for a sustained period, roughly for an year.
Just as there is no regularity in the timing of business cycles, there is no reason why cycles have to occur at all.

The prevailing view among economists is that there is a level of economic activity, often referred to as full employment, at which the economy could stay forever. Full employment refers to a level of production in which all the inputs to the production process are being used, but not so intensively that they wear out, break down, or insist on higher wages and more vacations. When the economy is at full employment, inflation tends to remain constant; only if output moves above or below normal does the rate of inflation systematically tend to rise or fall. If nothing disturbs the economy, the full-employment level of output, which naturally tends to grow as the population increases and new technologies are discovered, can be maintained forever. There is no reason why a time of full employment has to give way to either an inflationary boom or a recession.





Business cycles do occur, however, because disturbances to the economy of one sort or another push the economy above or below full employment. Inflationary booms can be generated by surges in private or public spending. For example, if the government spends a lot to fight a war but does not raise taxes, the increased demand will cause not only an increase in the output of war

materiel, but also an increase in the take-home pay of defense workers. The output of all the goods and services that these workers want to buy with their wages will also increase, and total production may surge above its normal, comfortable level. Similarly, a wave of optimism that causes consumers to spend more than usual and firms to build new factories may cause the economy to expand more rapidly than normal. Recessions or depressions can be caused by these same forces working in reverse. A substantial cut in government spending or a wave of pessimism among consumers and firms may cause the output of all types of goods to fall.

Another possible cause of recessions and booms is monetary policy. The Federal Reserve System strongly influences the size and growth rate of the money stock, and thus the level of interest rates in the economy. Interest rates, in turn, are a crucial determinant of how much firms and consumers want to spend. A firm faced with high interest rates may decide to postpone building a new factory because the cost of borrowing is so high. Conversely, a consumer may be lured into buying a new home if interest rates are low and mortgage payments are therefore more affordable. Thus, by raising or lowering interest rates, the Federal Reserve is able to generate recessions or booms. This description of what causes business cycles reflects the Keynesian or new Keynesian view that cycles are the result of nominal rigidities. Only when prices and inflationary expectations are not fully flexible can fluctuations in overall demand cause large swings in real output. An alternative view, referred to as the new classical framework, holds that modern industrial economies are quite flexible. As a result, a change in spending does not necessarily affect real output and employment. For example, in the new classical view a change in the stock of money will change only prices; it will have no effect on real interest rates and thus on people's willingness to invest. In this alternative framework, business cycles are largely the result of disturbances in productivity and tastes, not of changes in aggregate demand.

The empirical evidence is strongly on the side of the view that deviations from full employment are often the result of spending shocks. Monetary policy, in particular, appears to have played a crucial role in causing business cycles in the United States since World War II. For example, the severe recessions of both the early 1970s and the early 1980s were directly attributable to decisions by the Federal Reserve to raise interest rates. On the expansionary side, the inflationary booms of the mid-1960s and the late 1970s were both at least partly due to monetary ease and low interest rates. The role of money in causing business cycles is even stronger if one considers the era before World War II. Many of the worst prewar depressions, including the recessions of 1908, 1921, and the Great Depression of the 1930s, were to a large extent the result of monetary contraction and high real interest rates. In this earlier era, however, most monetary swings were engendered not by deliberate monetary policy but by financial panics, policy mistakes, and international monetary developments.

https://aspirantszone.com/reading-comprehension-economy-based-bank-po/

1. Which of the following is TRUE in the context of the passage?
   a) Boom in an economy can be caused by cutting down the government expenditure.
   b) Central bank is solely responsible to bring a boom/ recession in the economy by changing the interest rates.
   c) Full employment level of output can be maintained in an economy forever.
   d) Post World War II the inflation rates fell but didn't become negative as

compared to pre-World War II.
A) Both b) and c)
B) Both b) and d)
C) Both c) and d)
D) Only b)

2. In a perfect scenario of Full employment what can cause a business cycle to occur?
a) A wave of optimism among consumers and producers.
b) When the government's expenditure exceeds its income.
c) When government' income exceeds its expenditure or reduction in government spending.
d) Pessimism among government officials.
A) All of these
B) Both a) and b)
C) Both b) and c)
D) All a), b) and c)
E) Only b)

3. Prewar depressions, including the one of 1908, 1921 and great depression of 1930s were the result of which phenomena?
A) Increase in money supply
B) decrease in money supply
C) Rise in real interest rates.
D) both A) and B)
E) both B) and C)

4. What theory does the alternative view or classical view hold?
A) Modern economies are rigid.
B) Change in spending does not necessarily change output and employment.
C) both A) and B)
D) business cycles are the result of changes in aggregate demand
E) both B) and D)

5. How does the monetary policy affects the spending habits of the public?
A) It influences the size and growth rate of money stock and eventually the rates of interests.
B) In case of high interests, a firm may postpone its decision to build a factory.
C) Monetary policy stances adopted by the central bank can throw an economy into expansion or depression.
D) Monetary policy affects the magnitude of the money supply in the economy.
E) All of these.

6. In an economy, where interest rates are low what could be the possible outcome?
A) Such an economy reflects a period of depression.
B) Public will be willing to borrow more as the cost of money rises.
C) Banks will be willing to lend more.
D) The monthly repayments of mortgage will decrease.

7. What can we infer from the paragraph regarding the full employment situation?

A) Full employment is an economic situation of optimal utilization of all resources available.
B) Full employment is an economic situation in which all available resources are being used in the most efficient way that they wear out, break down, or insist on higher wages and more vacations.
C) Full employment is the situation of employment provided to all the skilled labour.
D) all of these.

8. What was the main cause of business cycles in the US post world war II?
A) Changes in public and private expenditure.
B) Changes in demand pattern
C) Monetary policy
D) disturbances in the economy.

9. What can be the suitable title of the passage?
A) Monetary policy
B) business cycles
C) Keynesian view and alternative view on business cycles.
D) Effects of business cycles on unemployment.

10. What is recession according to Burns and Mitchell?
A) When a broad range of economic indicators falls for a short period.
B) When a broad range of economic indicators falls for a very long period may be 1 year.
C) When a broad range of economic indicators falls for a unrelenting period of time like 6 months.
D) All of these.

II. Answer the following questions in connection with the passage!

1. What is business cycle?
2. How do economic indicators play an important role in expansion and recession?
3. How is the Federal Reserve able to generate recessions or booms?
4. What were the effects of Monetary Policy on the United States of America?
5. What are the reasons for pre-war depressions?

III. Refer the following Glossary /words/phrases!

- **Full employment-** is an economic situation in which all available not only, but also the land, capital and organization resources are being used in the most efficient way possible. Full employment embodies the highest amount of skilled and unskilled labour that can be employed within an economy at any given time.
- **Business cycle –** Business cycles are identified as having four distinct phases: expansion, peak, contraction, and trough. Business cycles are identified as having four distinct phases: expansion, peak, contraction, and trough.

  Contraction -A period of economic decline or negative growth.

Peak **-** The highest value reached by some quantity in a time period.

Trough **-** The lowest turning point of a business cycle.

Expansion **-** The act or process of expanding.

- **Monetary policy –** The Reserve Bank of India (RBI) uses the monetary policy to manage liquidity or money supply in a manner that balances inflation and at the same time aids growth**.** It affects the money supply in the economy by changing the interest rates in turn affecting the demand of products which is responsible for inflation/deflation.

Primary Text – 2

Federal efforts to aid minority businesses began in the 1960's when the Small Business Administration (SBA) began making federally guaranteed loans and government-sponsored management and technical assistance available to minority business enterprises. While this program enabled many minority entrepreneurs to form new businesses, the results were disappointing, since managerial inexperience, unfavorable locations, and capital shortages led to high failure rates. Even 15 years after the program was implemented, minority business receipts were not quite two percent of the national economy's total receipts. Recently federal policymakers have adopted an approach intended to accelerate development of the minority business sector by moving away from directly aiding small minority enterprises and toward supporting larger, growth-oriented minority firms through intermediary companies. In this approach, large corporations participate in the development of successful and stable minority businesses by making use of government-sponsored venture capital. The capital is used by a participating company to establish a Minority Enterprise Small Business Investment Company or MESBIC. The MESBIC then provides capital and guidance to minority businesses that have potential to become future suppliers or customers of the sponsoring company.

MESBIC's are the result of the belief that providing established firms with easier access to relevant management techniques and more job-specific experience, as well as substantial amounts of capital, gives those firms a greater opportunity to develop sound business foundations than does simply making general management experience and small amounts of capital available. Further, since potential markets for the minority businesses already exist through the sponsoring companies, the minority businesses face considerably less risk in

terms of location and market fluctuation. Following early financial and operating problems, sponsoring corporations began to capitalize MESBIC's far above the legal minimum of $500,000 in order to generate sufficient income and to sustain the quality of management needed. MESBIC's are now emerging as increasingly important financing sources for minority enterprises.

Ironically, MESBIC staff, which usually consist of Hispanic and Black professionals, tend to approach investments in minority firms more pragmatically than do many MESBIC directors, who are usually senior managers from sponsoring corporations. The latter often still think mainly in terms of the "social responsibility approach" and thus seem to prefer deals that are riskier and less attractive than normal investment criteria would warrant. Such differences in viewpoint have produced uneasiness among many minority staff members, who feel that minority entrepreneurs and businesses should be judged by established business considerations. These staff members believe their point of view is closer to the original philosophy of MESBIC's and they are concerned that, unless a more prudent course is followed, MESBIC directors may revert to policies likely to re-create the disappointing results of the original SBA approach.

https://www.bms.co.in/reading-comprehension-passage-questions-11th-oct13/

I. Based on the Passage, answer the following questions:

1. Which of the following best states the central idea of the passage?

(A) The use of MESBIC's for aiding minority entrepreneurs seems to have greater potential for success than does the original SBA approach.

(B) There is a crucial difference in point of view between the staff and directors of some MESBIC's.

(C) After initial problems with management and marketing, minority businesses have begun to expand at a steady rate.

(D) Minority entrepreneurs wishing to form new businesses now have several equally successful federal programs on which to rely.

(E) For the first time since 1960, large corporations are making significant contributions to the development of minority businesses

2. According to the passage, the MESBIC approach differs from the SBA approach in that MESBIC's

(A) Seek federal contracts to provide markets for minority businesses

(B) Encourage minority businesses to provide markets for other minority businesses

(C) Attempt to maintain a specified rate of growth in the minority business sector

(D) Rely on the participation of large corporations to finance minority businesses

(E) Select minority businesses on the basis of their location

3. Which of the following does the author cite to support the conclusion that the results of the SBA program were disappointing?

(A) The small number of new minority enterprises formed as a result of the program

(B) The small number of minority enterprises that took advantage of the management and technical assistance offered under the program

(C) The small percentage of the nation's business receipts earned by minority enterprises following the programs, implementation.

(D) The small percentage of recipient minority enterprises that were able to repay federally guaranteed loans made under the program

(E) The small number of minority enterprises that chose to participate in the program

4. Which of the following statements about the SBA program can be inferred from the passage?

(A) The maximum term for loans made to recipient businesses was 15 years.

(B) Business loans were considered to be more useful to recipient businesses than was management and technical assistance.

(C) The anticipated failure rate for recipient businesses was significantly lower than the rate that actually resulted.

(D) Recipient businesses were encouraged to relocate to areas more favorable for business development.

(E) The capitalization needs of recipient businesses were assessed and then provided for adequately

5. The author's primary objective in the passage is to

(A) Disprove the view that federal efforts to aid minority businesses have been ineffective

(B) Explain how federal efforts to aid minority businesses have changed since the 1960's

(C) Establish a direct link between the federal efforts to aid minority businesses made before the 1960's and those made in the 1980's

(D) Analyze the basis for the belief that job-specific experience is more useful to minority businesses than is general management experience

(E) Argue that the "social responsibility approach" to aiding minority businesses is superior to any other approach

II. Elaborate the Acronym given below!

1. **SBA -**
2. **ROI -**
3. **GDP -**

4. **AGM** -
5. **MESBIC** -
6. **P/E** -
7. **P&L** -
8. **KPIs** -

4. Writing

Pre-task:

1. What is a summary?
2. When do we write a summary?
3. How to write a summary?

The following are some of the list of author tags used in summary writing:

Says	Explains	Comments
Persuades	Suggests	Understands
Argues	Reminds	Helps us understand
Elucidates	Presents	Intimates
Concludes	Presents the idea	Creates the impression
Criticizes	Defines	Highlights
Concedes	Shows	States
Thinks	Admits	Lists
Notes	Analyzes	Disagrees
Observes	Points out	Emphasizes
Discusses	Identifies	Implies
Insists	Responds	Shows
Proves	Rejects	Suggests

Template of Summary:

Part of Summary	Contents

Part of Summary	Contents
Introduction Sentence	In "My Favorite Shoe," Treyvon Jones explains (insert main idea).
Supporting Arguments	Jones supports this view by pointing out (insert author's supporting arguments).
Final Point	In addition, (insert author's overarching argument and point).

(https://owlcation.com/academia/How-to-Write-a-Summary)

I. Read the following article carefully!

Professionalism is defined by a person's work ethics rather than the pay check, role and title!

A few years ago, a person was termed to be professional based on his pay check and financial independence including the qualifications he has, but now even during this pandemic majority of the companies seek employees with strong moral values, resourceful attitude, being transformative, having positive relationship with their team and not taking credit of their work. Building principled work ethics at the office will help people perceive us in a positive light and propel us ahead in our career. So here comes the major role of "WORK ETHICS" – which is the root where people assess our values, behaviour and our strength.

What does the term Work Ethic mean? It is the ability to maintain proper moral values, standards of behaviour within the professional environment. The final output of this process will be the attitude that shapes a person to perform his individual duties with motivation and loyalty standards.

From the olden days any workplace has people from diverse cultures, backgrounds, belief and value systems. In order to stabilize this, the guidelines provided by the company or the institution will be a support system to maintain the decorum and achieve the objective of the company. *"To make it to the TOP you have to outwork everyone else"*. Talent, Network, Qualifications, certifications can help a person to achieve his dreams, no but these alone won't do it. One needs to believe and abide standards to mould his attitude and character.

**For instance, Amazon CEO Jeff Bezos always had a relentless work ethic. One of his previous classmates told Wired that once Bezos made it clear that he intended to be high school valedictorian, "everyone else understood they were working for second place." The early days at Amazon were characterized by working 12-hour days, seven days a week, and being up

until 3 a.m. to get books shipped. Now that Amazon's a giant, Bezos personally emails teams about customer service issues and has them present directly to him about how they're going to solve them, according to an excerpt from Brad Stone's book, The Everything Store.**

In any top-rated businesses, Ethics plays a major role more than monetary benefit. We create examples to the next generation leaders on how to do business (Kick start business) in return how to build the network with uniform code of conduct and make profit. *Still thinking, is it necessary to focus on Ethical part of the profession?* Here are the points on why Work Ethics is important for an organization to go up the ladder or to maintain the standard.

- Having a Code of Ethics provides a Moral compass during the hard times

  This Pandemic has taught a lesson on many things including the professional part of our life. During the initial stages of the lockdown, having an SOP for every operation would have been a great tool for many organizations to make quick decisions on planning the work and other mandatory actions.

- Ethics in Workplace support employee Growth and provide meaning to the activity they carry
  By maintaining a set of standard frameworks, employees will have the accountability in all the activities they do. This will be a journal to track their performance and take the next step for their betterment.
- Clear business Ethics promote a Strong public Image and Goodwill
  This is so true that many would have heard from our friends or gone through articles which says that this is an Employee friendly organization.
  According to the press release by The Economic times about The Best companies to work in India for the year 2020, companies like DHL, HP, Croma, Indian Oil, Tech Mahindra, ACT, Blue Dart and so on; have been awarded as the companies which have a Great place to work. This

achievement is possible because they have followed a specific code of Conduct across their branches.

SOP'S and firm's performance are very much related to each other. There could be numerous reasons for a person to be unethical. Besides a person being unethical it could also affect the organizations and individual growth for various reasons.

- Lack of work ethics can lead to lack of trust among the workers and also between various levels of the organization
- Secondly, lack of work ethics affects the credibility among stakeholders
- Third, being one of the important factors for a great place to work is the Environment both within and outside the organization.
- Furthermore, unethical firms invite the Government's attention which would lead to impose penalties, fines, cancellations of licences and so on.

Hence, these individual differences can be maintained through a strong principle followed by the organization. Ethics determines the firm's longevity and its relationship with workers, business partners, stakeholders and the Society. Regardless in what country a firm is or its culture, there are always vital values such as respect, honesty, integrity, tolerance and trust that should prevail for the well-being of everyone involved with the firm.

II. Identify the Introduction sentence, supporting arguments and final point from the above article!

_____

_____

_____

_____

III. Pick out the key words/ terms or phrases from the above articles that would help you to write a Summary!

_____

_____

_____

_____

IV. Draft the summary of the above article by using the Key terms that you have collected!

Primary Text – 2

I. Read the following passage carefully!

A product profile is a general description of a product. Based on the style of presentation, the amount of detail it contains can vary. The product profile details what the product is and how it will appeal to the consumer. The objective is to determine what makes the product attractive to the consumer. This is an important analysis that will help in the marketing of the product.

Mass marketing is a technical term that refers to the selling of a product on a large scale. It involves products that are produced in large quantities. There may be minor differences in localized markets. The mass marketing strategy ignores these. Mass marketing appeals to the whole market with a single offer or strategy. This is done by broadcasting a message that will reach the largest number of consumers possible.

Mass marketing uses the mass media to get their message across. Radio, television and newspapers are the usual vehicles employed. With the advent of social media, strategies are now also devised to take advantage of this new avenue. Exposure to a product is maximized by reaching the largest audience possible. This often directly correlates to a larger number of sales.

Mass marketing focuses on high sales and low prices. This is just the opposite of Niche marketing. Niche marketing targets a very specific segment of the market. It involves specialized services or goods with few or no competitors.

Mass marketing came into existence in the 1920s when mass radio came into use. The mass radio, broadcasting to huge audiences nationwide gave corporations an opportunity to appeal to a wide variety of potential customers. Before this, the strategy of marketing was what may be called variety marketing. In this strategy, different methods were used to appeal to different sections of society most often according to geographical location. In order to appeal to and persuade a wide audience, this had to change. Over the years, mass marketing has developed into a world-wide multi-billion dollar industry.

Things which are perceived as necessary or essential are subjected to mass marketing. To further increase profits, these products are often touted as durable goods when oftentimes they are made of substandard materials. This affects the longevity of the product. This practice of planned obsolescence ensures future sales opportunities by preventing the market from becoming saturated with high-quality, long-lasting goods.

One of the biggest benefits of mass marketing is that the target audience is broad. This translates to a higher number of successful sales. Drop in sales in some areas may be offset by sales in other areas. This helps overcome potential losses. Another positive factor is that production costs are lowered by mass production. Marketing research and advertising costs too are lowered. Mass marketing campaigns also benefit due to the magnitude of appeal to larger audiences.

Mass marketing also has its disadvantages. It attempts to appeal to the entire consumer population instead of focusing on a particular niche of consumers. The strength of the product and business can affect performance. The strength of the competition too has a bearing on the performance. Another factor is that

overexposure can make consumers grow tired of seeing a business's name and products everywhere.

One factor that is inevitable in mass marketing is heavy advertising costs. It is expensive to establish brands and keep them in the public eye. Often, competition is stiff. Besides, to stay ahead of the competition, high innovation and market research costs have to be incurred.

Source: http://englishdaily626.com/comprehension.php?465

I. Answer the following questions using complete sentences!

1. From paragraph 1, what does the product profile describe?
2. (a) From paragraph 2, what does the term mass marketing refer to?
   (b) From paragraph 2, what does mass marketing ignore?
3. (a) From paragraph 3, what mass media vehicles are used in mass marketing?
   (b) From paragraph 3, mention the **two** advantages of using mass media.
4. (a) From paragraph 6, what is planned obsolescence? How is it beneficial?
   (b) From paragraph 7, what are the biggest advantages of Mass Marketing?
5. "Mass marketing has its disadvantages.
   (a) Identify one of the disadvantages.
   (b) What is this constantly increased? How?

II. Based on the passage, write a summary on the following topics :

- The necessity of mass marketing.
- The role that it plays in modern society.

UNIT – 2

https://www.google.com/url?sa=i&url=https%3A%2F%2Fglobalgyan.in%2Fcommunicate-effectively%2F&psig=AOvVaw1beyF-i-TgX-l1HbbYeOHU&ust=1607114548721000&source=images&cd=vfe&ved=0CAIQjRxqFwoTCKj304Pasu0CFQAAAAAdAAAAABAk

The word "persuasive" derives from the Latin word "persuas" meaning 'convinced by reasoning' (etymonline.com). According to Oxford English Dictionary it means, "use reasoning or argument to make someone believe or do something".

1. LISTENING

Pre-Task:

I. Can you identify a word that is synonymous with the word "persuade"?

CLUE: C _ N _ _ N _ _

As a young entrepreneur striving to establish your firm, let us suppose you notice your employee conversing with a customer to sell a new product (i.e.) a smart watch.

II. Match the pictures with the suitable statements:

Note: Write the picture number next to the befitting statement that is provided in the grid.

C_N_ _ N _ _	PERSUADE
Employee: Hello Sir/Madam! a. This is our new product. It has additional features like	Employee: d. Sir/ Madam, you may place your order soon as we have limited products in this

a smart phone. b. This is an upgraded version. c. Most of our customers prefer this slim and sleek model.	model. e. Thank you Sir/ Madam. Happy Purchase!

5

3

4

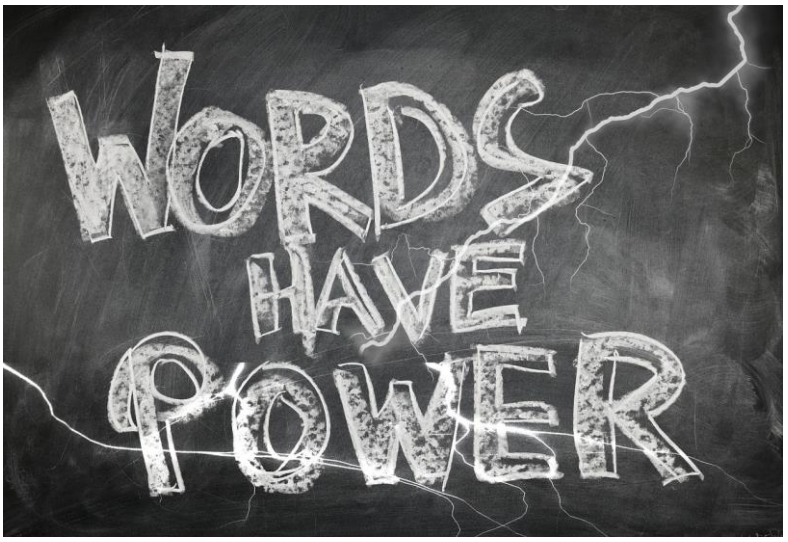
2

1

Persuasion is an everyday activity. It is inevitably present in all domains. It is a requirement not just in professional space but also in personal zones. There is a distinction in the act of persuading a customer to buy a product and in setting forth a business proposal to one's colleague. Apparently, it could be classified as formal persuasion and informal persuasion. When representing an idea relevant to formal presentations,

yielding to the demands of the clients/ an authority, or team meetings can be characterized as formal persuasion. Whereas, the casual interactions with professionals, discussions, sharing of ideas in e- mail, informal team meetings etc. could be identified as informal persuasion. Though there are several instances the primary factor is the way in which it can be made effective for a desired outcome in the field of advertising, business and management. It is as follows:

i. to be attentive to the needs of the customer/ recipient
ii. to understand their position



iii. finally, yielding to act upon

However, to avoid rebuff it is essential to be aware of the benefits which in a client relationship or a customer service, is evident through accountability and credibility.

A word in earnest is as good as a speech

\- Charles Dickens

Key Term defined:

A product launch refers to the act of launching a new product or an innovative upgrade of an existing product of a company, in the market. It need not be just products but also services. The product is displayed and its features are highlighted. It addresses the need of customers who are awaiting to buy the product. It happens to be one of the purposes of an organization or the ultimate outcome of persuasion.

Source Passage

Transcript of Steve Jobs' Speech on the Product Launch of iPhone
On January 9, 2007, Apple's CEO Steve Jobs introduced the iPhone for the first time, thereby, bringing in a remarkable change in the world of mobile devices.

https://commons.wikimedia.org/wiki/File:Steve_Jobs_presents_iPhone.jpg

"This is the day I've been looking forward to, for two and a half years".Once in a while, a revolutionary product comes along to change everything and Apple has been one of its kind. It has been very fortunate to work on these revolutionary products and introduce it to the world. When Macintosh was introduced in 1984 it didn't just change Apple but the entire computer industry. Similarly, the first iPod which was set in motion in 2001 revolutionized the music industry.

Well, today we are launching three revolutionary products of this class. The first one is a **widescreen iPod with touch controls**. The second is a **revolutionary mobile phone** and the third is a breakthrough **Internet communications device**. These are not three different devices. All of these are in one device, and we call it **iPhone**.

Today, Apple is going to reinvent phone. This was possible because of heeding the fact that smartphones are definitely a bit smarter, but they are actually harder to use. They are really complicated. Just for the basic operation people have a hard time figuring out how to use it. Therefore, we wanted to make a leapfrog product that is way smarter than any mobile device has ever been and super-easy to use. Now, we begin with the revolutionary user interface. It is the result of years of research and development. Of course, it's an interplay of hardware and software. We are lucky enough to initiate one more revolutionary user interface as done in the past, such as the **mouse** and the **click wheel**. Now, we are introducing **multi-touch** to the market. So, a revolutionary user

interface. We are going to build on top of it with software. Almost 30 years ago, Alan said, "*People who are really serious about software should make their own hardware*." This is how we feel about it.

https://singjupost.com/steve-jobs-iphone-2007-presentation-full-transcript/?singlepage=1

Task 1:

Answer the following questions:

1. What does CEO stand for?
2. What is exceptionable about the product launched?
3. What do you know about Steve Jobs? List out the traits which you consider to be the reason for his success.
4. Does this passage sound persuasive or convincing?
5. Point out the factors that set the tone of this passage as persuasive/ convincing.

_____
_____
_____
_____

Task 2:

Attempt a vocabulary enrichment task by providing 3 synonyms for each of the following words whose meaning has been given in the glossary. Examples have been given, a word each:

	Source Words	Synonyms
1.	break through	advance,
2.	remarkable	phenomenal
3.	figure out	solve
4.	fortunate	lucky
5.	heed	notice
6.	initiate	commence
7.	set in motion	launch
8.	revolutionary	progressive

Glossary:

breakthrough- an important discovery or development.

figuring out- to calculate the cost of something; to solve; to plan or think of something.

fortunate- favoured by luck.

heed- pay attention to

initiate- to begin

interplay- the way in which one has an effect on the other; interaction

leapfrog product- an innovation of the company leading to get to a higher position or rank.

revolutionary product- product that brings in a great change affecting large numbers of people.

set in motion- to start an enterprise; to introduce a new product

user interface- refers to the means by which the user and computer system interacts

Post- Task:

Divide the class into small groups and each group should assign a roleto the other.

Step 1: Ask one of the group members to play the role of a CEO. The name of this role has to be suggested by the assigning team.

Step 2: The team member assigned to role-play has to introduce a new product in the market. It can be their own imaginary product.

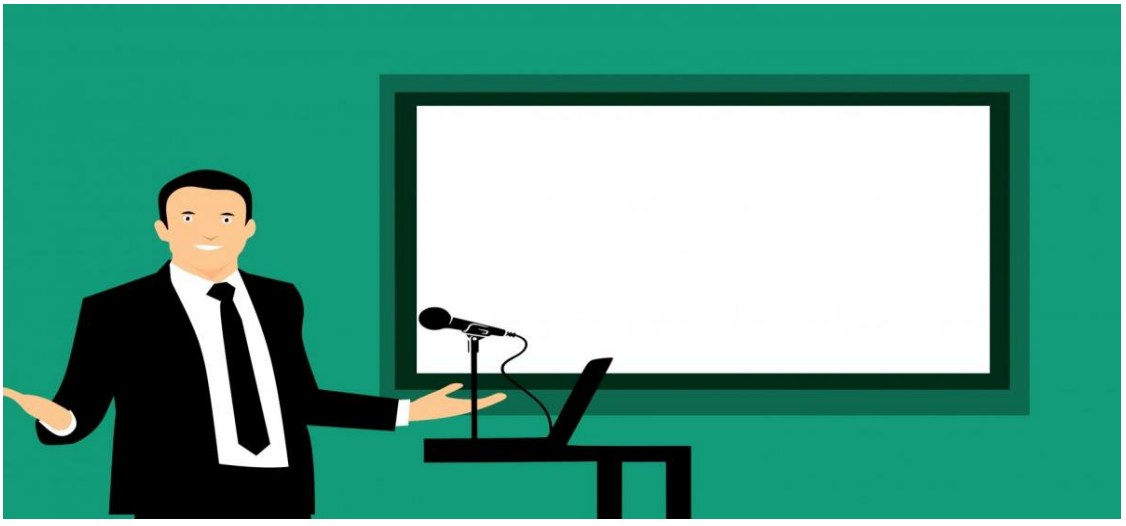
2. Speaking

The spoken discourse or speaking skill is given due prominence in business communication. It is the key to open the doors of international avenues in the world of commerce and management studies. In order to access this key and materialize the vision of becoming a successful entrepreneur/ business executive/ team leader/ manager, one's persuasive skills have to be honed. It is not a skill to be developed over night nor an easy job to face an unfamiliar group without prior exposure. It demands confidence and an ability to overcome fear to speak boldly and think rationally.

> *"What use is a sword to a coward*
>
> *Or learning to the tongue-tied?"*
>
> -Tiruvalluvar (Kural 726)

The pre-requisites of persuasion are:

i. maintaining a balanced emotional quotient, that is, emotional intelligence.
ii. listening to the speaker is paramount.
iii. ability to reason out logically
iv. resulting in a good rapport established between the clients, customers for a better work environment.



https://pxhere.com/en/photo/1449493

Pre- Task:

I. Read the following instance and offer your suggestions:

In order to promote your large scale retailing you have to grab the loyal clients of niche products, sold online. Remember that the firm has carved a niche market for itself in retaining its customers.

1. What are the techniques you would adopt to succeed in this appeal to loyal customers?
2. How will you convince your new clients to action?

Glossary:

niche market -a market in which there is little or no competition for a particular type of product or service for which there is limited demand.

emotional intelligence - the ability of a person to understand, control and use their feelings and to understand the feelings of others.

factsheet - a paper or a small book giving information about a product or service.

paramount - chief in importance.

proliferate - increase or expand.

rapport - to understand each other and communicate well.

retailing - the business of selling goods to the public especially through shops/stores.

JAM – Just a Minute

This could also be called impromptu speech or an extempore. According to Oxford English Dictionary, impromptu means "without preparation or rehearsal". In other words, it refers to speech that evolves spontaneously. It is adopted as a filtering process in interviews for jobs and for professional courses in higher education. This task aims at developing the speaking skills of the learners by providing an opportunity to prepare themselves to

unfamiliar situations such as job interviews and to gain familiarity with this challenging phase. Here are few tips to equip oneself before attempting impromptu speech which has to be in just a minute.

- Use simple and precise sentences. Let a sentence be, not more than 8-10 words.
- The speech should have an opening, middle and a conclusion.
- Overall, the impromptu should be between 100-150 words and not exceeding this limit.
- Do not glide over words due to time constraints.

https://www.needpix.com/photo/91784/interviewer-chat-show-host-characters-cute-job-interview-man-microphone-people

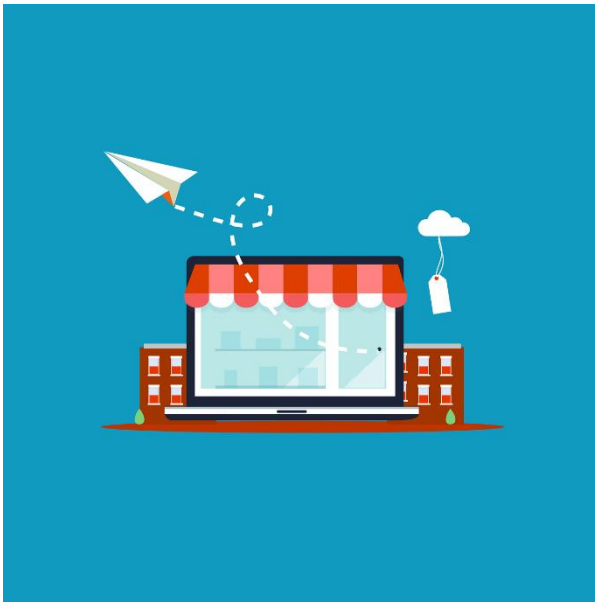
- Try to articulate words clearly and be audible.
- Avoid using fillers while speaking
- Be spontaneous and fluent without any pause.

Certainly, your impromptu speech becomes a success when taking the above factors into consideration.

A sample draft of an impromptu has been given below, for your reference.

E- commerce:

E- commerce implies Electronic commerce. It refers to the business of buying and selling things or products online. In other words, it indicates the act of doing business online. There are four types of E- commerce business models. They are,



1. Business to Consumer- B2C
2. Business to Business- B2B
3. Consumer to Business- C2B
4. Consumer to Consumer- C2C

The most common approaches in these types of e-commerce are: direct customer service, wholesaling and drop shipping.

So, the advantages of electronic commerce could be stated as follows:

- It is collaborative, therefore, the pace in delivering products seem to be fast.

https://pixabay.com/vectors/store-online-ecommerce-shopping-4156934/

- It has brought the producers and consumers under one roof. Thereby, the customer services are done at ease.
- It does not have limitations in accessibility as it is user- friendly.
- The purchase could be confirmed through text messages and
- The delivery status can be easily tracked.
- Significantly, payment could be made from one's own space.

Thus, the proliferating online users have contributed towards its massive growth making it the standard way of life.

Task 1:

Perform a mock interview JAM session by choosing one of the topics listed below:

1. Win- win strategy
2. Persuasive Techniques in Marketing
3. Role of drop shipping
4. Online retailing
5. Stay Hungry. Stay Foolish- a life changing quote
6. Intricacies of a company- client relationship
7. If I were to be an Economist!
8. Role of social networking sites in product branding
9. Advocating a factsheet
10. Purpose of Emotional Intelligence

Note: It is a peer pairtask, therefore the fellow member is expected to share one's observation on their impromptu speech soon after the performance.

The outcome of this task would be:

- gaining confidence to speak in front of an audience group/public
- overcoming fear
- developing enthusiasm to perform more
- enhancing non-verbal cues
- motivating to perform well in presentations and in any form of oral testing.

Debate:

It can be defined as a structured argument. Debate is one of the types of conversation. While JAM is one- way communication, Debate involves communication between two individuals or two groups.

Task 2:

State True/ False for the following statements which differentiate a Debate from an impromptu speech (JAM):

	DEBATE	T/F	JAM	T/F
1.	It is a prepared speech		It is spontaneous	
2.	It is persuasive		It is argumentative	
3.	It is commonly used by recruiters in interviews.		It demands attention to non-verbal cues while speaking.	
4.	It has scope for critical thinking.		It promotes logical thinking.	
5.	It has time constraints.		It does not have time constraints.	

Post- Task:

Elicit your response if you were placed in this situation. You are assured of a job if you succeed in persuading your fellow interviewee to join the recruiting company for a nominal salary fixed by the concern which is not satisfactory.

Note: This task has been provided to give you a taste of reality. Similar innovative tasks have been employed by recruiters in today's job market.

3. Reading

> Make it simple. Make it memorable. Make it inviting to look at. Make it fun to read.
>
> - Leo Burnett

One of the important modes of communication in marketing is Advertising. Its primary aim is to persuade customers. An advertisement tends to be considered persuasive when it leads to a desired action (i.e.) by arousing the interest of the customers and inducing them to purchase the product. There are informative ads as well as persuasive ads (advertisements).

The success of an advertisement is determined by several factors.

- It has to be simple and precise as it hones memorability
- It has to grab the reader's attention
- It can be the tone, imagery, colours or symbols used in the ad
- It can be the language style and background.
- It can be the innovative way of presenting it and making it unique.

In advertising campaigns, the ubiquitous influence of a persuasive message is quite significant.

https://www.skyramtechnologies.com/blog/facebook-plans-to-launch-ads-with-whatsapp-through-targeted-advertising/

Pre-Task:

Step 1: Retrospect to recall the advertisement that has been a

favourite and memorable one. It can be either a television ad or an advertisement in print.

Step 2: If it is a print ad, sketch it and share it with your group members. If it were to be a television ad, summarize the details to your group members.

Step 3: The listeners are expected to raise questions enquiring the speaker to articulate the reasons for liking the ad.

Glossary:

appease- to pacify

captivating- to attract and hold the interest

concise- giving information clearly and briefly

conglomerates- a corporation formed from a merger of firms

encompass- encircle; include

epitome- a perfect example

exponents- a person who holds and argues for a theory

gripping- hold firmly; hold the attention of

iconic- a famous person or an organization that people admire and see as a symbol of a particular idea or style.

infer- deduce; work out from evidence

profound- showing or requiring great insight

promulgated- make widely known

propagate- spread or transmit news

reiterate- say again or repeatedly

rhetorical- expressed so as to sound impressive; asked for effect rather than to obtain an answer

ubiquitous- found everywhere; pervasive

USP- Unique Selling Proposition, a feature of a product or service that makes it different from all others

For example: Identify the key elements which provoked you to like the advertisement.

There are three techniques which aid in analysing the effect of an advertisement. They are advertising, rhetorical and literary techniques. Initially, it is essential to know the demographics of the target audience, and its purpose in order to promote the product. The persuasive tools are incorporated in such techniques based on the demographics of the target audience and the product. The choice of colours, imagery, background music appeals explicitly, while the emotional appeal arouses the feelings of the target group.

- Reiterating the messages through repetitive sequence.
- Use of literary devices such as end rhymes, alliteration which refers to the repetition of sounds, appeases the audience.
- A good piece of humour, shocking facts, suspense moments provokes curiosity
- Story telling or narration makes it gripping
- Further, connotation and denotation attribute meaning to the object or symbol and indicate as it is, in the ad.

For instance, when a tree is used as a symbol in the advertisement, it denotes a wood with branches and leaves and the object- tree connotes 'a united family'.

https://api.ndla.no/image-api/raw/Rhetorical%20analysis%20wordle.jpg?width=10720

Passage

The story of an iconic old man from the largest conglomerates

This old man is an epitome encompassing a reason to smile and a season to spread happiness. This jolly man with a red suit and a white beard has had many transitions in his appearance. From a tall figure to a not-so pleasant elf form the early Santa Claus has worn Bishop's robe and even animal's skin. The cartoonist Thomas Nast drew Santa for almost 30 years, it was Nast who changed the colour of Santa's suit from tan to red. In *Harper's Weekly* which appeared in 1862, Santa had seemed to be a small elf like figure.

It was in *The Saturday Evening Post* that shopping- related ads were promulgated by *The Coca-Cola Company* initiating its Christmas advertising in the 1920s. Santa of the yester years had been sketched as stern in looks by Thomas Nast himself. Later in 1930, an ad featured the world's largest soda fountain in which a department-store Santa was distinctively attributed with a bottle of coke amongst a crowd. It was painted by an artist Fred Mizen which happened to be found in print ads during the season of Christmas in December 1930.

https://www.britannica.com/topic/Santa-Claus

In 1931 the Coke Company entrusted the duty of depicting a realistic and a fond version of the Santa on its advertising account executive Archie Lee. Thereafter, artist Haddon Sundblom was instructed to illustrate its "**Thirst knows no season**" advertising campaign. Eventually, Sundblom had to rely on Clement Clark Moore's poem "A Visit from St. Nicholas" (commonly called "'Twas the Night Before Christmas") published in 1822. It was Moore's poetic description that influenced Sundblom to portray a warm, cheerful and a friendly Santa Claus.

Subsequently, the Santa image promoted from 1931 to 1964 in Coca-Cola advertisements exhibited Santa offering toys to children, playing with them, pausing to read a letter and enjoying a Coke. The original oil paintings which were created by Sundblom turned out to be suitable adaptations for Coca-Cola advertisements in magazines and on store displays, billboards, posters and calendars. It was in 1964 that the final version of Santa Claus was created by Sundblom for several decades to follow. Most of Sundblom's original paintings continue to be prized possessions of the company's archives department.

https://www.coca-colacompany.com/company/history/five-things-you-never-knew-about-santa-claus-and-coca-cola

Task 1:

1. Who do you think played the influential role of promoting Santa as an icon?
2. Who is the chief exponent of Santa's paintings?
3. What does the phrase "Thirst knows no season" imply?
4. Is there a symbolic connection between the company's product and the red suit of Santa Claus?
5. If you are commissioned to feature a famous character for your enterprise, whom would you prefer and why?

_____
_____
_____
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Task 2:

Choose any one of the ads given below:

1. Examine the product featured in this ad.

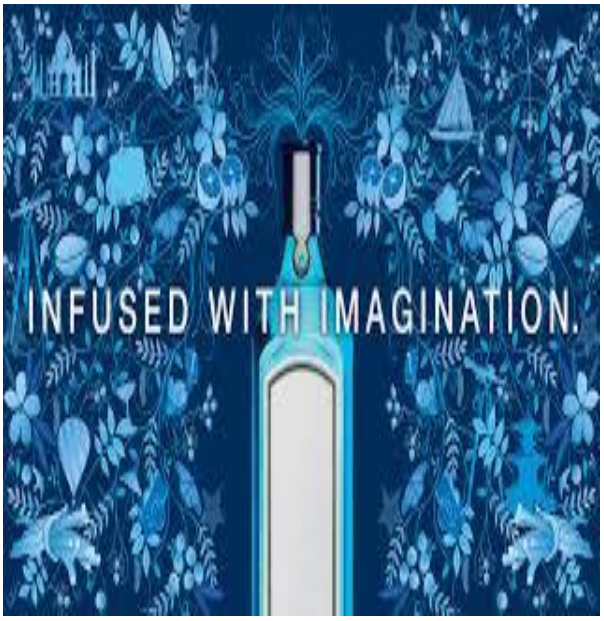
2.Analyse the choice of colours.

3.Identify the symbols used in the ad.

4.Review the choice of words.

5.What does the ad infer?

6. What according to you is the USP of this ad?



https://jiteshpatel.co.uk/bombay-sapphire-test/

> Mere colour can speak to the soul in a thousand different ways.
>
> - Oscar Wilde

What is a caption?

Caption may be defined as a short piece of text found below a picture in a print medium that describes the picture in a concise and captivating way. It may just denote or illustrate either the superficial or the profound meaning, if any.

https://commons.wikimedia.org/wiki/File:Advert_for_Pears%27_Soap_Wellcome_L0030380.jpg

Post-Task:

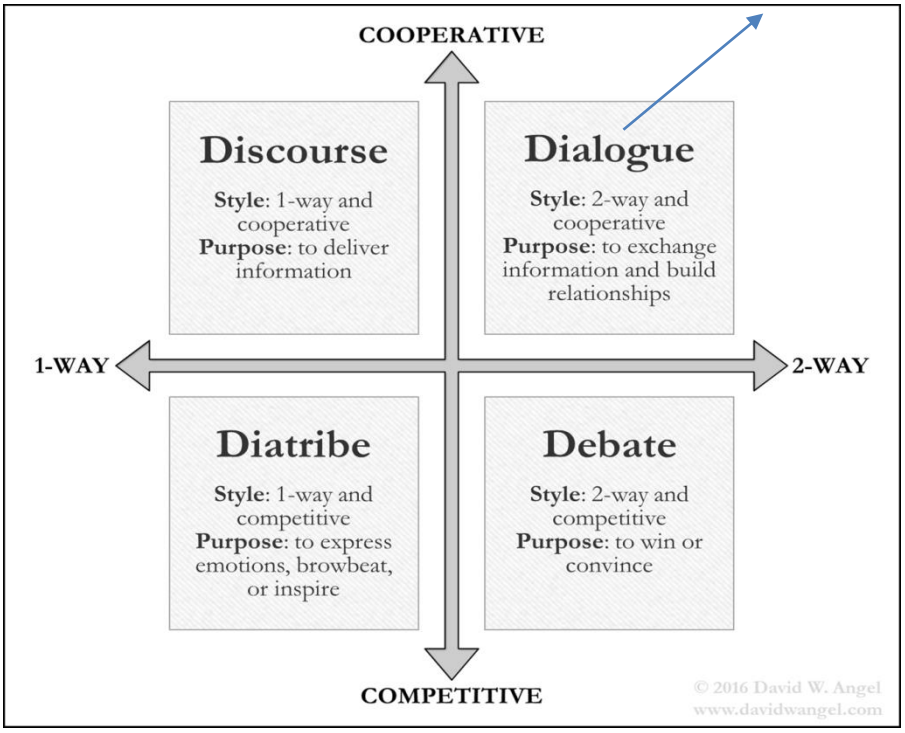
I. Identify the name of the product which the caption represents.
II. Rephrase the following captions with words that propagate it to be catchy:

1. Go Green
   Go Ford - _____
2. Believe in the Best - _____
3. Connecting People - _____
4. Have a break, have a…- _____
5. Think Different - _____
6. Grace, space, pace - _____
7. A Better Life, A Better World- _____

4. Writing

Writing serves to be an easy mode of persuasion. It has scope to entice the masses. The famous Greek philosopher Aristotle posits three ways to make a persuasive appeal. It is, **Ethos, pathos and logos** which implies personal credibility, empathy and logical argument. These are inter-related and correspond to the other in a sequential order. In gaining credibility the persuader ought to establish a sense of understanding others' point of view. In doing so, the one being persuaded yields to accepting the opinions or ideas of the persuader.

Finally, the pivotal role of persuasion unfolds through the logical arguments put forth by the persuader, in order to explicit the views which the recipient has to understand. This leads to reliability on being credible (i.e.) ethos, ability to understand others' point of view (i.e.) empathy, thereby, succumbing to observe the value (i.e.) logos. It is from the Greek words "dia" and "logos" meaning "through words".



https://davidwangel.com/the-opportune-conflict/2016/12/28/the-four-types-of-conversations-debate-dialogue-discourse-and-diatribe

Dialogue Writing:

Dialogue Writing implies two-way conversation. It is to express or convey information or exchange ideas which in fact develops relationships. Dialogue Writing exhibits the qualities, inner motives of the character and also the place of action. Dialogues when explicated in writing, could serve dual purpose. It can be filler dialogues, dialogues with a logical effect or without a logical impact.

Dialogues evoke a feel of reality when it gains proximity to the characters and adheres to the main theme. It can be persuasive when it has an element of surprise, an emotional appeal or an awaited moment.

Pre-Task:

Attempt dialogue writing between a manufacturer and a customer where the latter provides customer feedback. Use the hints provided below to develop a conversation with 3 exchanges each.

Glossary:

adhere- support a cause or belief

adversity- hardship

argumentative- discussion involving disagreement; a reason put forward

attribute- characteristic quality

authenticate- prove the authenticity which is known to be true

credibility- believable; convincing

empathy- the ability to share and understand other's feelings

fend- support yourself

frenzy- a state of excitement or agitation

procrastinator- a person who postpones action

proximity- nearness

recipient- a person who receives something

seize- take hold of forcibly or suddenly

sensational- causing great public interest

suburbs- residential area outside the central part of a town

succumb- give way to pressure or temptation

Pre-Task:

Manufacturer (M) : Dear Customer, hope you are satisfied with our product! Please rate the quality of our product between star rating 1 and 5.

Customer (C) : Yes, I like the product so much and I wish to give _____

M:

C:

M:

C:

M:

Task 1:

Initiate a Dialogue between two colleagues about their team event. Use these words to frame a convincing conversation between the two.

C1: advance, affordable, amazing, attractive, challenging, demand, development, easy to access, hurry, introducing, remarkable, revolutionary, sensational, stunning look, miracle, magic, offer, quick, limited, curious, effective, brand quality, establish, reasonable, consider, promoting, striving, productive, attributes, worthy, value, huge success

Hope you feel good about the upcoming event.

C2: Yes, we have been waiting for this D- day.

C1: I am looking forward to _____

C2: It is certainly going to be_____

C1: What makes you feel so certain about it?

C2: _____

C1: _____

C2: _____

Passage

Bend to Mend

I have to accentuate the fact that I had finally attained my dream job. I have been hired as a budget analyst at my favourite magazine. The nature of my job demands working for the business manager. Also, to be a liaison between the finance and marketing departments, to develop sales and the workplace environment. At present, as I stand in this bakery which indeed is memorable. It was in this place I had celebrated my new job with my senior

editors, both finance and marketing team three months ago. Unfortunately, it was a shocking moment as our publication manager explained the status of our publishing house which had to be shut down as it was in dearth of business.

As we were trying to pack our things at the office, I could notice people walking around desperately and in a frenzy way. There were 17 other employees like me, with the same plight. Subsequently, I had to leave my apartment and move into the suburbs which was quite economic. It took almost 6 months to seize my new dream. It was from these times of adversity that I gained the ability to embrace my situation and learnt the importance of adaptability. If there prevails a similar storm in future, I know how to bend, to mend and to fend myself.

Task 2:

1. Identify the persuasive words in this passage.
2. State the overall tone of the passage.
3. What are the qualities that contributed towards the restoring process?
4. What will be your approach if you were to be in the narrator's position?

Post- Task:

Draft an argumentative essay on any one of the topics:

1. A proactive leader can never be a procrastinator.
2. Digital India- a sign of progress.
3. Persuasion is a tactic or a tool to appeal.
4. Advertisements determine the success of a product.
5. HRs are the central collaborators within a work place.

Note: The following list of argumentative words may be employed in the essay.

compare, commence, contrast, decide, infer, in my opinion, agree/ disagree, assume, factual, oppose, approve, authenticate, disprove, deny, refuse, withdraw, insist, expect, disappoint, strategic, rapport, misunderstand, disproportionate, consistent

You Tube Resources:

https://www.youtube.com/watch?v=t4S6cHZD3x4

https://www.youtube.com/watch?v=iAkUT2LcMSY

https://www.youtube.com/watch?v=6HTj-WlfT9I

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Unit - 3

PROFESSIONAL ENGLISH FOR COMMERCE AND MANAGEMENT UNIT III – DIGITAL COMPETENCE

LISTENING

Session 1:

ACTIVE LISTENING: Active listening is when we can listen, repeat, paraphrase and reflect on what we listen to. Active listening also involves watching the speaker's body language. In videos, it is also important to notice what is written on the screen.

Active listening involves the following steps:

Repeating	Paraphrasing	Reflecting
• Repeating words/phrases exactly as used by the speaker.	• Using similar words/ideas to summarise what the speaker stated.	• Reflecting on what the speaker said to suit your context/needs

Pre-Task (Vocabulary):

Recipe	brand ambassador	turban	demise
metropolitan cities	trending	concept	basmati rice
seeraga samba rice	imported		

Match the words in the box with the images given below and write their meaning:

_____ _____ _____ _____

_____ _____ _____ _____

_____ _____ _____

_____ _____ _____ _____

_____ _____

_____ _____

Activity:

Watch the following video where NagasamyDhanabalan speaks to YourStory.com founder, Shradha Sharma about DindigulThalappakatti and its origins. While listening to the video, write down key words or ideas that you think are important.

https://www.youtube.com/watch?v=4yvB0_z8Ydc

I. **Repeat:** Can you recollect some of the dates, names and places that NagasamyDhanabalan mentioned in his talk?

These questions might help you repeat the facts:

1. Who started Thalappakatti Biriyani and when?
2. What was Thalappakatti first called?
3. When did NagasamyDhanabalan's grandfather pass away?
4. When did he first come to Chennai?
5. From 2009 till 2017 (when the interview was taken), how many branches of Thalappakatti Biriyani were there?

II. **Paraphrase:** List at least 4-5 key points about the origins of Thalappakatti Biriyani.

1. What inspired NagasamyDhanabalan's grandfather to start a restaurant?
2. What inspired NagasamyDhanabalan to bring Thalappakatti to Chennai?
3. According to the speaker, what were the unique contributions of Thalappakatti to the Chennai food scene?
4. How did Thalappakatti change the way biriyani was consumed?

5. What was the traditional manner of cooking biriyani and how did Thalappakatti have to change their method?

III. Reflect:

1. According to you, has Thalappakatti made a difference in Chennai? If so, how?
2. Do you think, as Mr. Dhanabalan does, that Thalappakatti is a unique restaurant? Can you think of other competitors who make equally good or better Biriyani?
3. Is this video, according to you, a promotional video? If so, why?

Session 2:

INTERVIEWS: An interview consists of an interviewer (who asks the questions) and an interviewee (who responds). Interviews are often conducted to hire employees for jobs. They are also conducted by journalists or other interested business people to find out more about the achievements of their peers. Though an interview is usually formal and focuses on the work that one has achieved, it can involve some questions regarding the interviewee's backstory and personal life.

Pre-Task (Vocabulary):

Match the following words or phrases with their meaning:

1. Despite	i. electronic payments that are processed within seconds and credited from one bank to another without any intermediary
2. hassles	ii. A model of an actual or proposed machine that can do on a small-scale, the work that the actual machine is supposed to do.
3. unorganized agriculture supply chain	iii. Changes to existing processes between the production of a product and its final consumption with a claim to make it environmentally and financially sustainable. This involves product design, material selection, manufacturing,

			packaging, transport, distribution and consumption etc.
4.	sustainable supply chain	iv.	To know something thoroughly or completely
5.	instant payments	v.	Obstacles or challenges
6.	Logistics	vi.	Influenced or inspired
7.	Implement	vii.	The quality or ability to be able to do something
8.	prototype	viii.	The value of shares issued by a company
9.	working models	ix.	The determination to do something
10.	Operate	x.	To begin from a point where nothing has been done before
11.	Dilute	xi.	The progress of a start-up company and the momentum it gains as the business grows
12.	seed funding	xii.	In spite of/ regardless of
13.	Traction	xiii.	the commercial activity of transporting goods to customers
14.	"in and out"	xiv.	To put a plan into action
15.	Acuity	xv.	Function
16.	Resolve	xvi.	To weaken the strength or quality of something
17.	Capability/ capacity	xvii.	The capital that an investor invests in a start-up company
18.	"start from scratch"	xviii.	The first model/design from which other forms will be developed
19.	Hurdles	xix.	The various jobs between the harvesting of a crop to the final sale to the consumers undertaken by daily wage workers or various farmers.
20.	Motivated	xx.	A complicated and inconvenient situation

Activity:

Watch the following interview of Agrowave CEO Anu Meena. The interview is conducted by Kalyan from *The Business Monk*.

While listening to the interview, notice the following:

a. The interviewer introduces the interviewee.
b. The conversation is focused on the interviewee's job, inspiration and success.
c. The conversation is specific to Agrowave, but also gives general tips on start-up companies and what start-up entrepreneurs should look out for.

https://www.youtube.com/watch?v=4IQUz4Q1n-o

I. Answer the following:
    1. What is the role of Agrowave?
    2. What were some of the struggles Anu Meena faced before starting her company?
    3. Why did Anu Meena start Agrowave?
    4. According to Anu Meena, what does it take to transform an idea into a working prototype model?
    5. What does she say about team work and building a team?
    6. How did Anu Meena manage to raise funds? Was it the common thing to do?
    7. Would you consider Agrowave a successful start-up?
    8. According to you, what is the most important take away from the interview?

Note:

Interviews can also be screened without the interviewer.
https://www.youtube.com/watch?v=2TzhISiXtno(Video optional)

Or they can be held in the form of a panel:
https://www.youtube.com/watch?v=E77dWCsOrr8(Video optional)

SPEAKING

Session 1:

CONDUCTING AND PARTICIPATING IN AN ONLINE INTERVIEW: Nowadays, many interviews of entrepreneurs are conducted online, using platforms such as Zoom or Google Meet. It is, therefore, important to know some of the features of these video conferencing sites and how they can be used while conducting/participating in an interview. The person who starts the Zoom or Google Meet session is the host, and the others are participants.

Pre-Task(Exploring video conferencing sites):

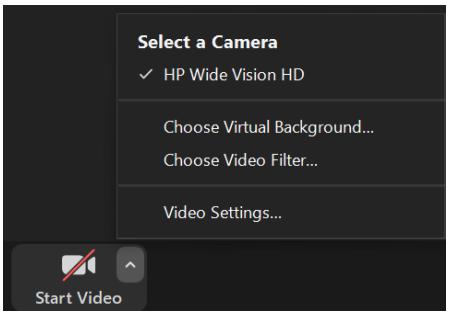
Features explored: Record, background, share screen, audio (on/off), participant list, using the chat box

Write the function of each of the features (When and why are the following features used?):

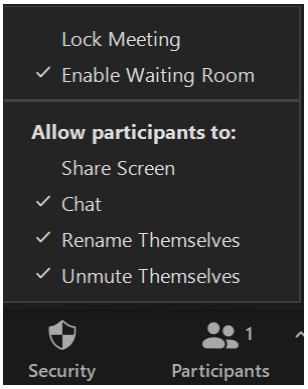
I. **Zoom:**

A.

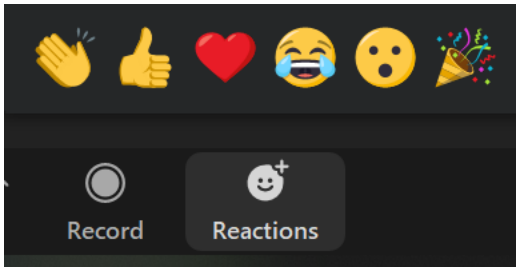
1. Audio: _____
2. Video: _____



3. Security:_____

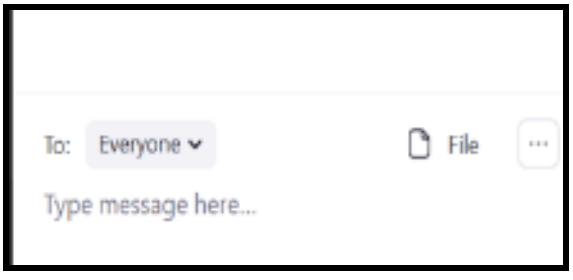


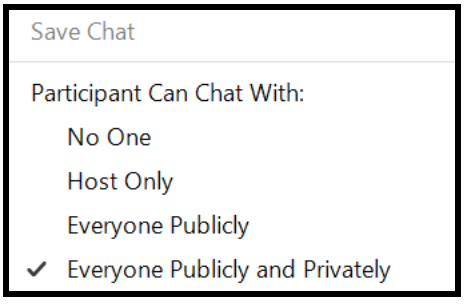
4. Participants: _____
5. Chat: _____
6. Share screen: _____
7. Record: _____
8. Reactions: _____



9. End call: _____

B:





_____

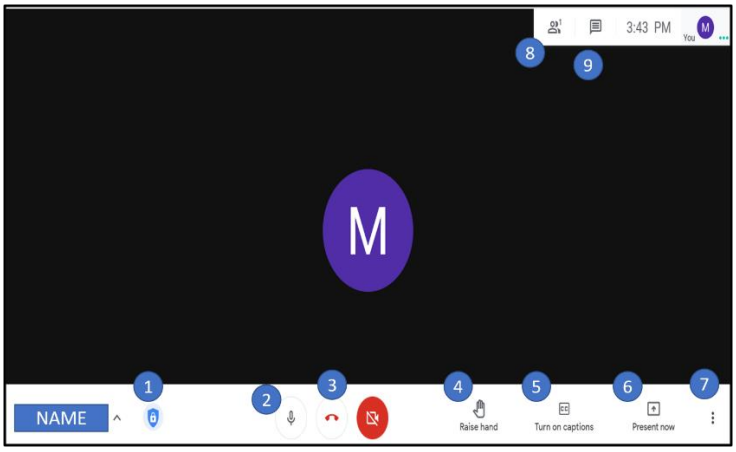
_____

_____

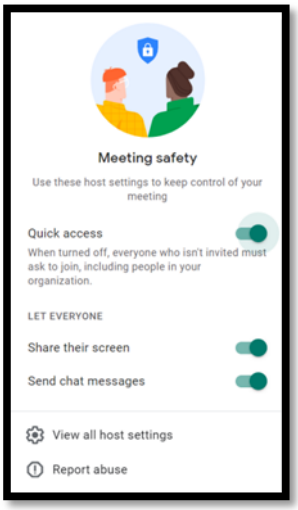
_____

II. Google Meet:

A:

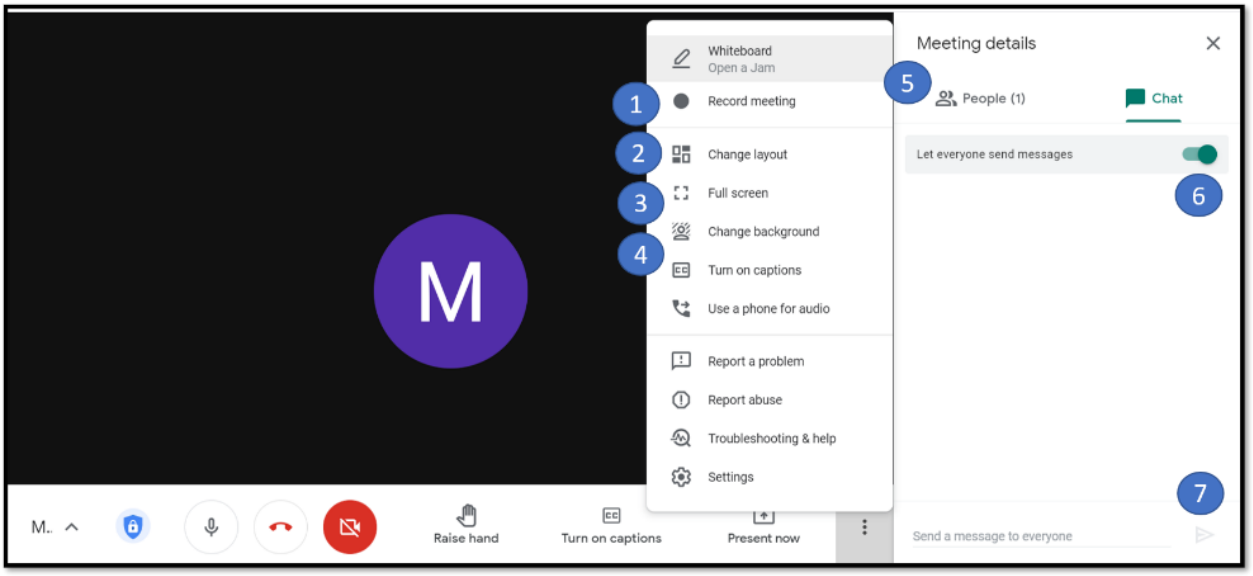


1. Security: _____

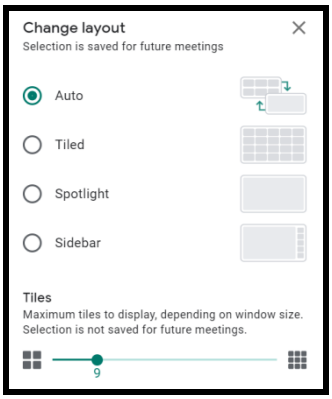


2. Audio: _____
3. Video:_____
4. Raise Hand: _____
5. Turn on Captions: _____
6. Present Now: _____
7. Options: _____
8. Participants: _____
9. Chat Box: _____

B:



1. Record: _____
2. Layout:_____



3. Full Screen: _____
4. Background: _____
5. Participants: _____
6. Messages: _____

7. Chat Box: _____

Activity:

Points to remember

- The interviewer should prepare questions beforehand.
- The interviewee should anticipate possible questions, and prepare themselves to face these questions. Answer with honesty and accuracy.
- As the interview will be conducted online, both the interviewee and interviewer can create PPTs, or use photos or videos to enhance their presentation/conversation.
- Language used by the interviewer: reporting (give some information about your panellists before you begin) and requesting (ask the panellists to talk about themselves; guide the flow of the conversation)
- Language used by the interviewee: Give explanations and lot of examples; make your response formal; use business terminology to explain the way your start-up functions

Ensure that your body language is professional.

Work in groups to form an interview panel. The interviewer will conduct an interview of young start-ups in the small-scale enterprises sector. The other panellists will pitch their ideas, and the possible challenges they might face while creating their start-up business.

INTERVIEWER	INTERVIEWEE
▪ **Introduction** ▪ Mr./Ms. _____ works as a… ▪ S(he) began her/his journey as… ▪ **Questions** ▪ Could you talk about…? ▪ Can you tell us your experience when…? ▪ What did you feel when…? ▪ What inspired you to…? ▪ When did you decide to…? ▪ Can you describe your typical day? ▪ What were the challenges…? ▪ How did you overcome…?	▪ I'm excited by the business opportunities… ▪ I really enjoy… ▪ We contribute/The company contributes to… ▪ We need to keep an eye on/ watch out for… ▪ I was always inspired by… ▪ My (parent/friend/sibling) motivated me to… ▪ My (parent/friend/sibling) stood by me when… Some business terminology that

You can find more questions onhttps://www.livecareer.com/resources/interviews/questions/entrepreneurial-informational-interviewing https://billionsuccess.com/how-to-interview-entrepreneurs/	can be used can be viewed here: https://abdoriani.com/91-startup-terms-every-entrepreneur-should-know/

Present your interview panel in front of the class.

Session 2:

CREATING A VLOG: Vlogging or Video Blogging is a means of using video streaming channels such as YouTube in order to share information. Vlogging can be used to talk about your product or your company.

Pre-Task:

Watch the following vlog:https://www.youtube.com/watch?v=O0-Ofd_9egE. This video is a good example of a professional vlogger (C4ETech), who reviews technical gadgets. Based on the video, work in groups and discuss the various aspects of creating a vlog and what (according to you) makes a successful vlog.

Activity:

In the same groups, work together to create a vlog.

Steps involved in creating a Vlog:

- **Pick your content**- what is your start-up about? What are the various aspects of your company that you can talk about? Write down a list. You need a core idea that runs throughout your Vlog. Do you want to write about clothes, technology, industries, industrial processes, marketing processes? The field is vast. So be sure to choose wisely.
- **Do some research**- who are the others who are talking about similar products/companies online? Watch some successful vloggers.

Try not to imitate them completely. Also browse YouTube for what works, and what doesn't.

- **Equipment**- make sure that the camera, lighting and audio suit the needs of your vlog. You can either film your vlog from a desk, or while travelling, for which purpose a simple camera is enough. Make sure your background stands out and attracts the audience. Focus the light on you- you are the star of your vlog. Reduce external sounds, and ensure that the mic is placed close to you.
- **Create an official channel on YouTube**-
    - Sign in to YouTube with an official Google account.
    - Click on the Profile icon.
    - Select "Create a Channel".
    - Fill out the details to name your new channel and verify your account.
    - Click Done.
- **Build your brand**- Upload a professional photo (make sure it relates to your company/product). Confidently talk to the camera. If you are talking about a specific place or event, show images to support your content. Explore editing software to help you with your vlog.
- **Keep your videos short.**

Links to help you:
https://support.google.com/youtube/answer/1646861?hl=en-GB

https://newbluefx.com/blog/create-vlogs-9-easy-steps/

https://makeawebsitehub.com/how-to-start-a-vlog/

You can take ideas from the following list:

- ✓ Any technical gadget
- ✓ Clothes/ make-up/ accessories
- ✓ Your own start-up idea
- ✓ Tips on using home appliances
- ✓ A cooking video
- ✓ A review of a company or entrepreneur

whoinspires you

- ✓ Some of your creative work- art/music

(Remember to keep it professional!)

READING

Session 1:

DIGITAL COMPETENCE: Digital competence is the ability to use ICT with ease—this includes technical skills as well as social and emotional skills in using digital platforms/technologies.

Pre-Task (Vocabulary):

1. Inescapable	i. Shortened form of a word/phrase
2. Digital divide	ii. Protocol/manners
3. Digital literacy	iii. Someone/something providing a lot of information
4. Digital competence	iv. The gap between those who have access to computers/internet and those who don't
5. "Yawning gap"	v. Unable to avoid
6. Etiquette	vi. Knowledgeable
7. Abbreviations	vii. An all-inclusive wide understanding of ICT which includes technical skills as well as social and emotional skills required to ethically and safely use digital

	platforms
8. "made it big"	viii. A very wide gap that is extremely difficult to reduce
9. "Mine of information"	ix. One's ability to find and use information using various digital platforms (technical skills)
10. savvy	x. Have become very successful/popular

Activity:

Read the article on "Digital Competence for Academic and Professional Excellence" given below and answer the questions that follow:

Digital Competence for Academic and Professional Excellence

It is an inescapable fact that in this globalized world, the internet, wireless networks, cell phones, laptops, tabs, and social networking has come to stay. In such an increasingly digital era, knowledge and competence of Information and Communication Technologies (ICT) is extremely important. Digital competence, therefore, involves the knowledge and skills required to use ICT with ease and comfort. This implies that individuals do not only require technical skills, but also social and emotional skills to handle digital platforms. For instance, it is no longer enough to know how to use WhatsApp, but also to understand the spread of fake news, or the nuances of User Rights when it comes to communicating via the platform. Another example is regarding the content a user uploads on their social media platforms—often, without realizing the implication, users upload personal content which is could be viewed by their professional circles.

Simultaneously, we should be aware that, as the India CSR Network notes, of the 4.5 billion people across the globe who are still not connected to the internet, more than 4 billion belong to developing nations. In countries such

as India, there is a huge digital divide, despite which individuals are expected to gain digital competence for academic and professional success. According to an article published in *The Hindu*, only 20% of Indians above the age of 5 years have basic digital literacy.

On one hand, this yawning digital divide creates a huge challenge for those who do not have access to digital technologies. On the other, businesses have an increased demand for individuals who are digitally competent. According to www.digitalskillsglobal.com, some of the digital skills that businesses seek in their employees include: programming, web and app development; digital business analysis; digital design; digital project and product management; digital marketing; effective social media use; and data science and analytics. In order to reach such a level, individuals should also have an advanced competency and maturity in using basic devices or programmes such as the mobile phone, emails, social media platforms etc. For instance, an interesting brand called Casper Sleep Channel, uses the various platforms of Facebook, Instagram, Twitter as well as YouTube, Spotify and IGTV to promote their channel, managing to create unique ways to stand out amongst its competition.

Some of the basic digital tools that beginners need to know about include:

1. Mobile phones: Nowadays companies use WhatsApp for business communication, and knowledge of the App is necessary. Simultaneously, users should understand business etiquette when it comes to mobile phone interactions. For instance, calls can only be made during working hours. Similarly, abbreviations should not be used in official messages. With the increasing number of Smart Phones, users should also be capable of using multiple Apps in their device with fluency and speed.
2. Computers: Computers require a slightly different skill set. Users ought to know the importance of MS Word, PowerPoint, Excel etc. The use of e-mails in a professional capacity is also significant.
3. Social Media: Social media platforms play a very important role in business strategies and these platforms need to be used innovatively in

order to boost sales and promotion. Many artists have made it big in the field just through their YouTube channels or Instagram pages.

4. The Internet: This vast mine of information and data has to be used wisely in order to support businesses.

In the field of academia, too, such digital knowledge will only aid students in learning more in lesser time. The internet, is a source of great information—but the trick is to know where to search, and how to verify your content.

While these digital tools are important, the landscape of both technology as well as business needs to be kept in mind. Technology can be a boon for many enterprises, but the increased cost of certain technological gadgets, or the amount of time and money spent on tech-based marketing can be a drain, especially on small-scale businesses. Since consumers are often swamped with data via online platforms, it becomes difficult for small-scale enterprises to reach the level of digital advancement maintained by larger, multinational organisations. www.smallbusiness.chron.com notes some of the major obstacles faced by small businesses in this vast field. It is because of the competitive nature of the digital space that being digitally savvy will work towards the advantage of both students as well as employees.

Sources:

https://www.google.co.in/books/edition/Building_Digital_Competencies_to_Benefit/GwiwDwAAQBAJ?hl=en&gbpv=1&dq=digital+competence&pg=PA3&printsec=frontcover
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https://sproutsocial.com/insights/social-media-marketing-examples/
https://smallbusiness.chron.com/technologys-negative-impact-business-19118.html

Answer the following:

1. What is digital competence?
2. What are some of the problems faced by countries such as India with regard to the digital competence of its population?

3. What are some of the digital skills that businesses expect employees to possess?
4. List some of the basic digital tools that beginners should know about.
5. What are some challenges faced by small-scale enterprises with regard to technology?

Session 2:

EXPLORING A WEBSITE: Today, almost all businesses maintain a website. In order to understand more about a company, you need to first look at their website. It will give information about what motivates the company as well as what kind of products or services they offer. This will also tell you whether the company's aims suit your purposes/needs. In order to understand any website, we need to first analyse their "About Us" section.

Pre-Task:

Match the following words/phrases about web design with their meaning:

1. Access ibility	a. Chro me, Firefox, Internet Explorer etc.- Software application used to access information on the web
2. CSS (Cascading Style Sheets)	b. Store house of browser search queries or personal information provided in your website
3. HTML (Hypertext Markup Languages)	c. A design which addresses the viewer's expectations (i.e. what do viewers feel when they visit your website?)

4. Responsive Design	d. Language of the text (provides the structure of the page)
5. Favicon	e. a type of web feed which gives users the ability to get immediate updates from websites in a standardized, computer-readable format
6. Domain name	f. Small text files containing basic information about the pages you visit.
7. UX Design	g. The file address of a resource on the Internet, including a web page, an image, a video, a style sheet etc.
8. Cache	h. The ability of a website to be used by people with disabilities
9. Cookies	i. A layout designed to suit various devices (e.g. phone, laptop, tab etc.)
10. Database	j. Style sheet language (language of the page design/layout)
11. URL (Uniform Resource Locator)	k. A unique name that identifies a

	website
12. Browser	l. Manage the creation and modification of digital content (E.g. WordPress)
13. CMS (Content Management Systems)	m. The record maintained by your browser of the pages you visit- a device's temporary storage space
14. RSS Feed (Really Simple Syndication)	n. Icon that appears next to your domain name in the browser address bar

Activity: Read the "Overview" of the Kerala State Poverty Eradication Mission, "Kudumbashree" and answer the questions that follow:

https://kudumbashree.org/pages/7

Kudumbashree, the Kerala State Poverty Eradication Mission was launched on 17th May 1998 inaugurated by the Prime Minister, Shri Atal Bihari Vajpayee. The Mission aims to eradicate absolute poverty within a definite time frame of 10 years under the leadership of Local Self Governments formed and empowered by the 73rd and 74th Amendments of the Constitution of India. The Mission launched by the State Government with the active support of Government of India and NABARD has adopted a different methodology in addressing poverty by organizing the poor in to community-based organizations. The Mission follows a process approach rather than a project approach.

Kudumbashree, a community organization of Neighborhood Groups (NHGs) of women in Kerala, has been recognized as an effective strategy for the empowerment of women in rural as well as urban areas: bringing women together from all spheres of life to fight for their rights or for empowerment.

The overall empowerment of women is closely linked to economic empowerment. Women through these NHGs work on a range of issues such as health, nutrition, agriculture, etc. besides income generation activities and seeking micro credit.

Kudumbashree differs from conventional programmes in that it perceives poverty not just as the deprivation of money, but also as the deprivation of basic rights. The poor need to find a collective voice to help claim these rights.

Kudumbashree was conceived as a joint programme of the Government of Kerala and Nabard implemented through Community Development Societies (CDSs) of Poor Women, serving as the community wing of Local Governments. Kudumbashree is formally registered as the "State Poverty Eradication Mission" (SPEM), a society registered under the Travancore Kochi Literary, Scientific and Charitable Societies Act 1955. It has a governing body chaired by the State Minister of LSG. There is a state mission with a field officer in each district. This official structure supports and facilitates the activities of the community network across the state. Kudumbashree differs from conventional programmes in that it perceives poverty not just as the deprivation of money, but also as the deprivation of basic rights. The poor need to find a collective voice to help claim these rights.

The grassroots of Kudumbashree are Neighbourhood Groups (NHG in short) that send representatives to the ward level Area Development Societies (ADS). The ADS sends its representatives to the Community Development Society (CDS), which completes the unique three-tier structure of Kudumbashree. Today, there are 2.77 lakhs NHGs, over 19,854 ADSs and 1073 CDSs in Kudumbashree.

It is this network that brings women to the Grama Sabhas and helps them bring the needs of the poor to the attention of the local governments. The Community Development Societies are also very active in Government programmes and play significant roles in development activities ranging from socio-economic surveys and enterprise development to community management and social audit.

Though its efforts to engage women in civil society in development issues and opportunities, Kudumbashree in association with the local self government of Kerala is charting out new meaning and possibilities for local economic development and citizen centric governance.

MISSION

There are two distinguishing characteristics to Kudumbashree which set it apart from the usual SHG model of empowerment. These are,

1.The universality of reach – from its very inception Kudumbashree has attempted to bring every poor woman in the state within its fold, as a consequence of which today Kudumbashreeis present in every village panchayat and municipality, and in nearly every ward, colony and hamlet. The sheer spread is mind boggling, and it is only because the local community of women drive the system that it has managed to persevere.

2.The scope of community interface in local governance – the functioning of Kudumbashree is tied up to the development initiatives of the local government be it for social infrastructure, welfare or right based interventions or for employment generation. From food security to health insurance, from housing to enterprise development, from the national wage employment programme to the jagratha samiti, every development experience depends on Kudumbashree to provide the community interface.

It is using these opportunities that Kudumbashree strives to convert a microfinance led financial security model into a more comprehensive model of local economic development.

THE MISSION STATEMENT

To eradicate absolute poverty in ten years through concerted community action under the leadership of local governments, by facilitating organization of the poor for combining self-help with demand-led convergence of available services and resources to tackle the multiple dimensions and manifestations of poverty, holistically.

VISION

Kudumbashree strives to develop the model of a micro finance led financial security process into a more comprehensive model of local economic development under the aegis of local governments. This would hopefully sustain the transformation of the local governance agenda from welfare to entitlement. Such a transformation does not come about easily and requires rewriting established administrative and development practices

It requires the community acquiring voice and being heard. It requires institutionalizing processes that allow for participation and meaningful contribution. And when we speak of community we speak of the people for whom government is a palpable entity influencing the quality of their lives, as well as of the people on the periphery, both social and physical, for whom manifold deprivations have snuffed out hope of change.

We speak of the women who are finding, through collective endeavours, the stepping stones leading from participation to citizenship in its truest sense. It is through the realization of citizenship that Kudumbashree would be able to significantly address issues of equity and justice.

Answer the following:

1. When was the Kerala State Poverty Eradication Mission established?
2. Whose help did the Kerala State Government seek to launch Kudumbashree?
3. What is the "different methodology" used by the Kerala State Government in addressing poverty?
4. What do the following abbreviations stand for?-
   NHG
   CDS
   SPEM
   ADS
5. What are the various issues that women work on?
6. According to the website, how many NHGs, CDSs and ADSs are now a part of Kudumbashree?
7. What is the significance of the three-tier approach of Kudumbashree?
8. What are the two distinguishing characteristics of Kudumbashree's mission?

9. How is the spread of Kudumbashree's branches unique?
10. How does the programme attempt to alter the microfinance led financial security model?
11. What is Kudumbashree's Mission Statement?

WRITING

Session 1:

CREATING A WEBSITE: A website helps you to promote your company. It is important to tell viewers a little bit about the company, the team, who began the company (the founder or CEO), the vision and mission of the company, as well as some of the company's achievements. This helps gain the trust of viewers.

Pre-Task:

Create a mind-map of everything that you think is necessary to include in your webpage. A mind-map is a visual organisation of your thoughts. It looks somewhat like this:

This is not exhaustive, and you can add to this mind-map, or create your own.

Activity:

Using the mind-map you have drawn, create the content for a webpage for either a company or product that you would like to promote.

How to Create a Webpage

- **Content:** Make sure you know what your website is about.
- **Choose a website builder:** Some options can be viewed at https://www.websitetooltester.com/en/blog/best-free-website-builders/
- **Write an "About Us" page:** Describe the Vision and Mission of your company.
- **Write about your team:** the founder and other members

TY
PROFESSIONAL ENGLISH FOR COMMERCE & MANAGEMENT - II
Unit – 4
Creativity and Imagination

Creativity

Creativity is the process of translating thoughts into truth, fresh and creative. The capacity to look the universe in various directions, locate secret trends, connect otherwise unrelated phenomena and develop ideas. Creativity requires two processes i.e., perception, and development.

Imagination

Imagination is the capacity to develop and construct in the mind, without any instant senses, new topics, sensations, and concepts. It is also defined as the development of experiences in one's mind that can re-create past experiences such as vibrant memories with likely modifications, or can be invented entirely and potentially spectacular scenes. Imagination helps render knowledge suitable to solve challenges and is important to incorporate learning experiences

Enhancing Creativity

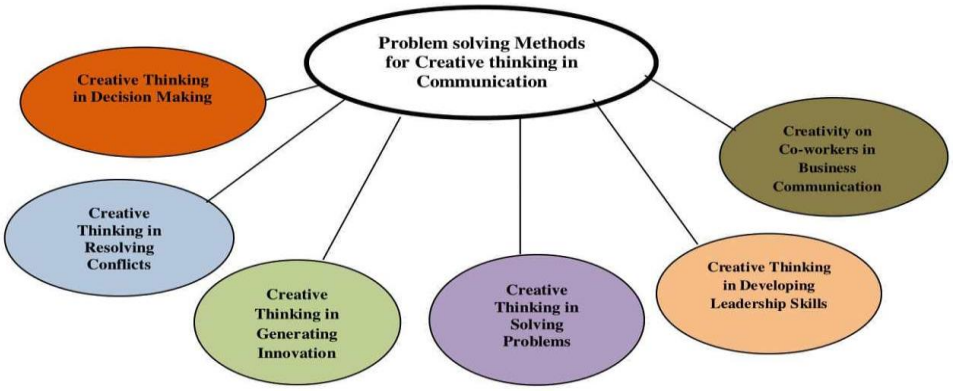
The testing and manipulation of innovative domain specific interventions that helps people to develop their imaginative thought and explore the effects of innovation in order to accomplish their objectives and well-being.(i.e., cognitive abilities, divergent thinking skills, investigating the efficacy of motivational strategies, among other tools).

Creative Thinking in Communication

Any worker in the world is well informed that innovative thought is integrated into conversation. Adequate innovation, such as creativity in decision-making, creativity in proposals, creativity in presenting ideas before others and much more resolve much of their targets. Creative thinking in communication to the logical growth of an individual and to the advantage of creative thinking in the workplace involves a variety of practice.

Problem solving Methods for Creative thinking in Communication

Creative thinking embodies behavioural subsets including interest, cognizance and responsive means to cultivate fresh concepts and problem solving approaches. The role of creative thinking required at different levels of workplace that places on the basis of communication. The segment usually studies the importance of creative thinking in making judgment, solving challenges, creating creativity, overcoming disputes and in improving leadership skills at workplaces.



Creative Thinking in Decision Making

The following suggestions can help in your Creativity thinking in decision-making process:

Recognize decisions. Decisions are more than wishes or desires. There's a world of difference between "I wish I could be a better student" and "I will take more powerful notes, read with greater retention, and review my class notes daily." Deciding to eat fruit for dessert instead of ice cream rules out the next trip to the ice cream store.

Establish priorities. Some decisions are trivial. No matter what the outcome, your life is not affected much. Other decisions can shape your circumstances for years. Devote more time and energy to the decisions with big outcomes.

Base decisions on a life plan. The benefit of having long-term goals for our lives is that they provide a basis for many of our daily decisions. Being certain about what we want to accomplish this year and this month makes today's choices more clear.

Balance learning styles in decision making. To make decisions more effectively, use all four modes of learning explained in a previous lesson. The key is to balance reflection with action, and thinking with experience. First, take the time to think creatively, and generate many options. Then think critically about the possible consequences of each option before choosing one. Remember, however, that thinking is no substitute for experience. Act on your chosen option, and notice what happens. If you're not getting the results you want, then quickly return to

(Reference1:https://socialsci.libretexts.org/Bookshelves/Counseling_and_Guidance/Book%3A_OpenNow_College_Success_(Cengage)/05%3A_Developing_Critical_Thinking_Skills/5.03%3A_Using_Critical_Thinking_Skills-_Decision_Making_and_Problem_Solving)

(Reference2:https://edu.gcfglobal.org/en/problem-solving-and-decision-making/what-is-critical-thinking/1/)

Why it's so,

Critical thinking and problem solving skills are imperative for making smatter, profitable and winning decisions or recommendations. This needs

- **examining and improving your thought processes**
- **ask yourself some factual questions**
- **list out the available challenge assumptions**
- **consider varying view points**

Establish criteria before the options are apparent
What I need to achieve - outcome
Decision criteria – measure options against the criteria
Give weights to the options

Sou

Iden

Stage One: Identifying the Problem

Before being able to confront a problem its existence needs to be identified. This might seem an obvious statement but, quite often, problems will have an impact for some time before they are recognized or brought to the attention of someone who can do anything about them.

In many organizations it is possible to set up formal systems of communication so that problems are reported early on, but inevitably these systems do not always work. Once a problem has been identified, its exact nature needs to be determined: what are the goal and barrier components of the problem? Some of the main elements of the problem can be outlined, and a first attempt at defining the problem should be made. This definition should be clear enough for you to be able to easily explain the nature of the problem to others.

GOAL (I want to...)	BARRIER (but…)
Tell a friend that we find something they do irritating.	**I don't want to hurt their feelings.**
Buy a new computer.	**I'm not sure which model to get or how much money is reasonable to spend.**
Set up a new business.	**I don't know where to start.**

Looking at the problem in terms of goals and barriers can offer an effective way of defining many problems and splitting bigger problems into more manageable sub-problems.

Sometimes it will become apparent that what seems to be a single problem, is more accurately a series of sub-problems. For example, in the problem: "I have been offered a job that I want, but I don't have the transport to get there and I don't have enough money to buy a car."

Problem	Working Definition
"I want to take a job, but I don't have the transport to get there and I don't have enough money to buy a car."	**"I want to take this job."**

- "I want to take a job" (main problem)
- "But I don't have transport to get there" (sub-problem 1)
- "And I don't have enough money to buy a car" (sub-problem 2)

During this first stage of problem solving, it is important to get an initial working definition of the problem. Although it may need to be adapted at a later stage, a good working definition makes it possible to describe the problem to others who may become involved in the problem solving process. For example:

Stage Two: Structuring the Problem
The second stage of the problem solving process involves gaining a deeper understanding of the problem. Firstly, facts need to be checked.

Problem	Checking Facts
"I want to take a job, but I don't have the transport to get there and I don't have enough money to buy a car."	"Do I really want a job?" "Do I really have no access to transport?" "Can I really not afford to buy a car?"

The questions have to be asked, is the stated goal the real goal? Are the barriers actual barriers and what other barriers are there? In this example, the problem at first seems to be:

Goal	Barrier 1	Barrier 2
Take the job	**No transport**	**No money**

This is also a good opportunity to look at the **relationships between the key elements of the problem.** For example, in the 'Job-Transport-Money' problem, there are strong connections between all the elements.

By looking at all the relationships between the key elements, it appears that the problem is more about how to achieve any one of three things, i.e. job, transport or money, because solving one of these sub-problems will, in turn, solve the others.

Creative Thinking in Solving Problems
(Example: Solving Complex Business Problems
From planning last-minute meetings, to addressing unexpected customer queries, there is no end to the problem solving you do day in, day out. And you want to be confident in the decisions you make. To help you get started, why not take our interactive quiz and find out how good your problem-solving skills are. Then dive into the different approaches to problem solving; which ones do you use already, and which ones could be helpful in the future?
Finally, we can help you identify the causes of problems, and use problem-solving techniques to improve business processes.)
(**Reference: https://www.mindtools.com/pages/main/newMN_TMC.htm**)

Creative Thinking in Developing Leadership Skills
Pre-task

Mention the names of a few world Business Leaders with Strong Leadership Skills

10 Inspiring Business Leaders with Strong Leadership Skills

IndraNooyi, Former Chairman and CEO of PepsiCo -**Mirror Review Quotes**
"As a leader, I am tough on myself and I raise the standard for everybody; however, I am very caring because I want people to excel at what they are doing so that they can aspire to be me in the future".

Bill Gates, Co-Founder of Microsoft -Pondot

"The leader needs to create an environment in which people can analyze the situation and develop a good response". "Great organizations demand a high level of commitment by the people involved".

Mary Barra, Chairman and CEO of General Motors -Stanford Business
"If we win the hearts and minds of employees, we're going to have better business success".
"It's important to surround yourself with people who will challenge you and tell you when and why you are wrong".

Richard Branson, Founder of Virgin Group -Virgin
"People are fundamental in driving the success of a business. If you treat your staff like the smart and capable adults they are — and give them choice to make informed decisions — you will cultivate an environment in which everyone can flourish".
Herb Kelleher, Co-Founder of Southwest Airlines -**Employers Resource**
"Your employees come first. And if you treat your employees right, guess what? Your customers come back, and that makes your shareholders happy. Start with employees and the rest follows from that".
Tim Cook, CEO of Apple - Fast Company)
"The most important thing is, do you have the courage to admit that you're wrong? And do you change? The most important thing to me as a CEO is that we keep the courage".

SundarPichai, CEO of Google, Alphabet –Thinking Marketing
"As a leader, a lot of your job is to make those people successful. It's less about trying to be successful (yourself), and more about making sure you have good people and your work is to remove that barrier, remove roadblocks for them so that they can be successful in what they do. So that's how I've always thought about it."
Tony Hsieh, CEO of Zappos–InnovationManagement
"I view my role more as trying to set up an environment where personalities, creativity, and individuality of all the different employees come our and can shine."
Howard Schultz, Former Chairman and CEO of Starbucks (BusinessInsider)
"You can't expect your employees to exceed the expectations of your customers if you don't exceed the employees' expectations of management.
Mark Zuckerberg, Co-Founder, Chairman and CEO of Facebook - Inc
"We look for people who are passionate about something. In a way, it almost doesn't matter what you're passionate about".
(Reference:https://blog.smarp.com/what-are-the-top-leadership-skills-that-make-a-great-leader)

Embracing Creativity in Business Communication
(Reference: https://www.youtube.com/watch?v=h1fCJM1LMaY)
A. Listen to the Video, audio and answer the questions given below:

1. What is a Business Communication?)
2. What do you understand by 'effective communication' and 'Communication plan' of Business?
3. What causes unpredictability in the situation on work place?
4. Briefly explain your understanding best communication in business.
5. What is the most important aspect of the business communication?

B. Listen and give specific information on the termsgiven:

1. Influential
2. Reward power

3. Filters
4. Communication Channels
5. Message Receiver, sender
6. Feedback
7. Context
8. Overarching
9. Strategic ambiguity
10. Crisis

Creative approach for communication in Business

- The solution is to try it out: Sensory pictures are a decent starting point, even though you don't feel especially imaginative, you do have to take a couple extra minutes before you click submit' your message to pepper in those excellent visuals that lit the brain rather than ordinary words.
- Boost your company communications' imagination by partnering Individual contact cooperation, you can unlock unique concepts or phrases that can render your message very different. New modes can also improve ingenuous positives.

Resource :https://youtu.be/QGeHS4jO0X0

Listen to the above video and answer the following questions.

1. What is important according to you? - What to communicate / How to communicate?
2. What is strategic communication?
3. What are the mutual beneficial situations?
4. What are the four important steps for successful communication?
5. What is meant by communicating the value? Why is it important?

Some the real-life examples of 'creative challenges' from hatrabbits.com is given here for our discussion

- How can we double our quarterly turnover?
- How can we get 50 new clients in market X?
- How can we sell our expertise in different market segments?
- How can we do our work more efficiently?
- How can we lower the costs of process X?
- How can we reduce the workload of our department?
- How can we raise the team spirit in our department?
- How can we increase the satisfaction of our employees?
- How can we provide our customers with useful insights by using 'big data'?

(Source: https://hatrabbits.com/en/topics-for-creative-thinking/)

Read the passage carefully and make notes from it, keeping in mind the Main ideas and the subordinate points. Creativity on Co-workers in Business Communication on Management. The first one is discuss out for you side.

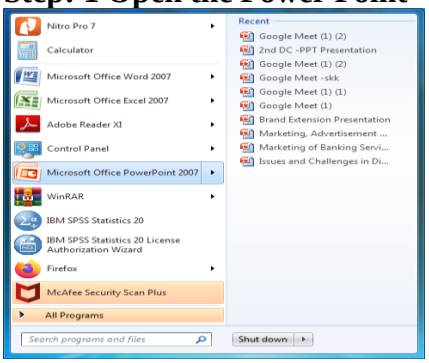
When it comes to communicating information to employees, video is a great tool. Something we're in the habit of at Screen Cloud is ensuring that if we can make a video or screen-recording to share an idea, rather than a long document or process, then we will. Analyze your audience before you make a presentation or conduct a meeting. Anticipate possible causes of confusion and prepare clarifying statements. As you prepare, try to see the situation from your audience's perspective. Give all the background necessary for people who receive your email, presentation or lecture to take action, such as make a decision based on the information you provide. If your topic requires a comprehensive understanding of complex underlying concepts, state so early in your discussion. Set clear expectations about what you hope your business communication can achieve. Choose the right communication format for each situation. For example, avoid using email to communicate emotional issues, such as bad news. Use written communication to convey lists of information, such as policies and procedures. Use diagrams and charts to summarize complicated financial data. Proofread your written communication, such as email, reports or other documents. Check for spelling and grammar mistakes so that you fix them before distributing your information. For email messages, include an effective subject line, discuss only one topic and specify the type of response you want**.** Pay attention to body language when communicating in person. A person who does not look at you or appears distracted in other ways may not be able grasp your message. Use physical cues to tailor your message or know when it might be appropriate to discuss the subject at another time. Defer judgment until the conversation concludes. Avoid interrupting the speaker with counter arguments. It limits your understanding of the situation. Recognize cultural differences in communication styles. Before you work with people from another country, take the time to investigate business practices in that area of the world.
(**Reference**:https://smallbusiness.chron.com/achieve-success-through-effective-business-communication-2890.html)

Visual Aids

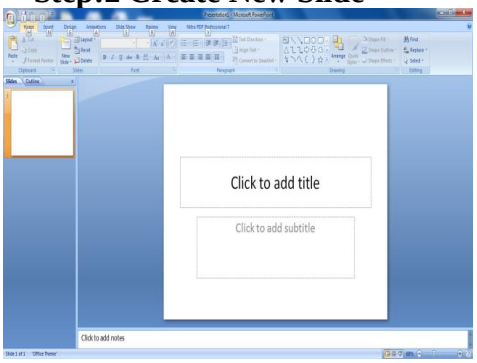
Launch the PowerPoint Program

When you launch the PowerPoint program, you may be prompted to pick what kind of document you want to create. Choose to create a blank presentation.

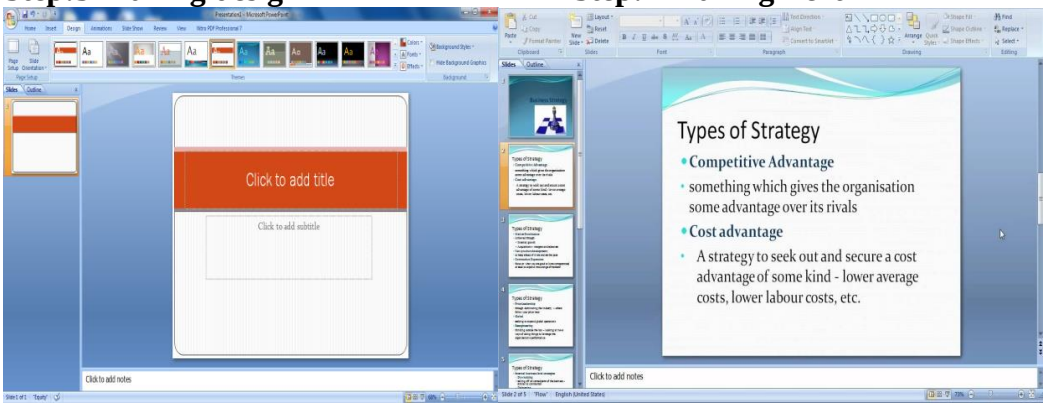
Step: 1 Open the Power Point



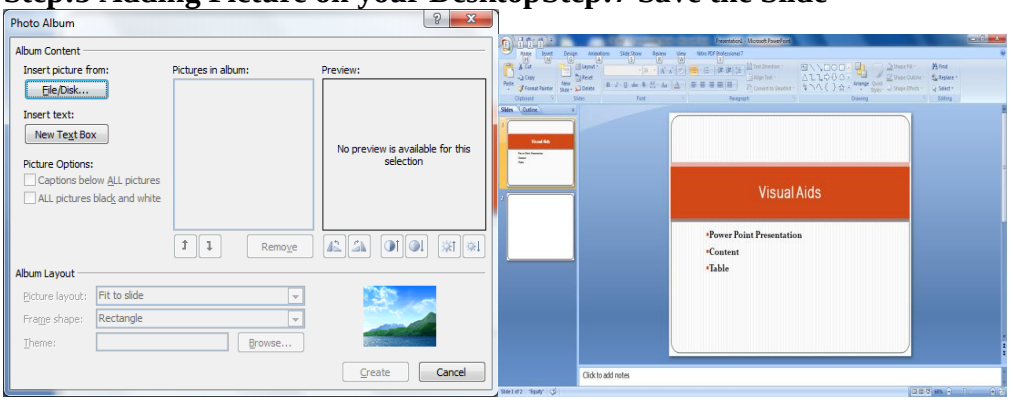
Step:2 Create New Slide



Step:3 Making design **Step:4 Making Text**

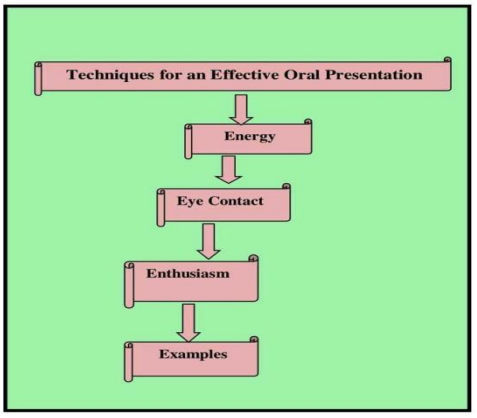


Step:5 Adding Picture on your DesktopStep:7 Save the Slide



Techniques for an Effective oral Presentation

While speaking to those we know about every day is a simple feat, it certainly requires adequate preparation and research to give a successful expression. The four**Es** required for an effective speech have therefore been clarified for you below:



1. **Energy:** The introduction should be presented in an absolutely enthusiastic way that represents the strength. It helps to win over the audience and to make sure that you truly have everything to sell.
2. **Eye Contact:** Eye interaction with the listener is quite necessary. In case of broad assembly of audience start scanning from front to back as well as side to side. Any listener should get the feeling that you are engaging with them.
3. **Enthusiasm:** Your expression should represent your excitement and excitement for the topic you would be addressing. You should expect the same from the audience unless you are zealous about the subject.

4. **Examples:** Using illustrations always to demonstrate what you want to highlight. The listener often visualises what you are talking about because they don't look at words as text. Examples are the perfect way to help you create pictures of your post.

Video Marketing

It is no secret that video marketing is the future. Many companies, including Reebok and Always, have taken to video marketing to showcase their products and convey important messages.In fact, having a presence either on YouTube or video through Facebook is almost a necessity for most modern brands.

There are lots of things to remember when recording video for the first time. You'll need to consider:

- Having the right equipment (e.g. A tripod or camera)
- Having an appropriate filming location
- Using professional editing software
- Sourcing music

(Reference 1:Watch "A Moving Story about Gratitude" https://youtu.be/tznztJVsW9E)
(Reference 2:https://www.slideshare.net/NicoleFerdinand/making-short-films)

Basic script writing for the short film
Unique form

- Special order structure, emphasis, shape
- Fewer character emphasis and more systemic focus
- Too firm type - Punch line Joke movies?
- Non-verbal and surreal.
- Episodes

No Dialogue

- Action driven
- Little character development
- Potent set-up
- Gag &punch line

How to craft a great short film

- Conceive a brilliant, unusual, simple but intense idea
- Quickly establish your situation & characters
- Always start the story as late as possible & end it as soon as possible – it must be intense
- Always move the story forward
- Add a sense of urgency
- End with a bang Know your ending at the beginning
- Use dialogue sparingly
- Be brave in your choices
- Set it in your head, discuss it with your colleagues, redraft it, rewrite it, talk more about it, then storyboard it then make it

Don't try and cram too much in

Tell your own story or vision but be aware of other films in the same vein - allow yours to talk with them (GENRE)

- Three-act Structure - What this means? Give your story a beginning, middle, and end.

Don't write based on what you know. Use fantasy, your imagination & research

- You don't have to tell a story. You can focus on a theme, a state of mind, Experiment with an existing film or idea.
- If you make a genre film, fulfill the rules & then exceed then

Elementsof Story

- The reason for telling the story
- Describing a need or a desire that must be addressed by the central character
- The reason for telling the story now for this audience
- Specific story/concept ANGLE

• Details through character & given circumstances
• Premise - insights - defining the goal of the story - the desired audience effect
(Example) King Lear - blind trust leads to destruction

Webisodes

• Web Series and Online Series
• WebTV - TV over IP - that is the real revolution to the temporary stop-gap of Cable. By being on-line and on-demand, TV over IP has no schedule restrictions
• 'WebTV' does not need the biggest audience; it just needs the Right audience, a dynamic and motivated and engaged audience.

Creating Web Page

A single disc, called the "html file" holds a web page. In virtually any software you would use to modify text files, html files can be generated. Also you can build html files in certain programmes. The value of these systems is that they are mostly user-friendly. The limitation is that the right html files are not always created. You will use the standard text editor, such as VI, PICO, Windows 95 Notepad etc to build web-pages. An html file includes control codes, which specify how a web viewer appears on the website. These codes are referred to as "html tags"

Password Protected Pages

There are many ways to build password-protected sites, but notice that using a CGI script is a typical vulnerability since the password is saved in a web server log file. Instead it is better to navigate, which is defined on a different tab.

Creating a Web Page

This is not meant as a full training course on designing web sites, it is intended to offer a deeper perspective into the fundamentals of making a web page. The easiest way to practice html coding is to open a certain html code on a website with a feature to meet your specifications and then change it.

Creating Blogs

A blog is a newspaper Web page that exists in reverse temporal sequences of the current entries first at the left, with the most previous. This is a forum for a writer or a community of authors to express their thoughts on a topic. More than 570 million blogs are now accessible on the internet. Bloggers are expected to cross 31.7 million by 2020 in the United States alone.

Purpose of a Blogs

- To improve the web site exposure in Google SERPs
- Helps to meet and catch interest from potential customers.
- The main goal of a blog is to bind with the community concerned.
- To improve your traffic and give your website quality.
- A blog is a valuable platform for lead generation.
- It creates trust in your followers as you utilize your niche expertise to produce insightful and entertaining content.

Steps to create a Blog

How to Start a Blog in 8 Easy Steps - Source : https://firstsiteguide.com/start-blog/

Step 1: Select a perfect niche for your blog
Step 2: Choose a blogging platform
Step 3: Pick a domain name
Step 4: Get a web hosting account
Step 5: Starting a blog on WordPress
Step 6: Select a theme and design your blog

Step 7: Write content and promote your blog

Step 8: Make money blogging

(Reference: https://www.studiobinder.com/blog/writing-short-films/

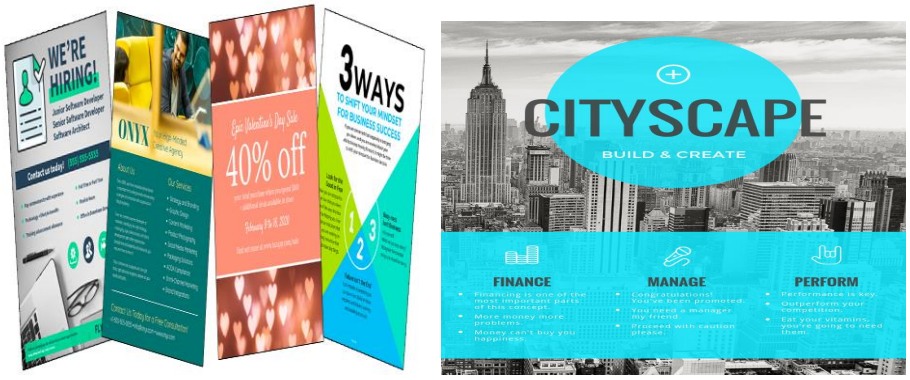
Structure of Creating Blog

Blogs have modified their presence over time and nowadays blogs include a broad selection of posts and widgets. However some common functionality and frameworks do remain in most blogs. **(Attributes:** https://www.youtube.com/watch?v=ZqZGKfd_qKc**)**

Features that a Typical Blog

- Menu header or browser bar.
- Highlighted or latest blog post Key Content Area.
- Facebook profile sidebar, desired material or call-to-action.
- Footer with links such as a disclosure, privacy policy, contact page etc.

Sample of Flyers **Business Management Flyers**



(**Source:** https://venngage.com/blog/flyer-examples/#1**)**

Creation of Flyer

A flyer is a form of paper advertisement deliberate for wide supply and normally posted or distributed in a public place, handed out to individuals or sent through the mail. In the 2010s, flyers range from inexpensively photocopied leaflets to expensive, glossy, full-color circulars.

The various tips to be considered while creating the flyers;

1. Keep your content brief.
2. Divide your copy into digestible sections.
3. Use bullet points and infographics.
4. Create a catchy headline.
5. Add a call-to-action.
6. Don't forget to add directions.
7. Include your contact information
8. Always proofread your content
9. Communicate using your target market's language.
10. Use compelling testimonials.
11. Use colors that support your message.
12. Limit your font choices to two or three.
13. Choose the right paper stock
14. Apply paper coatings.
15. Use high-resolution photos

16. Incorporate your logo with the design
17. Account for bleed and trim
18. Distribute in high traffic areas

(**Source: https://www.nextdayflyers.com/blog/effective-business-flyers/)**

Uses of Flyers

- ✓ Advertise an event such as a music concert, nightclub appearance, festival, or political rally.
- ✓ Promote a goods-selling businesses such as a used car lot discount store or a service business such as a restaurant or massage parlor.
- ✓ Persuade people about a social, religious, or political message, as in evangelism or political campaign activities on behalf of a political party or candidate during an election. Flyers have been used in armed conflict: for example, airborne leaflet propaganda has been a tactic of psychological warfare.
- ✓ Recruit members for organizations or companies.

Like postcards, pamphlets and small posters, flyers are a low-cost form of mass marketing or communication.

Formats of flyer

- A4 (roughly letterhead size)
- A5 (roughly half letterhead size)
- DL (compliments slip size)
- A6 (postcard size)

Strategy and concept for the flyer

1. Find other flyers you like as inspiration

Look at other flyers outside to get an understanding of what is likely.

2. Use your design concept as a brief for a freelancer or design contest

You can either design your own flyer for you with your favorite freelancer or launch a flyer design competition and collect multiple flyer design suggestions from the world's designers.

3. Evaluate the design proposals against your criteria

Sort the prototypes without getting swept away by an innovative development that does not in reality accomplish what you need to do.

4. Choose your final design

Pick the template that better matches your needs and fits with your audience.

5. **Proofread**

Check and check again that no typos remain, until you have the completed design.

6. Make sure you get the files you need

If you have images as part of the template, the resolution must be high.

Brochure

A single or multi-page folded document used to advertise goods or services of a business is a brochure. This paper may be folded to make different pages or pages are piled together many times. In reference to a brochure, the word "booklet" is also used. Although it may appear identical to a brochure, brochures are most commonly used for ads of several goods or services for a business It is important to remember Usually brochures have more pictures than sentences. Such typical applications for brochures involve the launch or detailing of recent customer support contributions.

An overview of brochures

- Advertising products/services
- Sometimes binded
- Multiple pages

Difference between Brochure and Pamphlets

Brochure	Pamphlets
❖ Usually consist of multiple bound pages ❖ Paper size varies more than pamphlets ❖ Cover a range of topics ❖ Typically have pictures and graphics with supporting text ❖ Good for informing readers about specific products or services and/or their features ❖ Designed to sell rather than just educate or inform	❖ Mostly printed on one folded page ❖ May have more than one page, but not often ❖ Most are not bound ❖ The content focuses on a single subject ❖ Usually more informational than promotional ❖ Good for educating readers and raising awareness about a specific topic

Can you fill in the columns stated below based on the information given above:

Type	Purpose	Folded	Multiple Pages	Binded
Brochure				
Pamphlet				

Creating Brochures

Brand your brochure with visuals: You can add all your custom material, many photos, maps, icons and charts to your booklet of visual images. Incorpore the brand on a customised brochure or post photos of your own.

Add text: Submit text by inserting or substituting text in your brochure. The fonts, colours and sizes you may alter are easy

Add images: You will incorporate photos by adding symbols, portraits and stock images in our gallery, hundreds of thousands of images inserted into your brochure.

Publish and share: Make sure that you preview it when your brochure is final, you may also customize your printing brochure. You will share your creation with peers, acquaintances or relatives until you have your final draught.

Poster Making

A poster is a document depicting societal challenges and environmental issues. It could even be connected to certain commercials. It is essentially a work of art and because of its messages, draws maximum attention from the audience.

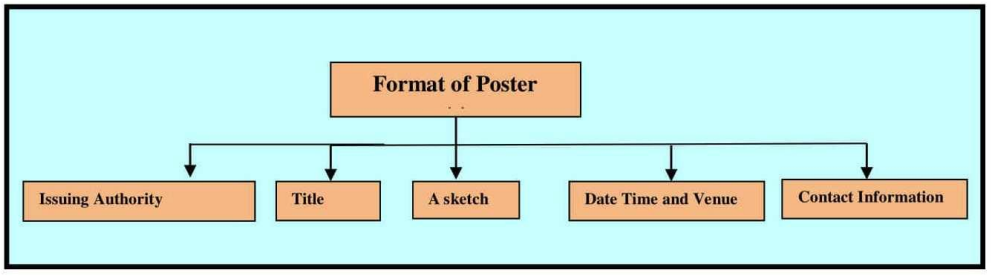
Importance of poster making

Poster presentations are a valid form of transferring academic knowledge. However, greater flexibility in their design and dissemination is required. 'MediaPoster' provides an opportunity to deliver a genuine depth of information, which is amendable to suit a wide variety of academic, professional and commercial disciplines. It accounts for a full range of learning styles by use of interactive delivery, and so promotes a genuine forum of active learning.

- Poster speaks for itself; the presence of its author is not necessary. It is therefore possible to reach a **broader audience** when compared to a presentation limited in time.
- It is also possible to **present several posters** in the same room and at the same time; visitors can have a look at those posters they are interested in.
- Sometimes as the author you have the possibility to present a poster while giving a short introduction. An **interactive situation evolves** while having a close contact to the audience, closer than when delivering a speech.
- Posters can be **used several times and presented at different events.**
- A poster is suited for people suffering from **stage fright at least**, for those who have difficulties when speaking in front of large groups. Standing next to their poster for some time in order to answer just a few questions is less stressful than talking on a lectern.

Format of Poster Writing

The students who are about to appear for the CBSE Board English examination must be aware of the format of poster making.



Format of poster writing

- **Issuing Authority:** Here you have to write the name of the organising body of the particular event.

- **Title:** This is the point where you can make the deal. Make a catchy title which is basically the gist of your announcement or issue.
- **A sketch:** After the title, you have a draw a picture depicting your issue. For instance; 4 ways to save water.
- **Date, Time and Venue:** Here you have to mention the date and time of the event which has to take place. Do not forget to mention the venue of the event.
- **Contact Information:** This is an important part of your poster. Remember to add the details of the concerned authorities as the people reading the poster must have contact numbers of the event co-ordinator in case any query arises on the day of the event.

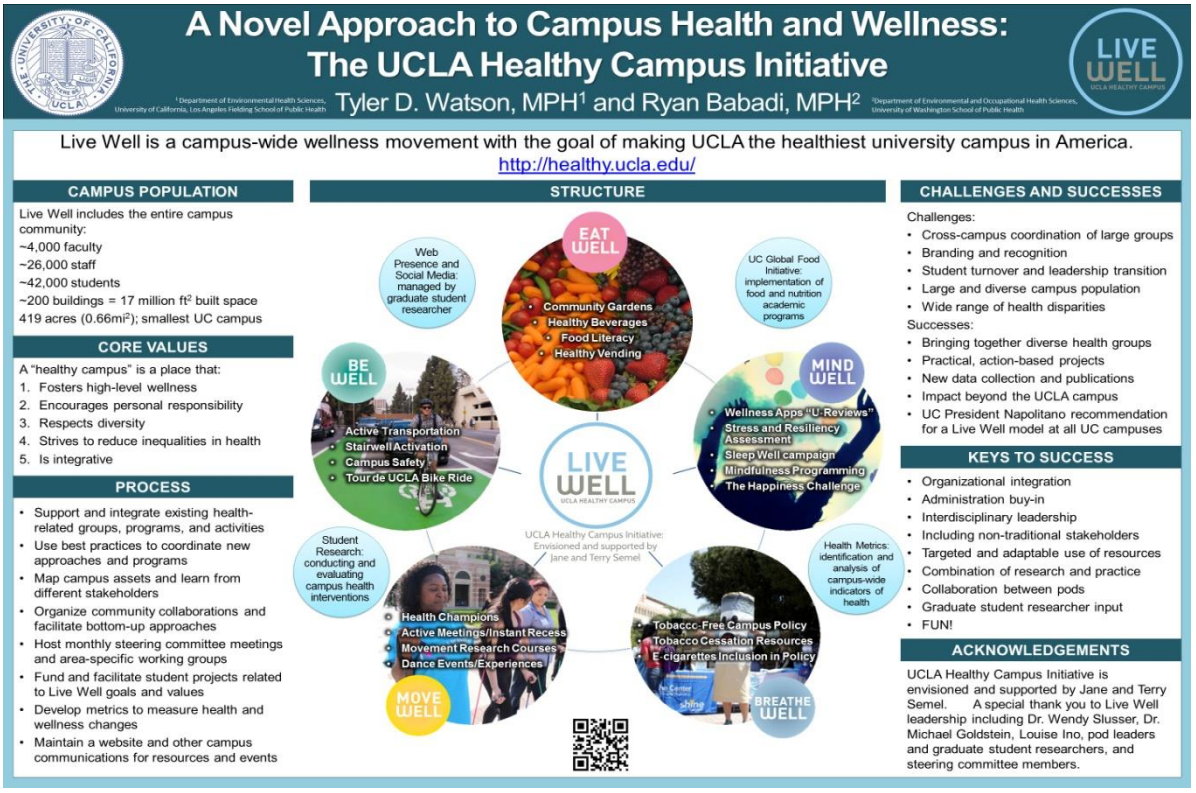
Doing things for Poster Writing

- Your poster must not exceed the word limit of 50 words.
- The poster should be in a box.
- Make the content inside the poster to the point and crisp.
- Make sure your answer to a poster must fit in one page only. It should not be continued to the next page.
- Also, bold or underline the important information inside the poster.

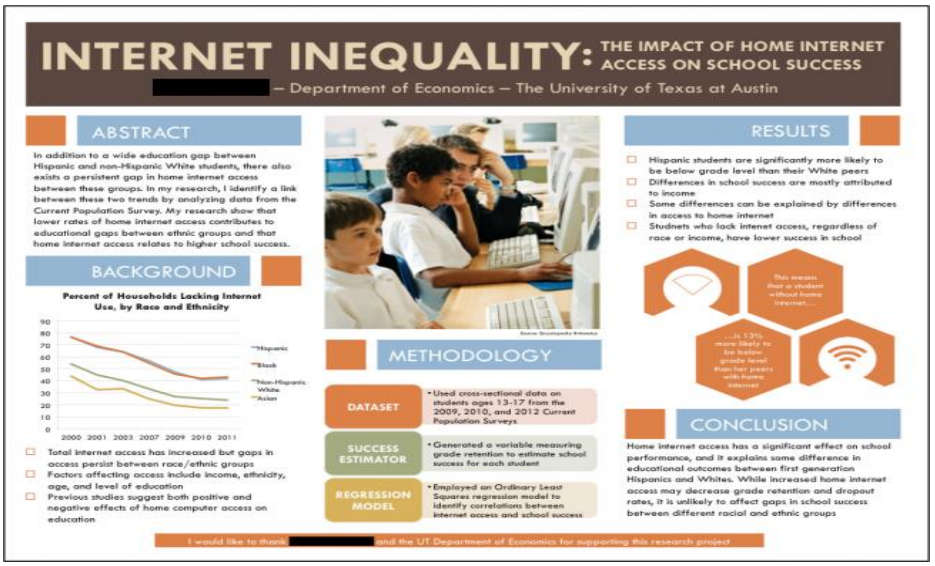
Avoid things for Poster Writing

- Keep the word limit within the prescribed word limit only.
- Do not use complex language.
- Do not use the short form of the words.
- Make sure your poster is in the proper structure / format.

Sample Poster



Sample of conference poster presentation



(Source:http://dmst.aueb.gr/dds/rese/poster/indexw.htm)

Writing Slogan

A slogan is a term that describes a commodity or a business and expresses the main advantage to customers. And if carefully planned, the brand will hold the mind of customers on the front and centre until they are ready to purchase.

Seven tips to creative juices flowing:

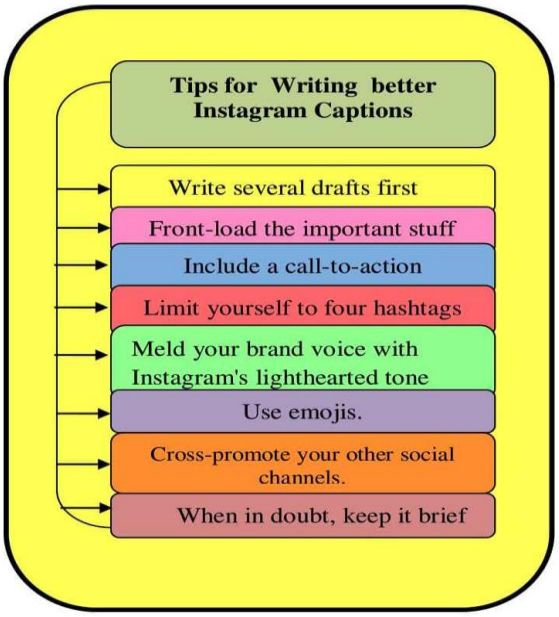
- Keep it short and simple
- Be consistent
- Focus on what makes you different
- Make it timeless
- Ensure it can stand alone
- Consider your target market
- Get input

Captions Making

A title, brief summary, or a picture or illustration accompanying with one particular thing may be product or service. A collection of terms on the bottom of the TV or the movie frame of the Convey conversation, or adapt international conversation to hearing disabled people. As of a text or document: a name or a portion. Law The heading, court, words and the number of the proceeding, of a pleading or other text. While a thousand words worth an image, it also takes a picture to attract viewers, have a backdrop and illustrate the plot.

Tips for writing effective captions

- A headline, a concise description, or a corresponding image or diagram.
- A list of words at the base of the television or the theatre
- Transmit dialogue or tailor conversation to those with hearing impairments worldwide.
- The heading of the proceedings, session, terms and amount of a pleading or other document.
- Although a picture is worth a thousand words, it often requires a photo to depict audiences, have a history and explain the storyline.



Tips for writing better Instagram captions.

1. Write several drafts first.
2. Front-load the important stuff.
3. Include a call-to-action.
4. Limit yourself to four hashtags.
5. Meld your brand voice with Instagram's lighthearted tone.
6. Use emojis.
7. Cross-promote your other social channels.
8. When in doubt, keep it brief.

Reference:

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12. https://www.slideserve.com/raphael-hardy/writing-the-short-film
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14. https://www.acc.umu.se/help/web/
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17. https://venngage.com/features/Brochure-Maker/
18. https://modernlitho.com/pamphlets-vs-brochures/
19. https://www.youtube.com/playlist?list=PLZrhHq0Fe1XpFmMY7KTwJhcelxSl8JOat
20. https://schools.aglasem.com/136806
21. https://blog.hubspot.com/marketing/write-good-instagram-caption
22. https://www.wikihow.com/Write-Good-Captions-in-Photojournalism
23. https://www.ibm.com/design/thinking/static/media/Enterprise-Design-Thinking-Report.8ab1e9e1.pdf
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Unit – 5

UNIT - 5
WORKPLACE COMMUNICATION – AN OVERVIEW

Clear and effective communication is essential in a workplace. Although there are various channels of communication such as E-mail, circulars, WhatsApp etc. a lack of effective communication will end in misunderstanding with the boss, co- workers, or colleagues. This will bring down productivity as it may result in a breakdown of communication and therefore relationships. Effective communication is the art of saying the right words in the right way at the right time. This will lead to improving confidence and a positivity ultimately leading to career growth.

Leaders need to recognise the importance of having strong internal communications in their organizations. Leaders also need to recognize the importance of formal communication channels within the organization. This will keep the organization glued together and move towards one unified goal and purpose. This communication between leaders and their teams, or between team members, keeps employees informed of important changes in the organization. It also provides them an outlet to share their own thoughts.

The methods of Communication

(Image source: WikiHow: How to write an Internal Communication Plan)

List methods of communication
Passive Channels:
• Intranet news
• TV
• Notice boards
• Email
• Posters
• Print
Interactive Channels:
• Company conference
• Business unit briefing
• Blogs
• Discussion Forums
• Instant Messaging
• face to face meetings
wikiHow to Write an Internal Communications Plan

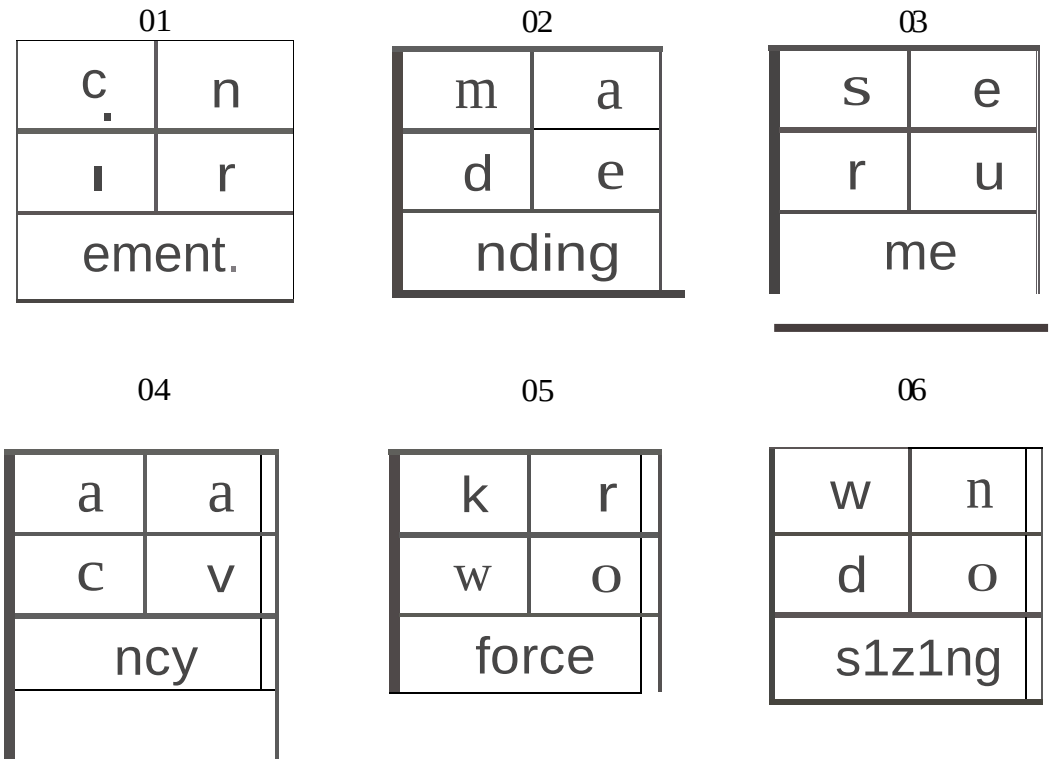
Tips for effective communication in workplace:

1. Speak clearly and assertively
2. Listen to your co-workers
3. Ensure accuracy to build trust
4. Share information that's specific and detail oriented
5. Keep your communications brief
6. Follow up important conversations in writing
7. Don't hesitate to ask for clarification
8. Ditch the electronics before and during in-person meetings
9. Make a list of your strengths and weaknesses
10. Learn from your mistakes.

1. WARM UPEXERCISES

1. Career Vocabulary Grid

The following words are related to career. Rearrange the letters to form meaningful words. Write down the words in the space provided on the next page. Also, match the words with the definitions by writing the number in the circles.



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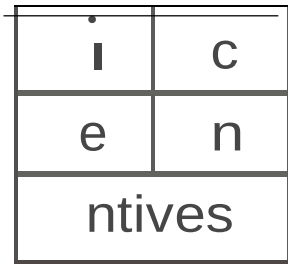

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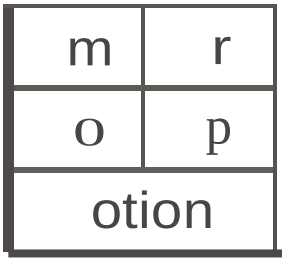

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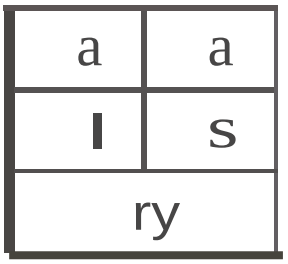

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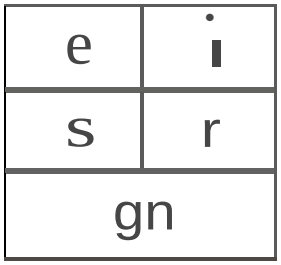

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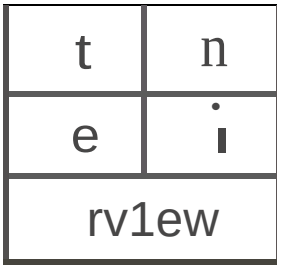

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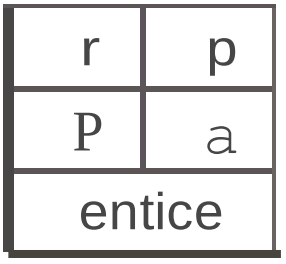


No.Rearrangedwords

01.
02.
03.
04.
05.
06.
07.
08.
09.
10.
11.
12.

Roughwork

Lr. No. Definitions

A. Reduction in the number of people who work in a company to reduce expenses.

B. money that employees receive in the beginning of every month for doing their job.

C. that which is given to encourage workers to do more work.

D. A regular increase in the amount of money that the workers are paid for their job.

E. a job that is available for somebody to do.

F. to officially tell the authorities that one is leaving one's job.

G. needing a lot of skill, patience, and effort.

H. a summary of academic-cum-work history.

I. a formal meeting at which somebody is asked questions to see ifthey are suitable for a particular job or position.

J. A person who works for a fixed period to learn the skills needed in thejob.

K. a move to a more important job or rank in a company.

L. all those who work for a particular company.

Source: Joy, John Love J & Francis M. Peter S. J, Let's communicate 2 – An ESL textbook – cum-workbook for college students. Delhi: Trinity Press, 2016.

2. People at work - who's who

Given below are job-related words / abbreviations. Go through the list and match the words with their descriptions given on the following page by writing their letters in the appropriate boxes

Word list

a.	engineer	k.	video-jockey	u.	farmer
b.	programmer	I.	manager	v.	butcher
c.	cashier	m.	peon	w.	waiter
d.	professor	n.	receptionist	x.	accountant
e.	umpire	O.	Doctor	y.	broker
f.	ambassador	p.	mechanic	z.	athlete
g.	typist	q.	employee	al.	chef
h.	electrician	r.	plumber	bl.	vendor
I.	advocate	s.	carpenter	cl.	mason
J•	tailor	t.	merchant	dl.	employer

No. Meanings:

1. Receives and pays out money in a bank/company
2. Deals with people arriving at or telephoning a hotel
3. Serves customers at their tables in a restaurant
4. Lives in a foreign country as a senior representative
5. Is a university teacher of the highest rank
6. makes sure that rules are not broken in a game
7. Presents programmes on TV channels
8. Repairs engines of motor vehicles
9. Uses scientific knowledge to solve practical problems
10. Keeps or checks financial accounts
11. One who types letters, memos etc.
12. Writes programs for computers
13. Treats people who are ill or injured
14. Pays the employers to work for them
15. Cultivates and manages land
16. Kills animals and sells them as meat in a shop
17. Competes in sports such as running, jumping
18. Sells things usually on the street
19. Defends somebody in a court of law
20. Oversees running a business
21. Fits and repairs things such as water pipes, toilets
22. Makes or repairs wooden objects and structures
23. Connects or repairs electrical equipment
24. Does mostly physical work like carrying files etc.
25. Builds or works with stone
26. A professional head-cook in a restaurant
27. Buys and sells goods in large quantities
28. Is paid to work for somebody
29. Buys/sells for another in exchange for a commission
30. Makes suit, jackets for individual custom

Source: Joy, John Love J & Francis M. Peter S. J, Let's communicate 2 – An ESL textbook – cum-workbook for college students. Delhi: Trinity Press, 2016.

SPEAKING SKILLS

Academic Power Point Presentation

Pre-text task – Vocabulary

brainstem	*potential explanation*
data collection	*clip arts*
parameters	*video clips*
quantitative analysis	

Power Point Presentations have come into vogue more than a decade ago. Not only in educational institutions, but in business scenario also it has established its importance. Yet, for the students who do the presentation for the first time, there occurs a fear in them to speak before a large gathering. This article guides the students to overcome their fear and to take up the task actively and enthusiastically.

Before preparing the presentation, it is important to decide what the main message is going to be. This central idea is the core around which all other ideas revolve. For instance, in academic presentations the central idea will be the thesis statement, in business presentation it will be the product or services offered. In any case the content must be prepared before the power point presentation.

Plan the structure of your Power Point Presentation

Now that you know what information must be included, begin to plan the structure of your presentation. You will want to plan as much of your speech and slides on paper as possible. Outline not only your speech but your slides as well.

- The structure of an academic presentation should follow roughly the same structure as an academic paper, first introducing your main point, supporting it with evidence, and then a short conclusion.
- For business presentations, Guy Kawasaki (a notable business adviser and marketing guru) suggests this standard presentation structure:
    - The Problem
    - Your solution
    - Business model
    - Underlying magic/technology
    - Marketing and sales
    - Competition
    - Team
    - Projections and milestones
    - Status and timeline
    - Summary and call to action

- Future

Making PPT effective:

1. Write out your speech before you start making the PowerPoint:

It's hard to make a presentation if you don't know what you plan to say. Brainstorm what you plan to say and break it into chunks. Then, make an outline or jot down notes for yourself. You might even create a short script.

2. Use your outline or notes to help you decide what needs to be included in your slides. **The following points may be considered for academic presentation:**

- Introduction or Overview
- Theoretical Framework or Research Question
- Background or Literature Review
- Background or Literature Review
- Methodology or Case Selection
- Discussion of Data or Results
- Analysis
- Conclusion

The outline structure of a presentation resembles the structure of a research work. Academic presentation always aims or focuses on some finding or innovation. Make your presentation also creative and informative.

3. Be informative and innovative

In the presentation, refer to the existing literature and give background information on a particular case with which the audience may be familiar. Your background information should only include what is expected or needed by the audience. In your15-minute presentation, after formal introduction and literature, you need to be discussing your data or case study. At conferences, people are there to learn about your unique contribution and not about another person's work. In some places you can narrate your experiences in collecting data. Add humor, wherever necessary, to avoid sounding monotonous.

4. Rehearse:

Take rehearsal as you need before you deliver your presentation. Practicing makes it flow better. You can't practice too many times. Prepare your material according to the time allotted for you. No more. Even if you only have a few minutes left, you need to finish within the allotted time.

5. Use Photos, Pictures and graphs:

You can use pie charts, graphs or bar charts when discussing any quantitative analysis. Also, use photos, pictures, videos, music, and clip arts wherever necessary. Sometime pictorial explanation reaches the audience with ease. Relevant video clips can also be used to make the session lively.

At the end, give a recap of all the points that you had explained in your presentation.

6. Challenges:

Be assertive in your tone while delivering the material. Never get distracted from your focus on speaking out the content. While rehearsing, think of the possible questions that may be thrown to you regarding the subject and you should be prepared to answer everything.

Points to be avoided in a Power Point Presentation

1. Don't overload materials:

Avoid presenting all the information in one slide. Overloading a slide with too much information will tend to give a cumbersome appearance. Limit content to bullet points.

2. Limit the number of slides:

Keep minimum number of slides to make your presentation effective. Too many slides would make the audience weary of it and they may tend to get distracted

3. Do not read the slides:

Always keep eye contact with the audience. While doing the presentation, don't read from the slides, instead, you can keep flash cards, or a printout of your presentation.

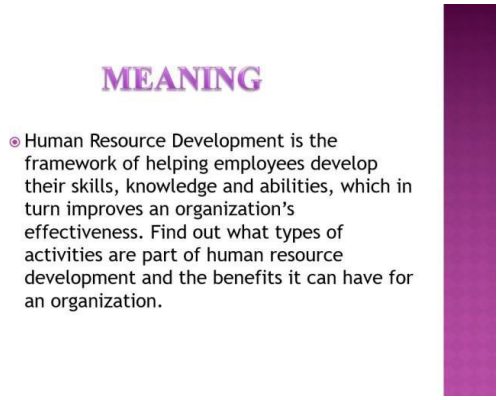
4. Use professional format:

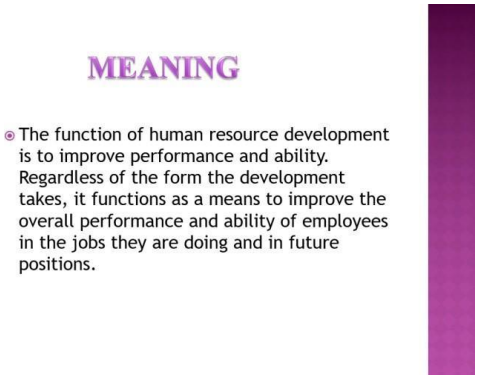
Make your slides captivating and innovative. Don't use visuals that distract the attention of the audience from the topic. Don't use multiple fonts. Stick to a particular readable font throughout the presentation.

Consider the following sample presentation. Observe its structure and outline your own presentation. Explain the outline to the class.

Sample Power Point Presentation no.1

(Source: Dr. Saravanadevi R. Associate professor & Head of Dept of Management, GAC, Kumarapalaym, Erode, Tamil Nadu)





Sample Power Point Presentation No.2

The topic of this presentation is Free Consent in Commercial law. As students of Commerce & Management you may be expected to design your presentation after this model. Read carefully and learn to make your subject presentation at its best!

(Sorce: Dr. Hema A.S. Asst. professor of Commerce, GAC(W), Salem, Tamil Nadu)

The above two sample presentations are provided in text format. Now, you will get a visual presentation by clicking the link given: https://youtu.be/0srjdRDh99Y

It is a presentation hosted by Jim Riley on YouTube. The topic is Marketing: Segmentation – Targeting and Positioning. Listen to the video presentation attentively and enhance your knowledge of designing such presentations in your subject as well as workplaces too. At the end of this unit, you will be asked questions related to this video presentation.

Post reading Task I

Answer the following in about 30 words each:

1. Give the structure of a business presentation.
2. Write the formula of an academic presentation.
3. Why should the content be informative and innovative?
4. What are the challenges that you might face while doing a presentation?
5. What is the necessity to rehearse before doing a presentation?

Task II

With the help of the sample presentations provided in the text, prepare your own presentation on any topic of your interest, and present it in your class.

Task III

After listening to the video hosted by Jim Riley, on Marketing - Segmentation- Targeting and positioning, answer the following questions in about 30 words.

1. What is market segmentation? Mention its main categories.
2. Write about the benefits of effective market segmentation.
3. Explain the drawbacks of market segmentation.
4. What are target markets and its main strategies?
5. Explain market positioning with examples.

Task IV

Form groups of five among your classmates and discuss the following topics. Prepare essays adding your own ideas also.

1. Positioning and competitive advantage
2. Possible positioning strategies

READING AND WRITING SKILLS

1. Product Profile

PRE-TEXT TASK – VOCABULARY	
reputation	*trustworthiness*
marketing	*credentials*
indispensable	*surveillance*
robust	*sustainable*

A company profile is a short piece of writing which introduces the company to someone who might be unfamiliar with it. The purpose of a product profile is to furnish basic information about the company, its products, product description, performance, reputation, etc. When a product is aimed at selling, online or offline, one of the key factors is the product description. In business, a product sale depends on advertising and marketing department's way in promoting the sale.

Product Description:

While describing a product, the following points are to be noted:

1. Target audience
    - The target audience to whom the product is to be sold and their buying capacity, location, and literacy level.
    - If the company has an online access, a team can be appointed to monitor and gather the information of the people who visit the company's website. An online enquiry form may be provided to identify their demographic using Google Analytics.
    - When a new brand of a product is to be introduced in the market, try to connect your item to the target customer's lifestyle and utility.
2. Features of the product
    - Design a list of the benefits of the products and link these to the customers' needs.
    - Explain the exceptional features of the product
3. Appeal to the senses
    - Specifics are important in selling a product. So, creating an imaginary sensory experience of using the product is important.

Sample Product Profile

Read the fictitious profile given below:

Sunshine Enterprises is a domestic lighting and security provider established in 1989. We have considerable expertise in sustainable lighting including solar lighting. Our company is reputed nationwide for its products and services. Our products are recognized and trusted across the world. Our company recruits employees in large scale every year to manage the production.

A brief Profile of the company:

Type	Public
Purpose	Lifestyle (safety & security)
Established	1989
Founder	Mr. Sharma
Headquarters	Bangalore
Area covered	India
Products	LED lights Solar lights Surveillance cameras
Credentials	ISO certified
Website	sunshineco.in

Product Profile

Name of the product: Sunbeam LED lighting integrated security camera

Product Description:

We believe that proper lighting and security are essential for every house. With this in mind, we have developed a Sunbeam LED lighting system integrated with security system that is efficient, economical, and eco-friendly. Soon, we hope to be patented for this new product. Nowadays, providing adequate security and surveillance to houses has become indispensable need for everyone. Sunbeam knocks out the need for a separate security camera network by compacting surveillance with lighting. Using inbuilt cameras and wireless cloud technology, the Sunbeam system can be used to set up a site-wide security system which can be monitored locally or remotely.

Our products are highly customizable and we have a dedicated team to provide prompt service to any part of the country. We are committed to the society and to the environment. All our factories and offices are exclusively for sustainable energy sources and our products are certified as recyclable.

(Source: Google images: CCTV camera with LED lights)

Robust features:

- Solar energy supply, recyclable, and power saving
- Bullet camera with stylish and unique design
- Built-in 8 pcs LED lights to provide adequate lighting even in heavy darkness
- Metal case, iP65waterproof
- 90-degree rotation solar panel

Both the models are white in color, made of lithium battery, rechargeable, and replaceable. Our products are ISO certified. Both are waterproofed and weather proofed. The company aims at upgrading the existing models to attract worldwide customers. It plans to start its branches in a few more cities of other states.

Perception:

This profile establishes the trustworthiness of the company by stating that it has been in operation for seventy years. The main products and services offered by the company are also introduced here. The credential of the company being ISO certified is also mentioned. The best practices one of which is their commitment to environmental issues, is also pointed out. The profile closes with a brief outline of the company's objectives and future directions. This indicates that the company is eager to achieve more in its field.

Post-reading task – 1

1. Enumerate the components mentioned in Sunshine Enterprises' (SE) profile?
2. What are the special features of the Sunbeam LED lighting integrated security camera?
3. Mention the robust features of the specified product.
4. How do you know that the SE is committed to the environment?
5. Write a note on the points to remember while describing a company product.

Task – 2

Design a profile for a brand-new coffee product of your desired company. Compare your profile with other groups.

2. Writing a Circular

PRE-TEXT TASK	VOCABULARY
luncheons	*implement*
intimating	*informative*
adhere	*geared*
queries	*stake*

Circulars or fliers are an effective way to communicate in an organization. In general, companies, organizations or even educational institutions use circulars to implement policies or invite employees to meetings or sometimes to luncheons. Circulars can also be used to promote new products. Circulars are written to inform the stake holders the matters of general interest. Circulars serve a lot of benefits to both the sender and the receiver. The success of a circular in business communication depends on its distribution.

Advantages of Circulars:

Circular is the fastest way to pass information among the stake holders in an organization or a company, whether it is in printed form or digital form. Circulars enable the efficient transfer of information. For example, a company needs only a few lines of subject to inform employees about a seminar.

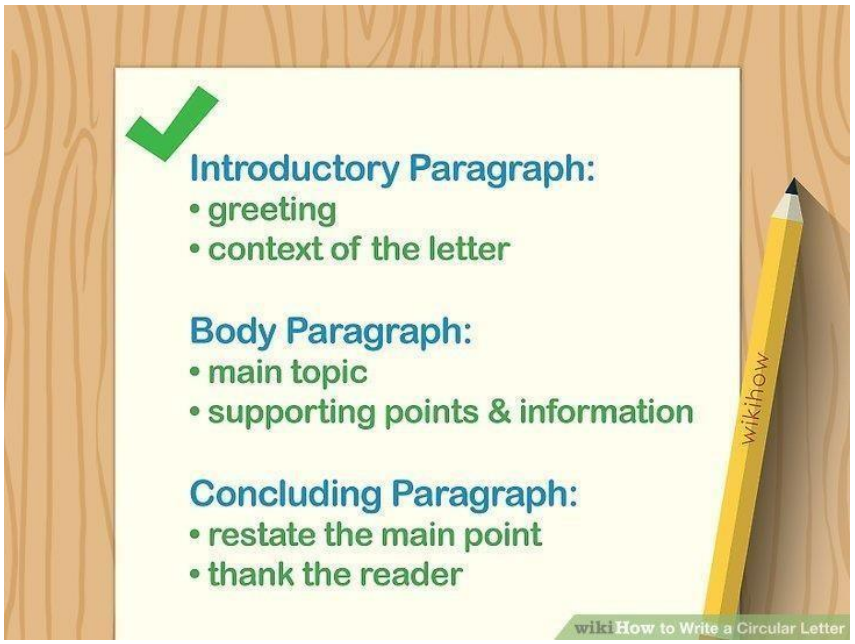
Circulars aimed at specific target group are highly effective. For example, a circular inviting the company stake holders or specific department's employees to learn database management is geared toward marketing research managers and computer programmers. If the company or organization publishes its own newsletter, circulars can be made to appear in them, for those who did not receive them on the specific date. Circulars are inexpensive and timely in delivering or conveying the intended messages.

A Circular identifies the right audience as it has a wider dimension and reach. It can be referred to as a legal document with the designation of authority and therefore acts as a permanent record.

Key features to make an effective Circular:

1. A Circular is a small piece of business, professional or organizational communication made with the purpose of intimating important or urgent information to be conveyed to its stakeholders.

2. It is normally sent by the company/ organization managers or head of the office.
3. Circular can be inter-departmental or inter-office depending on the need to be sent and the number of people involved in it.
4. The sender is expected to be very clear with the messages to be conveyed to the target group.
5. A circular should contain all the information about the subject to be conveyed.
6. When a circular is meant to promote a product, the company can use catchy captions to attract the readers.
7. A circular is sent to a wider audience and is a formal circulation. Therefore, care should be taken to avoid any ambiguously.



(Image Source: WikiHow: How to write a Circular Letter)

Here is a sample circular of a company to inform the revised working days:

ABC Company

Circular no. 15 **Date:19.8.2020**

Revised working days

Dear employees of ABC company,

This is to inform you all that there will be a change in the working days of our company. So far, we have been working from Monday to Friday (only 5 working days in a week) with the working hours of 9.00 a.m. to 5.00 p.m. It is felt necessary to revise or increase the working days by adding Saturday as a working day, without altering the existing working hours. The need had occurred due to the loss of working days we met due to the pandemic situation. Hope everyone understands the need of the hour and will extend your cooperation without compromising on the quality of work. The revised working days will be as follows:

- Working days: Monday to Saturday (except holidays)
- Working time: 9.00 a.m. to 5.00p.m.

All employees are requested to take a note of this change which will come into effect from this Saturday i.e., 22.08.2020. You are requested to strictly adhere to the revised working days and defaulters will be subjected to action. Kindly contact the HR department to address your queries.

Thanks!
CEO
ABC Company.

Post reading tasks:

1. Imagine yourself as a HR manager of Sun Technologies. Send a circular to your employees asking them to assemble for a meeting to discuss about the upcoming auditing in the company. Write in 200words.
2. Answer the following in about 30 words each:
    1. What is a flyer?
    2. To whom is the circular sent?
    3. Who drafts the circular?
    4. What is the purpose of a business circular?
    5. Why should a circular be objective?
3. In about 100 words write about the advantages of sending a circular.

READING and WRITING

3. Writing minutes of a meeting

PRE-TEXT TASK - VOCABULARY	
disputes	*dissenting*
reliable	*enumerated*
unbiased	*freebies*
unambiguous	*agenda*
prudent	*abstention*

Minutes of a meeting are record of documented proceedings of discussed issues in a meeting. It includes the decisions taken and the action plan which needs to be recorded soon after the meeting. While writing the minutes one must be careful in documenting what transpired during the meeting, since they become authentic evidence. In some legal disputes, minutes can serve as a reliable document. The person deputed to draft the minutes should take down hints or notes during the meeting so as not to overlook even small issues discussed in the meeting. The minutes serve as a useful reference for anyone who was unable to attend the meeting. So, the minutes of a meeting also serve as a reference material for the future.

The following are some points to be noted to make the minutes of a meeting reliable and trustworthy:

- The minutes should be written objectively and in an unbiased manner using clear language to avoid ambiguity
- It is prudent avoid using abbreviations and excessive technical terms to enable the readers to understand the concepts easily
- It is desirable to not mention the name of a particular member while writing about the discussion on a particular subject (unless it is necessary for future reference). It is enough to record only the happenings and resolutions made at the meeting and avoid mentioning who caused that action.
- The minutes should be written immediately after the meeting to avoid omission of any relevant points.
- All the events or happenings should be recorded in the order they occurred.
- If any member needs any correction to be made in the minutes of a previous meeting, with the consent from all members, it can be carried out in the minutes of the current meeting with necessary adjustments to the minutes of the previous meeting under consideration.

The structure of the minutes:

The minutes of a meeting typically comprises of the following components:

- Date, time, and place of the meeting
- Names of those present
- Names of those unable to attend
- Topics discussed
- Members opinions or suggestions
- Any dissenting
- Decisions arrived
- Action plan
- Tentative date of next meeting
- Distribution of the minutes to those present and getting it signed

(Image source: WikiHow: How to Take Minutes)

The minutes, thus, become a recorded document of the important decisions taken, and methods and motions adopted in a company or organization.

Sample minutes of a meeting in an organization:

RAINBOW MALL

MINUTES OF THE EXECUTIVE COMMITTEE MEETING

Day & Date:	Wednesday, 14th October 2020
Time:	4.00 p.m.
Place:	Executive Conference Room, Hotel Ashoka, Chennai
Present:	Mr. Gupta - Chairman

The following Executive Committee members:
Mr. Narain Das
Mr. Ravirajan
Ms. Deepti
Ms. Kalpana
Mr. Raghav
Mr. Ashok

In attendance
Mr. Ajit, Secretary
Ms. Abhinaya Sri, PRO

Apologies:
Mr. Khanna
Ms. Suji

The Chair welcomed members to the

meeting. Draft Minutes of the Meeting:

Minutes no.1

Motion: Confirmation of the previous meeting minutes.

Decision: The minutes of the previous meeting were approved as an accurate record with the consent of the members present.

Minutes no.2

Motion: Appointing a HR manager at Trichy branch, proposed by Mr. Karthik

Decision: Mr. Karthik presented the details of the interview conducted for the post of HR manager for Trichy branch along with the recommendations of the interview panel. It was accepted to appoint Mr. Arun to this post.

Minutes no.3

Motion: Constructing a children's park near the car parking area, proposed by Mr. Sathish
Decision: The members discussed the pros and cons of such a park. Mr. Sathish, one of the EC members enumerated the benefits of children's park in a shopping mall and explained the members that such an idea would enhance the sales in all shops, as it would allow parents to shop freely. The proposal was accepted as a positive step for the growth of the mall.

Minutes no.4

Motion: Announcement of freebies and offers during festival times, proposed by Mr. Shiva

Decision: The committee decided to announce freebies and offers for the upcoming festivals. The items to be given as freebies and the amount of offer were also discussed and finalised.

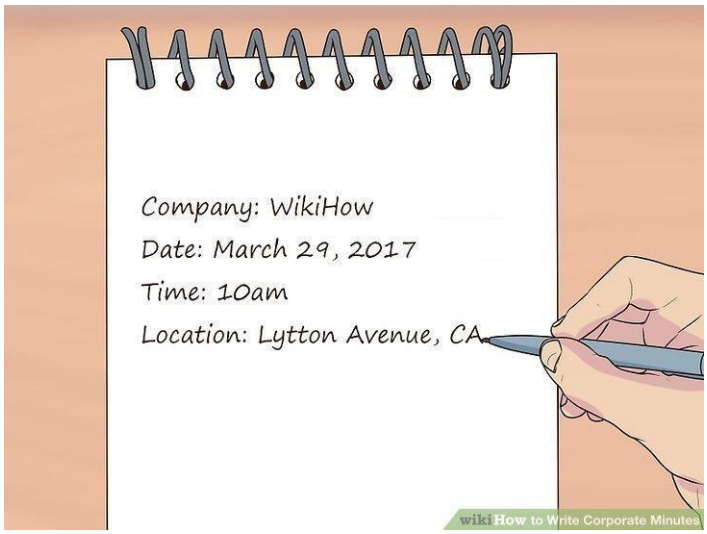
Minutes no.5

Motion: Date of next meeting

Decision: It was decided to meet after a fortnight and the meeting was adjourned.

Writing Corporate minutes

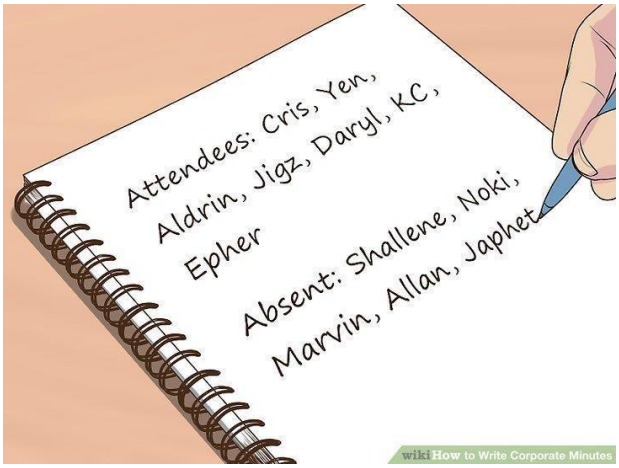
Corporate minutes of shareholders meeting or directors' meetings are mandated by law. These minutes may be referred to when there are lawsuits and key information is required. Therefore, detailed notes must be taken in corporate minutes. Also, it is required to complete the minutes immediately and obtain approval from the board.



Tips to write corporate minutes effectively:

1. Note details about the meeting. Before the meeting starts note down the following details:

- full name of your company
- date and time of the meeting
- location of the meeting



2. **Write down who attends.** Make a list of those members attending and those not attending the meeting. Include any guests or consultants who have been invited.

- Note any late arrivals or the time when someone leaves the meeting early.
- Also write down who is conducting the meeting and whether a quorum was present.

3. **Record the meeting's purpose:**

A meeting's purpose maybe varied. They are as follows:

- annual meeting for directors and shareholders
- meeting to determine employee hiring
- meeting to discuss compensation
- announcement of new officers
- issue stock
- discussion of financial activity, such as a new bank or line of credit

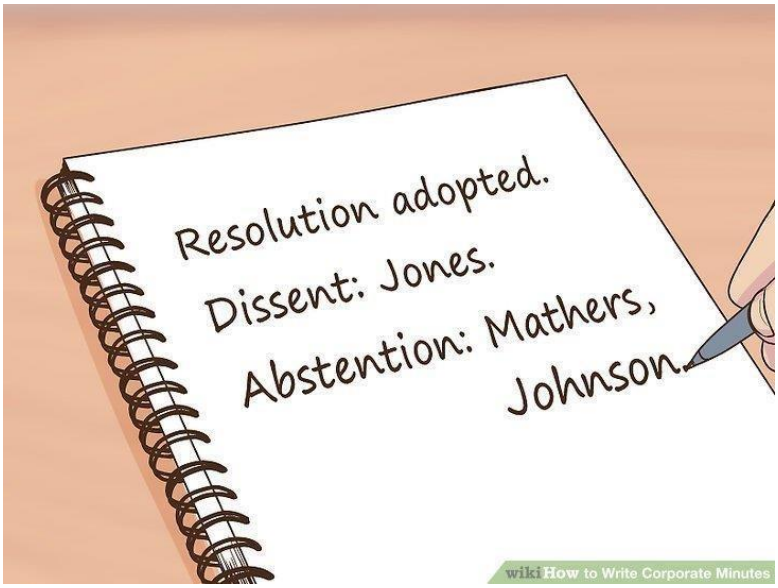
4. **Note whether prior minutes were accepted.** The minutes of the previous meeting should have been distributed to the members in advance. The first motion will be to confirm the business arising from the previous meeting. Write down the vote.

    - If someone objects to the minutes, discussion may ensue. Make a note of the discussion and the changes to be made.

5. **Take notes of discussion on agenda items.** Detailed notes on the discussions should be taken down. Words should be accurately recorded. Active listening is very important.

    - Avoid trying to take down a word-for-word transcription. If for instance a person opposes a point and explains why for a long time, it is sufficient to note that the point was opposed and to state the reason.

- Note what documents the attendees are looking at. All documents that are circulated among the attendees should be noted and a copy of the same should be attached with the minutes.



6. **Record the vote on items.** If voting is included as apart of the agenda, it must be recorded in the minutes along with the details of those who are absent and who decline to vote.

- Generally, most resolutions will be adopted unanimously. However, the names of dissenters should be recorded. This is very important.
- For example, you can write: “Resolution adopted. Dissent: Raja. Abstention: Amuldas, Vakrie.”

7. **Record the adjournment.** The time the meeting is adjourned should also be recorded. If the schedule for the next meeting is decided that also should be noted.
    - For example, you can write, "The next meeting was scheduled for July 1, 2016, time and place to be determined. The meeting adjourned at 6:16pm."

8. **Type the minutes as soon as possible:** You might have taken handwritten notes while sitting in the meeting. As soon as the meeting is over type out the minutes so that you will remember the essence of the proceedings.

9. **Circulate your draft minutes.** Your draft needs to be reviewed. Follow your corporation's policy. You might need to produce your draft to the higher authorities in the management who would take a call regarding the minutes. The minutes may be modified as per the recommendations from the head of the management such as the CEO, the EFO etc.
    - You may then need to distribute the draft to a broader group of management, which may also have comments.
    - Finally, you will distribute the minutes to the full board since they will be voting on the minutes for the next meeting.

10. **Store your approved minutes:** You don't have to file your corporate minutes with your state. Minutes should be documented carefully and stored for future references at least for a span of seven years or according to the company policies. It should be retrievable any time it is required. Therefore, organizing minutes of meetings in well-designed filing system is essential.
    - If your minutes incorporated a document by reference, attach the document.
    - You should also discard any drafts of your minutes including the electronic versions after the final version has been adopted.

(Source: WikiHow: How to write Corporate Minutes)

Post reading tasks:

1. Answer the following in about 30 words each:
    a. Define 'minutes of a meeting'
    b. Enumerate the points to make the minutes reliable and trustworthy.
    c. Write the structure of the minutes.
    d. What are the decisions arrived in the meeting of Rainbow mall?
    e. Bring out the necessities of writing corporate minutes.

2. Describe the methods to write effective corporate minutes. (in 200words)
3. Imagine yourself as an assistant manager of your company and prepare the minutes of a meeting recently held in your office. (in 200words)

WRITING SKILLS

1. Writing an Introduction for an academic essay

Pre-text task- Vocabulary	
trivial	*foresee*
humorous	*appraise*
philosophically	*consistency*
jargons	*over-burdened*
cliché	*reiterate*

Essays can be written on any topic, serious or trivial, concrete, or abstract. The tone and style also may be humorous, ironic, or factual. While writing an essay, it is essential to understand the meaning and scope of the topic. Begin the essay with an appropriate introductory paragraph, introduce the main theme of the essay and indicate its scope. It is always good to begin any piece of writing with a definition or an interesting and relevant anecdote. One should avoid introductions that plunge into the discussion right in the beginning itself. The writer should be scrupulous to avoid long, irrelevant, flashy, or abstruse introduction. Therefore, while writing the introductory part of the essay, certain points may be adopted to make it comprehensible and lucid.

Tips for writing effective introduction

1. Keep your introduction brief and effective.
2. Avoid starting abruptly or too philosophically.
3. Define or explain the title in a precise, specific way.
4. Use quotations, dictionary meanings, statements, or sayings to introduce the reader to the main idea.
5. Don't take sides on an issue or sound prejudiced in your approach.
6. Avoid jargons, clichés, and bombastic beginnings.
7. Don't present enigmatic ideas in the beginning itself.
8. Use simple language with concrete thoughts.

A good introduction

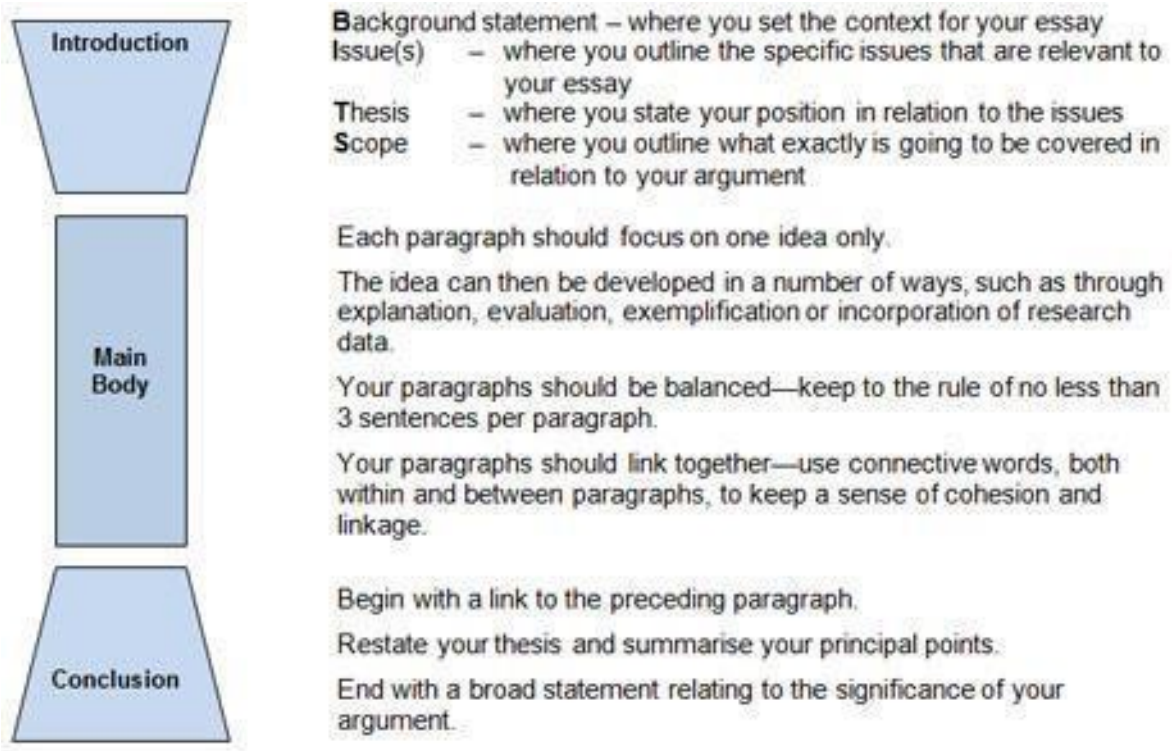
- Catches the reader's attention and gets the reader interested in what is going to follow.
- Makes the reader know what the general topic of the writing is
- Tells the reader specifically what the main idea of the writing is.

Writing an introduction for an academic essay:

- An introductory paragraph of an essay of your subject can be especially problematic for those students who rely on theoretical knowledge instead of putting their practical thinking to test. For example, the study of management needs practical skill, and so, an introduction for management essay cannot be based on pure theory. Even when the problem is quickly introduced, one needs to highlight the practical meaning of the questions in discussion. Creative thinking skills are essential to star the essay.
- After you've managed to hook the reader with the practical relevance of your subject, you can continue to a summary of the problem you plan to discuss followed by a full overview of the aspects you are going to analyze.
- Finally, you are to proceed to a thesis statement, which is — basically — the main argument of your entire paper. You are going to discuss it in greater detail in the main body of your management essay.

When writing an introduction, you should typically use a 'general to specific' structure. That is, introduce the problem or topic the essay will address in a general sense to provide context, before narrowing down to your position and line of argument.

Structure of an essay



(Image Source: Writing Essay.jpg-wikimedia commons)

The introduction of an essay must be substantial. It should stimulate an interest in the reader to anticipate the content of the rest of the paper such as the paragraphs that follow and the conclusion.

This will be possible onlywhen the introduction presented is clear in the theme and concept and prepare the reader for the facts which will follow.

To give a good introduction you must revise your writing many times. First drafts that can't be improved in some way by editing and reviewing are rare to nonexistent. The first draft should be followed by reviewing and revising. This will entail checking grammar, spelling, and punctuation. You should ensure that the writing style is simple, precise, and concise. Remove irrelevant information or sentences. Check if ideas are repeated. If any part of the sentence is ambiguous rewrite it. The first part of an essay is very important as it not only sets the tone for the essay, but it also will aim at sustaining the reader's interest. Much work must be done in this part.

2. Paraphrasing an academic essay

Just like the introduction of an essay, the summarizing or paraphrasing of an essay is also vital. Sometime, improper paraphrasing may mar the entire essay. While a summary will give a general idea of the essay a paraphrase will add more details. Though paraphrasing occurs at the end of an essay, it should be constructive and impressive

Tips for developing a good paraphrasing:

- While paraphrasing, you are supposed to reinforce the ideas already established in the main body of your essay. So, inclusion of any new idea or thought should be avoided.
- Concluding points or ideas should be forceful and dynamic.
- Don't elaborate on a single point of an essay alone; rather cover up all the ideas illustrated in the entire paragraphs.
- The paraphrase should comply with the discussion found in the body of the essay.
- Concluding sentences should be optimistic and agile.
- Paraphrasing paragraph should be crisp, short, and provoke inquisitiveness in reader to probe deep into the subject.
- It is always good if you give your own ideas at the end instead of citing quotations from other sources.
- Conclude the essay with proper convincing statements and don't leave abrupt statements.

Develop an understanding of the original text. Read the paragraphs that you need to summarize several times. Get a complete understanding of the ideas in it. Identify words that are difficult and find out the meaning. Thus, you will be able to use the most accurate words when you summarize.

Change the original word choice. One rule of paraphrasing is to write in your own words. Here is where you need to explore your unique style in writing.

There are several ways to paraphrase. Since each writer has her/his own unique style therefore there is no one right way to paraphrase.

The introductory paragraph and the paraphrased paragraph too should reiterate the main points. The force with which you express the concluding ideas are especially important, because the merit and credit of your complete essay solely depends on the way it is paraphrased. For a good essay, the concluding part should include suggestion or call for action, prediction (positive or negative outcome) and a question. Try to provide innovative statements in the concluding paragraph, so that the readers may be inspired to take up further studies in that specific area. By all these methods, you can make your essay more comprehensible, focused, and forceful.

Read the following sample essay:
(Source: Dr. Saravanadevi R. Associate professor & Head, Dept of Management, GAC, Kumarapalyam, Erode, Tamil Nadu)

POTENTIAL APPRAISAL

Business organizations always aim at placing right people in the right place at the right time. This can be achieved by potential appraisal or evaluation. Through a potential appraisal, unutilized ability may be identified. It is the latent capacity and qualities that is found in a person when a person is at work.

The objectives of potential evaluation are to promote an employee to higher levels of jobs involving higher order or responsibilities. The employee can effectively discharge these tasks without being over-burdened and stretched. It also assists the organization to allocate jobs among employees as per their capabilities so that organizational responsibilities are discharged effectively. Through its foresight into the future, it can enable the individual and the organization to grow. Potential appraisal and performance appraisal must go hand in hand. It is also an important tool for Human Resource Management.

Potential appraisal is used in several human resource management functions such as human resource planning, career planning, succession planning, promotion/ termination, decisions and employee training and development.

In this context, potential means a prospective employee who is capable to undertake different challenging assignments. Potential of employees need to be discovered for organizational effectiveness. Organizations must aim to utilize the full potential of the workforce, institute an environment to unleash the latent creativity, create conditions promoting innovation and team working, and so forth. This also helps in identifying potential leaders in an organization.

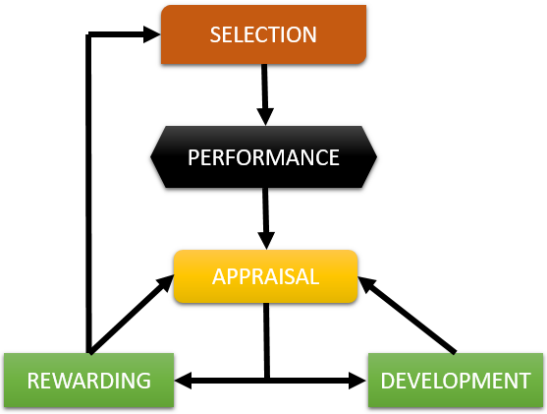
(Image source: Project management planning – Free photo on Pixabay)

A potential employee is characterized by the following attributes:

1. Ability to foresee future opportunities.
2. Consistency in approach and performance.
3. Responsive to conditions whatever come in the way.
4. Person with high level of integrity.
5. Broader vision and micro perception.

Once the potential evaluation is made it is easy to place the employees in any of the following classes:

1. **Low Potential – Low Performance.** These employees are low on both dimensions. They should be nurtured to improve their levels.
2. **High Potential – Low Performance.** They are given new opportunities in new department or in a new location. Failure to perform will incur reclassification and planned separation.
3. **Low Potential – High Performance.** They called solid citizens. They are encouraged to do well in the current positions.
4. **High Potential – High Performance.** They are the stars of the team. They are given more opportunities related to development.



However, it is the prime duty of Human Resource Manager to appraise the hidden talents and potentials of every employee and identify the potential class that each employee fits in. In this manner the right talent will be utilized for the right purpose.

Post –reading task 1

Say whether the following statements are true or false:

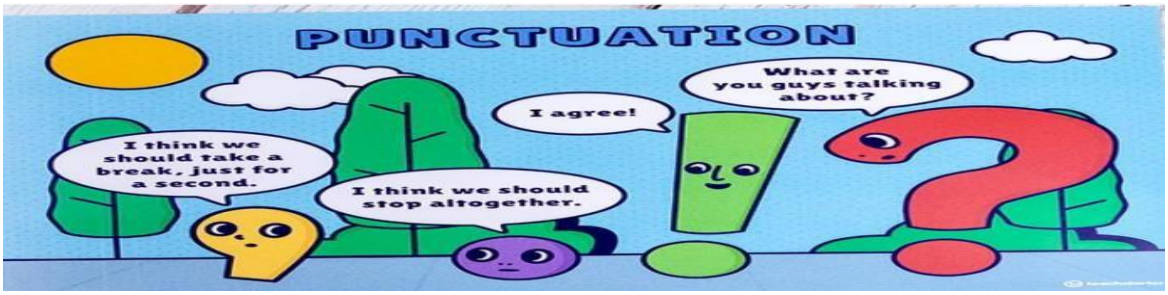
1. Any writing will be good if it begins with a definition or an anecdote.
2. An introduction of an essay should belong.
3. An introduction should not reveal the main ideas of the upcoming passages.
4. For management students, pure theoretical knowledge is not enough to deal with their problem of study.
5. To give a good introduction, revising the written item is essential.
6. Paraphrasing means conveying different messages.
7. You should not include any new ideas in paraphrase.
8. You need not understand the original text to paraphrase.
9. The merit and credit of the entire essay depends on the way it is paraphrased.
10. The paraphrase should be brief and forceful.

Task 2

"The spread of e-commerce during this pandemic period is faster than the spread of the virus"- Write an essay providing a proper introduction and a paraphrase in about 200 words.

WRITING SKILLS

Punctuation and Capitalization



https://www.teachstarter.com/au/blog/26-punctuation-resources-activities/

Punctuation

The system of signs or symbols, such as full stop, comma, and exclamatory mark, used in written language is called Punctuation. Punctuation marks show a reader how a sentence is constructed and how it should be read. Every sentence should include a capital letter at the start, and a punctuation mark at the end.

Why Punctuation matters?

Life would be confusing without proper punctuation.

Look at these sentences

1. some people find inspiration in cooking their families and dogs

Vs.

Some people find inspiration in cooking, their families and dogs.

2. lets eat grandpa

Vs

"Let's eat, Grandpa!"

The sentences convey ***totally*** different things as per the proper usage of punctuations.

For the sake of family members and Grandpa's life, use proper punctuation. Punctuation saves lives and keeps people alive!

3. Now, this is a big one. Consider the following sentences. Note how the meaning changes drastically when the position of the comma changes.

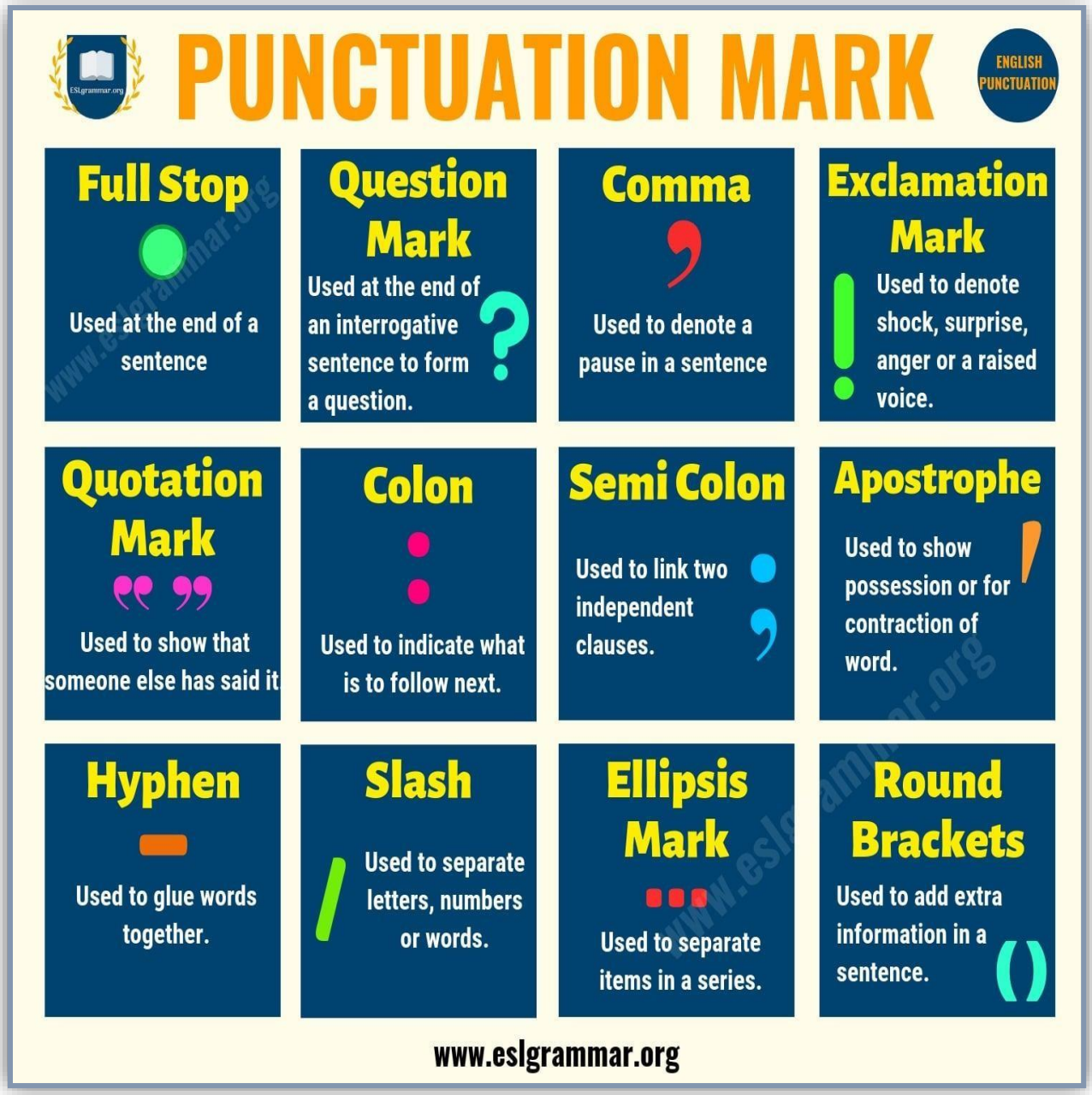
a woman without her man is nothing

"A woman, without her man, is nothing." (A woman's success is because of a man)

Now, let's change up where we're placing the punctuation:

"A woman: without her, man is nothing." (A man's success is because of a woman)

Here is an infographic on various punctuations used in English



CAPITALIZATION

Capitalization is one of the most basic and important elements of writing. Capitalization draws the reader's attention to names, titles, and more. Capitalization also marks the start of new sentences and new paragraphs, provides signals to the reader, and helps to create a structure and a hierarchy in written language.

Basic Capitalization Rules

1. **Capitalize proper nouns.**

- To indicate the names of people, such as Vijay, David, or Anwar.
- To denote the names of months and days, such as January, August, Sunday, Thursday
- To denote days of national/international importance, such as Independence Day, Women's Day

- Finally, proper nouns also include the names of buildings, landmarks, and companies, such as the Leaning Tower of Pisa, the Statue of Liberty, or Verizon

2. **Use capitalization with proper adjectives.**
   - Indian, American, Italian, German
3. **Capitalize titles of works.**
   - A Tale of Two Cities, Titanic, Ode To A Nightingale, Beats
4. **Use a capital at the beginning of a sentence.** The first word of every sentence should be capitalized, regardless of what kind of word.
5. **Capitalize the first word of a full sentence in a quotation.** Sentences appearing within quotes also should have a capital letter in the beginning.

She said to me "Do you feel alright?"

6. **Use capitalization when referring to a period or an event.**
   - The Chola Period.
7. **Capitalization with the pronoun "I.**" One of the most notable words to make sure to capitalize is the pronoun "I." I refer to oneself. This is a unique and specific usage.
8. **Capitalize family relationships.**
   - Aunt Preethi" or "Cousin Ajith."
9. **Capitalize people's titles.**
   - Mr. Ms. Miss, and Dr.

Remember these punctuation rules while writing:

PUNCTUATION RULES

ENGLISH PUNCTUATION

RULE 1 Every sentence must end with a full stop.

RULE 2 Proper nouns (names of people, places, brands, etc, i.e. unique instances of a class) must always be capitalised.

RULE 3 When you use opening quotation marks, do not forget to use closing quotation marks at the end of the quoted word or phrase.

RULE 4 Quotation marks are when quoting or sometimes to convey irony, not for emphasis; emphasis is conveyed by emboldening or italicisation, followed by an exclamation mark.

RULE 5 Do not use an apostrophe when you are pluralising a word. The plural of toy is toys, not toy's. Apostrophes are used to form contractions (it is = it's) and indicate possession.

RULE 6 The ellipsis, used to indicate variously the intentional omission of a section of text, an unfinished thought, and a trailing off into silence, consists of only 3 dots. It is pointless to add more dots to an ellipsis

RULE 7 As per the rules of British English, any punctuation mark that is not part of a quoted section of text must be placed outside the quotation marks.

RULE 8 Do not link independent clauses with commas. Independent clauses are groupings of words that can stand alone as sentences.

RULE 9 Use a comma after the introductory element of a sentence. The introductory element is a word or a phrase that begins a sentence by providing background, or simply modifies it.

www.eslgrammar.org

Activity 1

Analyse the Story given below and list down the various punctuations mentioned in

the story and write their definition.

E.g.

1. **Comma** – Used for pausing; took its place between words; without the break commas provide,

words run amok, becoming jumbled, unwieldy, and confusing; a well-placed comma can change the meaning of a sentence.

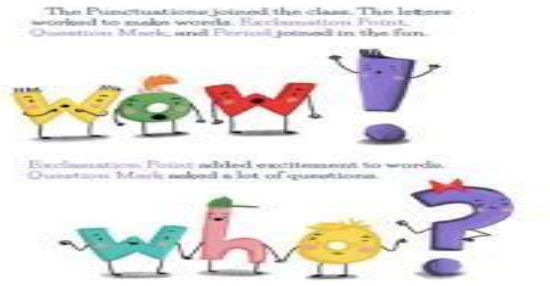
The Day Punctuation Came to Town

Written by Kimberlee Gard | Illustrated by Sandie Sonke

The Punctuations had just moved to Alphabet City and the kids—Exclamation Point, Question Mark, Period, and Comma—were excited about their first day of school. Exclamation Point was in a rush to get there. "'We are going to have so much fun!'" he said. He "was always excited about something." Question Mark was a little more subdued. She wondered if the other kids would be nice and even pondered whether they were walking in the right direction. "Comma kept pausing," and Period said she would let her siblings know when to stop.

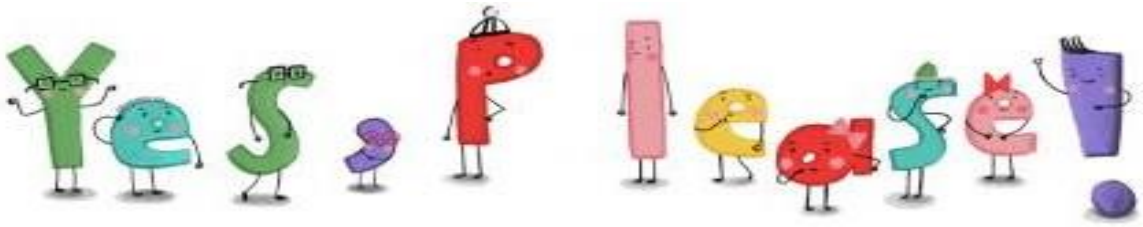
When they got to school and introduced themselves, the student letters were confused. They'd never seen anyone like the Punctuations before. As the letters practiced forming words, Exclamation Point joined W, O, and W; Question Mark helped out W, H, and O; and "Period brought each sentence to a tidy end." For Comma, though, it wasn't so easy. As he tried to squeeze in between letters, he began to feel as if he was just a bother. Undetected, he tiptoed away.

Meanwhile, in the classroom, Exclamation Point had all the letters scrambling to make more and more exciting words. There was a lot of cheering and booming, ducking, and running. Question Mark asked if maybe they shouldn't all quiet down a bit, but no one was listening. Even Period couldn't get them to stop. Pretty soon, there was a huge word pileup. In the next moment it came crashing down and all the letters "tumbled through the door, spilling into the hall." There, they found Comma, who just stared in disbelief. His siblings wondered why he was in the hall instead of in the classroom. Comma told them how he felt. But, "'Comma, without you, things become a disaster!'" Exclamation Point said. Period and Question Mark agreed.



Then his siblings gently reminded little Comma about how each member of their family has a certain purpose. They told him, "'we all work together to help letters and the words they make.'" Once everyone had gone back into the classroom, the letters continued making words. But now Comma took his place between them. When the letters looked confused, he explained that it was his job to keep order and that words and punctuation needed each other to make good and clear sentences.

For children just learning about sentence structure and how punctuation and words fit together to create meaning, Kimberlee Gard's lively story helps them visualize and understand the different roles of each punctuation mark. Coming at the end of a sentence and accompanied by vocal clues, exclamation points, question marks, and periods are more familiar to kids. But what about that comma, which seems to float around here and there? Gard demonstrates that without the break commas provide, words run amok, becoming jumbled, unwieldy, and confusing. Readers will respond to the classroom setting, where the letters work and play together during lessons, and they will be eager to make friends with the Punctuation family themselves.



If any readers think learning about punctuation is dry and dull, Sandie Sonke's vibrant colors and cartoon characters will change their minds. The Punctuations (and their butterfly friend Apostrophe) is sweet and earnest, wanting to fit into the class and make a difference. As the letters form words, the purple Punctuations are easy for kids to pick out, allowing for discussion of their distinct roles. The tangled piles of letters invite kids to make words from the muddle. After Comma realizes his importance and the letters embrace him, the story ends with a familiar and funny example of just how a well-placed comma can change the meaning of a sentence.

Image copyright Sandie Sonke, 2019, text copyright Kimberlee Gard, 2019. Courtesy of Familius.
https://celebratepicturebooks.com/tag/writing-resources-for-kids/

Activity 2

Explore the following websites and complete the Punctuation Marks Graphic Organizer.

Punctuation Tree: http://guidetogrammar.org/grammar/marks/marks.htm

English Club:https://www.englishclub.com/writing/punctuation.htm

Grammar Book:https://www.grammarbook.com/english_rules.asp

Punctuation Marks Graphic Organizer

Write the rules for using each of the punctuation marks below. Each row represents a different rule. In the right-hand column, provide an example of the rule in use.

Symbol (!?, etc.)	Punctuation Name	Rule	Example of Rule in Use

PROFESSIONAL

ENGLISH FOR COMMERCE & MANAGEMENT - II

TAMIL NADU STATE COUNCIL FOR HIGHER EDUCATION
(TANSCHE)

Unit -1 – Communicative Competencies

1. Listening

Pre- task:

Learn some specific business and economics vocabulary!

The lists below are a good general starting point for building your business and economics vocabulary:

Nouns (general)			
Acquisition	Goods	merchandise	restructure
Agenda	Growth	merger	risk
Brand	Incentive	niche	segment
Commodity	Industry	output	services
Correction	Inventory	projection	stock
Deadline	Logistics	prospectus	strategy
Expansion	Manufacturing	report	target

Here is a list of some more particular verbs:

Advertise	Develop	invest	recruit
Allocate	Distribute	invoice	refund
Authorise	Diversify	maintain	report
Calculate	Employ	manage	respond
Compete	Establish	negotiate	run
Control	Estimate	produce	streamline
Delegate	Fund	promote	supply
Deliver	Improve	purchase	target

The list below has some useful adjectives. Note that many of these can also be commonly used as adverbs or turned into adverbs (*).

affordable*	efficient*	offshore	regional*
annual*	financial*	operating	regulatory
commercial*	Fiscal	primary*	retail
competitive*	Fixed	productive*	secondary
Core	holistic*	profitable*	solvent
depreciable*	international*	prosperous*	strategic*
domestic*	logistical*	publicly*	underperforming
economic*	Niche	quarterly*	volatile

Word families

Using different word forms of a particular 'root' word can also give your expression more variety:

Noun	Verb	Adjective	Adverb
product, production	Produce	productive	productively
competitor, Competition	compete (+ preposition)	competitive	competitively
Profit	profit (+ preposition)	profitable	profitably

If you are not sure of the spelling for a particular word form, consult a dictionary like Cambridge Advanced Learner's Dictionary which details various derivatives of a word under the 'Browse List' heading.

Collocations

Developing a good vocabulary is not just about learning words in isolation. Rather, think about groups of words that often go together in print and/or speech. These combinations, known as collocations, are well known and often used by native speakers. In contrast, other combinations may sound unnatural. Some examples below illustrate this:

Natural expression	Unnatural expression
human resources	people resources
customer or client service	buyer service
sales team	sales squad

Nouns

brand/make	cost/expense	overhead/operating cost
cash/currency	customer/client	revenue/return
competitor/rival	employees/workforce	seller/vendor

	Verbs	
allocate/assign	forecast/predict	promote/encourage
calculate/determine	observe/detect	replicate/reproduce
employ/appoint	produce/manufacture	suggest/nominate

	Adjectives	
comprehensive/wide-Ranging	dominant/prevailing	profitable/lucrative
conditional/qualified	financial/monetary	thriving/successful
distinctive/characteristic	fixed/set	unified/integrated

Note too that some words may sound similar or indeed have similar meanings however, it is important you chooseexactly the right word for your purpose. That is, ask yourself are you talking about a 'recession' or a 'depression', the 'internet' or 'intranet' or a 'monopoly', or 'duopoly'? If in any doubt, consult a dictionary!

Antonyms

When you are dealing with terms that have a specific opposite (antonym) be careful because if you choose the wrong option the logic (coherence) of your work will suffer. In fact, often the opposite looks and/or sounds somewhat similar to the original word so be careful with proofreading! Some common opposites for business contexts include:

Nouns		
buyer/seller	inflation/deflation	outlay/income
employer/employees	lender/borrower	supply/demand
goods/services	mentor/mentee	wholesaler/retailer

Verbs

buy/sell	diversify/narrow	own/rent
display/hide	lend/borrow	rise/fall

	Adjectives	
fixed/variable	nominal/actual	retrospective/prospective
gross/net	probable/unlikely	standard/custom made
intangible/tangible	public/private	wholesale/retail

	Positive/Negative		
Nouns	asset/liability	boom/bust	profit/loss
Adjectives	affordable/ Prohibitive	In vogue/obsolete	viable/impossible
Verbs	employ/terminate	promote/ discourage	fulfill/breach

I. Primary Text 1:

How Blockchain can transform India? – Jaspreet Bindra- TEDxChennai: **https://www.youtube.com/watch?v=8fbhI1qVj0c**

I. After listening to the above video answer the following questions.

1. What are the challenges that a hacker may face in the blockchain?
2. Mention the resources that are needed to maintain a Blockchain!
3. What are the contradictory views expressed by the finance minister of India on crypto currency and Blockchain?
4. Why do farmers kill themselves as per the video?
5. How can blockchain help farmers?
6. How did the internet emerge as a problem solver?
7. Block chain is able to solve the issues which the internet has failed to solve. Identify the problem mentioned in the video.

II. Add prefixes to the following words!

a) Security b) smart c) own d) trust e) Power

III. Fill in the blanks

1. _____ invented the concept of block chain.
2. The heart of blockchain technology is _____universal ledger_____.
3. _____Distributed trust _____ is the soul of the block chain.
4. Moresis _____ country is called as Ethereum Island
5. Agriculture in India has _____16_____percent of GDP.
6. _____Andra Pradesh_____ state has already started using Block chains in Agriculture.

7. _____banks_____ is adopting block chains.

IV. Match the Following

1. **Chit Funds** - a digital or virtual currency that is secured by cryptography.
2. **Ledger** - a growing list of records that are linked using cryptography
3. **Crypto currency** - record used to store bookkeeping entries for balance-sheet
4. **Block chain**- a saving and credit product which bears a pre-determined value of a fixedperiod.

Primary Text 2

The Power of an Entrepreneurial Mindset- Bill Roche- TEDxLangleyED:

https://www.youtube.com/watch?v=Ihs4VFZWwn4

I. Answer the following questions in connection with the above video:

1. How important it is to nurture the entrepreneurial mindset amidst the young people?
2. "In it to Win It"- Explain it with regard to the topic entrepreneurial mindset!
3. Does your society lack an entrepreneurial mindset? State reasons for the lacking!
4. List out some of the young entrepreneurs whom you know? Who inspired you the most among them? Why?
5. How can an education system of a country support and prepare the young minds towards entrepreneurship?

6. List out the other Key features that will really help the entrepreneurs be successful in businesses, besides Bill Roche's three strategies!
7. What do you think is the most important skill a person should obtain to solve problems in the business environment, Critical or Creative?
8. How trade shows would help the entrepreneurs flourish in their businesses?

II. Find out the Etymology of the following words used by the Expert in the video!

1. Entrepreneur-
2. Profit -
3. Creativity -
4. Survey -
5. Critical -
6. Marketing-
7. Strategy -
8. Data -
9. Consensus-
10. Trade -

III. Identify the kind of sentences (Declarative, Interrogative, Imperative, Exclamatory, Negative sentence, Conditional etc.) given below that are taken from the Video Presentation!

1. What color would you like? _____
2. Mimie was not a strong academic student _____
3. What can I make a difference in the world by creating a product? _____
4. Give it a try! _____
5. If you take risks, you will succeed! _____

IV. Discover the meanings for the following idioms (Used by the Expert) in business context! Write sentences by using them!

1. Head on –
2. On Board-
3. Move Forward-
4. Hanging up-
5. Roll up-

V. Prepare a Pictorial Representation (Bar/ Pie Charts/ Graph) that highlights the emergence of the Young Entrepreneurs of India in the last Five Years! Attempt a speech presentation on the above work! (Specific focus on the **Content** and **Choice of Diction**/ **Business**

Registers)

VI. Identify singular or plural from the following words!

1. Data -
2. Fact -
3. Consensus -
4. Strategy -
5. Prototype-

VII. Identify & arrange the video speech by Bill Roche into various sub-topics!

_____

_____

_____

_____

_____

VIII. Learn Some Business Buzz given below and list out the Business words that you know!

1. Deep Dive
2. Corporate Energy
3. Bleeding edge
4. Move the Needle
5. Low hanging fruit
6. Think out of the box
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____

2. Speaking

Think and reflect:

1.What is banking?

2. How do banks help ordinary people?

3. What are the changes that have recently taken place in the banking sector?

I. Primary Text -1

Read the following comprehension passage!

Banking and banks are very important for the functioning of the modern world. Without banks the way we use money would not work. Banks enable people to save money, borrow money and to pay for things with ease and security.

Each country in the world has its own well known banks that have branches in nearly every city so that they are convenient for people to use. People often have to visit the local branch of the bank when they want certain services. There are also some very big multinational banks that have branches in most countries in the world.

As well as the local branches that are in most cities, each bank will also have a head office. This is where all central tasks are performed that let the local branches function. The people that work in the branches will be the bank manager, the person in charge, and various tellers who work behind the bank counter and help the customers. There will also likely be security guards to protect the money, workers and customers.

Most customers will just need to see the tellers when they go to the bank if they are paying money into their account as either cash or a check. However, they might need to see the bank manager if they want to open an account or if they have become overdraw, when they have spent more money than there was in the account. Also, if they want to borrow money and get a loan the person will need to see the bank manager who will have to approve it.

As well as being able to use cash or checks to pay for things, banks also offer their customers the more convenient methods of using either a debit card or credit card. These methods are very convenient as you just need to carry a small plastic card to be able to pay for anything. When paying with plastic you will need to either sign a receipt or enter a PIN number to conform the purchase and that you are authorized to use the card.

https://www.excellentesl4u.com/esl-banking-reading-comprehension.html

II. a. Vocabulary

1. **Credit card** - A small plastic card that can be used to buy items. The balance has to be paid also in instalment at the end of the month. *(noun)*
2. **Passbook** - A book containing a record of all the account transactions. *(noun)*
3. **Transaction** - Any situation where money is deposited or withdrawn from an account.
4. **Withdrawal** - To take money out of one's own account.
5. **PIN number** - A four digit number used to access ATM machines.
6. **Loan** - Borrowed money that is received now but needs to be paid back, often monthly, with interest added.
7. **Cash** - Money in the form of notes or coins.

b. List out the words/ terms/ Jargon associated with banking!

1. _____ 6. _____

2. _____ 7. _____

3. _____ 8. _____

4. _____ 9. _____

5. _____ 10. _____

III. Answer the following questions based on the reading comprehension:

1. According to the text, what do banks enable people to do?
2. What is the purpose of the head office of a bank?
3. What do bank tellers do?

4. What happens when a bank customer spends more money than they have in their account?
5. Which of the following methods is more convenient when paying for something other than using a cheque?

IV. Divide the students into small groups and speak on the following topic!

1. Money Transaction Methods
2. Is Online Banking safe?
3. Advantages and disadvantages of Credit cards
4. Offers rendered by banks for the Formers, Women Entrepreneurs & small businesses.
5. PPF and Mutual Funds- Bank Saving Schemes

References:

1. https://www.excellentesl4u.com/esl-banking-reading-comprehension.html
2. https://www.excellentesl4u.com/esl-banking-vocabulary.html

Primary Text - 2

1. The rarest commodity is leadership without ego: Bob Davis- TEDxESCP https://www.youtube.com/watch?v=UQrPVmcgJJk

Supplementary Texts:

1. How to be a leader- The 7 Great Leadership Traits: https://www.youtube.com/watch?v=2lEp4TVpxgA&t=93s
2. 6 types of leadership styles- Management Challenges & Examples: http://training-gems.com/types-leadership-styles-management-challenges-examples/

(The students can be divided into groups to do the following activities)

I. Answer the following questions!

1. Why does the speaker encourage us to read the book "Up the Organization" by Robert Townsend? What is the book all about?

2. What do you know about the expert Bob Davis?
3. What is the difference between Managing and Leading People in Business?
4. What are the three things that one can control in life?
5. Whom does Bob Davis refer to as his favourite leader? Why?
6. Suggest an alternate topic to the speech presentation by Bob Davis!

II. Inferences versus Facts.

Discuss in group whether each of thefollowing statements is an inference or a verifiable fact based on observation and one student from each group can represent the group's idea!

1. The boss is a "swinger".

2. Employees over 60 are inefficient.

3. Leadership is the rarest commodity on the earth

4. All CEOs are "undercover bosses".

5. Power annihilates the leadership.

6. Leadership is innate.

7. Autocratic leadership helps the employees to be more productive.

III. Battle it! – Learning through games (Building Vocabulary and sentence structure)

1. Every group can pick out some of the dictions/ idioms/ terms/ concepts/ Acronyms from the Primary and supplementary video texts and challenge the other groups to say meanings/ talk about it for a minute. All groups can take a turn to challenge the other groups. The group that gets maximum points will be declared as the winner of the game.

II. Discuss the following questions/ topics in groups!

2. Compassion+ altruism+ ego-less state= Leadership
3. How vision and creativity contribute to successful leadership?
4. Integrity is the key to genuine leadership.

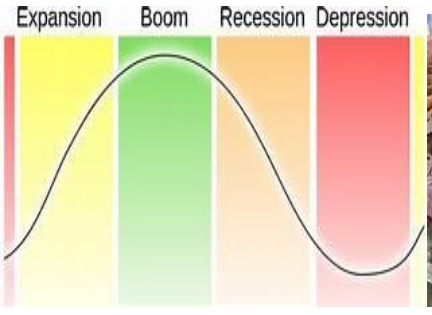
3. Reading

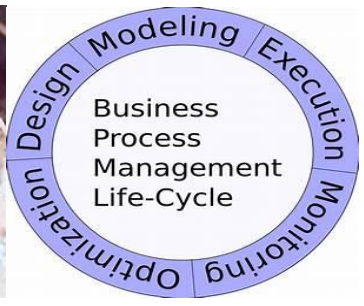
I. Read the following Comprehension Passage:

The United States and all other modern industrial economies experience significant swings in economic activity. In some years, most industries are booming and unemployment is low; in other years, most industries are operating well below capacity and unemployment is high. Periods of economic prosperity are typically called expansions or booms; periods of economic decline are called recessions or depressions. The combination of expansions and recessions, the ebb and flow of economic activity, is called the business cycle.Business cycles as we know them today were codified and analyzed by Arthur Burns and Wesley Mitchell in their 1946 book Measuring Business Cycles. One of the key insights of Burns and Mitchell's was that many economic indicators move together.

During an expansion, not only does output rise, but also employment rises and unemployment falls. New construction also typically increases, and inflation may rise if the expansion is particularly brisk. Conversely, during a recession, the output of goods and services declines, employment falls, and unemployment rises; new construction also declines. In the era before World War II, prices also typically fell during a recession (i.e., inflation was negative); since the 1950s prices have continued to rise during downturns, though more slowly than during expansions (i.e., the rate of inflation falls). Burns and Mitchell defined a recession as a period when a broad range of economic indicators falls for a sustained period, roughly for an year.
Just as there is no regularity in the timing of business cycles, there is no reason why cycles have to occur at all.

The prevailing view among economists is that there is a level of economic activity, often referred to as full employment, at which the economy could stay forever. Full employment refers to a level of production in which all the inputs to the production process are being used, but not so intensively that they wear out, break down, or insist on higher wages and more vacations. When the economy is at full employment, inflation tends to remain constant; only if output moves above or below normal does the rate of inflation systematically tend to rise or fall. If nothing disturbs the economy, the full-employment level of output, which naturally tends to grow as the population increases and new technologies are discovered, can be maintained forever. There is no reason why a time of full employment has to give way to either an inflationary boom or a recession.





Business cycles do occur, however, because disturbances to the economy of one sort or another push the economy above or below full employment. Inflationary booms can be generated by surges in private or public spending. For example, if the government spends a lot to fight a war but does not raise taxes, the increased demand will cause not only an increase in the output of war

materiel, but also an increase in the take-home pay of defense workers. The output of all the goods and services that these workers want to buy with their wages will also increase, and total production may surge above its normal, comfortable level. Similarly, a wave of optimism that causes consumers to spend more than usual and firms to build new factories may cause the economy to expand more rapidly than normal. Recessions or depressions can be caused by these same forces working in reverse. A substantial cut in government spending or a wave of pessimism among consumers and firms may cause the output of all types of goods to fall.

Another possible cause of recessions and booms is monetary policy. The Federal Reserve System strongly influences the size and growth rate of the money stock, and thus the level of interest rates in the economy. Interest rates, in turn, are a crucial determinant of how much firms and consumers want to spend. A firm faced with high interest rates may decide to postpone building a new factory because the cost of borrowing is so high. Conversely, a consumer may be lured into buying a new home if interest rates are low and mortgage payments are therefore more affordable. Thus, by raising or lowering interest rates, the Federal Reserve is able to generate recessions or booms. This description of what causes business cycles reflects the Keynesian or new Keynesian view that cycles are the result of nominal rigidities. Only when prices and inflationary expectations are not fully flexible can fluctuations in overall demand cause large swings in real output. An alternative view, referred to as the new classical framework, holds that modern industrial economies are quite flexible. As a result, a change in spending does not necessarily affect real output and employment. For example, in the new classical view a change in the stock of money will change only prices; it will have no effect on real interest rates and thus on people's willingness to invest. In this alternative framework, business cycles are largely the result of disturbances in productivity and tastes, not of changes in aggregate demand.

The empirical evidence is strongly on the side of the view that deviations from full employment are often the result of spending shocks. Monetary policy, in particular, appears to have played a crucial role in causing business cycles in the United States since World War II. For example, the severe recessions of both the early 1970s and the early 1980s were directly attributable to decisions by the Federal Reserve to raise interest rates. On the expansionary side, the inflationary booms of the mid-1960s and the late 1970s were both at least partly due to monetary ease and low interest rates. The role of money in causing business cycles is even stronger if one considers the era before World War II. Many of the worst prewar depressions, including the recessions of 1908, 1921, and the Great Depression of the 1930s, were to a large extent the result of monetary contraction and high real interest rates. In this earlier era, however, most monetary swings were engendered not by deliberate monetary policy but by financial panics, policy mistakes, and international monetary developments.

https://aspirantszone.com/reading-comprehension-economy-based-bank-po/

1. Which of the following is TRUE in the context of the passage?
   a) Boom in an economy can be caused by cutting down the government expenditure.
   b) Central bank is solely responsible to bring a boom/ recession in the economy by changing the interest rates.
   c) Full employment level of output can be maintained in an economy forever.
   d) Post World War II the inflation rates fell but didn't become negative as

compared to pre-World War II.
A) Both b) and c)
B) Both b) and d)
C) Both c) and d)
D) Only b)

2. In a perfect scenario of Full employment what can cause a business cycle to occur?
a) A wave of optimism among consumers and producers.
b) When the government's expenditure exceeds its income.
c) When government' income exceeds its expenditure or reduction in government spending.
d) Pessimism among government officials.
A) All of these
B) Both a) and b)
C) Both b) and c)
D) All a), b) and c)
E) Only b)

3. Prewar depressions, including the one of 1908, 1921 and great depression of 1930s were the result of which phenomena?
A) Increase in money supply
B) decrease in money supply
C) Rise in real interest rates.
D) both A) and B)
E) both B) and C)

4. What theory does the alternative view or classical view hold?
A) Modern economies are rigid.
B) Change in spending does not necessarily change output and employment.
C) both A) and B)
D) business cycles are the result of changes in aggregate demand
E) both B) and D)

5. How does the monetary policy affects the spending habits of the public?
A) It influences the size and growth rate of money stock and eventually the rates of interests.
B) In case of high interests, a firm may postpone its decision to build a factory.
C) Monetary policy stances adopted by the central bank can throw an economy into expansion or depression.
D) Monetary policy affects the magnitude of the money supply in the economy.
E) All of these.

6. In an economy, where interest rates are low what could be the possible outcome?
A) Such an economy reflects a period of depression.
B) Public will be willing to borrow more as the cost of money rises.
C) Banks will be willing to lend more.
D) The monthly repayments of mortgage will decrease.

7. What can we infer from the paragraph regarding the full employment situation?

A) Full employment is an economic situation of optimal utilization of all resources available.
B) Full employment is an economic situation in which all available resources are being used in the most efficient way that they wear out, break down, or insist on higher wages and more vacations.
C) Full employment is the situation of employment provided to all the skilled labour.
D) all of these.

8. What was the main cause of business cycles in the US post world war II?
A) Changes in public and private expenditure.
B) Changes in demand pattern
C) Monetary policy
D) disturbances in the economy.

9. What can be the suitable title of the passage?
A) Monetary policy
B) business cycles
C) Keynesian view and alternative view on business cycles.
D) Effects of business cycles on unemployment.

10. What is recession according to Burns and Mitchell?
A) When a broad range of economic indicators falls for a short period.
B) When a broad range of economic indicators falls for a very long period may be 1 year.
C) When a broad range of economic indicators falls for a unrelenting period of time like 6 months.
D) All of these.

II. Answer the following questions in connection with the passage!

1. What is business cycle?
2. How do economic indicators play an important role in expansion and recession?
3. How is the Federal Reserve able to generate recessions or booms?
4. What were the effects of Monetary Policy on the United States of America?
5. What are the reasons for pre-war depressions?

III. Refer the following Glossary /words/phrases!

- **Full employment-** is an economic situation in which all available not only, but also the land, capital and organization resources are being used in the most efficient way possible. Full employment embodies the highest amount of skilled and unskilled labour that can be employed within an economy at any given time.
- **Business cycle –** Business cycles are identified as having four distinct phases: expansion, peak, contraction, and trough. Business cycles are identified as having four distinct phases: expansion, peak, contraction, and trough.

  Contraction -A period of economic decline or negative growth.

Peak **-** The highest value reached by some quantity in a time period.

Trough **-** The lowest turning point of a business cycle.

Expansion **-** The act or process of expanding.

- **Monetary policy –** The Reserve Bank of India (RBI) uses the monetary policy to manage liquidity or money supply in a manner that balances inflation and at the same time aids growth**.** It affects the money supply in the economy by changing the interest rates in turn affecting the demand of products which is responsible for inflation/deflation.

Primary Text – 2

Federal efforts to aid minority businesses began in the 1960's when the Small Business Administration (SBA) began making federally guaranteed loans and government-sponsored management and technical assistance available to minority business enterprises. While this program enabled many minority entrepreneurs to form new businesses, the results were disappointing, since managerial inexperience, unfavorable locations, and capital shortages led to high failure rates. Even 15 years after the program was implemented, minority business receipts were not quite two percent of the national economy's total receipts. Recently federal policymakers have adopted an approach intended to accelerate development of the minority business sector by moving away from directly aiding small minority enterprises and toward supporting larger, growth-oriented minority firms through intermediary companies. In this approach, large corporations participate in the development of successful and stable minority businesses by making use of government-sponsored venture capital. The capital is used by a participating company to establish a Minority Enterprise Small Business Investment Company or MESBIC. The MESBIC then provides capital and guidance to minority businesses that have potential to become future suppliers or customers of the sponsoring company.

MESBIC's are the result of the belief that providing established firms with easier access to relevant management techniques and more job-specific experience, as well as substantial amounts of capital, gives those firms a greater opportunity to develop sound business foundations than does simply making general management experience and small amounts of capital available. Further, since potential markets for the minority businesses already exist through the sponsoring companies, the minority businesses face considerably less risk in

terms of location and market fluctuation. Following early financial and operating problems, sponsoring corporations began to capitalize MESBIC's far above the legal minimum of $500,000 in order to generate sufficient income and to sustain the quality of management needed. MESBIC's are now emerging as increasingly important financing sources for minority enterprises.

Ironically, MESBIC staff, which usually consist of Hispanic and Black professionals, tend to approach investments in minority firms more pragmatically than do many MESBIC directors, who are usually senior managers from sponsoring corporations. The latter often still think mainly in terms of the "social responsibility approach" and thus seem to prefer deals that are riskier and less attractive than normal investment criteria would warrant. Such differences in viewpoint have produced uneasiness among many minority staff members, who feel that minority entrepreneurs and businesses should be judged by established business considerations. These staff members believe their point of view is closer to the original philosophy of MESBIC's and they are concerned that, unless a more prudent course is followed, MESBIC directors may revert to policies likely to re-create the disappointing results of the original SBA approach.

https://www.bms.co.in/reading-comprehension-passage-questions-11th-oct13/

I. Based on the Passage, answer the following questions:

1. Which of the following best states the central idea of the passage?

(A) The use of MESBIC's for aiding minority entrepreneurs seems to have greater potential for success than does the original SBA approach.

(B) There is a crucial difference in point of view between the staff and directors of some MESBIC's.

(C) After initial problems with management and marketing, minority businesses have begun to expand at a steady rate.

(D) Minority entrepreneurs wishing to form new businesses now have several equally successful federal programs on which to rely.

(E) For the first time since 1960, large corporations are making significant contributions to the development of minority businesses

2. According to the passage, the MESBIC approach differs from the SBA approach in that MESBIC's

(A) Seek federal contracts to provide markets for minority businesses

(B) Encourage minority businesses to provide markets for other minority businesses

(C) Attempt to maintain a specified rate of growth in the minority business sector

(D) Rely on the participation of large corporations to finance minority businesses

(E) Select minority businesses on the basis of their location

3. Which of the following does the author cite to support the conclusion that the results of the SBA program were disappointing?

(A) The small number of new minority enterprises formed as a result of the program

(B) The small number of minority enterprises that took advantage of the management and technical assistance offered under the program

(C) The small percentage of the nation's business receipts earned by minority enterprises following the programs, implementation.

(D) The small percentage of recipient minority enterprises that were able to repay federally guaranteed loans made under the program

(E) The small number of minority enterprises that chose to participate in the program

4. Which of the following statements about the SBA program can be inferred from the passage?

(A) The maximum term for loans made to recipient businesses was 15 years.

(B) Business loans were considered to be more useful to recipient businesses than was management and technical assistance.

(C) The anticipated failure rate for recipient businesses was significantly lower than the rate that actually resulted.

(D) Recipient businesses were encouraged to relocate to areas more favorable for business development.

(E) The capitalization needs of recipient businesses were assessed and then provided for adequately

5. The author's primary objective in the passage is to

(A) Disprove the view that federal efforts to aid minority businesses have been ineffective

(B) Explain how federal efforts to aid minority businesses have changed since the 1960's

(C) Establish a direct link between the federal efforts to aid minority businesses made before the 1960's and those made in the 1980's

(D) Analyze the basis for the belief that job-specific experience is more useful to minority businesses than is general management experience

(E) Argue that the "social responsibility approach" to aiding minority businesses is superior to any other approach

II. Elaborate the Acronym given below!

1. **SBA -**
2. **ROI -**
3. **GDP -**

4. **AGM** -
5. **MESBIC** -
6. **P/E** -
7. **P&L** -
8. **KPIs** -

4. Writing

Pre-task:

1. What is a summary?
2. When do we write a summary?
3. How to write a summary?

The following are some of the list of author tags used in summary writing:

Says	Explains	Comments
Persuades	Suggests	Understands
Argues	Reminds	Helps us understand
Elucidates	Presents	Intimates
Concludes	Presents the idea	Creates the impression
Criticizes	Defines	Highlights
Concedes	Shows	States
Thinks	Admits	Lists
Notes	Analyzes	Disagrees
Observes	Points out	Emphasizes
Discusses	Identifies	Implies
Insists	Responds	Shows
Proves	Rejects	Suggests

Template of Summary:

Part of Summary	Contents

Part of Summary	Contents
Introduction Sentence	In "My Favorite Shoe," Treyvon Jones explains (insert main idea).
Supporting Arguments	Jones supports this view by pointing out (insert author's supporting arguments).
Final Point	In addition, (insert author's overarching argument and point).

(https://owlcation.com/academia/How-to-Write-a-Summary)

I. Read the following article carefully!

Professionalism is defined by a person's work ethics rather than the pay check, role and title!

A few years ago, a person was termed to be professional based on his pay check and financial independence including the qualifications he has, but now even during this pandemic majority of the companies seek employees with strong moral values, resourceful attitude, being transformative, having positive relationship with their team and not taking credit of their work. Building principled work ethics at the office will help people perceive us in a positive light and propel us ahead in our career. So here comes the major role of "WORK ETHICS" – which is the root where people assess our values, behaviour and our strength.

What does the term Work Ethic mean? It is the ability to maintain proper moral values, standards of behaviour within the professional environment. The final output of this process will be the attitude that shapes a person to perform his individual duties with motivation and loyalty standards.

From the olden days any workplace has people from diverse cultures, backgrounds, belief and value systems. In order to stabilize this, the guidelines provided by the company or the institution will be a support system to maintain the decorum and achieve the objective of the company. *"To make it to the TOP you have to outwork everyone else"*. Talent, Network, Qualifications, certifications can help a person to achieve his dreams, no but these alone won't do it. One needs to believe and abide standards to mould his attitude and character.

**For instance, Amazon CEO Jeff Bezos always had a relentless work ethic. One of his previous classmates told Wired that once Bezos made it clear that he intended to be high school valedictorian, "everyone else understood they were working for second place." The early days at Amazon were characterized by working 12-hour days, seven days a week, and being up

until 3 a.m. to get books shipped. Now that Amazon's a giant, Bezos personally emails teams about customer service issues and has them present directly to him about how they're going to solve them, according to an excerpt from Brad Stone's book, The Everything Store.**

In any top-rated businesses, Ethics plays a major role more than monetary benefit. We create examples to the next generation leaders on how to do business (Kick start business) in return how to build the network with uniform code of conduct and make profit. *Still thinking, is it necessary to focus on Ethical part of the profession?* Here are the points on why Work Ethics is important for an organization to go up the ladder or to maintain the standard.

- Having a Code of Ethics provides a Moral compass during the hard times

  This Pandemic has taught a lesson on many things including the professional part of our life. During the initial stages of the lockdown, having an SOP for every operation would have been a great tool for many organizations to make quick decisions on planning the work and other mandatory actions.

- Ethics in Workplace support employee Growth and provide meaning to the activity they carry
  By maintaining a set of standard frameworks, employees will have the accountability in all the activities they do. This will be a journal to track their performance and take the next step for their betterment.
- Clear business Ethics promote a Strong public Image and Goodwill
  This is so true that many would have heard from our friends or gone through articles which says that this is an Employee friendly organization.
  According to the press release by The Economic times about The Best companies to work in India for the year 2020, companies like DHL, HP, Croma, Indian Oil, Tech Mahindra, ACT, Blue Dart and so on; have been awarded as the companies which have a Great place to work. This

achievement is possible because they have followed a specific code of Conduct across their branches.

SOP'S and firm's performance are very much related to each other. There could be numerous reasons for a person to be unethical. Besides a person being unethical it could also affect the organizations and individual growth for various reasons.

- Lack of work ethics can lead to lack of trust among the workers and also between various levels of the organization
- Secondly, lack of work ethics affects the credibility among stakeholders
- Third, being one of the important factors for a great place to work is the Environment both within and outside the organization.
- Furthermore, unethical firms invite the Government's attention which would lead to impose penalties, fines, cancellations of licences and so on.

Hence, these individual differences can be maintained through a strong principle followed by the organization. Ethics determines the firm's longevity and its relationship with workers, business partners, stakeholders and the Society. Regardless in what country a firm is or its culture, there are always vital values such as respect, honesty, integrity, tolerance and trust that should prevail for the well-being of everyone involved with the firm.

II. Identify the Introduction sentence, supporting arguments and final point from the above article!

_____

_____

_____

_____

III. Pick out the key words/ terms or phrases from the above articles that would help you to write a Summary!

_____

_____

_____

_____

IV. Draft the summary of the above article by using the Key terms that you have collected!

Primary Text – 2

I. Read the following passage carefully!

A product profile is a general description of a product. Based on the style of presentation, the amount of detail it contains can vary. The product profile details what the product is and how it will appeal to the consumer. The objective is to determine what makes the product attractive to the consumer. This is an important analysis that will help in the marketing of the product.

Mass marketing is a technical term that refers to the selling of a product on a large scale. It involves products that are produced in large quantities. There may be minor differences in localized markets. The mass marketing strategy ignores these. Mass marketing appeals to the whole market with a single offer or strategy. This is done by broadcasting a message that will reach the largest number of consumers possible.

Mass marketing uses the mass media to get their message across. Radio, television and newspapers are the usual vehicles employed. With the advent of social media, strategies are now also devised to take advantage of this new avenue. Exposure to a product is maximized by reaching the largest audience possible. This often directly correlates to a larger number of sales.

Mass marketing focuses on high sales and low prices. This is just the opposite of Niche marketing. Niche marketing targets a very specific segment of the market. It involves specialized services or goods with few or no competitors.

Mass marketing came into existence in the 1920s when mass radio came into use. The mass radio, broadcasting to huge audiences nationwide gave corporations an opportunity to appeal to a wide variety of potential customers. Before this, the strategy of marketing was what may be called variety marketing. In this strategy, different methods were used to appeal to different sections of society most often according to geographical location. In order to appeal to and persuade a wide audience, this had to change. Over the years, mass marketing has developed into a world-wide multi-billion dollar industry.

Things which are perceived as necessary or essential are subjected to mass marketing. To further increase profits, these products are often touted as durable goods when oftentimes they are made of substandard materials. This affects the longevity of the product. This practice of planned obsolescence ensures future sales opportunities by preventing the market from becoming saturated with high-quality, long-lasting goods.

One of the biggest benefits of mass marketing is that the target audience is broad. This translates to a higher number of successful sales. Drop in sales in some areas may be offset by sales in other areas. This helps overcome potential losses. Another positive factor is that production costs are lowered by mass production. Marketing research and advertising costs too are lowered. Mass marketing campaigns also benefit due to the magnitude of appeal to larger audiences.

Mass marketing also has its disadvantages. It attempts to appeal to the entire consumer population instead of focusing on a particular niche of consumers. The strength of the product and business can affect performance. The strength of the competition too has a bearing on the performance. Another factor is that

overexposure can make consumers grow tired of seeing a business's name and products everywhere.

One factor that is inevitable in mass marketing is heavy advertising costs. It is expensive to establish brands and keep them in the public eye. Often, competition is stiff. Besides, to stay ahead of the competition, high innovation and market research costs have to be incurred.

Source: http://englishdaily626.com/comprehension.php?465

I. Answer the following questions using complete sentences!

1. From paragraph 1, what does the product profile describe?
2. (a) From paragraph 2, what does the term mass marketing refer to?
   (b) From paragraph 2, what does mass marketing ignore?
3. (a) From paragraph 3, what mass media vehicles are used in mass marketing?
   (b) From paragraph 3, mention the **two** advantages of using mass media.
4. (a) From paragraph 6, what is planned obsolescence? How is it beneficial?
   (b) From paragraph 7, what are the biggest advantages of Mass Marketing?
5. "Mass marketing has its disadvantages.
   (a) Identify one of the disadvantages.
   (b) What is this constantly increased? How?

II. Based on the passage, write a summary on the following topics :

- The necessity of mass marketing.
- The role that it plays in modern society.

UNIT – 2

https://www.google.com/url?sa=i&url=https%3A%2F%2Fglobalgyan.in%2Fcommunicate-effectively%2F&psig=AOvVaw1beyF-i-TgX-l1HbbYeOHU&ust=1607114548721000&source=images&cd=vfe&ved=0CAIQjRxqFwoTCKj304Pasu0CFQAAAAAdAAAAABAk

The word "persuasive" derives from the Latin word "persuas" meaning 'convinced by reasoning' (etymonline.com). According to Oxford English Dictionary it means, "use reasoning or argument to make someone believe or do something".

1. LISTENING

Pre-Task:

I. Can you identify a word that is synonymous with the word "persuade"?

CLUE: C _ N _ _ N _ _

As a young entrepreneur striving to establish your firm, let us suppose you notice your employee conversing with a customer to sell a new product (i.e.) a smart watch.

II. Match the pictures with the suitable statements:

Note: Write the picture number next to the befitting statement that is provided in the grid.

C_N_ _ N _ _	PERSUADE
Employee: Hello Sir/Madam! a. This is our new product. It has additional features like	Employee: d. Sir/ Madam, you may place your order soon as we have limited products in this

a smart phone. b. This is an upgraded version. c. Most of our customers prefer this slim and sleek model.	model. e. Thank you Sir/ Madam. Happy Purchase!

5

3

4

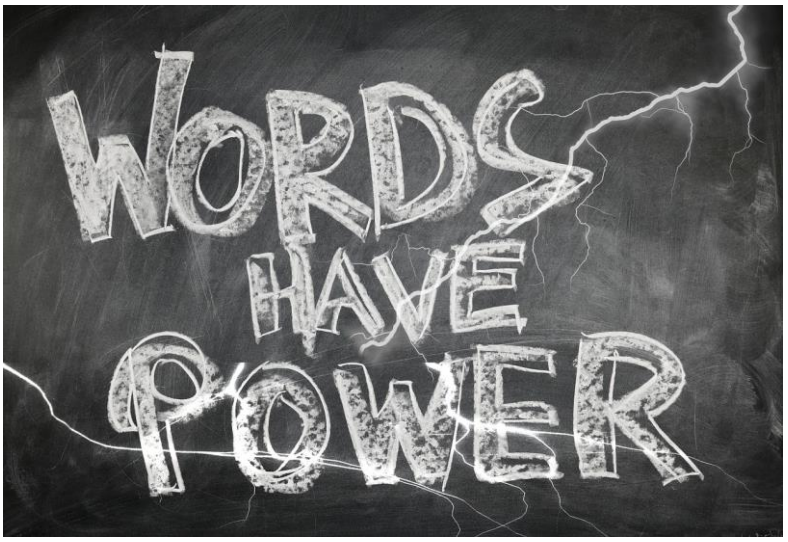
2

1

Persuasion is an everyday activity. It is inevitably present in all domains. It is a requirement not just in professional space but also in personal zones. There is a distinction in the act of persuading a customer to buy a product and in setting forth a business proposal to one's colleague. Apparently, it could be classified as formal persuasion and informal persuasion. When representing an idea relevant to formal presentations,

yielding to the demands of the clients/ an authority, or team meetings can be characterized as formal persuasion. Whereas, the casual interactions with professionals, discussions, sharing of ideas in e- mail, informal team meetings etc. could be identified as informal persuasion. Though there are several instances the primary factor is the way in which it can be made effective for a desired outcome in the field of advertising, business and management. It is as follows:

i. to be attentive to the needs of the customer/ recipient
ii. to understand their position



iii. finally, yielding to act upon

However, to avoid rebuff it is essential to be aware of the benefits which in a client relationship or a customer service, is evident through accountability and credibility.

A word in earnest is as good as a speech

\- Charles Dickens

Key Term defined:

A product launch refers to the act of launching a new product or an innovative upgrade of an existing product of a company, in the market. It need not be just products but also services. The product is displayed and its features are highlighted. It addresses the need of customers who are awaiting to buy the product. It happens to be one of the purposes of an organization or the ultimate outcome of persuasion.

Source Passage

Transcript of Steve Jobs' Speech on the Product Launch of iPhone
On January 9, 2007, Apple's CEO Steve Jobs introduced the iPhone for the first time, thereby, bringing in a remarkable change in the world of mobile devices.

https://commons.wikimedia.org/wiki/File:Steve_Jobs_presents_iPhone.jpg

"This is the day I've been looking forward to, for two and a half years".Once in a while, a revolutionary product comes along to change everything and Apple has been one of its kind. It has been very fortunate to work on these revolutionary products and introduce it to the world. When Macintosh was introduced in 1984 it didn't just change Apple but the entire computer industry. Similarly, the first iPod which was set in motion in 2001 revolutionized the music industry.

Well, today we are launching three revolutionary products of this class. The first one is a **widescreen iPod with touch controls**. The second is a **revolutionary mobile phone** and the third is a breakthrough **Internet communications device**. These are not three different devices. All of these are in one device, and we call it **iPhone**.

Today, Apple is going to reinvent phone. This was possible because of heeding the fact that smartphones are definitely a bit smarter, but they are actually harder to use. They are really complicated. Just for the basic operation people have a hard time figuring out how to use it. Therefore, we wanted to make a leapfrog product that is way smarter than any mobile device has ever been and super-easy to use. Now, we begin with the revolutionary user interface. It is the result of years of research and development. Of course, it's an interplay of hardware and software. We are lucky enough to initiate one more revolutionary user interface as done in the past, such as the **mouse** and the **click wheel**. Now, we are introducing **multi-touch** to the market. So, a revolutionary user

interface. We are going to build on top of it with software. Almost 30 years ago, Alan said, "*People who are really serious about software should make their own hardware*." This is how we feel about it.

https://singjupost.com/steve-jobs-iphone-2007-presentation-full-transcript/?singlepage=1

Task 1:

Answer the following questions:

1. What does CEO stand for?
2. What is exceptionable about the product launched?
3. What do you know about Steve Jobs? List out the traits which you consider to be the reason for his success.
4. Does this passage sound persuasive or convincing?
5. Point out the factors that set the tone of this passage as persuasive/ convincing.

_____
_____
_____
_____

Task 2:

Attempt a vocabulary enrichment task by providing 3 synonyms for each of the following words whose meaning has been given in the glossary. Examples have been given, a word each:

	Source Words	Synonyms
1.	break through	advance,
2.	remarkable	phenomenal
3.	figure out	solve
4.	fortunate	lucky
5.	heed	notice
6.	initiate	commence
7.	set in motion	launch
8.	revolutionary	progressive

Glossary:

breakthrough- an important discovery or development.

figuring out- to calculate the cost of something; to solve; to plan or think of something.

fortunate- favoured by luck.

heed- pay attention to

initiate- to begin

interplay- the way in which one has an effect on the other; interaction

leapfrog product- an innovation of the company leading to get to a higher position or rank.

revolutionary product- product that brings in a great change affecting large numbers of people.

set in motion- to start an enterprise; to introduce a new product

user interface- refers to the means by which the user and computer system interacts

Post- Task:

Divide the class into small groups and each group should assign a roleto the other.

Step 1: Ask one of the group members to play the role of a CEO. The name of this role has to be suggested by the assigning team.

Step 2: The team member assigned to role-play has to introduce a new product in the market. It can be their own imaginary product.

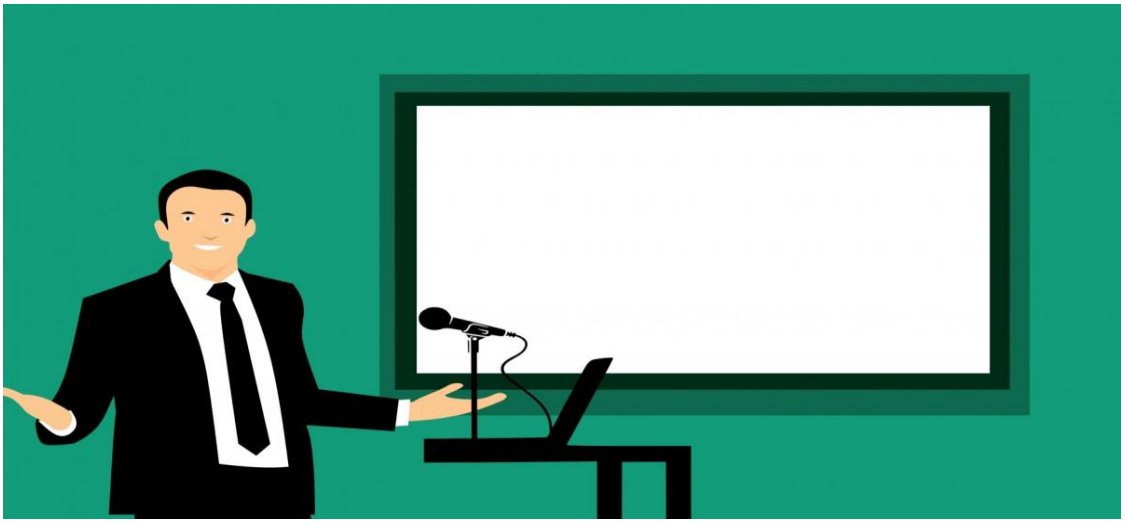
2. Speaking

The spoken discourse or speaking skill is given due prominence in business communication. It is the key to open the doors of international avenues in the world of commerce and management studies. In order to access this key and materialize the vision of becoming a successful entrepreneur/ business executive/ team leader/ manager, one's persuasive skills have to be honed. It is not a skill to be developed over night nor an easy job to face an unfamiliar group without prior exposure. It demands confidence and an ability to overcome fear to speak boldly and think rationally.

> *"What use is a sword to a coward*
>
> *Or learning to the tongue-tied?"*
>
> -Tiruvalluvar (Kural 726)

The pre-requisites of persuasion are:

i. maintaining a balanced emotional quotient, that is, emotional intelligence.
ii. listening to the speaker is paramount.
iii. ability to reason out logically
iv. resulting in a good rapport established between the clients, customers for a better work environment.



https://pxhere.com/en/photo/1449493

Pre- Task:

I. Read the following instance and offer your suggestions:

In order to promote your large scale retailing you have to grab the loyal clients of niche products, sold online. Remember that the firm has carved a niche market for itself in retaining its customers.

1. What are the techniques you would adopt to succeed in this appeal to loyal customers?
2. How will you convince your new clients to action?

Glossary:

niche market -a market in which there is little or no competition for a particular type of product or service for which there is limited demand.

emotional intelligence - the ability of a person to understand, control and use their feelings and to understand the feelings of others.

factsheet - a paper or a small book giving information about a product or service.

paramount - chief in importance.

proliferate - increase or expand.

rapport - to understand each other and communicate well.

retailing - the business of selling goods to the public especially through shops/stores.

JAM – Just a Minute

This could also be called impromptu speech or an extempore. According to Oxford English Dictionary, impromptu means "without preparation or rehearsal". In other words, it refers to speech that evolves spontaneously. It is adopted as a filtering process in interviews for jobs and for professional courses in higher education. This task aims at developing the speaking skills of the learners by providing an opportunity to prepare themselves to

unfamiliar situations such as job interviews and to gain familiarity with this challenging phase. Here are few tips to equip oneself before attempting impromptu speech which has to be in just a minute.

- Use simple and precise sentences. Let a sentence be, not more than 8-10 words.
- The speech should have an opening, middle and a conclusion.
- Overall, the impromptu should be between 100-150 words and not exceeding this limit.
- Do not glide over words due to time constraints.

https://www.needpix.com/photo/91784/interviewer-chat-show-host-characters-cute-job-interview-man-microphone-people

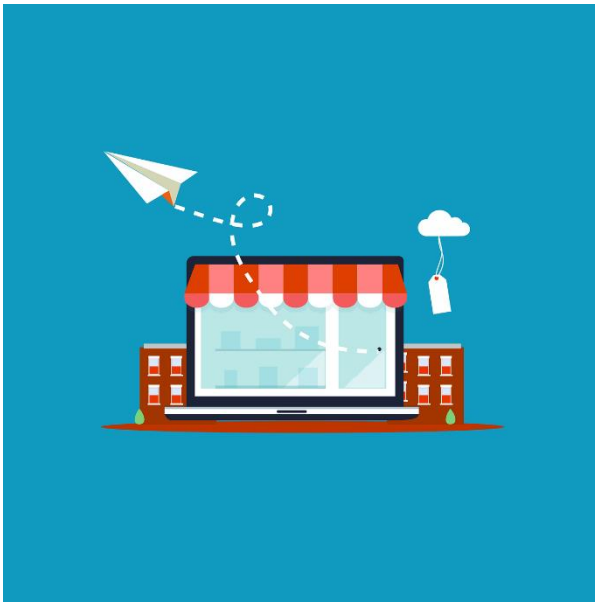
- Try to articulate words clearly and be audible.
- Avoid using fillers while speaking
- Be spontaneous and fluent without any pause.

Certainly, your impromptu speech becomes a success when taking the above factors into consideration.

A sample draft of an impromptu has been given below, for your reference.

E- commerce:

E- commerce implies Electronic commerce. It refers to the business of buying and selling things or products online. In other words, it indicates the act of doing business online. There are four types of E- commerce business models. They are,



1. Business to Consumer- B2C
2. Business to Business- B2B
3. Consumer to Business- C2B
4. Consumer to Consumer- C2C

The most common approaches in these types of e-commerce are: direct customer service, wholesaling and drop shipping.

So, the advantages of electronic commerce could be stated as follows:

- It is collaborative, therefore, the pace in delivering products seem to be fast.

https://pixabay.com/vectors/store-online-ecommerce-shopping-4156934/

- It has brought the producers and consumers under one roof. Thereby, the customer services are done at ease.
- It does not have limitations in accessibility as it is user- friendly.
- The purchase could be confirmed through text messages and
- The delivery status can be easily tracked.
- Significantly, payment could be made from one's own space.

Thus, the proliferating online users have contributed towards its massive growth making it the standard way of life.

Task 1:

Perform a mock interview JAM session by choosing one of the topics listed below:

1. Win- win strategy
2. Persuasive Techniques in Marketing
3. Role of drop shipping
4. Online retailing
5. Stay Hungry. Stay Foolish- a life changing quote
6. Intricacies of a company- client relationship
7. If I were to be an Economist!
8. Role of social networking sites in product branding
9. Advocating a factsheet
10. Purpose of Emotional Intelligence

Note: It is a peer pairtask, therefore the fellow member is expected to share one's observation on their impromptu speech soon after the performance.

The outcome of this task would be:

- gaining confidence to speak in front of an audience group/public
- overcoming fear
- developing enthusiasm to perform more
- enhancing non-verbal cues
- motivating to perform well in presentations and in any form of oral testing.

Debate:

It can be defined as a structured argument. Debate is one of the types of conversation. While JAM is one- way communication, Debate involves communication between two individuals or two groups.

Task 2:

State True/ False for the following statements which differentiate a Debate from an impromptu speech (JAM):

	DEBATE	T/F	JAM	T/F
1.	It is a prepared speech		It is spontaneous	
2.	It is persuasive		It is argumentative	
3.	It is commonly used by recruiters in interviews.		It demands attention to non-verbal cues while speaking.	
4.	It has scope for critical thinking.		It promotes logical thinking.	
5.	It has time constraints.		It does not have time constraints.	

Post- Task:

Elicit your response if you were placed in this situation. You are assured of a job if you succeed in persuading your fellow interviewee to join the recruiting company for a nominal salary fixed by the concern which is not satisfactory.

Note: This task has been provided to give you a taste of reality. Similar innovative tasks have been employed by recruiters in today's job market.

3. Reading

> Make it simple. Make it memorable. Make it inviting to look at. Make it fun to read.
>
> - Leo Burnett

One of the important modes of communication in marketing is Advertising. Its primary aim is to persuade customers. An advertisement tends to be considered persuasive when it leads to a desired action (i.e.) by arousing the interest of the customers and inducing them to purchase the product. There are informative ads as well as persuasive ads (advertisements).

The success of an advertisement is determined by several factors.

- It has to be simple and precise as it hones memorability
- It has to grab the reader's attention
- It can be the tone, imagery, colours or symbols used in the ad
- It can be the language style and background.
- It can be the innovative way of presenting it and making it unique.

In advertising campaigns, the ubiquitous influence of a persuasive message is quite significant.

https://www.skyramtechnologies.com/blog/facebook-plans-to-launch-ads-with-whatsapp-through-targeted-advertising/

Pre-Task:

Step 1: Retrospect to recall the advertisement that has been a

favourite and memorable one. It can be either a television ad or an advertisement in print.

Step 2: If it is a print ad, sketch it and share it with your group members. If it were to be a television ad, summarize the details to your group members.

Step 3: The listeners are expected to raise questions enquiring the speaker to articulate the reasons for liking the ad.

Glossary:

appease- to pacify

captivating- to attract and hold the interest

concise- giving information clearly and briefly

conglomerates- a corporation formed from a merger of firms

encompass- encircle; include

epitome- a perfect example

exponents- a person who holds and argues for a theory

gripping- hold firmly; hold the attention of

iconic- a famous person or an organization that people admire and see as a symbol of a particular idea or style.

infer- deduce; work out from evidence

profound- showing or requiring great insight

promulgated- make widely known

propagate- spread or transmit news

reiterate- say again or repeatedly

rhetorical- expressed so as to sound impressive; asked for effect rather than to obtain an answer

ubiquitous- found everywhere; pervasive

USP- Unique Selling Proposition, a feature of a product or service that makes it different from all others

For example: Identify the key elements which provoked you to like the advertisement.

There are three techniques which aid in analysing the effect of an advertisement. They are advertising, rhetorical and literary techniques. Initially, it is essential to know the demographics of the target audience, and its purpose in order to promote the product. The persuasive tools are incorporated in such techniques based on the demographics of the target audience and the product. The choice of colours, imagery, background music appeals explicitly, while the emotional appeal arouses the feelings of the target group.

- Reiterating the messages through repetitive sequence.
- Use of literary devices such as end rhymes, alliteration which refers to the repetition of sounds, appeases the audience.
- A good piece of humour, shocking facts, suspense moments provokes curiosity
- Story telling or narration makes it gripping
- Further, connotation and denotation attribute meaning to the object or symbol and indicate as it is, in the ad.

For instance, when a tree is used as a symbol in the advertisement, it denotes a wood with branches and leaves and the object- tree connotes 'a united family'.

https://api.ndla.no/image-api/raw/Rhetorical%20analysis%20wordle.jpg?width=10720

Passage

The story of an iconic old man from the largest conglomerates

This old man is an epitome encompassing a reason to smile and a season to spread happiness. This jolly man with a red suit and a white beard has had many transitions in his appearance. From a tall figure to a not-so pleasant elf form the early Santa Claus has worn Bishop's robe and even animal's skin. The cartoonist Thomas Nast drew Santa for almost 30 years, it was Nast who changed the colour of Santa's suit from tan to red. In *Harper's Weekly* which appeared in 1862, Santa had seemed to be a small elf like figure.

It was in *The Saturday Evening Post* that shopping- related ads were promulgated by *The Coca-Cola Company* initiating its Christmas advertising in the 1920s. Santa of the yester years had been sketched as stern in looks by Thomas Nast himself. Later in 1930, an ad featured the world's largest soda fountain in which a department-store Santa was distinctively attributed with a bottle of coke amongst a crowd. It was painted by an artist Fred Mizen which happened to be found in print ads during the season of Christmas in December 1930.

https://www.britannica.com/topic/Santa-Claus

In 1931 the Coke Company entrusted the duty of depicting a realistic and a fond version of the Santa on its advertising account executive Archie Lee. Thereafter, artist Haddon Sundblom was instructed to illustrate its "**Thirst knows no season**" advertising campaign. Eventually, Sundblom had to rely on Clement Clark Moore's poem "A Visit from St. Nicholas" (commonly called "'Twas the Night Before Christmas") published in 1822. It was Moore's poetic description that influenced Sundblom to portray a warm, cheerful and a friendly Santa Claus.

Subsequently, the Santa image promoted from 1931 to 1964 in Coca-Cola advertisements exhibited Santa offering toys to children, playing with them, pausing to read a letter and enjoying a Coke. The original oil paintings which were created by Sundblom turned out to be suitable adaptations for Coca-Cola advertisements in magazines and on store displays, billboards, posters and calendars. It was in 1964 that the final version of Santa Claus was created by Sundblom for several decades to follow. Most of Sundblom's original paintings continue to be prized possessions of the company's archives department.

https://www.coca-colacompany.com/company/history/five-things-you-never-knew-about-santa-claus-and-coca-cola

Task 1:

1. Who do you think played the influential role of promoting Santa as an icon?
2. Who is the chief exponent of Santa's paintings?
3. What does the phrase "Thirst knows no season" imply?
4. Is there a symbolic connection between the company's product and the red suit of Santa Claus?
5. If you are commissioned to feature a famous character for your enterprise, whom would you prefer and why?

_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____

Task 2:

Choose any one of the ads given below:

1. Examine the product featured in this ad.

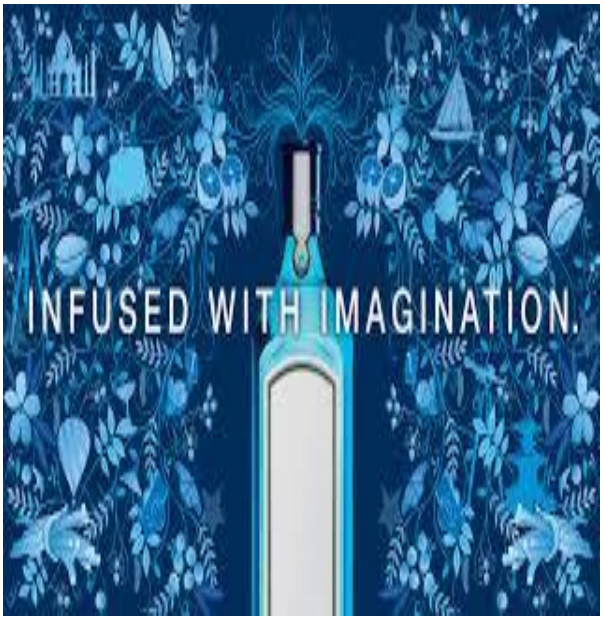
2.Analyse the choice of colours.

3.Identify the symbols used in the ad.

4.Review the choice of words.

5.What does the ad infer?

6. What according to you is the USP of this ad?



https://jiteshpatel.co.uk/bombay-sapphire-test/

> Mere colour can speak to the soul in a thousand different ways.
>
> - Oscar Wilde

What is a caption?

Caption may be defined as a short piece of text found below a picture in a print medium that describes the picture in a concise and captivating way. It may just denote or illustrate either the superficial or the profound meaning, if any.

https://commons.wikimedia.org/wiki/File:Advert_for_Pears%27_Soap_Wellcome_L0030380.jpg

Post-Task:

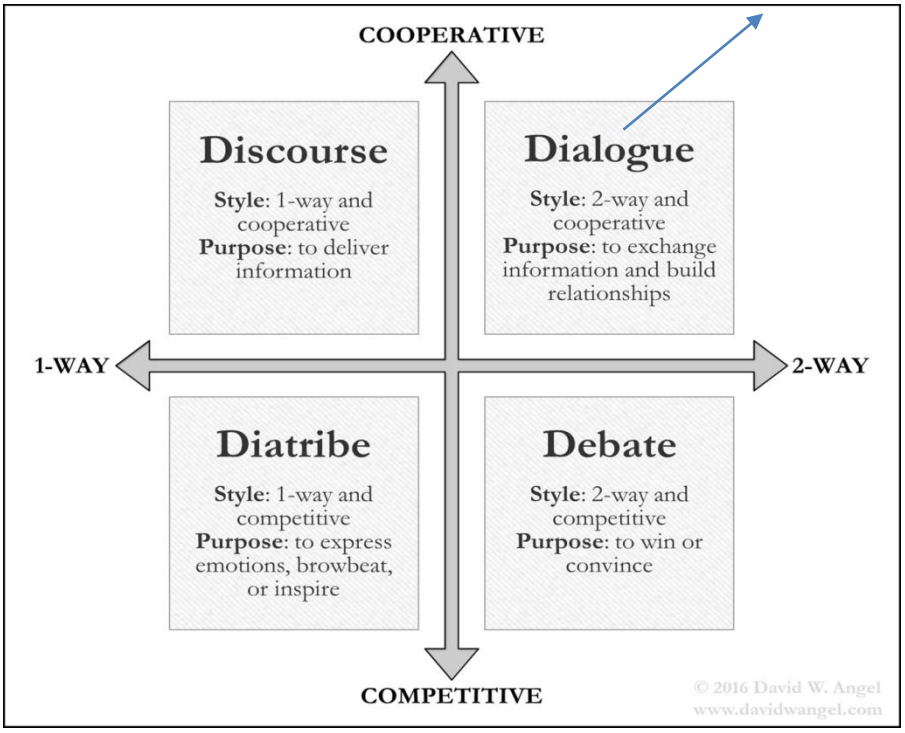
I. Identify the name of the product which the caption represents.
II. Rephrase the following captions with words that propagate it to be catchy:

1. Go Green
   Go Ford - _____
2. Believe in the Best - _____
3. Connecting People - _____
4. Have a break, have a…- _____
5. Think Different - _____
6. Grace, space, pace - _____
7. A Better Life, A Better World- _____

4. Writing

Writing serves to be an easy mode of persuasion. It has scope to entice the masses. The famous Greek philosopher Aristotle posits three ways to make a persuasive appeal. It is, **Ethos, pathos and logos** which implies personal credibility, empathy and logical argument. These are inter-related and correspond to the other in a sequential order. In gaining credibility the persuader ought to establish a sense of understanding others' point of view. In doing so, the one being persuaded yields to accepting the opinions or ideas of the persuader.

Finally, the pivotal role of persuasion unfolds through the logical arguments put forth by the persuader, in order to explicit the views which the recipient has to understand. This leads to reliability on being credible (i.e.) ethos, ability to understand others' point of view (i.e.) empathy, thereby, succumbing to observe the value (i.e.) logos. It is from the Greek words "dia" and "logos" meaning "through words".



https://davidwangel.com/the-opportune-conflict/2016/12/28/the-four-types-of-conversations-debate-dialogue-discourse-and-diatribe

Dialogue Writing:

Dialogue Writing implies two-way conversation. It is to express or convey information or exchange ideas which in fact develops relationships. Dialogue Writing exhibits the qualities, inner motives of the character and also the place of action. Dialogues when explicated in writing, could serve dual purpose. It can be filler dialogues, dialogues with a logical effect or without a logical impact.

Dialogues evoke a feel of reality when it gains proximity to the characters and adheres to the main theme. It can be persuasive when it has an element of surprise, an emotional appeal or an awaited moment.

Pre-Task:

Attempt dialogue writing between a manufacturer and a customer where the latter provides customer feedback. Use the hints provided below to develop a conversation with 3 exchanges each.

Glossary:

adhere- support a cause or belief

adversity- hardship

argumentative- discussion involving disagreement; a reason put forward

attribute- characteristic quality

authenticate- prove the authenticity which is known to be true

credibility- believable; convincing

empathy- the ability to share and understand other's feelings

fend- support yourself

frenzy- a state of excitement or agitation

procrastinator- a person who postpones action

proximity- nearness

recipient- a person who receives something

seize- take hold of forcibly or suddenly

sensational- causing great public interest

suburbs- residential area outside the central part of a town

succumb- give way to pressure or temptation

Pre-Task:

Manufacturer (M) : Dear Customer, hope you are satisfied with our product! Please rate the quality of our product between star rating 1 and 5.

Customer (C) : Yes, I like the product so much and I wish to give _____

M:

C:

M:

C:

M:

Task 1:

Initiate a Dialogue between two colleagues about their team event. Use these words to frame a convincing conversation between the two.

C1: advance, affordable, amazing, attractive, challenging, demand, development, easy to access, hurry, introducing, remarkable, revolutionary, sensational, stunning look, miracle, magic, offer, quick, limited, curious, effective, brand quality, establish, reasonable, consider, promoting, striving, productive, attributes, worthy, value, huge success

Hope you feel good about the upcoming event.

C2: Yes, we have been waiting for this D- day.

C1: I am looking forward to _____

C2: It is certainly going to be_____

C1: What makes you feel so certain about it?

C2: _____

C1: _____

C2: _____

Passage

Bend to Mend

I have to accentuate the fact that I had finally attained my dream job. I have been hired as a budget analyst at my favourite magazine. The nature of my job demands working for the business manager. Also, to be a liaison between the finance and marketing departments, to develop sales and the workplace environment. At present, as I stand in this bakery which indeed is memorable. It was in this place I had celebrated my new job with my senior

editors, both finance and marketing team three months ago. Unfortunately, it was a shocking moment as our publication manager explained the status of our publishing house which had to be shut down as it was in dearth of business.

As we were trying to pack our things at the office, I could notice people walking around desperately and in a frenzy way. There were 17 other employees like me, with the same plight. Subsequently, I had to leave my apartment and move into the suburbs which was quite economic. It took almost 6 months to seize my new dream. It was from these times of adversity that I gained the ability to embrace my situation and learnt the importance of adaptability. If there prevails a similar storm in future, I know how to bend, to mend and to fend myself.

Task 2:

1. Identify the persuasive words in this passage.
2. State the overall tone of the passage.
3. What are the qualities that contributed towards the restoring process?
4. What will be your approach if you were to be in the narrator's position?

Post- Task:

Draft an argumentative essay on any one of the topics:

1. A proactive leader can never be a procrastinator.
2. Digital India- a sign of progress.
3. Persuasion is a tactic or a tool to appeal.
4. Advertisements determine the success of a product.
5. HRs are the central collaborators within a work place.

Note: The following list of argumentative words may be employed in the essay.

compare, commence, contrast, decide, infer, in my opinion, agree/ disagree, assume, factual, oppose, approve, authenticate, disprove, deny, refuse, withdraw, insist, expect, disappoint, strategic, rapport, misunderstand, disproportionate, consistent

You Tube Resources:

https://www.youtube.com/watch?v=t4S6cHZD3x4

https://www.youtube.com/watch?v=iAkUT2LcMSY

https://www.youtube.com/watch?v=6HTj-WlfT9I

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Unit - 3

PROFESSIONAL ENGLISH FOR COMMERCE AND MANAGEMENT UNIT III – DIGITAL COMPETENCE

LISTENING

Session 1:

ACTIVE LISTENING: Active listening is when we can listen, repeat, paraphrase and reflect on what we listen to. Active listening also involves watching the speaker's body language. In videos, it is also important to notice what is written on the screen.

Active listening involves the following steps:

Repeating	Paraphrasing	Reflecting
• Repeating words/phrases exactly as used by the speaker.	• Using similar words/ideas to summarise what the speaker stated.	• Reflecting on what the speaker said to suit your context/needs

Pre-Task (Vocabulary):

Recipe	brand ambassador	turban	demise
metropolitan cities	trending	concept	basmati rice
seeraga samba rice	imported		

Match the words in the box with the images given below and write their meaning:

_____ _____ _____ _____

_____ _____ _____ _____

_____ _____ _____

_____ _____ _____ _____

_____ _____

_____ _____

Activity:

Watch the following video where NagasamyDhanabalan speaks to YourStory.com founder, Shradha Sharma about DindigulThalappakatti and its origins. While listening to the video, write down key words or ideas that you think are important.

https://www.youtube.com/watch?v=4yvB0_z8Ydc

I. **Repeat:** Can you recollect some of the dates, names and places that NagasamyDhanabalan mentioned in his talk?

These questions might help you repeat the facts:

1. Who started Thalappakatti Biriyani and when?
2. What was Thalappakatti first called?
3. When did NagasamyDhanabalan's grandfather pass away?
4. When did he first come to Chennai?
5. From 2009 till 2017 (when the interview was taken), how many branches of Thalappakatti Biriyani were there?

II. **Paraphrase:** List at least 4-5 key points about the origins of Thalappakatti Biriyani.

1. What inspired NagasamyDhanabalan's grandfather to start a restaurant?
2. What inspired NagasamyDhanabalan to bring Thalappakatti to Chennai?
3. According to the speaker, what were the unique contributions of Thalappakatti to the Chennai food scene?
4. How did Thalappakatti change the way biriyani was consumed?

5. What was the traditional manner of cooking biriyani and how did Thalappakatti have to change their method?

III. Reflect:

1. According to you, has Thalappakatti made a difference in Chennai? If so, how?
2. Do you think, as Mr. Dhanabalan does, that Thalappakatti is a unique restaurant? Can you think of other competitors who make equally good or better Biriyani?
3. Is this video, according to you, a promotional video? If so, why?

Session 2:

INTERVIEWS: An interview consists of an interviewer (who asks the questions) and an interviewee (who responds). Interviews are often conducted to hire employees for jobs. They are also conducted by journalists or other interested business people to find out more about the achievements of their peers. Though an interview is usually formal and focuses on the work that one has achieved, it can involve some questions regarding the interviewee's backstory and personal life.

Pre-Task (Vocabulary):

Match the following words or phrases with their meaning:

1. Despite	i. electronic payments that are processed within seconds and credited from one bank to another without any intermediary
2. hassles	ii. A model of an actual or proposed machine that can do on a small-scale, the work that the actual machine is supposed to do.
3. unorganized agriculture supply chain	iii. Changes to existing processes between the production of a product and its final consumption with a claim to make it environmentally and financially sustainable. This involves product design, material selection, manufacturing,

			packaging, transport, distribution and consumption etc.
4.	sustainable supply chain	iv.	To know something thoroughly or completely
5.	instant payments	v.	Obstacles or challenges
6.	Logistics	vi.	Influenced or inspired
7.	Implement	vii.	The quality or ability to be able to do something
8.	prototype	viii.	The value of shares issued by a company
9.	working models	ix.	The determination to do something
10.	Operate	x.	To begin from a point where nothing has been done before
11.	Dilute	xi.	The progress of a start-up company and the momentum it gains as the business grows
12.	seed funding	xii.	In spite of/ regardless of
13.	Traction	xiii.	the commercial activity of transporting goods to customers
14.	"in and out"	xiv.	To put a plan into action
15.	Acuity	xv.	Function
16.	Resolve	xvi.	To weaken the strength or quality of something
17.	Capability/ capacity	xvii.	The capital that an investor invests in a start-up company
18.	"start from scratch"	xviii.	The first model/design from which other forms will be developed
19.	Hurdles	xix.	The various jobs between the harvesting of a crop to the final sale to the consumers undertaken by daily wage workers or various farmers.
20.	Motivated	xx.	A complicated and inconvenient situation

Activity:

Watch the following interview of Agrowave CEO Anu Meena. The interview is conducted by Kalyan from *The Business Monk*.

While listening to the interview, notice the following:

a. The interviewer introduces the interviewee.
b. The conversation is focused on the interviewee's job, inspiration and success.
c. The conversation is specific to Agrowave, but also gives general tips on start-up companies and what start-up entrepreneurs should look out for.

https://www.youtube.com/watch?v=4IQUz4Q1n-o

I. Answer the following:
    1. What is the role of Agrowave?
    2. What were some of the struggles Anu Meena faced before starting her company?
    3. Why did Anu Meena start Agrowave?
    4. According to Anu Meena, what does it take to transform an idea into a working prototype model?
    5. What does she say about team work and building a team?
    6. How did Anu Meena manage to raise funds? Was it the common thing to do?
    7. Would you consider Agrowave a successful start-up?
    8. According to you, what is the most important take away from the interview?

Note:

Interviews can also be screened without the interviewer.
https://www.youtube.com/watch?v=2TzhISiXtno(Video optional)

Or they can be held in the form of a panel:
https://www.youtube.com/watch?v=E77dWCsOrr8(Video optional)

SPEAKING

Session 1:

CONDUCTING AND PARTICIPATING IN AN ONLINE INTERVIEW: Nowadays, many interviews of entrepreneurs are conducted online, using platforms such as Zoom or Google Meet. It is, therefore, important to know some of the features of these video conferencing sites and how they can be used while conducting/participating in an interview. The person who starts the Zoom or Google Meet session is the host, and the others are participants.

Pre-Task(Exploring video conferencing sites):

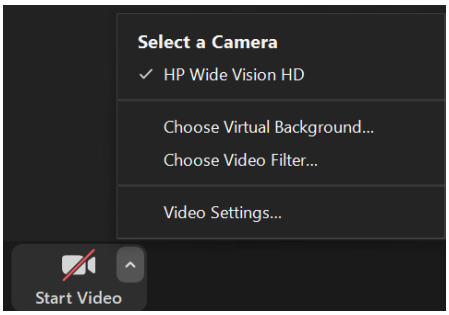
Features explored: Record, background, share screen, audio (on/off), participant list, using the chat box

Write the function of each of the features (When and why are the following features used?):

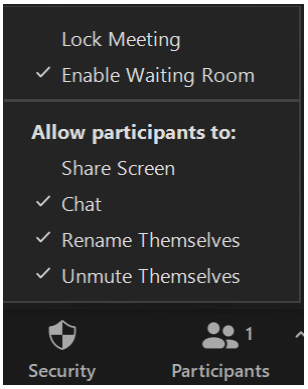
I. **Zoom:**

A.

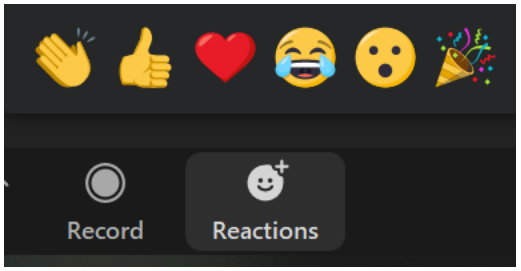
1. Audio: _____
2. Video: _____



3. Security:_____

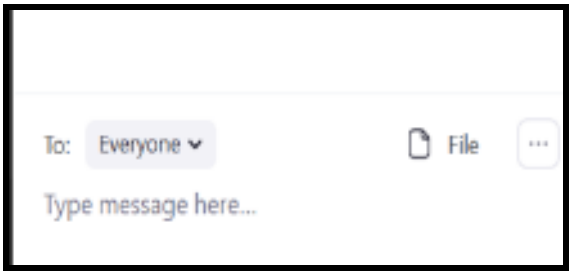


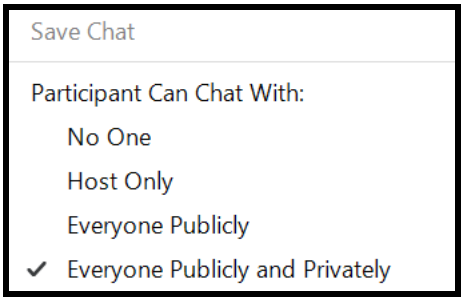
4. Participants: _____
5. Chat: _____
6. Share screen: _____
7. Record: _____
8. Reactions: _____



9. End call: _____

B:





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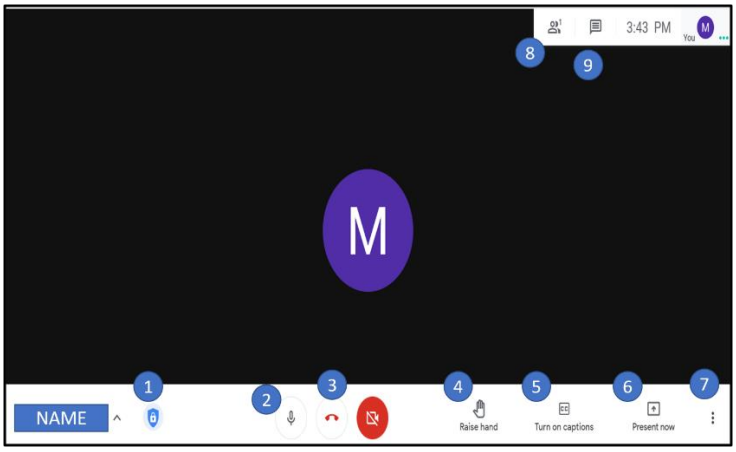
_____

_____

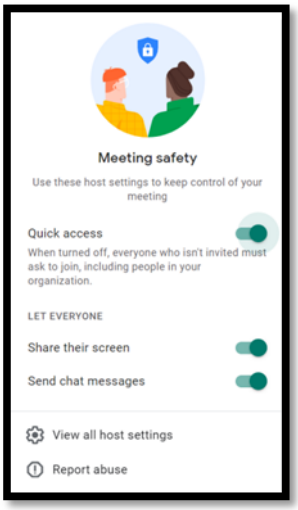
_____

II. Google Meet:

A:

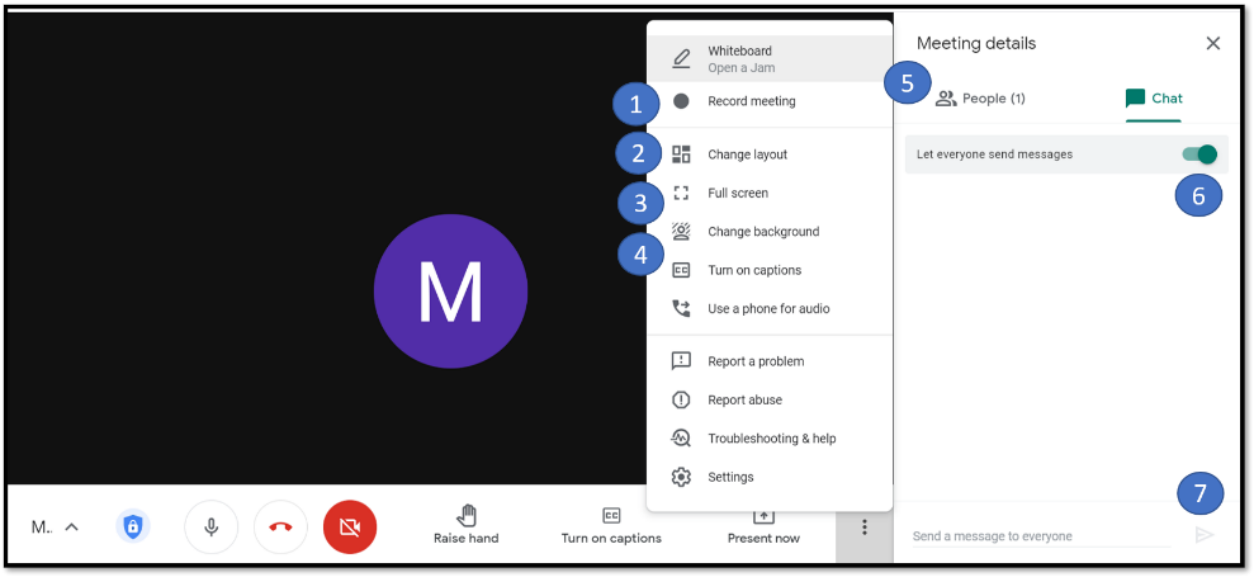


1. Security: _____

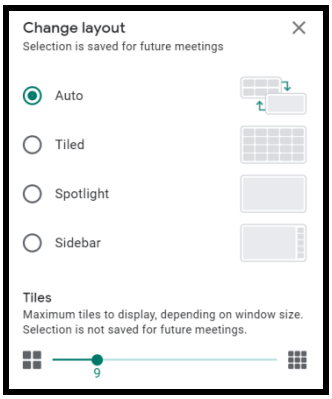


2. Audio: _____
3. Video:_____
4. Raise Hand: _____
5. Turn on Captions: _____
6. Present Now: _____
7. Options: _____
8. Participants: _____
9. Chat Box: _____

B:



1. Record: _____
2. Layout:_____



3. Full Screen: _____
4. Background: _____
5. Participants: _____
6. Messages: _____

7. Chat Box: _____

Activity:

Points to remember

- The interviewer should prepare questions beforehand.
- The interviewee should anticipate possible questions, and prepare themselves to face these questions. Answer with honesty and accuracy.
- As the interview will be conducted online, both the interviewee and interviewer can create PPTs, or use photos or videos to enhance their presentation/conversation.
- Language used by the interviewer: reporting (give some information about your panellists before you begin) and requesting (ask the panellists to talk about themselves; guide the flow of the conversation)
- Language used by the interviewee: Give explanations and lot of examples; make your response formal; use business terminology to explain the way your start-up functions

Ensure that your body language is professional.

Work in groups to form an interview panel. The interviewer will conduct an interview of young start-ups in the small-scale enterprises sector. The other panellists will pitch their ideas, and the possible challenges they might face while creating their start-up business.

INTERVIEWER	INTERVIEWEE
▪ **Introduction** ▪ Mr./Ms. _____ works as a… ▪ S(he) began her/his journey as… ▪ **Questions** ▪ Could you talk about…? ▪ Can you tell us your experience when…? ▪ What did you feel when…? ▪ What inspired you to…? ▪ When did you decide to…? ▪ Can you describe your typical day? ▪ What were the challenges…? ▪ How did you overcome…?	▪ I'm excited by the business opportunities… ▪ I really enjoy… ▪ We contribute/The company contributes to… ▪ We need to keep an eye on/ watch out for… ▪ I was always inspired by… ▪ My (parent/friend/sibling) motivated me to… ▪ My (parent/friend/sibling) stood by me when… Some business terminology that

You can find more questions onhttps://www.livecareer.com/resources/interviews/questions/entrepreneurial-informational-interviewing https://billionsuccess.com/how-to-interview-entrepreneurs/	can be used can be viewed here: https://abdoriani.com/91-startup-terms-every-entrepreneur-should-know/

Present your interview panel in front of the class.

Session 2:

CREATING A VLOG: Vlogging or Video Blogging is a means of using video streaming channels such as YouTube in order to share information. Vlogging can be used to talk about your product or your company.

Pre-Task:

Watch the following vlog:https://www.youtube.com/watch?v=O0-Ofd_9egE. This video is a good example of a professional vlogger (C4ETech), who reviews technical gadgets. Based on the video, work in groups and discuss the various aspects of creating a vlog and what (according to you) makes a successful vlog.

Activity:

In the same groups, work together to create a vlog.

Steps involved in creating a Vlog:

- **Pick your content**- what is your start-up about? What are the various aspects of your company that you can talk about? Write down a list. You need a core idea that runs throughout your Vlog. Do you want to write about clothes, technology, industries, industrial processes, marketing processes? The field is vast. So be sure to choose wisely.
- **Do some research**- who are the others who are talking about similar products/companies online? Watch some successful vloggers.

Try not to imitate them completely. Also browse YouTube for what works, and what doesn't.

- **Equipment**- make sure that the camera, lighting and audio suit the needs of your vlog. You can either film your vlog from a desk, or while travelling, for which purpose a simple camera is enough. Make sure your background stands out and attracts the audience. Focus the light on you- you are the star of your vlog. Reduce external sounds, and ensure that the mic is placed close to you.
- **Create an official channel on YouTube**-
    - Sign in to YouTube with an official Google account.
    - Click on the Profile icon.
    - Select "Create a Channel".
    - Fill out the details to name your new channel and verify your account.
    - Click Done.
- **Build your brand**- Upload a professional photo (make sure it relates to your company/product). Confidently talk to the camera. If you are talking about a specific place or event, show images to support your content. Explore editing software to help you with your vlog.
- **Keep your videos short.**

Links to help you:
https://support.google.com/youtube/answer/1646861?hl=en-GB

https://newbluefx.com/blog/create-vlogs-9-easy-steps/

https://makeawebsitehub.com/how-to-start-a-vlog/

You can take ideas from the following list:

- ✓ Any technical gadget
- ✓ Clothes/ make-up/ accessories
- ✓ Your own start-up idea
- ✓ Tips on using home appliances
- ✓ A cooking video
- ✓ A review of a company or entrepreneur

whoinspires you

- ✓ Some of your creative work- art/music

(Remember to keep it professional!)

READING

Session 1:

DIGITAL COMPETENCE: Digital competence is the ability to use ICT with ease—this includes technical skills as well as social and emotional skills in using digital platforms/technologies.

Pre-Task (Vocabulary):

1. Inescapable	i. Shortened form of a word/phrase
2. Digital divide	ii. Protocol/manners
3. Digital literacy	iii. Someone/something providing a lot of information
4. Digital competence	iv. The gap between those who have access to computers/internet and those who don't
5. "Yawning gap"	v. Unable to avoid
6. Etiquette	vi. Knowledgeable
7. Abbreviations	vii. An all-inclusive wide understanding of ICT which includes technical skills as well as social and emotional skills required to ethically and safely use digital

	platforms
8. "made it big"	viii. A very wide gap that is extremely difficult to reduce
9. "Mine of information"	ix. One's ability to find and use information using various digital platforms (technical skills)
10. savvy	x. Have become very successful/popular

Activity:

Read the article on "Digital Competence for Academic and Professional Excellence" given below and answer the questions that follow:

Digital Competence for Academic and Professional Excellence

It is an inescapable fact that in this globalized world, the internet, wireless networks, cell phones, laptops, tabs, and social networking has come to stay. In such an increasingly digital era, knowledge and competence of Information and Communication Technologies (ICT) is extremely important. Digital competence, therefore, involves the knowledge and skills required to use ICT with ease and comfort. This implies that individuals do not only require technical skills, but also social and emotional skills to handle digital platforms. For instance, it is no longer enough to know how to use WhatsApp, but also to understand the spread of fake news, or the nuances of User Rights when it comes to communicating via the platform. Another example is regarding the content a user uploads on their social media platforms—often, without realizing the implication, users upload personal content which is could be viewed by their professional circles.

Simultaneously, we should be aware that, as the India CSR Network notes, of the 4.5 billion people across the globe who are still not connected to the internet, more than 4 billion belong to developing nations. In countries such

as India, there is a huge digital divide, despite which individuals are expected to gain digital competence for academic and professional success. According to an article published in *The Hindu*, only 20% of Indians above the age of 5 years have basic digital literacy.

On one hand, this yawning digital divide creates a huge challenge for those who do not have access to digital technologies. On the other, businesses have an increased demand for individuals who are digitally competent. According to www.digitalskillsglobal.com, some of the digital skills that businesses seek in their employees include: programming, web and app development; digital business analysis; digital design; digital project and product management; digital marketing; effective social media use; and data science and analytics. In order to reach such a level, individuals should also have an advanced competency and maturity in using basic devices or programmes such as the mobile phone, emails, social media platforms etc. For instance, an interesting brand called Casper Sleep Channel, uses the various platforms of Facebook, Instagram, Twitter as well as YouTube, Spotify and IGTV to promote their channel, managing to create unique ways to stand out amongst its competition.

Some of the basic digital tools that beginners need to know about include:

1. Mobile phones: Nowadays companies use WhatsApp for business communication, and knowledge of the App is necessary. Simultaneously, users should understand business etiquette when it comes to mobile phone interactions. For instance, calls can only be made during working hours. Similarly, abbreviations should not be used in official messages. With the increasing number of Smart Phones, users should also be capable of using multiple Apps in their device with fluency and speed.
2. Computers: Computers require a slightly different skill set. Users ought to know the importance of MS Word, PowerPoint, Excel etc. The use of e-mails in a professional capacity is also significant.
3. Social Media: Social media platforms play a very important role in business strategies and these platforms need to be used innovatively in

order to boost sales and promotion. Many artists have made it big in the field just through their YouTube channels or Instagram pages.

4. The Internet: This vast mine of information and data has to be used wisely in order to support businesses.

In the field of academia, too, such digital knowledge will only aid students in learning more in lesser time. The internet, is a source of great information—but the trick is to know where to search, and how to verify your content.

While these digital tools are important, the landscape of both technology as well as business needs to be kept in mind. Technology can be a boon for many enterprises, but the increased cost of certain technological gadgets, or the amount of time and money spent on tech-based marketing can be a drain, especially on small-scale businesses. Since consumers are often swamped with data via online platforms, it becomes difficult for small-scale enterprises to reach the level of digital advancement maintained by larger, multinational organisations. www.smallbusiness.chron.com notes some of the major obstacles faced by small businesses in this vast field. It is because of the competitive nature of the digital space that being digitally savvy will work towards the advantage of both students as well as employees.

Sources:

https://www.google.co.in/books/edition/Building_Digital_Competencies_to_Benefit/GwiwDwAAQBAJ?hl=en&gbpv=1&dq=digital+competence&pg=PA3&printsec=frontcover
https://indiacsr.in/weaving-digital-competence-into-our-educational-curriculum/
https://www.thehindu.com/news/national/nso-report-shows-stark-digital-divide-affects-education/article32554222.ece
https://digitalskillsglobal.com/blog/the-top-10-digital-skills-tech-companies-are-looking-for-today
https://sproutsocial.com/insights/social-media-marketing-examples/
https://smallbusiness.chron.com/technologys-negative-impact-business-19118.html

Answer the following:

1. What is digital competence?
2. What are some of the problems faced by countries such as India with regard to the digital competence of its population?

3. What are some of the digital skills that businesses expect employees to possess?
4. List some of the basic digital tools that beginners should know about.
5. What are some challenges faced by small-scale enterprises with regard to technology?

Session 2:

EXPLORING A WEBSITE: Today, almost all businesses maintain a website. In order to understand more about a company, you need to first look at their website. It will give information about what motivates the company as well as what kind of products or services they offer. This will also tell you whether the company's aims suit your purposes/needs. In order to understand any website, we need to first analyse their "About Us" section.

Pre-Task:

Match the following words/phrases about web design with their meaning:

1. Access ibility	a. Chro me, Firefox, Internet Explorer etc.- Software application used to access information on the web
2. CSS (Cascading Style Sheets)	b. Store house of browser search queries or personal information provided in your website
3. HTML (Hypertext Markup Languages)	c. A design which addresses the viewer's expectations (i.e. what do viewers feel when they visit your website?)

4. Responsive Design	d. Language of the text (provides the structure of the page)
5. Favicon	e. a type of web feed which gives users the ability to get immediate updates from websites in a standardized, computer-readable format
6. Domain name	f. Small text files containing basic information about the pages you visit.
7. UX Design	g. The file address of a resource on the Internet, including a web page, an image, a video, a style sheet etc.
8. Cache	h. The ability of a website to be used by people with disabilities
9. Cookies	i. A layout designed to suit various devices (e.g. phone, laptop, tab etc.)
10. Database	j. Style sheet language (language of the page design/layout)
11. URL (Uniform Resource Locator)	k. A unique name that identifies a

	website
12. Browser	l. Manage the creation and modification of digital content (E.g. WordPress)
13. CMS (Content Management Systems)	m. The record maintained by your browser of the pages you visit- a device's temporary storage space
14. RSS Feed (Really Simple Syndication)	n. Icon that appears next to your domain name in the browser address bar

Activity: Read the "Overview" of the Kerala State Poverty Eradication Mission, "Kudumbashree" and answer the questions that follow:

https://kudumbashree.org/pages/7

Kudumbashree, the Kerala State Poverty Eradication Mission was launched on 17th May 1998 inaugurated by the Prime Minister, Shri Atal Bihari Vajpayee. The Mission aims to eradicate absolute poverty within a definite time frame of 10 years under the leadership of Local Self Governments formed and empowered by the 73rd and 74th Amendments of the Constitution of India. The Mission launched by the State Government with the active support of Government of India and NABARD has adopted a different methodology in addressing poverty by organizing the poor in to community-based organizations. The Mission follows a process approach rather than a project approach.

Kudumbashree, a community organization of Neighborhood Groups (NHGs) of women in Kerala, has been recognized as an effective strategy for the empowerment of women in rural as well as urban areas: bringing women together from all spheres of life to fight for their rights or for empowerment.

The overall empowerment of women is closely linked to economic empowerment. Women through these NHGs work on a range of issues such as health, nutrition, agriculture, etc. besides income generation activities and seeking micro credit.

Kudumbashree differs from conventional programmes in that it perceives poverty not just as the deprivation of money, but also as the deprivation of basic rights. The poor need to find a collective voice to help claim these rights.

Kudumbashree was conceived as a joint programme of the Government of Kerala and Nabard implemented through Community Development Societies (CDSs) of Poor Women, serving as the community wing of Local Governments. Kudumbashree is formally registered as the "State Poverty Eradication Mission" (SPEM), a society registered under the Travancore Kochi Literary, Scientific and Charitable Societies Act 1955. It has a governing body chaired by the State Minister of LSG. There is a state mission with a field officer in each district. This official structure supports and facilitates the activities of the community network across the state. Kudumbashree differs from conventional programmes in that it perceives poverty not just as the deprivation of money, but also as the deprivation of basic rights. The poor need to find a collective voice to help claim these rights.

The grassroots of Kudumbashree are Neighbourhood Groups (NHG in short) that send representatives to the ward level Area Development Societies (ADS). The ADS sends its representatives to the Community Development Society (CDS), which completes the unique three-tier structure of Kudumbashree. Today, there are 2.77 lakhs NHGs, over 19,854 ADSs and 1073 CDSs in Kudumbashree.

It is this network that brings women to the Grama Sabhas and helps them bring the needs of the poor to the attention of the local governments. The Community Development Societies are also very active in Government programmes and play significant roles in development activities ranging from socio-economic surveys and enterprise development to community management and social audit.

Though its efforts to engage women in civil society in development issues and opportunities, Kudumbashree in association with the local self government of Kerala is charting out new meaning and possibilities for local economic development and citizen centric governance.

MISSION

There are two distinguishing characteristics to Kudumbashree which set it apart from the usual SHG model of empowerment. These are,

1.The universality of reach – from its very inception Kudumbashree has attempted to bring every poor woman in the state within its fold, as a consequence of which today Kudumbashreeis present in every village panchayat and municipality, and in nearly every ward, colony and hamlet. The sheer spread is mind boggling, and it is only because the local community of women drive the system that it has managed to persevere.

2.The scope of community interface in local governance – the functioning of Kudumbashree is tied up to the development initiatives of the local government be it for social infrastructure, welfare or right based interventions or for employment generation. From food security to health insurance, from housing to enterprise development, from the national wage employment programme to the jagratha samiti, every development experience depends on Kudumbashree to provide the community interface.

It is using these opportunities that Kudumbashree strives to convert a microfinance led financial security model into a more comprehensive model of local economic development.

THE MISSION STATEMENT

To eradicate absolute poverty in ten years through concerted community action under the leadership of local governments, by facilitating organization of the poor for combining self-help with demand-led convergence of available services and resources to tackle the multiple dimensions and manifestations of poverty, holistically.

VISION

Kudumbashree strives to develop the model of a micro finance led financial security process into a more comprehensive model of local economic development under the aegis of local governments. This would hopefully sustain the transformation of the local governance agenda from welfare to entitlement. Such a transformation does not come about easily and requires rewriting established administrative and development practices

It requires the community acquiring voice and being heard. It requires institutionalizing processes that allow for participation and meaningful contribution. And when we speak of community we speak of the people for whom government is a palpable entity influencing the quality of their lives, as well as of the people on the periphery, both social and physical, for whom manifold deprivations have snuffed out hope of change.

We speak of the women who are finding, through collective endeavours, the stepping stones leading from participation to citizenship in its truest sense. It is through the realization of citizenship that Kudumbashree would be able to significantly address issues of equity and justice.

Answer the following:

1. When was the Kerala State Poverty Eradication Mission established?
2. Whose help did the Kerala State Government seek to launch Kudumbashree?
3. What is the "different methodology" used by the Kerala State Government in addressing poverty?
4. What do the following abbreviations stand for?-
   NHG
   CDS
   SPEM
   ADS
5. What are the various issues that women work on?
6. According to the website, how many NHGs, CDSs and ADSs are now a part of Kudumbashree?
7. What is the significance of the three-tier approach of Kudumbashree?
8. What are the two distinguishing characteristics of Kudumbashree's mission?

9. How is the spread of Kudumbashree's branches unique?
10. How does the programme attempt to alter the microfinance led financial security model?
11. What is Kudumbashree's Mission Statement?

WRITING

Session 1:

CREATING A WEBSITE: A website helps you to promote your company. It is important to tell viewers a little bit about the company, the team, who began the company (the founder or CEO), the vision and mission of the company, as well as some of the company's achievements. This helps gain the trust of viewers.

Pre-Task:

Create a mind-map of everything that you think is necessary to include in your webpage. A mind-map is a visual organisation of your thoughts. It looks somewhat like this:

This is not exhaustive, and you can add to this mind-map, or create your own.

Activity:

Using the mind-map you have drawn, create the content for a webpage for either a company or product that you would like to promote.

How to Create a Webpage

- **Content:** Make sure you know what your website is about.
- **Choose a website builder:** Some options can be viewed at https://www.websitetooltester.com/en/blog/best-free-website-builders/
- **Write an "About Us" page:** Describe the Vision and Mission of your company.
- **Write about your team:** the founder and other members

TY
PROFESSIONAL ENGLISH FOR COMMERCE & MANAGEMENT - II
Unit – 4
Creativity and Imagination

Creativity

Creativity is the process of translating thoughts into truth, fresh and creative. The capacity to look the universe in various directions, locate secret trends, connect otherwise unrelated phenomena and develop ideas. Creativity requires two processes i.e., perception, and development.

Imagination

Imagination is the capacity to develop and construct in the mind, without any instant senses, new topics, sensations, and concepts. It is also defined as the development of experiences in one's mind that can re-create past experiences such as vibrant memories with likely modifications, or can be invented entirely and potentially spectacular scenes. Imagination helps render knowledge suitable to solve challenges and is important to incorporate learning experiences

Enhancing Creativity

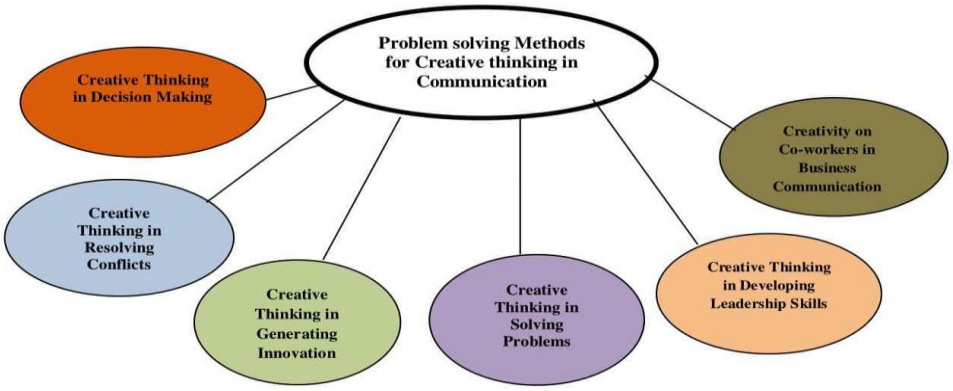
The testing and manipulation of innovative domain specific interventions that helps people to develop their imaginative thought and explore the effects of innovation in order to accomplish their objectives and well-being.(i.e., cognitive abilities, divergent thinking skills, investigating the efficacy of motivational strategies, among other tools).

Creative Thinking in Communication

Any worker in the world is well informed that innovative thought is integrated into conversation. Adequate innovation, such as creativity in decision-making, creativity in proposals, creativity in presenting ideas before others and much more resolve much of their targets. Creative thinking in communication to the logical growth of an individual and to the advantage of creative thinking in the workplace involves a variety of practice.

Problem solving Methods for Creative thinking in Communication

Creative thinking embodies behavioural subsets including interest, cognizance and responsive means to cultivate fresh concepts and problem solving approaches. The role of creative thinking required at different levels of workplace that places on the basis of communication. The segment usually studies the importance of creative thinking in making judgment, solving challenges, creating creativity, overcoming disputes and in improving leadership skills at workplaces.



Creative Thinking in Decision Making

The following suggestions can help in your Creativity thinking in decision-making process:

Recognize decisions. Decisions are more than wishes or desires. There's a world of difference between "I wish I could be a better student" and "I will take more powerful notes, read with greater retention, and review my class notes daily." Deciding to eat fruit for dessert instead of ice cream rules out the next trip to the ice cream store.

Establish priorities. Some decisions are trivial. No matter what the outcome, your life is not affected much. Other decisions can shape your circumstances for years. Devote more time and energy to the decisions with big outcomes.

Base decisions on a life plan. The benefit of having long-term goals for our lives is that they provide a basis for many of our daily decisions. Being certain about what we want to accomplish this year and this month makes today's choices more clear.

Balance learning styles in decision making. To make decisions more effectively, use all four modes of learning explained in a previous lesson. The key is to balance reflection with action, and thinking with experience. First, take the time to think creatively, and generate many options. Then think critically about the possible consequences of each option before choosing one. Remember, however, that thinking is no substitute for experience. Act on your chosen option, and notice what happens. If you're not getting the results you want, then quickly return to

(Reference1:https://socialsci.libretexts.org/Bookshelves/Counseling_and_Guidance/Book%3A_OpenNow_College_Success_(Cengage)/05%3A_Developing_Critical_Thinking_Skills/5.03%3A_Using_Critical_Thinking_Skills-_Decision_Making_and_Problem_Solving)

(Reference2:https://edu.gcfglobal.org/en/problem-solving-and-decision-making/what-is-critical-thinking/1/)

Why it's so,

Critical thinking and problem solving skills are imperative for making smatter, profitable and winning decisions or recommendations. This needs

- **examining and improving your thought processes**
- **ask yourself some factual questions**
- **list out the available challenge assumptions**
- **consider varying view points**

Establish criteria before the options are apparent
What I need to achieve - outcome
Decision criteria – measure options against the criteria
Give weights to the options

Sou

Iden

Stage One: Identifying the Problem

Before being able to confront a problem its existence needs to be identified. This might seem an obvious statement but, quite often, problems will have an impact for some time before they are recognized or brought to the attention of someone who can do anything about them.

In many organizations it is possible to set up formal systems of communication so that problems are reported early on, but inevitably these systems do not always work. Once a problem has been identified, its exact nature needs to be determined: what are the goal and barrier components of the problem? Some of the main elements of the problem can be outlined, and a first attempt at defining the problem should be made. This definition should be clear enough for you to be able to easily explain the nature of the problem to others.

GOAL (I want to...)	BARRIER (but…)
Tell a friend that we find something they do irritating.	**I don't want to hurt their feelings.**
Buy a new computer.	**I'm not sure which model to get or how much money is reasonable to spend.**
Set up a new business.	**I don't know where to start.**

Looking at the problem in terms of goals and barriers can offer an effective way of defining many problems and splitting bigger problems into more manageable sub-problems.

Sometimes it will become apparent that what seems to be a single problem, is more accurately a series of sub-problems. For example, in the problem: "I have been offered a job that I want, but I don't have the transport to get there and I don't have enough money to buy a car."

Problem	Working Definition
"I want to take a job, but I don't have the transport to get there and I don't have enough money to buy a car."	**"I want to take this job."**

- "I want to take a job" (main problem)
- "But I don't have transport to get there" (sub-problem 1)
- "And I don't have enough money to buy a car" (sub-problem 2)

During this first stage of problem solving, it is important to get an initial working definition of the problem. Although it may need to be adapted at a later stage, a good working definition makes it possible to describe the problem to others who may become involved in the problem solving process. For example:

Stage Two: Structuring the Problem
The second stage of the problem solving process involves gaining a deeper understanding of the problem. Firstly, facts need to be checked.

Problem	Checking Facts
"I want to take a job, but I don't have the transport to get there and I don't have enough money to buy a car."	"Do I really want a job?" "Do I really have no access to transport?" "Can I really not afford to buy a car?"

The questions have to be asked, is the stated goal the real goal? Are the barriers actual barriers and what other barriers are there? In this example, the problem at first seems to be:

Goal	Barrier 1	Barrier 2
Take the job	**No transport**	**No money**

This is also a good opportunity to look at the **relationships between the key elements of the problem.** For example, in the 'Job-Transport-Money' problem, there are strong connections between all the elements.

By looking at all the relationships between the key elements, it appears that the problem is more about how to achieve any one of three things, i.e. job, transport or money, because solving one of these sub-problems will, in turn, solve the others.

Creative Thinking in Solving Problems
(Example: Solving Complex Business Problems
From planning last-minute meetings, to addressing unexpected customer queries, there is no end to the problem solving you do day in, day out. And you want to be confident in the decisions you make. To help you get started, why not take our interactive quiz and find out how good your problem-solving skills are. Then dive into the different approaches to problem solving; which ones do you use already, and which ones could be helpful in the future?
Finally, we can help you identify the causes of problems, and use problem-solving techniques to improve business processes.)
(**Reference: https://www.mindtools.com/pages/main/newMN_TMC.htm**)

Creative Thinking in Developing Leadership Skills
Pre-task

Mention the names of a few world Business Leaders with Strong Leadership Skills

10 Inspiring Business Leaders with Strong Leadership Skills

IndraNooyi, Former Chairman and CEO of PepsiCo -**Mirror Review Quotes**
"As a leader, I am tough on myself and I raise the standard for everybody; however, I am very caring because I want people to excel at what they are doing so that they can aspire to be me in the future".

Bill Gates, Co-Founder of Microsoft -Pondot

"The leader needs to create an environment in which people can analyze the situation and develop a good response". "Great organizations demand a high level of commitment by the people involved".

Mary Barra, Chairman and CEO of General Motors -Stanford Business
"If we win the hearts and minds of employees, we're going to have better business success".
"It's important to surround yourself with people who will challenge you and tell you when and why you are wrong".

Richard Branson, Founder of Virgin Group -Virgin
"People are fundamental in driving the success of a business. If you treat your staff like the smart and capable adults they are — and give them choice to make informed decisions — you will cultivate an environment in which everyone can flourish".
Herb Kelleher, Co-Founder of Southwest Airlines -**Employers Resource**
"Your employees come first. And if you treat your employees right, guess what? Your customers come back, and that makes your shareholders happy. Start with employees and the rest follows from that".
Tim Cook, CEO of Apple - Fast Company)
"The most important thing is, do you have the courage to admit that you're wrong? And do you change? The most important thing to me as a CEO is that we keep the courage".

SundarPichai, CEO of Google, Alphabet –Thinking Marketing
"As a leader, a lot of your job is to make those people successful. It's less about trying to be successful (yourself), and more about making sure you have good people and your work is to remove that barrier, remove roadblocks for them so that they can be successful in what they do. So that's how I've always thought about it."
Tony Hsieh, CEO of Zappos–InnovationManagement
"I view my role more as trying to set up an environment where personalities, creativity, and individuality of all the different employees come our and can shine."
Howard Schultz, Former Chairman and CEO of Starbucks (BusinessInsider)
"You can't expect your employees to exceed the expectations of your customers if you don't exceed the employees' expectations of management.
Mark Zuckerberg, Co-Founder, Chairman and CEO of Facebook - Inc
"We look for people who are passionate about something. In a way, it almost doesn't matter what you're passionate about".
(Reference:https://blog.smarp.com/what-are-the-top-leadership-skills-that-make-a-great-leader)

Embracing Creativity in Business Communication
(Reference: https://www.youtube.com/watch?v=h1fCJM1LMaY)
A. Listen to the Video, audio and answer the questions given below:

1. What is a Business Communication?)
2. What do you understand by 'effective communication' and 'Communication plan' of Business?
3. What causes unpredictability in the situation on work place?
4. Briefly explain your understanding best communication in business.
5. What is the most important aspect of the business communication?

B. Listen and give specific information on the termsgiven:

1. Influential
2. Reward power

3. Filters
4. Communication Channels
5. Message Receiver, sender
6. Feedback
7. Context
8. Overarching
9. Strategic ambiguity
10. Crisis

Creative approach for communication in Business

- The solution is to try it out: Sensory pictures are a decent starting point, even though you don't feel especially imaginative, you do have to take a couple extra minutes before you click submit' your message to pepper in those excellent visuals that lit the brain rather than ordinary words.
- Boost your company communications' imagination by partnering Individual contact cooperation, you can unlock unique concepts or phrases that can render your message very different. New modes can also improve ingenuous positives.

Resource :https://youtu.be/QGeHS4jO0X0

Listen to the above video and answer the following questions.

1. What is important according to you? - What to communicate / How to communicate?
2. What is strategic communication?
3. What are the mutual beneficial situations?
4. What are the four important steps for successful communication?
5. What is meant by communicating the value? Why is it important?

Some the real-life examples of 'creative challenges' from hatrabbits.com is given here for our discussion

- How can we double our quarterly turnover?
- How can we get 50 new clients in market X?
- How can we sell our expertise in different market segments?
- How can we do our work more efficiently?
- How can we lower the costs of process X?
- How can we reduce the workload of our department?
- How can we raise the team spirit in our department?
- How can we increase the satisfaction of our employees?
- How can we provide our customers with useful insights by using 'big data'?

(Source: https://hatrabbits.com/en/topics-for-creative-thinking/)

Read the passage carefully and make notes from it, keeping in mind the Main ideas and the subordinate points. Creativity on Co-workers in Business Communication on Management. The first one is discuss out for you side.

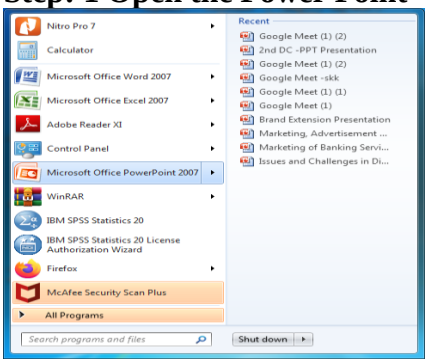
When it comes to communicating information to employees, video is a great tool. Something we're in the habit of at Screen Cloud is ensuring that if we can make a video or screen-recording to share an idea, rather than a long document or process, then we will. Analyze your audience before you make a presentation or conduct a meeting. Anticipate possible causes of confusion and prepare clarifying statements. As you prepare, try to see the situation from your audience's perspective. Give all the background necessary for people who receive your email, presentation or lecture to take action, such as make a decision based on the information you provide. If your topic requires a comprehensive understanding of complex underlying concepts, state so early in your discussion. Set clear expectations about what you hope your business communication can achieve. Choose the right communication format for each situation. For example, avoid using email to communicate emotional issues, such as bad news. Use written communication to convey lists of information, such as policies and procedures. Use diagrams and charts to summarize complicated financial data. Proofread your written communication, such as email, reports or other documents. Check for spelling and grammar mistakes so that you fix them before distributing your information. For email messages, include an effective subject line, discuss only one topic and specify the type of response you want**.** Pay attention to body language when communicating in person. A person who does not look at you or appears distracted in other ways may not be able grasp your message. Use physical cues to tailor your message or know when it might be appropriate to discuss the subject at another time. Defer judgment until the conversation concludes. Avoid interrupting the speaker with counter arguments. It limits your understanding of the situation. Recognize cultural differences in communication styles. Before you work with people from another country, take the time to investigate business practices in that area of the world.
(**Reference**:https://smallbusiness.chron.com/achieve-success-through-effective-business-communication-2890.html)

Visual Aids

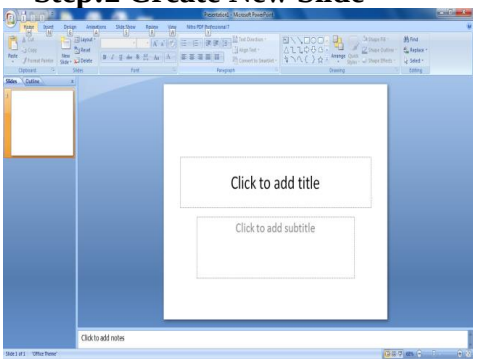
Launch the PowerPoint Program

When you launch the PowerPoint program, you may be prompted to pick what kind of document you want to create. Choose to create a blank presentation.

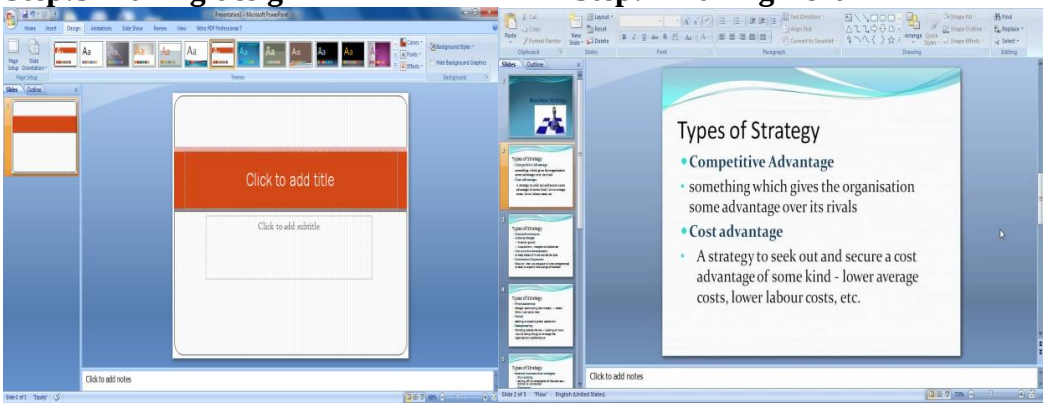
Step: 1 Open the Power Point



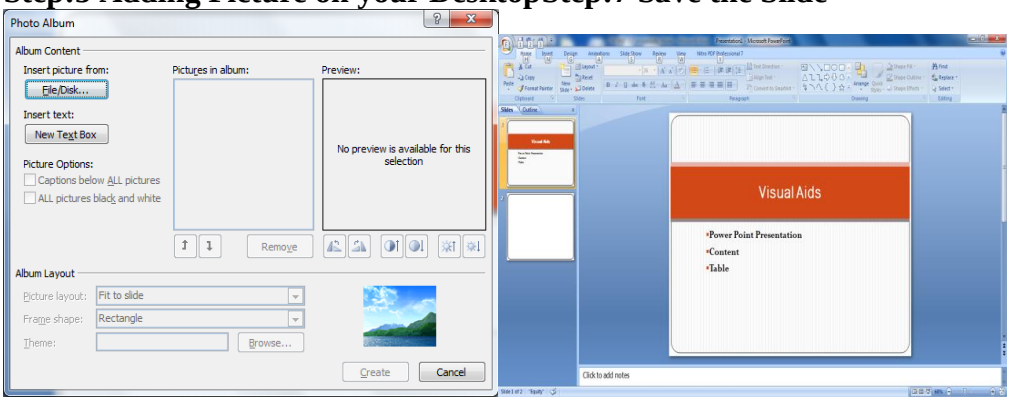
Step:2 Create New Slide



Step:3 Making design **Step:4 Making Text**

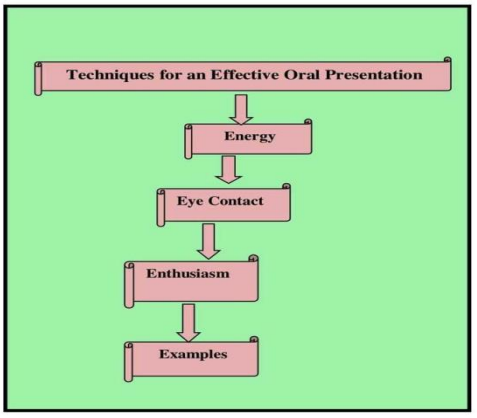


Step:5 Adding Picture on your DesktopStep:7 Save the Slide



Techniques for an Effective oral Presentation

While speaking to those we know about every day is a simple feat, it certainly requires adequate preparation and research to give a successful expression. The four**Es** required for an effective speech have therefore been clarified for you below:



1. **Energy:** The introduction should be presented in an absolutely enthusiastic way that represents the strength. It helps to win over the audience and to make sure that you truly have everything to sell.
2. **Eye Contact:** Eye interaction with the listener is quite necessary. In case of broad assembly of audience start scanning from front to back as well as side to side. Any listener should get the feeling that you are engaging with them.
3. **Enthusiasm:** Your expression should represent your excitement and excitement for the topic you would be addressing. You should expect the same from the audience unless you are zealous about the subject.

4. **Examples:** Using illustrations always to demonstrate what you want to highlight. The listener often visualises what you are talking about because they don't look at words as text. Examples are the perfect way to help you create pictures of your post.

Video Marketing

It is no secret that video marketing is the future. Many companies, including Reebok and Always, have taken to video marketing to showcase their products and convey important messages.In fact, having a presence either on YouTube or video through Facebook is almost a necessity for most modern brands.

There are lots of things to remember when recording video for the first time. You'll need to consider:

- Having the right equipment (e.g. A tripod or camera)
- Having an appropriate filming location
- Using professional editing software
- Sourcing music

(Reference 1:Watch "A Moving Story about Gratitude" https://youtu.be/tznztJVsW9E)
(Reference 2:https://www.slideshare.net/NicoleFerdinand/making-short-films)

Basic script writing for the short film
Unique form

- Special order structure, emphasis, shape
- Fewer character emphasis and more systemic focus
- Too firm type - Punch line Joke movies?
- Non-verbal and surreal.
- Episodes

No Dialogue

- Action driven
- Little character development
- Potent set-up
- Gag &punch line

How to craft a great short film

- Conceive a brilliant, unusual, simple but intense idea
- Quickly establish your situation & characters
- Always start the story as late as possible & end it as soon as possible – it must be intense
- Always move the story forward
- Add a sense of urgency
- End with a bang Know your ending at the beginning
- Use dialogue sparingly
- Be brave in your choices
- Set it in your head, discuss it with your colleagues, redraft it, rewrite it, talk more about it, then storyboard it then make it

Don't try and cram too much in

Tell your own story or vision but be aware of other films in the same vein - allow yours to talk with them (GENRE)

- Three-act Structure - What this means? Give your story a beginning, middle, and end.

Don't write based on what you know. Use fantasy, your imagination & research

- You don't have to tell a story. You can focus on a theme, a state of mind, Experiment with an existing film or idea.
- If you make a genre film, fulfill the rules & then exceed then

Elementsof Story

- The reason for telling the story
- Describing a need or a desire that must be addressed by the central character
- The reason for telling the story now for this audience
- Specific story/concept ANGLE

• Details through character & given circumstances
• Premise - insights - defining the goal of the story - the desired audience effect
(Example) King Lear - blind trust leads to destruction

Webisodes

• Web Series and Online Series
• WebTV - TV over IP - that is the real revolution to the temporary stop-gap of Cable. By being on-line and on-demand, TV over IP has no schedule restrictions
• 'WebTV' does not need the biggest audience; it just needs the Right audience, a dynamic and motivated and engaged audience.

Creating Web Page

A single disc, called the "html file" holds a web page. In virtually any software you would use to modify text files, html files can be generated. Also you can build html files in certain programmes. The value of these systems is that they are mostly user-friendly. The limitation is that the right html files are not always created. You will use the standard text editor, such as VI, PICO, Windows 95 Notepad etc to build web-pages. An html file includes control codes, which specify how a web viewer appears on the website. These codes are referred to as "html tags"

Password Protected Pages

There are many ways to build password-protected sites, but notice that using a CGI script is a typical vulnerability since the password is saved in a web server log file. Instead it is better to navigate, which is defined on a different tab.

Creating a Web Page

This is not meant as a full training course on designing web sites, it is intended to offer a deeper perspective into the fundamentals of making a web page. The easiest way to practice html coding is to open a certain html code on a website with a feature to meet your specifications and then change it.

Creating Blogs

A blog is a newspaper Web page that exists in reverse temporal sequences of the current entries first at the left, with the most previous. This is a forum for a writer or a community of authors to express their thoughts on a topic. More than 570 million blogs are now accessible on the internet. Bloggers are expected to cross 31.7 million by 2020 in the United States alone.

Purpose of a Blogs

- To improve the web site exposure in Google SERPs
- Helps to meet and catch interest from potential customers.
- The main goal of a blog is to bind with the community concerned.
- To improve your traffic and give your website quality.
- A blog is a valuable platform for lead generation.
- It creates trust in your followers as you utilize your niche expertise to produce insightful and entertaining content.

Steps to create a Blog

How to Start a Blog in 8 Easy Steps - Source : https://firstsiteguide.com/start-blog/

Step 1: Select a perfect niche for your blog
Step 2: Choose a blogging platform
Step 3: Pick a domain name
Step 4: Get a web hosting account
Step 5: Starting a blog on WordPress
Step 6: Select a theme and design your blog

Step 7: Write content and promote your blog

Step 8: Make money blogging

(Reference: https://www.studiobinder.com/blog/writing-short-films/

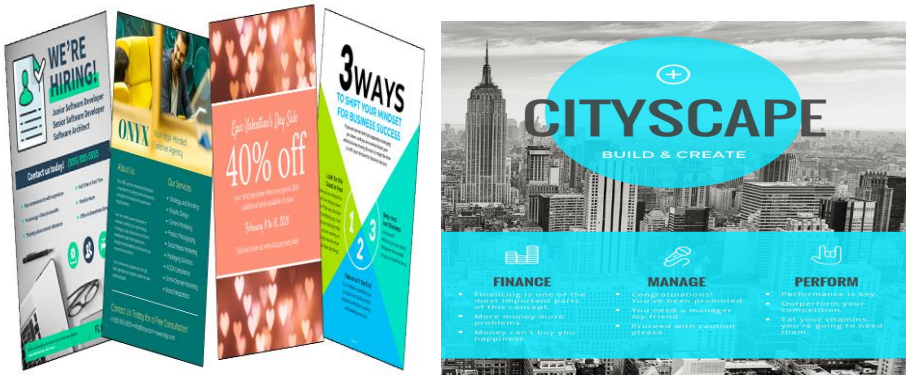
Structure of Creating Blog

Blogs have modified their presence over time and nowadays blogs include a broad selection of posts and widgets. However some common functionality and frameworks do remain in most blogs. **(Attributes:** https://www.youtube.com/watch?v=ZqZGKfd_qKc**)**

Features that a Typical Blog

- Menu header or browser bar.
- Highlighted or latest blog post Key Content Area.
- Facebook profile sidebar, desired material or call-to-action.
- Footer with links such as a disclosure, privacy policy, contact page etc.

Sample of Flyers **Business Management Flyers**



(**Source:** https://venngage.com/blog/flyer-examples/#1**)**

Creation of Flyer

A flyer is a form of paper advertisement deliberate for wide supply and normally posted or distributed in a public place, handed out to individuals or sent through the mail. In the 2010s, flyers range from inexpensively photocopied leaflets to expensive, glossy, full-color circulars.

The various tips to be considered while creating the flyers;

1. Keep your content brief.
2. Divide your copy into digestible sections.
3. Use bullet points and infographics.
4. Create a catchy headline.
5. Add a call-to-action.
6. Don't forget to add directions.
7. Include your contact information
8. Always proofread your content
9. Communicate using your target market's language.
10. Use compelling testimonials.
11. Use colors that support your message.
12. Limit your font choices to two or three.
13. Choose the right paper stock
14. Apply paper coatings.
15. Use high-resolution photos

16. Incorporate your logo with the design
17. Account for bleed and trim
18. Distribute in high traffic areas

(**Source: https://www.nextdayflyers.com/blog/effective-business-flyers/)**

Uses of Flyers

- ✓ Advertise an event such as a music concert, nightclub appearance, festival, or political rally.
- ✓ Promote a goods-selling businesses such as a used car lot discount store or a service business such as a restaurant or massage parlor.
- ✓ Persuade people about a social, religious, or political message, as in evangelism or political campaign activities on behalf of a political party or candidate during an election. Flyers have been used in armed conflict: for example, airborne leaflet propaganda has been a tactic of psychological warfare.
- ✓ Recruit members for organizations or companies.

Like postcards, pamphlets and small posters, flyers are a low-cost form of mass marketing or communication.

Formats of flyer

- A4 (roughly letterhead size)
- A5 (roughly half letterhead size)
- DL (compliments slip size)
- A6 (postcard size)

Strategy and concept for the flyer

1. Find other flyers you like as inspiration

Look at other flyers outside to get an understanding of what is likely.

2. Use your design concept as a brief for a freelancer or design contest

You can either design your own flyer for you with your favorite freelancer or launch a flyer design competition and collect multiple flyer design suggestions from the world's designers.

3. Evaluate the design proposals against your criteria

Sort the prototypes without getting swept away by an innovative development that does not in reality accomplish what you need to do.

4. Choose your final design

Pick the template that better matches your needs and fits with your audience.

5. **Proofread**

Check and check again that no typos remain, until you have the completed design.

6. Make sure you get the files you need

If you have images as part of the template, the resolution must be high.

Brochure

A single or multi-page folded document used to advertise goods or services of a business is a brochure. This paper may be folded to make different pages or pages are piled together many times. In reference to a brochure, the word "booklet" is also used. Although it may appear identical to a brochure, brochures are most commonly used for ads of several goods or services for a business It is important to remember Usually brochures have more pictures than sentences. Such typical applications for brochures involve the launch or detailing of recent customer support contributions.

An overview of brochures

- Advertising products/services
- Sometimes binded
- Multiple pages

Difference between Brochure and Pamphlets

Brochure	Pamphlets
❖ Usually consist of multiple bound pages ❖ Paper size varies more than pamphlets ❖ Cover a range of topics ❖ Typically have pictures and graphics with supporting text ❖ Good for informing readers about specific products or services and/or their features ❖ Designed to sell rather than just educate or inform	❖ Mostly printed on one folded page ❖ May have more than one page, but not often ❖ Most are not bound ❖ The content focuses on a single subject ❖ Usually more informational than promotional ❖ Good for educating readers and raising awareness about a specific topic

Can you fill in the columns stated below based on the information given above:

Type	Purpose	Folded	Multiple Pages	Binded
Brochure				
Pamphlet				

Creating Brochures

Brand your brochure with visuals: You can add all your custom material, many photos, maps, icons and charts to your booklet of visual images. Incorpore the brand on a customised brochure or post photos of your own.

Add text: Submit text by inserting or substituting text in your brochure. The fonts, colours and sizes you may alter are easy

Add images: You will incorporate photos by adding symbols, portraits and stock images in our gallery, hundreds of thousands of images inserted into your brochure.

Publish and share: Make sure that you preview it when your brochure is final, you may also customize your printing brochure. You will share your creation with peers, acquaintances or relatives until you have your final draught.

Poster Making

A poster is a document depicting societal challenges and environmental issues. It could even be connected to certain commercials. It is essentially a work of art and because of its messages, draws maximum attention from the audience.

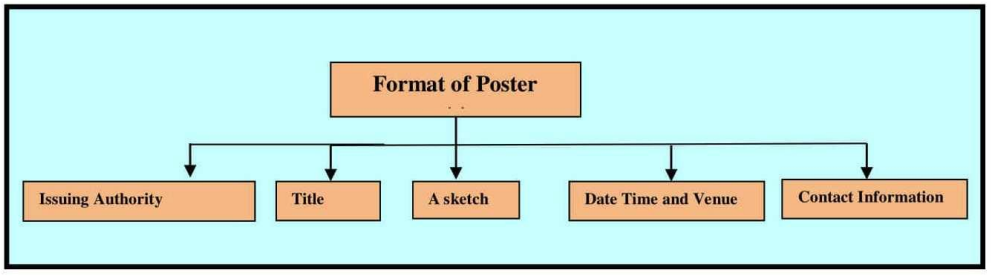
Importance of poster making

Poster presentations are a valid form of transferring academic knowledge. However, greater flexibility in their design and dissemination is required. 'MediaPoster' provides an opportunity to deliver a genuine depth of information, which is amendable to suit a wide variety of academic, professional and commercial disciplines. It accounts for a full range of learning styles by use of interactive delivery, and so promotes a genuine forum of active learning.

- Poster speaks for itself; the presence of its author is not necessary. It is therefore possible to reach a **broader audience** when compared to a presentation limited in time.
- It is also possible to **present several posters** in the same room and at the same time; visitors can have a look at those posters they are interested in.
- Sometimes as the author you have the possibility to present a poster while giving a short introduction. An **interactive situation evolves** while having a close contact to the audience, closer than when delivering a speech.
- Posters can be **used several times and presented at different events.**
- A poster is suited for people suffering from **stage fright at least**, for those who have difficulties when speaking in front of large groups. Standing next to their poster for some time in order to answer just a few questions is less stressful than talking on a lectern.

Format of Poster Writing

The students who are about to appear for the CBSE Board English examination must be aware of the format of poster making.



Format of poster writing

- **Issuing Authority:** Here you have to write the name of the organising body of the particular event.

- **Title:** This is the point where you can make the deal. Make a catchy title which is basically the gist of your announcement or issue.
- **A sketch:** After the title, you have a draw a picture depicting your issue. For instance; 4 ways to save water.
- **Date, Time and Venue:** Here you have to mention the date and time of the event which has to take place. Do not forget to mention the venue of the event.
- **Contact Information:** This is an important part of your poster. Remember to add the details of the concerned authorities as the people reading the poster must have contact numbers of the event co-ordinator in case any query arises on the day of the event.

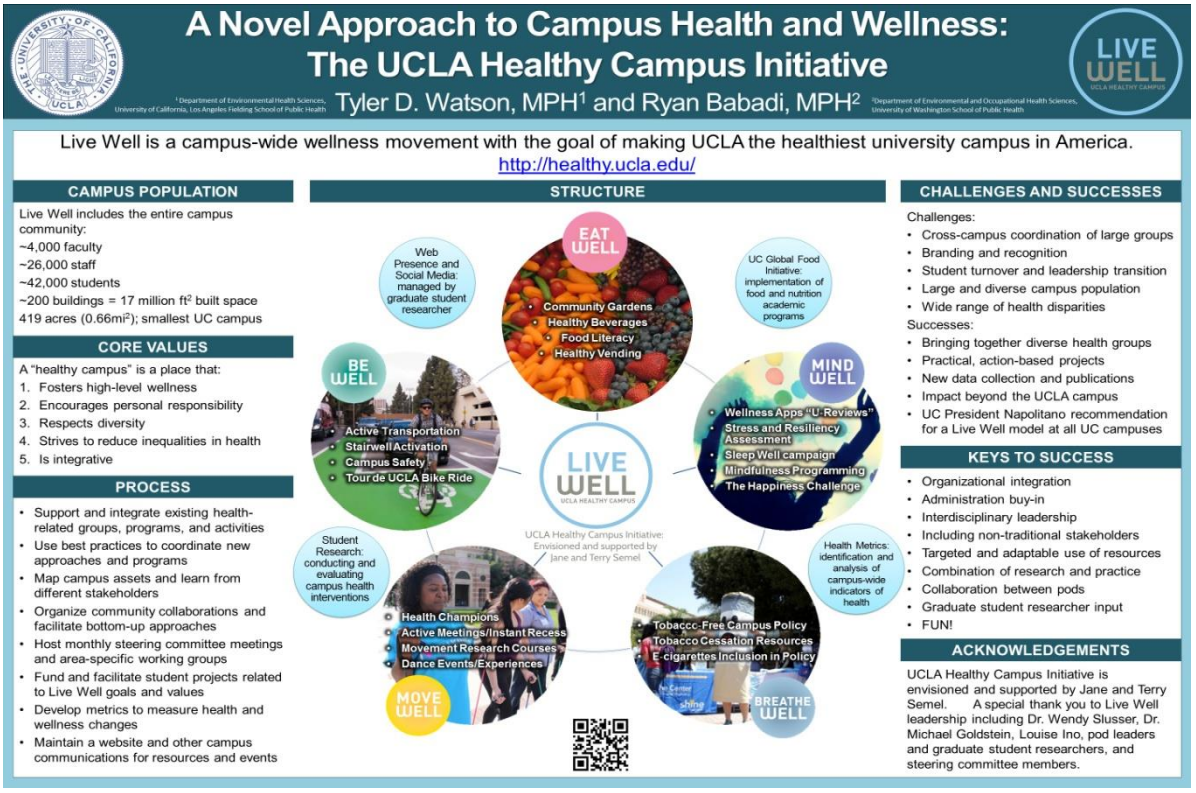
Doing things for Poster Writing

- Your poster must not exceed the word limit of 50 words.
- The poster should be in a box.
- Make the content inside the poster to the point and crisp.
- Make sure your answer to a poster must fit in one page only. It should not be continued to the next page.
- Also, bold or underline the important information inside the poster.

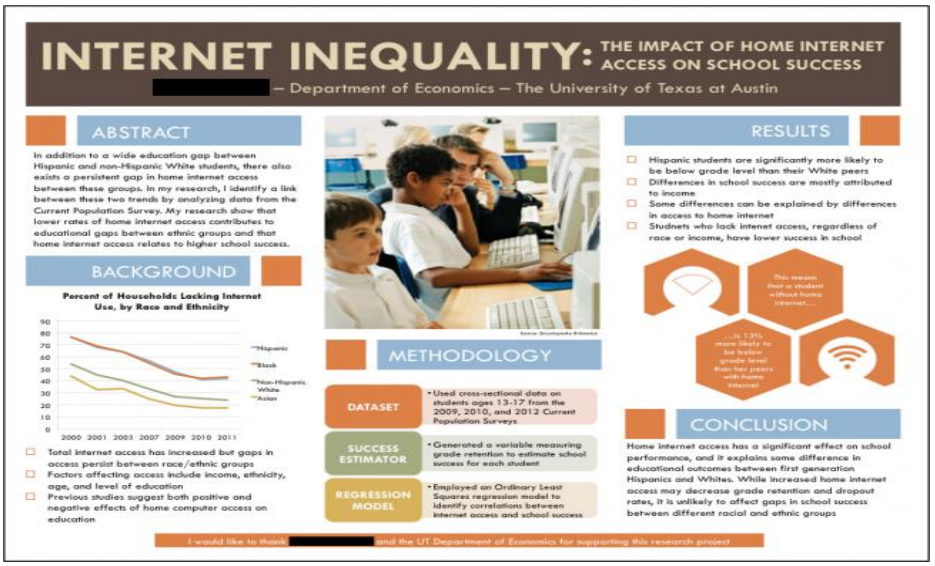
Avoid things for Poster Writing

- Keep the word limit within the prescribed word limit only.
- Do not use complex language.
- Do not use the short form of the words.
- Make sure your poster is in the proper structure / format.

Sample Poster



Sample of conference poster presentation



(Source:http://dmst.aueb.gr/dds/rese/poster/indexw.htm)

Writing Slogan

A slogan is a term that describes a commodity or a business and expresses the main advantage to customers. And if carefully planned, the brand will hold the mind of customers on the front and centre until they are ready to purchase.

Seven tips to creative juices flowing:

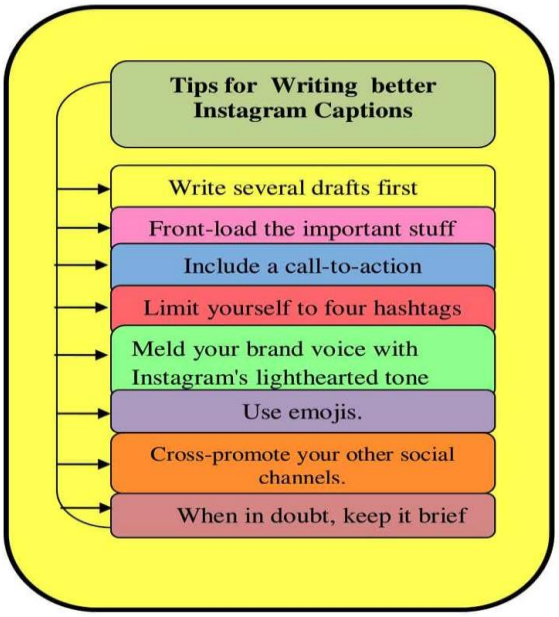
- Keep it short and simple
- Be consistent
- Focus on what makes you different
- Make it timeless
- Ensure it can stand alone
- Consider your target market
- Get input

Captions Making

A title, brief summary, or a picture or illustration accompanying with one particular thing may be product or service. A collection of terms on the bottom of the TV or the movie frame of the Convey conversation, or adapt international conversation to hearing disabled people. As of a text or document: a name or a portion. Law The heading, court, words and the number of the proceeding, of a pleading or other text. While a thousand words worth an image, it also takes a picture to attract viewers, have a backdrop and illustrate the plot.

Tips for writing effective captions

- A headline, a concise description, or a corresponding image or diagram.
- A list of words at the base of the television or the theatre
- Transmit dialogue or tailor conversation to those with hearing impairments worldwide.
- The heading of the proceedings, session, terms and amount of a pleading or other document.
- Although a picture is worth a thousand words, it often requires a photo to depict audiences, have a history and explain the storyline.



Tips for writing better Instagram captions.

1. Write several drafts first.
2. Front-load the important stuff.
3. Include a call-to-action.
4. Limit yourself to four hashtags.
5. Meld your brand voice with Instagram's lighthearted tone.
6. Use emojis.
7. Cross-promote your other social channels.
8. When in doubt, keep it brief.

Reference:

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5. **Forrester Study (2018)** "The Total Economic Impact™ Of IBM's Design Thinking Practice: How IBM Drives Client Value And Measurable Outcomes With Its Design Thinking Framework"
6. https://www.authentichappiness.sas.upenn.edu/learn/creativity
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8. https://truscribe.com/embracing-creativity-in-business-communication/
9. https://filmindustry.network/short-films-become-most-important-communication-tool/14005
10. https://www.yumpu.com/en/document/read/39725802/oral-presentations
11. https://www.teachingenglish.org.uk/article/short-sweet-using-short-films-promote-creativity-communication
12. https://www.slideserve.com/raphael-hardy/writing-the-short-film
13. https://www.educba.com/effective-oral-communication-in-business/
14. https://www.acc.umu.se/help/web/
15. https://firstsiteguide.com/what-is-blog/

16. https://visme.co/blog/flyer-design/
17. https://venngage.com/features/Brochure-Maker/
18. https://modernlitho.com/pamphlets-vs-brochures/
19. https://www.youtube.com/playlist?list=PLZrhHq0Fe1XpFmMY7KTwJhcelxSl8JOat
20. https://schools.aglasem.com/136806
21. https://blog.hubspot.com/marketing/write-good-instagram-caption
22. https://www.wikihow.com/Write-Good-Captions-in-Photojournalism
23. https://www.ibm.com/design/thinking/static/media/Enterprise-Design-Thinking-Report.8ab1e9e1.pdf
24. https://www.wired.com/2016/01/ibms-got-a-plan-to-bring-design-thinking-to-big-business/
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Unit – 5

UNIT - 5
WORKPLACE COMMUNICATION – AN OVERVIEW

Clear and effective communication is essential in a workplace. Although there are various channels of communication such as E-mail, circulars, WhatsApp etc. a lack of effective communication will end in misunderstanding with the boss, co- workers, or colleagues. This will bring down productivity as it may result in a breakdown of communication and therefore relationships. Effective communication is the art of saying the right words in the right way at the right time. This will lead to improving confidence and a positivity ultimately leading to career growth.

Leaders need to recognise the importance of having strong internal communications in their organizations. Leaders also need to recognize the importance of formal communication channels within the organization. This will keep the organization glued together and move towards one unified goal and purpose. This communication between leaders and their teams, or between team members, keeps employees informed of important changes in the organization. It also provides them an outlet to share their own thoughts.

The methods of Communication

(Image source: WikiHow: How to write an Internal Communication Plan)

List methods of communication
Passive Channels:
• Intranet news
• TV
• Notice boards
• Email
• Posters
• Print
Interactive Channels:
• Company conference
• Business unit briefing
• Blogs
• Discussion Forums
• Instant Messaging
• face to face meetings
wikiHow to Write an Internal Communications Plan

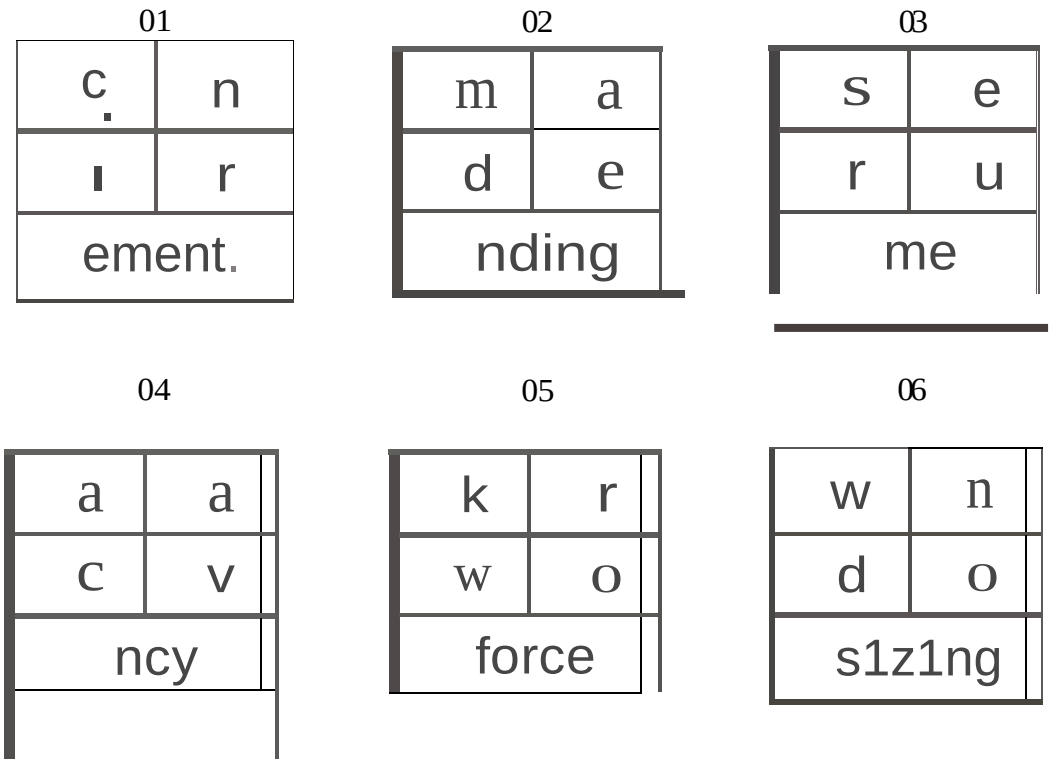
Tips for effective communication in workplace:

1. Speak clearly and assertively
2. Listen to your co-workers
3. Ensure accuracy to build trust
4. Share information that's specific and detail oriented
5. Keep your communications brief
6. Follow up important conversations in writing
7. Don't hesitate to ask for clarification
8. Ditch the electronics before and during in-person meetings
9. Make a list of your strengths and weaknesses
10. Learn from your mistakes.

1. WARM UPEXERCISES

1. Career Vocabulary Grid

The following words are related to career. Rearrange the letters to form meaningful words. Write down the words in the space provided on the next page. Also, match the words with the definitions by writing the number in the circles.



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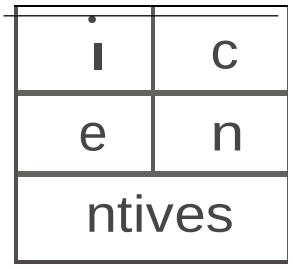

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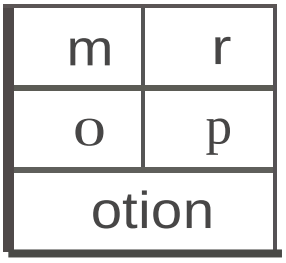

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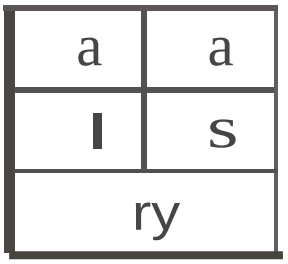

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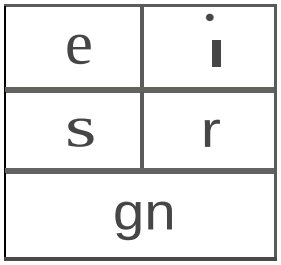

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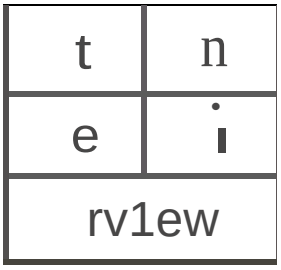

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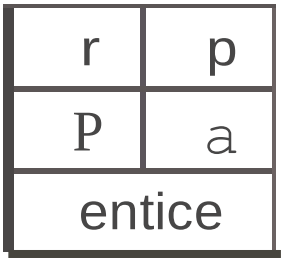


No.Rearrangedwords

01.
02.
03.
04.
05.
06.
07.
08.
09.
10.
11.
12.

Roughwork

Lr. No. Definitions

A. Reduction in the number of people who work in a company to reduce expenses.

B. money that employees receive in the beginning of every month for doing their job.

C. that which is given to encourage workers to do more work.

D. A regular increase in the amount of money that the workers are paid for their job.

E. a job that is available for somebody to do.

F. to officially tell the authorities that one is leaving one's job.

G. needing a lot of skill, patience, and effort.

H. a summary of academic-cum-work history.

I. a formal meeting at which somebody is asked questions to see ifthey are suitable for a particular job or position.

J. A person who works for a fixed period to learn the skills needed in thejob.

K. a move to a more important job or rank in a company.

L. all those who work for a particular company.

Source: Joy, John Love J & Francis M. Peter S. J, Let's communicate 2 – An ESL textbook – cum-workbook for college students. Delhi: Trinity Press, 2016.

2. People at work - who's who

Given below are job-related words / abbreviations. Go through the list and match the words with their descriptions given on the following page by writing their letters in the appropriate boxes

Word list

a.	engineer	k.	video-jockey	u.	farmer
b.	programmer	I.	manager	v.	butcher
c.	cashier	m.	peon	w.	waiter
d.	professor	n.	receptionist	x.	accountant
e.	umpire	O.	Doctor	y.	broker
f.	ambassador	p.	mechanic	z.	athlete
g.	typist	q.	employee	al.	chef
h.	electrician	r.	plumber	bl.	vendor
I.	advocate	s.	carpenter	cl.	mason
J•	tailor	t.	merchant	dl.	employer

No. Meanings:

1. Receives and pays out money in a bank/company
2. Deals with people arriving at or telephoning a hotel
3. Serves customers at their tables in a restaurant
4. Lives in a foreign country as a senior representative
5. Is a university teacher of the highest rank
6. makes sure that rules are not broken in a game
7. Presents programmes on TV channels
8. Repairs engines of motor vehicles
9. Uses scientific knowledge to solve practical problems
10. Keeps or checks financial accounts
11. One who types letters, memos etc.
12. Writes programs for computers
13. Treats people who are ill or injured
14. Pays the employers to work for them
15. Cultivates and manages land
16. Kills animals and sells them as meat in a shop
17. Competes in sports such as running, jumping
18. Sells things usually on the street
19. Defends somebody in a court of law
20. Oversees running a business
21. Fits and repairs things such as water pipes, toilets
22. Makes or repairs wooden objects and structures
23. Connects or repairs electrical equipment
24. Does mostly physical work like carrying files etc.
25. Builds or works with stone
26. A professional head-cook in a restaurant
27. Buys and sells goods in large quantities
28. Is paid to work for somebody
29. Buys/sells for another in exchange for a commission
30. Makes suit, jackets for individual custom

Source: Joy, John Love J & Francis M. Peter S. J, Let's communicate 2 – An ESL textbook – cum-workbook for college students. Delhi: Trinity Press, 2016.

SPEAKING SKILLS

Academic Power Point Presentation

Pre-text task – Vocabulary

brainstem	*potential explanation*
data collection	*clip arts*
parameters	*video clips*
quantitative analysis	

Power Point Presentations have come into vogue more than a decade ago. Not only in educational institutions, but in business scenario also it has established its importance. Yet, for the students who do the presentation for the first time, there occurs a fear in them to speak before a large gathering. This article guides the students to overcome their fear and to take up the task actively and enthusiastically.

Before preparing the presentation, it is important to decide what the main message is going to be. This central idea is the core around which all other ideas revolve. For instance, in academic presentations the central idea will be the thesis statement, in business presentation it will be the product or services offered. In any case the content must be prepared before the power point presentation.

Plan the structure of your Power Point Presentation

Now that you know what information must be included, begin to plan the structure of your presentation. You will want to plan as much of your speech and slides on paper as possible. Outline not only your speech but your slides as well.

- The structure of an academic presentation should follow roughly the same structure as an academic paper, first introducing your main point, supporting it with evidence, and then a short conclusion.
- For business presentations, Guy Kawasaki (a notable business adviser and marketing guru) suggests this standard presentation structure:
    - The Problem
    - Your solution
    - Business model
    - Underlying magic/technology
    - Marketing and sales
    - Competition
    - Team
    - Projections and milestones
    - Status and timeline
    - Summary and call to action

- Future

Making PPT effective:

1. Write out your speech before you start making the PowerPoint:

It's hard to make a presentation if you don't know what you plan to say. Brainstorm what you plan to say and break it into chunks. Then, make an outline or jot down notes for yourself. You might even create a short script.

2. Use your outline or notes to help you decide what needs to be included in your slides. **The following points may be considered for academic presentation:**

- Introduction or Overview
- Theoretical Framework or Research Question
- Background or Literature Review
- Background or Literature Review
- Methodology or Case Selection
- Discussion of Data or Results
- Analysis
- Conclusion

The outline structure of a presentation resembles the structure of a research work. Academic presentation always aims or focuses on some finding or innovation. Make your presentation also creative and informative.

3. Be informative and innovative

In the presentation, refer to the existing literature and give background information on a particular case with which the audience may be familiar. Your background information should only include what is expected or needed by the audience. In your15-minute presentation, after formal introduction and literature, you need to be discussing your data or case study. At conferences, people are there to learn about your unique contribution and not about another person's work. In some places you can narrate your experiences in collecting data. Add humor, wherever necessary, to avoid sounding monotonous.

4. Rehearse:

Take rehearsal as you need before you deliver your presentation. Practicing makes it flow better. You can't practice too many times. Prepare your material according to the time allotted for you. No more. Even if you only have a few minutes left, you need to finish within the allotted time.

5. Use Photos, Pictures and graphs:

You can use pie charts, graphs or bar charts when discussing any quantitative analysis. Also, use photos, pictures, videos, music, and clip arts wherever necessary. Sometime pictorial explanation reaches the audience with ease. Relevant video clips can also be used to make the session lively.

At the end, give a recap of all the points that you had explained in your presentation.

6. Challenges:

Be assertive in your tone while delivering the material. Never get distracted from your focus on speaking out the content. While rehearsing, think of the possible questions that may be thrown to you regarding the subject and you should be prepared to answer everything.

Points to be avoided in a Power Point Presentation

1. Don't overload materials:

Avoid presenting all the information in one slide. Overloading a slide with too much information will tend to give a cumbersome appearance. Limit content to bullet points.

2. Limit the number of slides:

Keep minimum number of slides to make your presentation effective. Too many slides would make the audience weary of it and they may tend to get distracted

3. Do not read the slides:

Always keep eye contact with the audience. While doing the presentation, don't read from the slides, instead, you can keep flash cards, or a printout of your presentation.

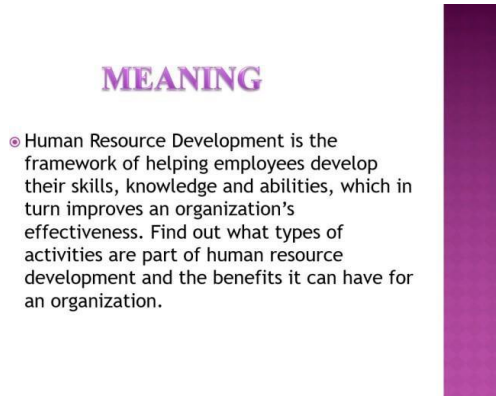
4. Use professional format:

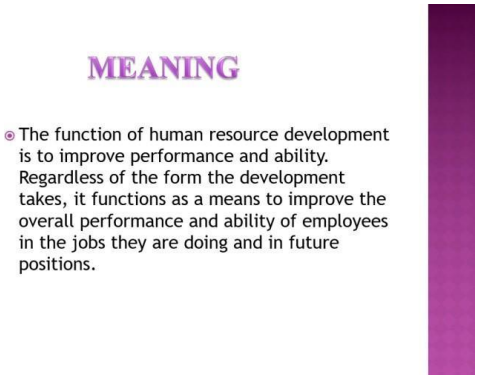
Make your slides captivating and innovative. Don't use visuals that distract the attention of the audience from the topic. Don't use multiple fonts. Stick to a particular readable font throughout the presentation.

Consider the following sample presentation. Observe its structure and outline your own presentation. Explain the outline to the class.

Sample Power Point Presentation no.1

(Source: Dr. Saravanadevi R. Associate professor & Head of Dept of Management, GAC, Kumarapalaym, Erode, Tamil Nadu)





Sample Power Point Presentation No.2

The topic of this presentation is Free Consent in Commercial law. As students of Commerce & Management you may be expected to design your presentation after this model. Read carefully and learn to make your subject presentation at its best!

(Sorce: Dr. Hema A.S. Asst. professor of Commerce, GAC(W), Salem, Tamil Nadu)

The above two sample presentations are provided in text format. Now, you will get a visual presentation by clicking the link given: https://youtu.be/0srjdRDh99Y

It is a presentation hosted by Jim Riley on YouTube. The topic is Marketing: Segmentation – Targeting and Positioning. Listen to the video presentation attentively and enhance your knowledge of designing such presentations in your subject as well as workplaces too. At the end of this unit, you will be asked questions related to this video presentation.

Post reading Task I

Answer the following in about 30 words each:

1. Give the structure of a business presentation.
2. Write the formula of an academic presentation.
3. Why should the content be informative and innovative?
4. What are the challenges that you might face while doing a presentation?
5. What is the necessity to rehearse before doing a presentation?

Task II

With the help of the sample presentations provided in the text, prepare your own presentation on any topic of your interest, and present it in your class.

Task III

After listening to the video hosted by Jim Riley, on Marketing - Segmentation- Targeting and positioning, answer the following questions in about 30 words.

1. What is market segmentation? Mention its main categories.
2. Write about the benefits of effective market segmentation.
3. Explain the drawbacks of market segmentation.
4. What are target markets and its main strategies?
5. Explain market positioning with examples.

Task IV

Form groups of five among your classmates and discuss the following topics. Prepare essays adding your own ideas also.

1. Positioning and competitive advantage
2. Possible positioning strategies

READING AND WRITING SKILLS

1. Product Profile

PRE-TEXT TASK – VOCABULARY	
reputation	*trustworthiness*
marketing	*credentials*
indispensable	*surveillance*
robust	*sustainable*

A company profile is a short piece of writing which introduces the company to someone who might be unfamiliar with it. The purpose of a product profile is to furnish basic information about the company, its products, product description, performance, reputation, etc. When a product is aimed at selling, online or offline, one of the key factors is the product description. In business, a product sale depends on advertising and marketing department's way in promoting the sale.

Product Description:

While describing a product, the following points are to be noted:

1. Target audience
    - The target audience to whom the product is to be sold and their buying capacity, location, and literacy level.
    - If the company has an online access, a team can be appointed to monitor and gather the information of the people who visit the company's website. An online enquiry form may be provided to identify their demographic using Google Analytics.
    - When a new brand of a product is to be introduced in the market, try to connect your item to the target customer's lifestyle and utility.
2. Features of the product
    - Design a list of the benefits of the products and link these to the customers' needs.
    - Explain the exceptional features of the product
3. Appeal to the senses
    - Specifics are important in selling a product. So, creating an imaginary sensory experience of using the product is important.

Sample Product Profile

Read the fictitious profile given below:

Sunshine Enterprises is a domestic lighting and security provider established in 1989. We have considerable expertise in sustainable lighting including solar lighting. Our company is reputed nationwide for its products and services. Our products are recognized and trusted across the world. Our company recruits employees in large scale every year to manage the production.

A brief Profile of the company:

Type	Public
Purpose	Lifestyle (safety & security)
Established	1989
Founder	Mr. Sharma
Headquarters	Bangalore
Area covered	India
Products	LED lights Solar lights Surveillance cameras
Credentials	ISO certified
Website	sunshineco.in

Product Profile

Name of the product: Sunbeam LED lighting integrated security camera

Product Description:

We believe that proper lighting and security are essential for every house. With this in mind, we have developed a Sunbeam LED lighting system integrated with security system that is efficient, economical, and eco-friendly. Soon, we hope to be patented for this new product. Nowadays, providing adequate security and surveillance to houses has become indispensable need for everyone. Sunbeam knocks out the need for a separate security camera network by compacting surveillance with lighting. Using inbuilt cameras and wireless cloud technology, the Sunbeam system can be used to set up a site-wide security system which can be monitored locally or remotely.

Our products are highly customizable and we have a dedicated team to provide prompt service to any part of the country. We are committed to the society and to the environment. All our factories and offices are exclusively for sustainable energy sources and our products are certified as recyclable.

(Source: Google images: CCTV camera with LED lights)

Robust features:

- Solar energy supply, recyclable, and power saving
- Bullet camera with stylish and unique design
- Built-in 8 pcs LED lights to provide adequate lighting even in heavy darkness
- Metal case, iP65waterproof
- 90-degree rotation solar panel

Both the models are white in color, made of lithium battery, rechargeable, and replaceable. Our products are ISO certified. Both are waterproofed and weather proofed. The company aims at upgrading the existing models to attract worldwide customers. It plans to start its branches in a few more cities of other states.

Perception:

This profile establishes the trustworthiness of the company by stating that it has been in operation for seventy years. The main products and services offered by the company are also introduced here. The credential of the company being ISO certified is also mentioned. The best practices one of which is their commitment to environmental issues, is also pointed out. The profile closes with a brief outline of the company's objectives and future directions. This indicates that the company is eager to achieve more in its field.

Post-reading task – 1

1. Enumerate the components mentioned in Sunshine Enterprises' (SE) profile?
2. What are the special features of the Sunbeam LED lighting integrated security camera?
3. Mention the robust features of the specified product.
4. How do you know that the SE is committed to the environment?
5. Write a note on the points to remember while describing a company product.

Task – 2

Design a profile for a brand-new coffee product of your desired company. Compare your profile with other groups.

2. Writing a Circular

PRE-TEXT TASK	VOCABULARY
luncheons	*implement*
intimating	*informative*
adhere	*geared*
queries	*stake*

Circulars or fliers are an effective way to communicate in an organization. In general, companies, organizations or even educational institutions use circulars to implement policies or invite employees to meetings or sometimes to luncheons. Circulars can also be used to promote new products. Circulars are written to inform the stake holders the matters of general interest. Circulars serve a lot of benefits to both the sender and the receiver. The success of a circular in business communication depends on its distribution.

Advantages of Circulars:

Circular is the fastest way to pass information among the stake holders in an organization or a company, whether it is in printed form or digital form. Circulars enable the efficient transfer of information. For example, a company needs only a few lines of subject to inform employees about a seminar.

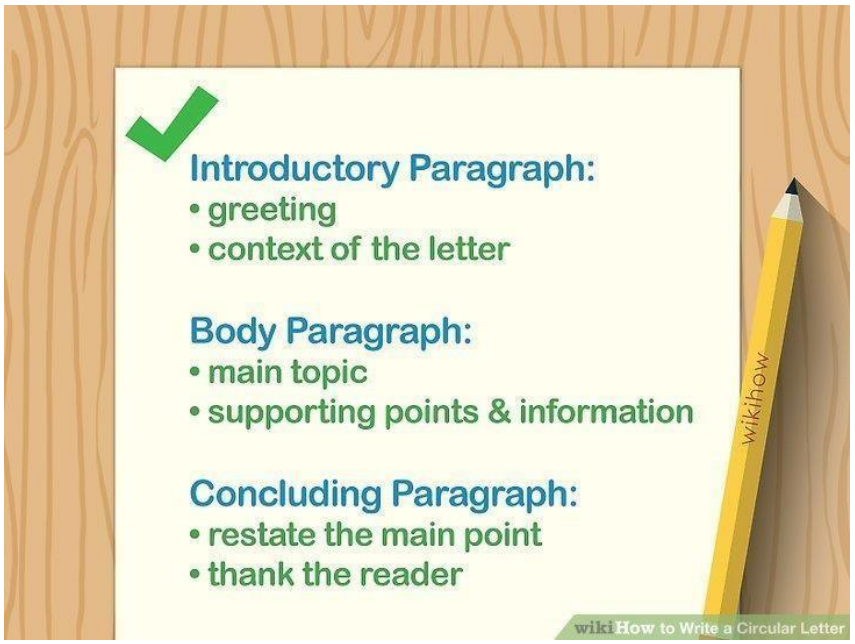
Circulars aimed at specific target group are highly effective. For example, a circular inviting the company stake holders or specific department's employees to learn database management is geared toward marketing research managers and computer programmers. If the company or organization publishes its own newsletter, circulars can be made to appear in them, for those who did not receive them on the specific date. Circulars are inexpensive and timely in delivering or conveying the intended messages.

A Circular identifies the right audience as it has a wider dimension and reach. It can be referred to as a legal document with the designation of authority and therefore acts as a permanent record.

Key features to make an effective Circular:

1. A Circular is a small piece of business, professional or organizational communication made with the purpose of intimating important or urgent information to be conveyed to its stakeholders.

2. It is normally sent by the company/ organization managers or head of the office.
3. Circular can be inter-departmental or inter-office depending on the need to be sent and the number of people involved in it.
4. The sender is expected to be very clear with the messages to be conveyed to the target group.
5. A circular should contain all the information about the subject to be conveyed.
6. When a circular is meant to promote a product, the company can use catchy captions to attract the readers.
7. A circular is sent to a wider audience and is a formal circulation. Therefore, care should be taken to avoid any ambiguously.



(Image Source: WikiHow: How to write a Circular Letter)

Here is a sample circular of a company to inform the revised working days:

ABC Company

Circular no. 15 **Date:19.8.2020**

Revised working days

Dear employees of ABC company,

This is to inform you all that there will be a change in the working days of our company. So far, we have been working from Monday to Friday (only 5 working days in a week) with the working hours of 9.00 a.m. to 5.00 p.m. It is felt necessary to revise or increase the working days by adding Saturday as a working day, without altering the existing working hours. The need had occurred due to the loss of working days we met due to the pandemic situation. Hope everyone understands the need of the hour and will extend your cooperation without compromising on the quality of work. The revised working days will be as follows:

- Working days: Monday to Saturday (except holidays)
- Working time: 9.00 a.m. to 5.00p.m.

All employees are requested to take a note of this change which will come into effect from this Saturday i.e., 22.08.2020. You are requested to strictly adhere to the revised working days and defaulters will be subjected to action. Kindly contact the HR department to address your queries.

Thanks!
CEO
ABC Company.

Post reading tasks:

1. Imagine yourself as a HR manager of Sun Technologies. Send a circular to your employees asking them to assemble for a meeting to discuss about the upcoming auditing in the company. Write in 200words.
2. Answer the following in about 30 words each:
    1. What is a flyer?
    2. To whom is the circular sent?
    3. Who drafts the circular?
    4. What is the purpose of a business circular?
    5. Why should a circular be objective?
3. In about 100 words write about the advantages of sending a circular.

READING and WRITING

3. Writing minutes of a meeting

PRE-TEXT TASK - VOCABULARY	
disputes	*dissenting*
reliable	*enumerated*
unbiased	*freebies*
unambiguous	*agenda*
prudent	*abstention*

Minutes of a meeting are record of documented proceedings of discussed issues in a meeting. It includes the decisions taken and the action plan which needs to be recorded soon after the meeting. While writing the minutes one must be careful in documenting what transpired during the meeting, since they become authentic evidence. In some legal disputes, minutes can serve as a reliable document. The person deputed to draft the minutes should take down hints or notes during the meeting so as not to overlook even small issues discussed in the meeting. The minutes serve as a useful reference for anyone who was unable to attend the meeting. So, the minutes of a meeting also serve as a reference material for the future.

The following are some points to be noted to make the minutes of a meeting reliable and trustworthy:

- The minutes should be written objectively and in an unbiased manner using clear language to avoid ambiguity
- It is prudent avoid using abbreviations and excessive technical terms to enable the readers to understand the concepts easily
- It is desirable to not mention the name of a particular member while writing about the discussion on a particular subject (unless it is necessary for future reference). It is enough to record only the happenings and resolutions made at the meeting and avoid mentioning who caused that action.
- The minutes should be written immediately after the meeting to avoid omission of any relevant points.
- All the events or happenings should be recorded in the order they occurred.
- If any member needs any correction to be made in the minutes of a previous meeting, with the consent from all members, it can be carried out in the minutes of the current meeting with necessary adjustments to the minutes of the previous meeting under consideration.

The structure of the minutes:

The minutes of a meeting typically comprises of the following components:

- Date, time, and place of the meeting
- Names of those present
- Names of those unable to attend
- Topics discussed
- Members opinions or suggestions
- Any dissenting
- Decisions arrived
- Action plan
- Tentative date of next meeting
- Distribution of the minutes to those present and getting it signed

(Image source: WikiHow: How to Take Minutes)

The minutes, thus, become a recorded document of the important decisions taken, and methods and motions adopted in a company or organization.

Sample minutes of a meeting in an organization:

RAINBOW MALL

MINUTES OF THE EXECUTIVE COMMITTEE MEETING

Day & Date:	Wednesday, 14th October 2020
Time:	4.00 p.m.
Place:	Executive Conference Room, Hotel Ashoka, Chennai
Present:	Mr. Gupta - Chairman

The following Executive Committee members:
Mr. Narain Das
Mr. Ravirajan
Ms. Deepti
Ms. Kalpana
Mr. Raghav
Mr. Ashok

In attendance
Mr. Ajit, Secretary
Ms. Abhinaya Sri, PRO

Apologies:
Mr. Khanna
Ms. Suji

The Chair welcomed members to the

meeting. Draft Minutes of the Meeting:

Minutes no.1

Motion: Confirmation of the previous meeting minutes.

Decision: The minutes of the previous meeting were approved as an accurate record with the consent of the members present.

Minutes no.2

Motion: Appointing a HR manager at Trichy branch, proposed by Mr. Karthik

Decision: Mr. Karthik presented the details of the interview conducted for the post of HR manager for Trichy branch along with the recommendations of the interview panel. It was accepted to appoint Mr. Arun to this post.

Minutes no.3

Motion: Constructing a children's park near the car parking area, proposed by Mr. Sathish
Decision: The members discussed the pros and cons of such a park. Mr. Sathish, one of the EC members enumerated the benefits of children's park in a shopping mall and explained the members that such an idea would enhance the sales in all shops, as it would allow parents to shop freely. The proposal was accepted as a positive step for the growth of the mall.

Minutes no.4

Motion: Announcement of freebies and offers during festival times, proposed by Mr. Shiva

Decision: The committee decided to announce freebies and offers for the upcoming festivals. The items to be given as freebies and the amount of offer were also discussed and finalised.

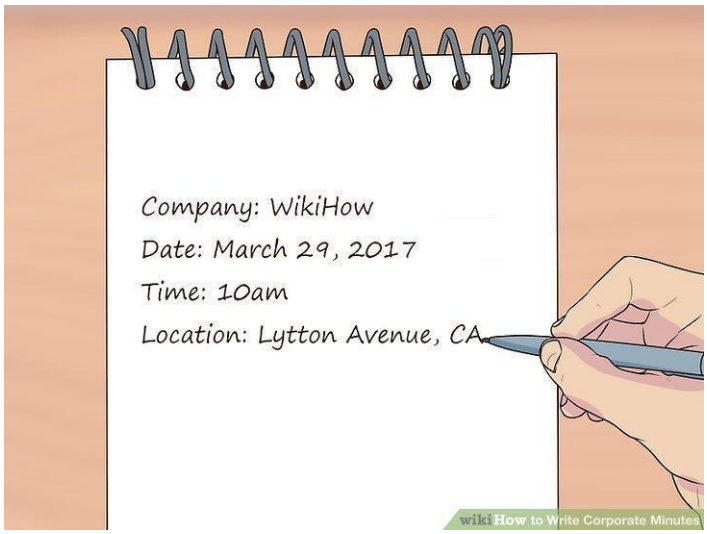
Minutes no.5

Motion: Date of next meeting

Decision: It was decided to meet after a fortnight and the meeting was adjourned.

Writing Corporate minutes

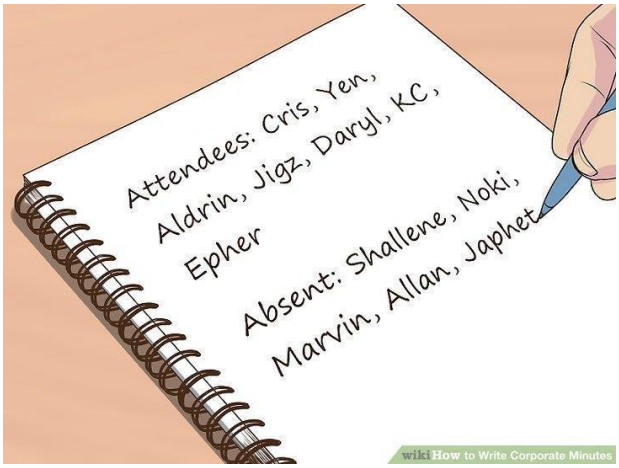
Corporate minutes of shareholders meeting or directors' meetings are mandated by law. These minutes may be referred to when there are lawsuits and key information is required. Therefore, detailed notes must be taken in corporate minutes. Also, it is required to complete the minutes immediately and obtain approval from the board.



Tips to write corporate minutes effectively:

1. Note details about the meeting. Before the meeting starts note down the following details:

- full name of your company
- date and time of the meeting
- location of the meeting



2. **Write down who attends.** Make a list of those members attending and those not attending the meeting. Include any guests or consultants who have been invited.

- Note any late arrivals or the time when someone leaves the meeting early.
- Also write down who is conducting the meeting and whether a quorum was present.

3. **Record the meeting's purpose:**

A meeting's purpose maybe varied. They are as follows:

- annual meeting for directors and shareholders
- meeting to determine employee hiring
- meeting to discuss compensation
- announcement of new officers
- issue stock
- discussion of financial activity, such as a new bank or line of credit

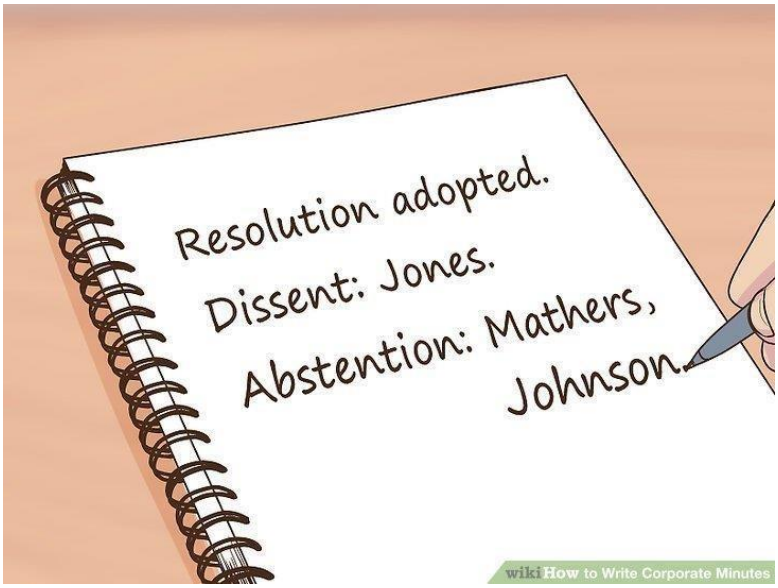
4. **Note whether prior minutes were accepted.** The minutes of the previous meeting should have been distributed to the members in advance. The first motion will be to confirm the business arising from the previous meeting. Write down the vote.

    - If someone objects to the minutes, discussion may ensue. Make a note of the discussion and the changes to be made.

5. **Take notes of discussion on agenda items.** Detailed notes on the discussions should be taken down. Words should be accurately recorded. Active listening is very important.

    - Avoid trying to take down a word-for-word transcription. If for instance a person opposes a point and explains why for a long time, it is sufficient to note that the point was opposed and to state the reason.

- Note what documents the attendees are looking at. All documents that are circulated among the attendees should be noted and a copy of the same should be attached with the minutes.



6. **Record the vote on items.** If voting is included as apart of the agenda, it must be recorded in the minutes along with the details of those who are absent and who decline to vote.

- Generally, most resolutions will be adopted unanimously. However, the names of dissenters should be recorded. This is very important.
- For example, you can write: “Resolution adopted. Dissent: Raja. Abstention: Amuldas, Vakrie.”

7. **Record the adjournment.** The time the meeting is adjourned should also be recorded. If the schedule for the next meeting is decided that also should be noted.
    - For example, you can write, "The next meeting was scheduled for July 1, 2016, time and place to be determined. The meeting adjourned at 6:16pm."

8. **Type the minutes as soon as possible:** You might have taken handwritten notes while sitting in the meeting. As soon as the meeting is over type out the minutes so that you will remember the essence of the proceedings.

9. **Circulate your draft minutes.** Your draft needs to be reviewed. Follow your corporation's policy. You might need to produce your draft to the higher authorities in the management who would take a call regarding the minutes. The minutes may be modified as per the recommendations from the head of the management such as the CEO, the EFO etc.
    - You may then need to distribute the draft to a broader group of management, which may also have comments.
    - Finally, you will distribute the minutes to the full board since they will be voting on the minutes for the next meeting.

10. **Store your approved minutes:** You don't have to file your corporate minutes with your state. Minutes should be documented carefully and stored for future references at least for a span of seven years or according to the company policies. It should be retrievable any time it is required. Therefore, organizing minutes of meetings in well-designed filing system is essential.
    - If your minutes incorporated a document by reference, attach the document.
    - You should also discard any drafts of your minutes including the electronic versions after the final version has been adopted.

(Source: WikiHow: How to write Corporate Minutes)

Post reading tasks:

1. Answer the following in about 30 words each:
    a. Define 'minutes of a meeting'
    b. Enumerate the points to make the minutes reliable and trustworthy.
    c. Write the structure of the minutes.
    d. What are the decisions arrived in the meeting of Rainbow mall?
    e. Bring out the necessities of writing corporate minutes.

2. Describe the methods to write effective corporate minutes. (in 200words)
3. Imagine yourself as an assistant manager of your company and prepare the minutes of a meeting recently held in your office. (in 200words)

WRITING SKILLS

1. Writing an Introduction for an academic essay

Pre-text task- Vocabulary	
trivial	*foresee*
humorous	*appraise*
philosophically	*consistency*
jargons	*over-burdened*
cliché	*reiterate*

Essays can be written on any topic, serious or trivial, concrete, or abstract. The tone and style also may be humorous, ironic, or factual. While writing an essay, it is essential to understand the meaning and scope of the topic. Begin the essay with an appropriate introductory paragraph, introduce the main theme of the essay and indicate its scope. It is always good to begin any piece of writing with a definition or an interesting and relevant anecdote. One should avoid introductions that plunge into the discussion right in the beginning itself. The writer should be scrupulous to avoid long, irrelevant, flashy, or abstruse introduction. Therefore, while writing the introductory part of the essay, certain points may be adopted to make it comprehensible and lucid.

Tips for writing effective introduction

1. Keep your introduction brief and effective.
2. Avoid starting abruptly or too philosophically.
3. Define or explain the title in a precise, specific way.
4. Use quotations, dictionary meanings, statements, or sayings to introduce the reader to the main idea.
5. Don't take sides on an issue or sound prejudiced in your approach.
6. Avoid jargons, clichés, and bombastic beginnings.
7. Don't present enigmatic ideas in the beginning itself.
8. Use simple language with concrete thoughts.

A good introduction

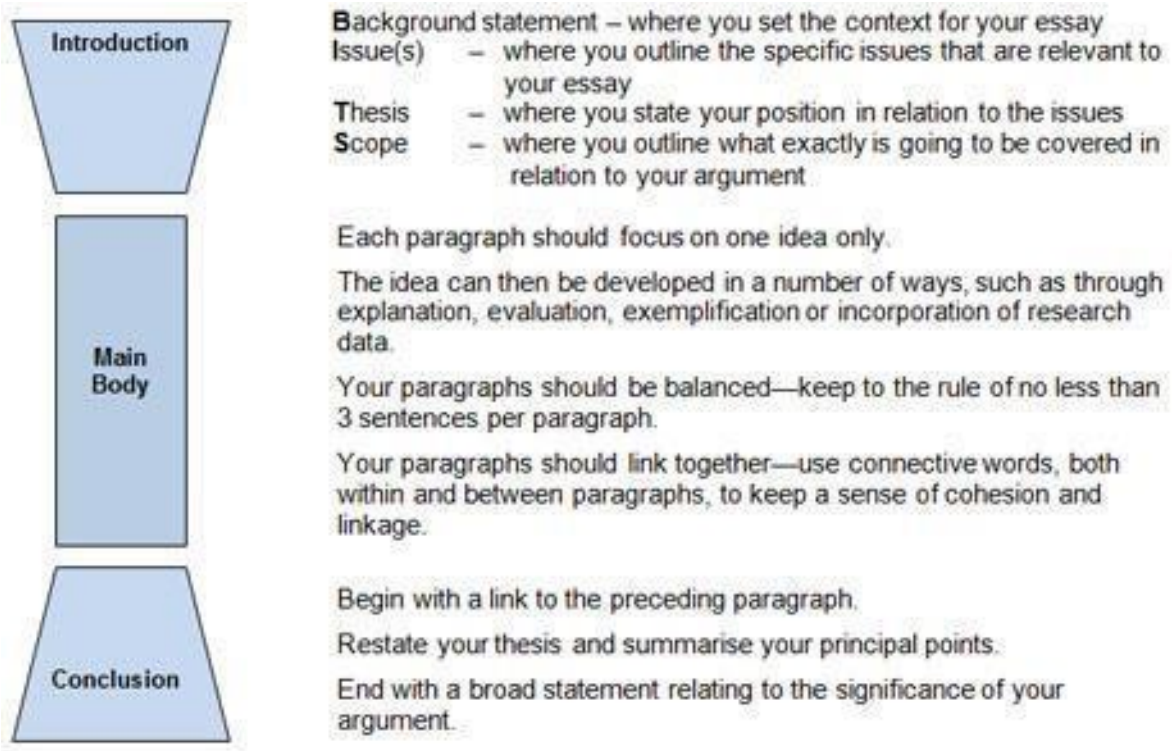
- Catches the reader's attention and gets the reader interested in what is going to follow.
- Makes the reader know what the general topic of the writing is
- Tells the reader specifically what the main idea of the writing is.

Writing an introduction for an academic essay:

- An introductory paragraph of an essay of your subject can be especially problematic for those students who rely on theoretical knowledge instead of putting their practical thinking to test. For example, the study of management needs practical skill, and so, an introduction for management essay cannot be based on pure theory. Even when the problem is quickly introduced, one needs to highlight the practical meaning of the questions in discussion. Creative thinking skills are essential to star the essay.
- After you've managed to hook the reader with the practical relevance of your subject, you can continue to a summary of the problem you plan to discuss followed by a full overview of the aspects you are going to analyze.
- Finally, you are to proceed to a thesis statement, which is — basically — the main argument of your entire paper. You are going to discuss it in greater detail in the main body of your management essay.

When writing an introduction, you should typically use a 'general to specific' structure. That is, introduce the problem or topic the essay will address in a general sense to provide context, before narrowing down to your position and line of argument.

Structure of an essay



(Image Source: Writing Essay.jpg-wikimedia commons)

The introduction of an essay must be substantial. It should stimulate an interest in the reader to anticipate the content of the rest of the paper such as the paragraphs that follow and the conclusion.

This will be possible onlywhen the introduction presented is clear in the theme and concept and prepare the reader for the facts which will follow.

To give a good introduction you must revise your writing many times. First drafts that can't be improved in some way by editing and reviewing are rare to nonexistent. The first draft should be followed by reviewing and revising. This will entail checking grammar, spelling, and punctuation. You should ensure that the writing style is simple, precise, and concise. Remove irrelevant information or sentences. Check if ideas are repeated. If any part of the sentence is ambiguous rewrite it. The first part of an essay is very important as it not only sets the tone for the essay, but it also will aim at sustaining the reader's interest. Much work must be done in this part.

2. Paraphrasing an academic essay

Just like the introduction of an essay, the summarizing or paraphrasing of an essay is also vital. Sometime, improper paraphrasing may mar the entire essay. While a summary will give a general idea of the essay a paraphrase will add more details. Though paraphrasing occurs at the end of an essay, it should be constructive and impressive

Tips for developing a good paraphrasing:

- While paraphrasing, you are supposed to reinforce the ideas already established in the main body of your essay. So, inclusion of any new idea or thought should be avoided.
- Concluding points or ideas should be forceful and dynamic.
- Don't elaborate on a single point of an essay alone; rather cover up all the ideas illustrated in the entire paragraphs.
- The paraphrase should comply with the discussion found in the body of the essay.
- Concluding sentences should be optimistic and agile.
- Paraphrasing paragraph should be crisp, short, and provoke inquisitiveness in reader to probe deep into the subject.
- It is always good if you give your own ideas at the end instead of citing quotations from other sources.
- Conclude the essay with proper convincing statements and don't leave abrupt statements.

Develop an understanding of the original text. Read the paragraphs that you need to summarize several times. Get a complete understanding of the ideas in it. Identify words that are difficult and find out the meaning. Thus, you will be able to use the most accurate words when you summarize.

Change the original word choice. One rule of paraphrasing is to write in your own words. Here is where you need to explore your unique style in writing.

There are several ways to paraphrase. Since each writer has her/his own unique style therefore there is no one right way to paraphrase.

The introductory paragraph and the paraphrased paragraph too should reiterate the main points. The force with which you express the concluding ideas are especially important, because the merit and credit of your complete essay solely depends on the way it is paraphrased. For a good essay, the concluding part should include suggestion or call for action, prediction (positive or negative outcome) and a question. Try to provide innovative statements in the concluding paragraph, so that the readers may be inspired to take up further studies in that specific area. By all these methods, you can make your essay more comprehensible, focused, and forceful.

Read the following sample essay:
(Source: Dr. Saravanadevi R. Associate professor & Head, Dept of Management, GAC, Kumarapalyam, Erode, Tamil Nadu)

POTENTIAL APPRAISAL

Business organizations always aim at placing right people in the right place at the right time. This can be achieved by potential appraisal or evaluation. Through a potential appraisal, unutilized ability may be identified. It is the latent capacity and qualities that is found in a person when a person is at work.

The objectives of potential evaluation are to promote an employee to higher levels of jobs involving higher order or responsibilities. The employee can effectively discharge these tasks without being over-burdened and stretched. It also assists the organization to allocate jobs among employees as per their capabilities so that organizational responsibilities are discharged effectively. Through its foresight into the future, it can enable the individual and the organization to grow. Potential appraisal and performance appraisal must go hand in hand. It is also an important tool for Human Resource Management.

Potential appraisal is used in several human resource management functions such as human resource planning, career planning, succession planning, promotion/ termination, decisions and employee training and development.

In this context, potential means a prospective employee who is capable to undertake different challenging assignments. Potential of employees need to be discovered for organizational effectiveness. Organizations must aim to utilize the full potential of the workforce, institute an environment to unleash the latent creativity, create conditions promoting innovation and team working, and so forth. This also helps in identifying potential leaders in an organization.

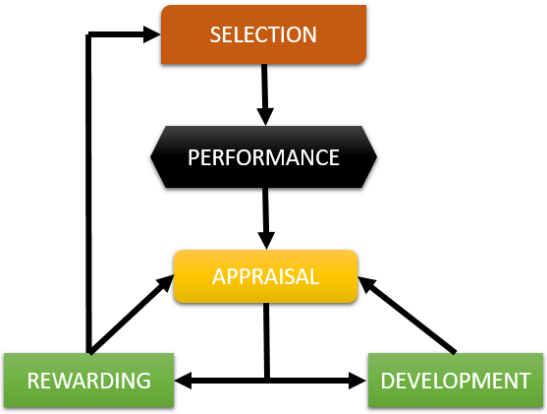
(Image source: Project management planning – Free photo on Pixabay)

A potential employee is characterized by the following attributes:

1. Ability to foresee future opportunities.
2. Consistency in approach and performance.
3. Responsive to conditions whatever come in the way.
4. Person with high level of integrity.
5. Broader vision and micro perception.

Once the potential evaluation is made it is easy to place the employees in any of the following classes:

1. **Low Potential – Low Performance.** These employees are low on both dimensions. They should be nurtured to improve their levels.
2. **High Potential – Low Performance.** They are given new opportunities in new department or in a new location. Failure to perform will incur reclassification and planned separation.
3. **Low Potential – High Performance.** They called solid citizens. They are encouraged to do well in the current positions.
4. **High Potential – High Performance.** They are the stars of the team. They are given more opportunities related to development.



However, it is the prime duty of Human Resource Manager to appraise the hidden talents and potentials of every employee and identify the potential class that each employee fits in. In this manner the right talent will be utilized for the right purpose.

Post –reading task 1

Say whether the following statements are true or false:

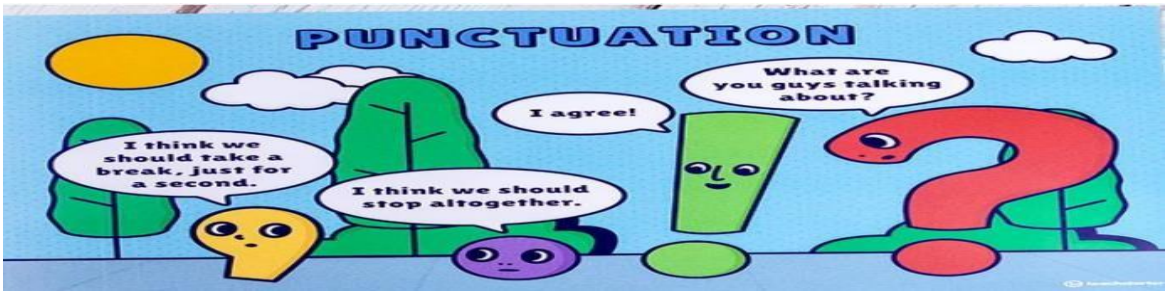
1. Any writing will be good if it begins with a definition or an anecdote.
2. An introduction of an essay should belong.
3. An introduction should not reveal the main ideas of the upcoming passages.
4. For management students, pure theoretical knowledge is not enough to deal with their problem of study.
5. To give a good introduction, revising the written item is essential.
6. Paraphrasing means conveying different messages.
7. You should not include any new ideas in paraphrase.
8. You need not understand the original text to paraphrase.
9. The merit and credit of the entire essay depends on the way it is paraphrased.
10. The paraphrase should be brief and forceful.

Task 2

"The spread of e-commerce during this pandemic period is faster than the spread of the virus"- Write an essay providing a proper introduction and a paraphrase in about 200 words.

WRITING SKILLS

Punctuation and Capitalization



https://www.teachstarter.com/au/blog/26-punctuation-resources-activities/

Punctuation

The system of signs or symbols, such as full stop, comma, and exclamatory mark, used in written language is called Punctuation. Punctuation marks show a reader how a sentence is constructed and how it should be read. Every sentence should include a capital letter at the start, and a punctuation mark at the end.

Why Punctuation matters?

Life would be confusing without proper punctuation.

Look at these sentences

1. some people find inspiration in cooking their families and dogs

Vs.

Some people find inspiration in cooking, their families and dogs.

2. lets eat grandpa

Vs

"Let's eat, Grandpa!"

The sentences convey ***totally*** different things as per the proper usage of punctuations.

For the sake of family members and Grandpa's life, use proper punctuation. Punctuation saves lives and keeps people alive!

3. Now, this is a big one. Consider the following sentences. Note how the meaning changes drastically when the position of the comma changes.

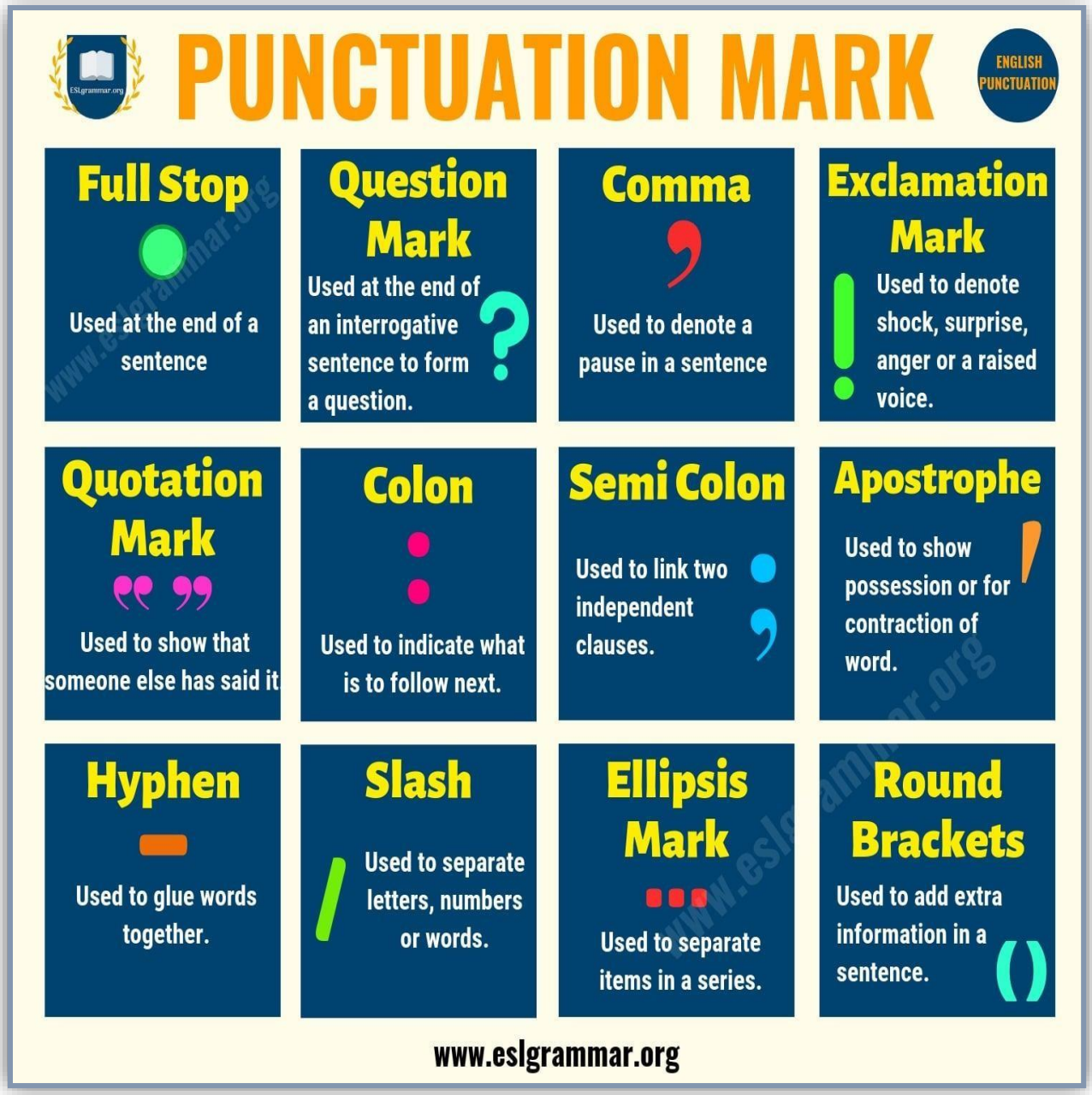
a woman without her man is nothing

"A woman, without her man, is nothing." (A woman's success is because of a man)

Now, let's change up where we're placing the punctuation:

"A woman: without her, man is nothing." (A man's success is because of a woman)

Here is an infographic on various punctuations used in English



CAPITALIZATION

Capitalization is one of the most basic and important elements of writing. Capitalization draws the reader's attention to names, titles, and more. Capitalization also marks the start of new sentences and new paragraphs, provides signals to the reader, and helps to create a structure and a hierarchy in written language.

Basic Capitalization Rules

1. **Capitalize proper nouns.**

- To indicate the names of people, such as Vijay, David, or Anwar.
- To denote the names of months and days, such as January, August, Sunday, Thursday
- To denote days of national/international importance, such as Independence Day, Women's Day

- Finally, proper nouns also include the names of buildings, landmarks, and companies, such as the Leaning Tower of Pisa, the Statue of Liberty, or Verizon

2. **Use capitalization with proper adjectives.**
   - Indian, American, Italian, German
3. **Capitalize titles of works.**
   - A Tale of Two Cities, Titanic, Ode To A Nightingale, Beats
4. **Use a capital at the beginning of a sentence.** The first word of every sentence should be capitalized, regardless of what kind of word.
5. **Capitalize the first word of a full sentence in a quotation.** Sentences appearing within quotes also should have a capital letter in the beginning.

She said to me "Do you feel alright?"

6. **Use capitalization when referring to a period or an event.**
   - The Chola Period.
7. **Capitalization with the pronoun "I.**" One of the most notable words to make sure to capitalize is the pronoun "I." I refer to oneself. This is a unique and specific usage.
8. **Capitalize family relationships.**
   - Aunt Preethi" or "Cousin Ajith."
9. **Capitalize people's titles.**
   - Mr. Ms. Miss, and Dr.

Remember these punctuation rules while writing:

PUNCTUATION RULES

ENGLISH PUNCTUATION

RULE 1 Every sentence must end with a full stop.

RULE 2 Proper nouns (names of people, places, brands, etc, i.e. unique instances of a class) must always be capitalised.

RULE 3 When you use opening quotation marks, do not forget to use closing quotation marks at the end of the quoted word or phrase.

RULE 4 Quotation marks are when quoting or sometimes to convey irony, not for emphasis; emphasis is conveyed by emboldening or italicisation, followed by an exclamation mark.

RULE 5 Do not use an apostrophe when you are pluralising a word. The plural of toy is toys, not toy's. Apostrophes are used to form contractions (it is = it's) and indicate possession.

RULE 6 The ellipsis, used to indicate variously the intentional omission of a section of text, an unfinished thought, and a trailing off into silence, consists of only 3 dots. It is pointless to add more dots to an ellipsis

RULE 7 As per the rules of British English, any punctuation mark that is not part of a quoted section of text must be placed outside the quotation marks.

RULE 8 Do not link independent clauses with commas. Independent clauses are groupings of words that can stand alone as sentences.

RULE 9 Use a comma after the introductory element of a sentence. The introductory element is a word or a phrase that begins a sentence by providing background, or simply modifies it.

www.eslgrammar.org

Activity 1

Analyse the Story given below and list down the various punctuations mentioned in

the story and write their definition.

E.g.

1. **Comma** – Used for pausing; took its place between words; without the break commas provide,

words run amok, becoming jumbled, unwieldy, and confusing; a well-placed comma can change the meaning of a sentence.

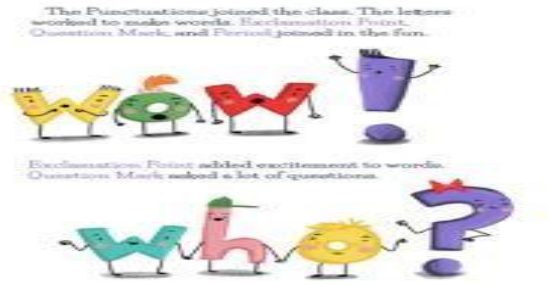
The Day Punctuation Came to Town

Written by Kimberlee Gard | Illustrated by Sandie Sonke

The Punctuations had just moved to Alphabet City and the kids—Exclamation Point, Question Mark, Period, and Comma—were excited about their first day of school. Exclamation Point was in a rush to get there. "'We are going to have so much fun!'" he said. He "was always excited about something." Question Mark was a little more subdued. She wondered if the other kids would be nice and even pondered whether they were walking in the right direction. "Comma kept pausing," and Period said she would let her siblings know when to stop.

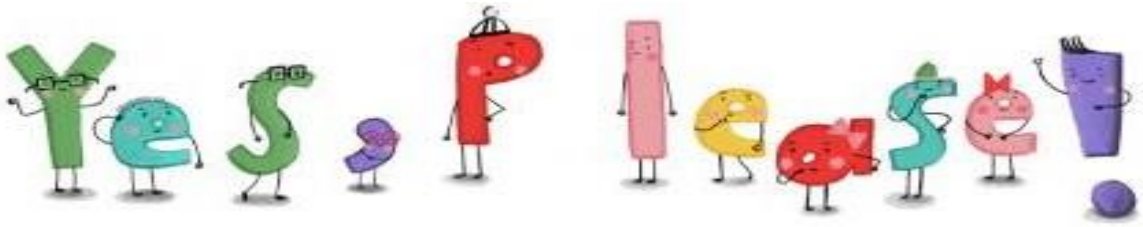
When they got to school and introduced themselves, the student letters were confused. They'd never seen anyone like the Punctuations before. As the letters practiced forming words, Exclamation Point joined W, O, and W; Question Mark helped out W, H, and O; and "Period brought each sentence to a tidy end." For Comma, though, it wasn't so easy. As he tried to squeeze in between letters, he began to feel as if he was just a bother. Undetected, he tiptoed away.

Meanwhile, in the classroom, Exclamation Point had all the letters scrambling to make more and more exciting words. There was a lot of cheering and booming, ducking, and running. Question Mark asked if maybe they shouldn't all quiet down a bit, but no one was listening. Even Period couldn't get them to stop. Pretty soon, there was a huge word pileup. In the next moment it came crashing down and all the letters "tumbled through the door, spilling into the hall." There, they found Comma, who just stared in disbelief. His siblings wondered why he was in the hall instead of in the classroom. Comma told them how he felt. But, "'Comma, without you, things become a disaster!'" Exclamation Point said. Period and Question Mark agreed.



Then his siblings gently reminded little Comma about how each member of their family has a certain purpose. They told him, "'we all work together to help letters and the words they make.'" Once everyone had gone back into the classroom, the letters continued making words. But now Comma took his place between them. When the letters looked confused, he explained that it was his job to keep order and that words and punctuation needed each other to make good and clear sentences.

For children just learning about sentence structure and how punctuation and words fit together to create meaning, Kimberlee Gard's lively story helps them visualize and understand the different roles of each punctuation mark. Coming at the end of a sentence and accompanied by vocal clues, exclamation points, question marks, and periods are more familiar to kids. But what about that comma, which seems to float around here and there? Gard demonstrates that without the break commas provide, words run amok, becoming jumbled, unwieldy, and confusing. Readers will respond to the classroom setting, where the letters work and play together during lessons, and they will be eager to make friends with the Punctuation family themselves.



If any readers think learning about punctuation is dry and dull, Sandie Sonke's vibrant colors and cartoon characters will change their minds. The Punctuations (and their butterfly friend Apostrophe) is sweet and earnest, wanting to fit into the class and make a difference. As the letters form words, the purple Punctuations are easy for kids to pick out, allowing for discussion of their distinct roles. The tangled piles of letters invite kids to make words from the muddle. After Comma realizes his importance and the letters embrace him, the story ends with a familiar and funny example of just how a well-placed comma can change the meaning of a sentence.

Image copyright Sandie Sonke, 2019, text copyright Kimberlee Gard, 2019. Courtesy of Familius.
https://celebratepicturebooks.com/tag/writing-resources-for-kids/

Activity 2

Explore the following websites and complete the Punctuation Marks Graphic Organizer.

Punctuation Tree: http://guidetogrammar.org/grammar/marks/marks.htm

English Club:https://www.englishclub.com/writing/punctuation.htm

Grammar Book:https://www.grammarbook.com/english_rules.asp

Punctuation Marks Graphic Organizer

Write the rules for using each of the punctuation marks below. Each row represents a different rule. In the right-hand column, provide an example of the rule in use.

Symbol (!?, etc.)	Punctuation Name	Rule	Example of Rule in Use

PROFESSIONAL ENGLISH FOR LIFE SCIENCES - II

TAMIL NADU STATE COUNCIL FOR HIGHER EDUCATION (TANSCHE)

Professional English for Life Sciences

Semester-II

[Part-III – Add-on Course]

Syllabus

Weightage : 4 credits **Duration: 90 hours**

Objectives:

The Professional Communication Skills Course is intended to help Learners in Arts and Science colleges,

- Develop their competence in the use of English with particular reference to the workplace situation.
- Enhance the creativity of the students, which will enable them to think of innovative ways to solve issues in the workplace.
- Develop their competence and competitiveness and thereby improve their employability skills.
- Help students with a research bent of mind develop their skills in writing reports and research proposals.

Unit 1- Communicative Competence (18 hours)

Listening – Listening to two talks/lectures by specialists on selected subject specific topics - (TED Talks) and answering comprehension exercises (inferential questions)

Speaking: Small group discussions (the discussions could be based on the listening and reading passages- open ended questions

Reading: Two subject-based reading texts followed by comprehension activities/exercises

Writing: Summary writing based on the reading passages.

Unit 2 - Persuasive Communication (18 hours)

Listening: listening to a product launch- sensitizing learners to the nuances of persuasive communication

Speaking: debates – Just-A Minute Activities

Reading: reading texts on advertisements (on products relevant to the subject areas) and answering inferential questions

Writing: dialogue writing- writing an argumentative /persuasive essay.

Unit 3- Digital Competence (18 hours)

Listening to interviews (subject related)

Speaking: Interviews with subject specialists (using video conferencing skills)

Creating Vlogs (How to become a vlogger and use vlogging to nurture interests – subject related)

Reading: Selected sample of Web Page (subject area)

Writing: Creating Web Pages

Reading Comprehension: Essay on Digital Competence for Academic and Professional Life.

The essay will address all aspects of digital competence in relation to MS Office and how they can be utilized in relation to work in the subject area

Unit 4 - Creativity and Imagination (18 hours)

Listening to short (2 to 5 minutes) academic videos (prepared by EMRC/ other MOOC videos on Indian academic sites – E.g. https://www.youtube.com/watch?v=tpvicScuDy0)

Speaking: Making oral presentations through short films – subject based

Reading : Essay on Creativity and Imagination (subject based)

Writing – Basic Script Writing for short films (subject based)

- Creating blogs, flyers and brochures (subject based)
- Poster making – writing slogans/captions (subject based)

Unit 5- Workplace Communication & Basics of Academic Writing (18 hours)

Speaking: Short academic presentation using PowerPoint

Reading & Writing: Product Profiles, Circulars, Minutes of Meeting.

Writing an introduction, paraphrasing

Punctuation (period, question mark, exclamation point, comma, semicolon, colon, dash, hyphen, parentheses, brackets, braces, apostrophe, quotation marks, and ellipsis)

Capitalization (use of upper case)

Outcome of the Course:

At the end of the course, learners will be able to,

- Attend interviews with boldness and confidence.
- Adapt easily into the workplace context, having become communicatively competent.
- Apply to the Research & Development organisations/ sections in companies and offices with winning proposals.

Contents

Unit – 1	8-19
Unit – 2	20-44
Unit – 3	45-60
Unit – 4	61-80
Unit – 5	81-128

PREFACE

The textbook on Professional English visualized under the leadership of the Hon. Chief Minister of Tamilnadu, Thiru. Edappadi K.Palaniswami by the Honorable Minister for Higher Education Thiru. K.P. Anbalagan, and the Principal Secretary to Government, Department of Higher Education, Selvi. Apoorva, I.A.S., is a pioneering venture and strategic intervention in higher education of Tamil Nadu. It has been prepared with the ample support of Thiru. Vivekanandan, I.A.S. Member Secretary, TANSCHE (Tamil Nadu State Council for Higher Education)

Tamil Nadu has the distinction of having the highest GER (Gross Enrolment Ratio) of 49%, in higher education in the country: this figure manifests the efforts of the government to empower the youth of the state by enhancing access to higher education.

After duly examining the need of the students in learning their subjects and with a vision to equip them with 21st century skills, four textbooks, *English for Physical Science, English for Life Sciences, English for Arts and Social Sciences* and *English for Commerce and Management* have been prepared for the second semester.

As language is an essential tool with regard to the learning process, a textbook which focuses on the contextual usage of language to leverage language learning is an ideal approach and fulfills the dual objective language proficiency and professional competence.

The book is meant for promoting learner autonomy and defines the role of teachers as facilitators and learners as highly motivated stakeholders.

Disclaimer

Some of the passages given for Listening, Speaking, Reading and Writing lend themselves to the teaching of Grammar items. However, testing and evaluation does not include Grammar.

This material is not for publication: it is only for training purposes.

Unit 1

Communicative Competence

Listening : Listening to two talks/lectures by specialists on selected subject specific topics - (TED Talks) and answering comprehension exercises (inferential questions)

Speaking: Small group discussions (the discussions could be based on the listening and reading passages- open ended questions

Reading: Two subject-based reading texts followed by comprehension activities/exercises

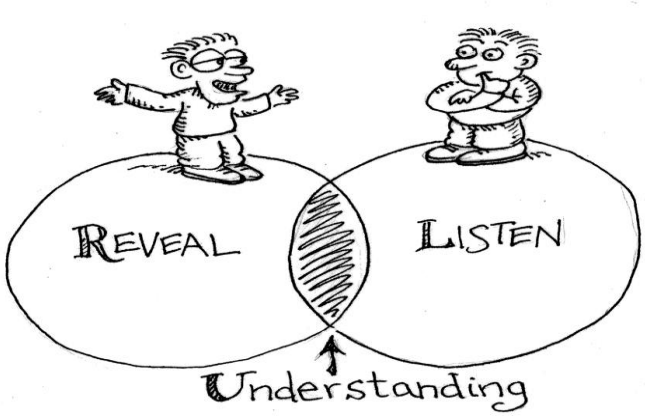
Writing: Summary writing based on the reading passages.

Unit 1 Communicative Competence

Listening:

"Communication is a process of passing information and understanding from one another."

This definition of communication by Davis explains the purpose of communication. When an information is passed on from one person to the other, one needs to listen to understand its meaning. Listening is thus inevitable in communication process.



Source: https://pixy.org/4608973/

While communicating one engages in listening for various reasons – to appreciate, to be empathetic, to comprehend, and for critical analysis. All these happen only when we listen because it is an active process of decoding the message in accordance with the speaker's language use and intonation. It is not necessary that all the types occur in all situations. The language use and the intonation, by itself, sways the listeners to respond accordingly.

Source: https://www.photosforclass.com/download/px_3182808

Listening Activity:
Pre-task

Vocabulary List:

Coral	a hard red, pink or white substance that forms in the sea from the bones of very small sea animals.
Devour	eat or do something quickly and completely
Metamorphosis	a complete change of form
Nook and cranny	every place; everywhere
Problematic	full of problems
Lethal	very dangerous and able to kill
Scrap	something that is discarded
Manage	to handle
Disrupt	to stop or disturb something

Task 1

Listen to the content given in the below link and familiarize with the different types of listening to strengthen and improve your ability of listening.

https://ed.ted.com/lessons/the-big-beaked-rock-munching-fish-that-protect-coral-reefs-mike-gil

Source: https://commons.wikimedia.org/wiki/File:Parrot_fish_on_coral_reefs_(27324293082).jpg

Task 2

Answer the comprehension questions based on the link given above.

1. What do Parrotfish feed on?

   _____

   _____

   _____

2. How does the coral larvae help the fishes in the marine system?

   _____

   _____

   _____

3. How is overfishing a threat to coral reefs?

   _____

   _____

   _____

4. Why are reef eco-systems becoming fragile?

   _____

   _____

   _____

5. How does reef guard coastlines?

   _____

   _____

   _____

Speaking

Speaking skill can otherwise be called as a conversation skill. Speaking is the primary competency that has to be developed in communication process. To acquire speaking competence various aspects of the skill such as pronunciation, structure, vocabulary, content, accuracy and fluency are to be focused on equally.

In order to achieve the structure, vocabulary, accuracy and fluency the content of the subject matter must be well-known. To aid in this practice a set of open-ended questions are given below.

Answer the following questions in the conversation between Biology students.(This is based on listening skill exercise)

Vinay: Hey! What is Scarridae?

You : It is a type of fish whose common name is Parrotfish.

Vinay: I haven't heard of it. Can you describe its physical features?

You : _____

_____

Vinay: What does it survive on?

You : _____

_____

Vinay: How does it even eat them?

You : _____

_____

Vinay: Umm…I am not aware of what larvae and polyps are…

You : _____

_____

Vinay: How do you say that it helps the marine eco-system?

You : _____

_____

Vinay: I am amazed at the facts of this species! I, now understand the ecological importance of its existence.

Reading

Reading Comprehension exercises are aimed at improving comprehension. One could also develop strategies to comprehend various types of texts.

Reading Comprehension develops the cognitive ability to understand the functional information and the inferential information of a given text.

The ability to make inference is to use two or more pieces of information from a text to arrive at a conclusion.

Inferential information are understood by means of deduction, speculation and examination of the given text. The inferential questions on a reading comprehension task drives the human mind to analyze, synthesize and evaluate the given information. This, in turn, trains the learner's mind to understand the nuances of real-life communication process and develop their communicational competence.

Read the given passages and answer the questions that follow.

Task 1

Ayurveda emphasizes that individual well-being should not come into conflict with social well-being. A happy life is that which achieves individual well-being, whereas a wholesome life is that which is conducive to social well-being. These concepts are currently in application and we have countries projecting their personal and national well-being indices, which match exactly the Ayurvedic notion of a happy and wholesome life. Integrative approach to healthcare Ayurveda is perhaps the earliest form of Integrative Medicine practised by humanity.

Source : https://www.flickr.com/photos/189590028@N07/50191955812/

The definition of Ayurveda is in tune with modern notions of Integrative Medicine. Integrative Medicine attempts to heal the body, mind and self at the same time or treats the human being as a complete whole. Integrative Medicine combines mainstream medical therapies and

complementary and alternative medical therapies for which there is some high-quality scientific evidence of safety and effectiveness. Ayurveda states that human life rests on the tripod of the body, mind and self. Ayurvedic texts also advise that there are multiple approaches to healing that are prevalent in the world and that we must examine and integrate the most effective methods to make a complete system of healing.

Balance of inner environment and personalized medicine Ayurveda defines health as a dynamic balance of the internal environment that positively impacts the sense organs, mind and the self. Just like the sun, the moon and the wind maintain the balance of the external environment, the body maintains itself by balancing anabolic (building up) and catabolic (breaking down) activities by self-regulation.

Each individual is unique and has a specific mental and physical constitution, which define the vulnerability to disease and the scope for achieving higher levels of health. Ayurveda has also been at the forefront of advocating an approach to personalized medicine from historical times. Advances in human genetics and medical genetics have heralded the emergence of a personalized approach to medicine today that tailors medical intervention to suit individual needs.

1. How does Ayurveda help in individual well-being?

   _____

   _____

   _____

2. In what way does Ayurveda conform to the concept of integrative medicine?

   _____

   _____

   _____

3. What is inferred from fourth paragraph?

   _____

   _____

   _____

4. Why does Ayurvedic medicine have variations in treating each individual?

   _____

   _____

   _____

5. How would you relate medical genetics with Ayurveda?

   _____

   _____

   _____

   _____

   _____

Task 2

A few weeks ago, a newspaper article quoted a well-known scientist saying, 'IT has destroyed Indian science'. One can speculate about the various ways in which the growth of the IT sector and other similar knowledge industries such as biotechnology has led to a decline in basic scientific research in India. The most obvious reason is money; pay scales in IT and BT are much higher than one can aspire for in academia. The argument goes why should a bright, B Tech or M Sc student enroll in a Ph.D programme when she can make a lot more money writing code? Not only does a fresh IT employee make a lot more than a fresh M.Tech student, her pay will rise much faster in IT than in academia. A professor's pay at a

government-run university, even after the Sixth Pay Commission, tops out at far less than a senior executive's salary in a major industry.

Second, the social status of IT and BT jobs equal or even exceed the social status of corresponding academic positions, since they are seen as knowledge industries, which plays to the best and worst instincts of the societal order. As quintessential white-collar professions, neither do they compel a successful entrepreneur to resort to violence and corruption, nor do they demand any physical labour. Unlike real estate or road construction, it is felt that IT workers can become rich while staying honest and sweat-free, assuming that the labour pool for academia and IT is roughly the same, the difference in our collective preferences biases the labour market towards IT and away from academia.

Further, when the imbalance between IT and academia continues for decades, a destructive loop, from academia's point of view, is created. When our best and brightest take IT jobs over academic ones for a decade or more, faculty positions in our universities and research centres are no longer filled by the best candidates. As faculty quality goes down, so does the capacity to train top-class graduate students who, after all, are 'teachers in training. In response to decreasing faculty quality, even those students who would otherwise choose an academic profession, decide to join industry or go abroad for their studies. These foreign trained graduates prefer to come back to corporate India, if at all they do come back and the downward cycle replicates itself in each generation.

In other words, academia is trapped within a perfect storm created by a combination of social and economic factors. In this

socio-economic calculus, the members of our societal classes should prefer an IT job to an academic one. Or, to put it another way, the knowledge economy, i.e. the creation of knowledge for profit, trumps the knowledge society, i.e. the creation of knowledge for its own sake or for the sake of the greater good. As is said, "Knowledge is power, but money is even more power". Perhaps the scientist was alluding to this victory of Capitalism over the pursuit of pure knowledge when he accused IT of having a negative influence on Indian science. Surely, knowledge has become a commodity like any other and as a result, knowledge workers are like any other labourers, who will sell their wares to the highest bidder.

1. What did the scientist actually mean when he said, "IT has destroyed Indian Science"?

   _____

   _____

   _____

2. What could be the appropriate title for the given content?

   _____

   _____

   _____

3. Why does the author say that knowledge has become a commodity?

   _____

   _____

   _____

4. What does knowledge economy refer to?

_____

_____

_____

5. What perception towards IT jobs is given in the passage?

_____

_____

_____

Writing

Writing skill is a part of academic learning. It helps to communicate verbally in written form. It is the knowledge and ability to express one's ideas through written words. Acquisition of writing skill helps to communicate with clarity. Besides, it is also an easier way to convey a message to a mass audience.

In academic writing, writing a summary is considered important. This is because, summary is something a student has to write from his/her understanding of the topic. In this effort, the use of the language by the student in expressing his/her own idea would is exhibited.

Here are a few guidelines to write summary on any given topic.

- ✓ Write in present tense.
- ✓ Do not copy sentences from the original work.
- ✓ Paraphrase the information in your words.
- ✓ Do not add your own ideas, opinions, or interpretations while writing a summary of a factual topic.
- ✓ Add connective words for clarity and coherence.

The skeleton of the summary:

- Introduction- introduce the topic
- Paragraphs- each summary can have minimum three paragraphs excluding introduction and conclusion

Each paragraph must revolve around one main idea. The other sentences in that paragraph must be the supporting points of that main idea.

- Conclusion- summarise the entire points; do not add any new point here.

Task 1

Using the above given guidelines write a summary on Ayurvedic treatment and its benefits. (Task 1 of Reading Comprehension can be taken as a material to summarise its ideas)

Unit 2

Persuasive Communication

Listening: Listening to a product launch- sensitizing learners to the nuances of persuasive communication

Speaking: Debates – Just-A Minute Activities

Reading: Reading texts on advertisements (on products relevant to the subject areas) and answering inferential questions

Writing: Dialogue writing- writing an argumentative /persuasive essay.

Unit 2 Persuasive Communication

A strong message can influence thinking, behaviour and belief

Source: http://www.aventislearning.com/images/Keys%20to%20Persuasive%20Communication.png

LISTENING

Pre-listening:

Think:

1. Have you ever tried to persuade others through communication?
2. Do you possess the art of persuasion?

Definition of persuasive communication:

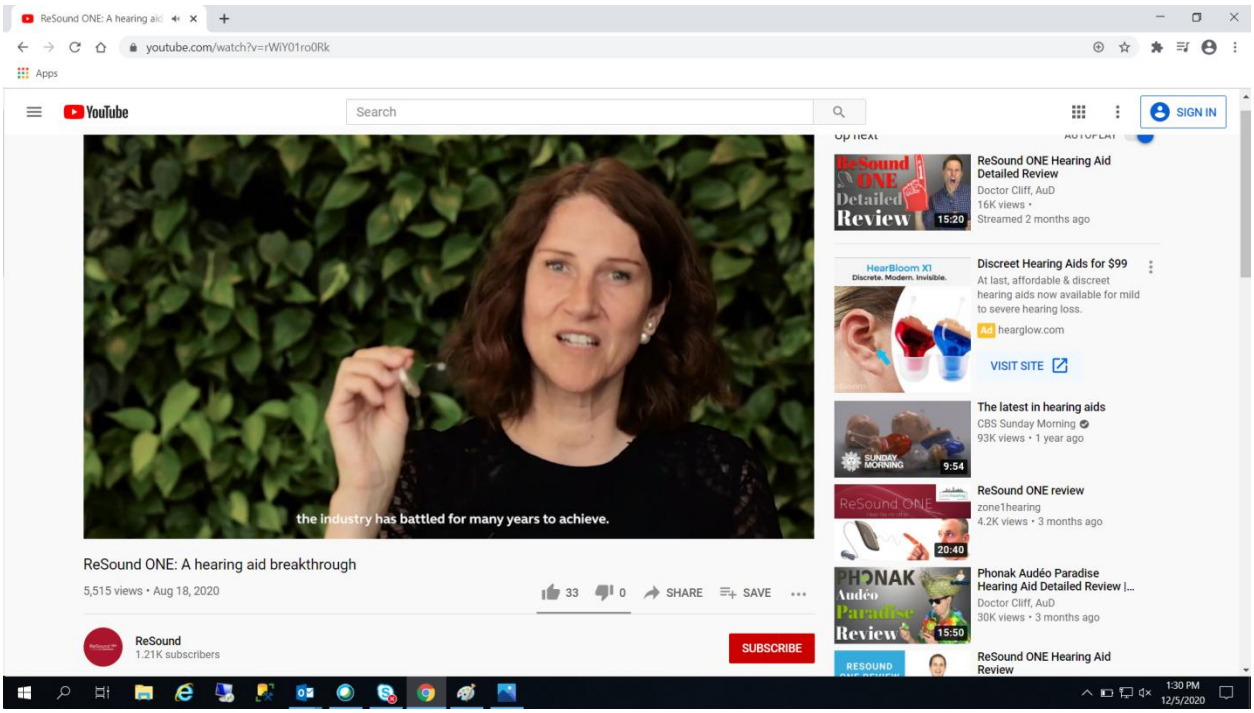
- According to U.S. National Library of Medicine, Persuasive Communication is "a mode of communication concerned with inducing or urging the adoption of certain beliefs, theories, or lines of action by others."
  (Source:https://www.definitions.net/definition/persuasive+communication#:~:text=Library%20of%20Medicine-,Persuasive%20Communication,lines%20of%20action%20by%20others.)

- According to APA Dictionary of Psychology, "Persuasive communication conveys "information that is intended to change or bolster a person's attitude or course of action and is presented in written, audio, visual, or audiovisual form."
  (Source: https://dictionary.apa.org/persuasive-communication)

In a nutshell, persuasive communication is a form of communication that deals with influencing or persuading others. It helps the speaker to appeal to the listeners' or viewers' brain and encourage him/ her to move from resistance to consensus. Learning the nuances of persuasive communication becomes important as it help us to be successful at achieving goals.

Listening:

Listen to the following video which is about the launch of ReSound ONE, a revolutionary new hearing aid.



https://www.youtube.com/watch?v=rWiY01ro0Rk

Transcription:

Voiceover: Just like a fingerprint, every person's hearing is unique. Yet the most commonly worn hearing aids use a standardized approach modelled on an average ear which can often compromise sound quality globally 79 million people wear hearing aids but 93% say that they have trouble hearing in noisy environments and 55% get confused about where sounds come from. All this changes today, as GN hearing launch ReSound ONE, a revolutionary new hearing aid that places an additional microphone inside the ear canal also called an M&RIE, Microphone and Receiver in ear design. This for the first time allows those relying on hearing aids to experience the world with their own ears. People can now enjoy the benefits of superior sound quality and hear conversations better in noisy environments.

Gitte Aabo (GN Hearing CEO & President): I am very proud that once again, we are first in the industry with groundbreaking innovation that makes a genuine difference in how people experience conversations and sounds around them. This way of placing a microphone inside the ear canal, is something the industry has battled for many years to achieve. ReSound ONE will allow people with hearing loss to feel that they are literally getting their own hearing back, hearing the way nature intended.

Ray Weave (Musician, Voice Over Artist & Writer): I am seriously surprised at how much I like them because I'm naturally skeptical about things and I know that as the years go on it's going to be even more important to me because you know as we all know you get older your hearing doesn't get better all of a sudden. It doesn't improve when I'm 75 or 80 and I'm as time goes on I'm going to be even more happy that I have these things and I think that having them. You will feel differently about yourself the way I do and I think that you just go give it a try.

Voiceover: To find out more about ReSound ONE, visit resound.com forward slash press or check out our social channels.

ReSound One, hear like no other.

Glossary:

- Unique – being the only one of its kind
- Hearing aid – A small amplifying device which fits on the ear and helps in hearing.
- Compromise – an agreement of a dispute that is reached by each side making concessions.
- Revolutionary – causing complete change
- Genuine - authentic
- Groundbreaking – pioneering
- Innovation – featuring new methods

- Ear canal – A pathway running from the outer ear to the middle ear
- Microphone – an instrument for converting sound waves into electrical energy variations which may then be amplified, transmitted, or recorded
- Skeptical – having an attitude of doubt

Discussion:

The above listening passage is a model on how a product is launched. For any product launch, it is important to use persuasive words or expressions that would influence the consumers to buy the product.

According to entrepreneur.com, the following are the ten important persuasive words that would instantly grab the attention of the consumers.

1. Free: Though the word "free" is overused, it tops the list of persuasive words as the products could be sold just by giving something free.

2. Exclusive: When the product is given a tag as "exclusive", it makes the people, want it more.

3. Easy: Consumers are easily drawn to the products which claim to make their lives "Easy".

4. Limited: It is a general psychology of the people to buy products when the products have only "limited offer" or "limited version"

5. Get: It is an action word that psychologically puts the reader in charge and prepares them for action. "Get" is also typically followed by a benefit.

Example: Get a flat stomach in six weeks.

6. Guaranteed: Authenticity is a legitimate concern which any customer would have. The word "Guaranteed" is the right word which gives the reassurance about the product which triggers the consumer to buy the product.

7. **You:** When the sales copy is written always use 'first-person language' to persuade. It makes the consumers attentive and makes them feel special. Moreover, using "you" makes the writing conversational, and it brings the tone down to a friendly level where the psychological connection is made with the buyer.
8. **Because:** Human brains love explanations. Tie the product which you want people to buy with a reason, and people will be more compelled to take action.

   Example: Why do you need that feature? *Because* it will help you get . . .
9. **Best:** The following examples will highlight the difference which the persuasive word "best" would bring to the sales.

   Example 1: "The way to change a Flat Tire"

   Example 2: "The Best Way to Change a Flat Tire."

   Which of these examples sound better? We know its example 2. The word "best" always has the tendency to grab the buyers' attention.
10. **Compare:** Before buying any product, it is the tendency of any buyer to make comparisons between different brands available in the market. When the seller shows the consumers the difference between his/ her product and the competitors', it makes him/ her, the reliable seller.

Source: **https://www.entrepreneur.com/article/279224**

Post-listening:

I. Discuss in pairs and pick the persuasive words/ phrases/ expressions that you think would convince the consumers to buy the product, from the listening passage given above ,

II. Considering the listening passage as a model, write a detailed description about a product related to your subject using the above mentioned persuasive words.

SPEAKING

1. DEBATE

Debate is a logical argument carried out between two teams aimed at getting a conclusion on a topic. The two teams involved will hold opposite views of the same topic. The team which has the most cogent argument will be considered as the winner.

The following are useful expressions for debating:

Welcoming the audience:

- Ladies and Gentlemen, Welcome to this debate.

Stating the issue:

- The motion for debate today is ...
- Let's first define some important concepts...

Phrases to present the most important point:

- This argument/idea is of paramount importance.
- The most important argument for ... is ...
- The most important idea is...
- The primary argument for... is...

Conceding an argument:

- It's true/obvious/evident that ... However, ...
- While you might say that ..., it's important to remember that ...
- I agree with you that ... On the other hand, ...
- I agree/admit/concede that ... , but we must remember that...

Sequencing a list of arguments:

- First of all, I'd like to state ...
- Firstly, ... Secondly, ...Thirdly, ...
- The second argument in favour of ...
- To begin with, ...
- The next argument I'd like to state is...

Adding an argument to strengthen your point:

- In addition to that,...
- You also have to consider...
- Furthermore,...
- Moreover,...
- I might also add that...
- Not only that but also...

Concluding:

- Let me recap/recapitulate my point ...
- As a final word, let me summarize my point of view ...
- To reiterate my point of view, ...
- My final thought is ...
- In a nutshell, what I am trying to say is ...
- To sum up, ...
- Finally, ...

The following are the five important benefits of debating:

- It improves the critical thinking skills
- Students acquire the public speaking skills
- It develops the teamwork skills.
- It helps the student on how to persuade the listener
- It helps students in structuring their thoughts in a coherent manner.

Source: https://www.myenglishpages.com/site_php_files/communication-lesson-useful-expressions-for-debating.php

Task 1:

Divide the class into two teams and conduct the debate for the following topics:

1. Is it ethical regulate/allow genetically engineered food?
2. Should we support the cloning for tissues and organs?

2. Just A Minute (JAM)

The activity Just A Minute (JAM) is a spontaneous speech where the speaker articulates the ideas on the topic in a minute. The topic could be of the speaker's choice or a given topic. This activity helps the student condense the information precisely in his/ her mind and speak only the most relevant details within a minute. This helps the students improve their communication skills. Hence, JAM session is included in the job recruitment process to test the communication capability of the candidates. So it becomes important for the students to master the impromptu speaking skill which can be learnt through practice and training.

To conduct JAM session in your classroom:

1. The teacher should divide the class into two groups.
2. He/ she should ask each team to prepare the list of topics (related to your subject) on which they want their opponents to speak.
3. The teacher should ensure that each and every student gets a chance to speak for a minute.
4. The teacher can ensure that the contestant adheres to the rules of JAM.

Rules that are to be followed during JAM session:

1. Once the topic is chosen/ given, try to analyse and assimilate your ideas.
2. Think about the facts that are related to the topic.
3. Start your speech without any hesitation.
4. Stress on the facts by giving examples.
5. Use proverbs and anecdotes to persuade the interest of your listeners.
6. Be brief and speak to the point.
7. Frame simple sentences.
8. Remember to follow the sequential order.
9. Do not deviate from the topic given.
10. Do not drag your point.
11. Do not give too many pauses.

12. Do not repeat your ideas and words.
13. Be time cautious.

Benefits of JAM

1. It improves the students' Vocabulary as they are not allowed to repeat the words.
2. It improves their thought process.
3. The students' level of Confidence increases as they asked to speak in front of their class.
4. The students will be able to train and improve their Time Management skill.
5. The students will learn to assimilate and condense their ideas.

TASK 2:

Conduct JAM session for the following topics

1. Forest preservation
2. Healthy food habit
3. Water Conservation
4. Genetic Science
5. Water borne diseases
6. COVID 19
7. Effects of music on the brain
8. Intelligence of Dolphins
9. Why Bats hang upside down?
10. Best types of house plants

Suggested videos:

BBC- Nicholas Parson's Just A Minute (JAM):

- https://youtu.be/2Zu-2eNYmMM
- https://www.youtube.com/watch?v=Dp5vqxEot1c
- https://youtu.be/pSGV2HZcPQ0

READING

Pre-reading:

Read the following print advertisements and answer the following questions:

(Source: https://in.pinterest.com/pin/419819996514536798/)

(Source: https://images.app.goo.gl/kJ1P7ZWhUtRQbr8Y6)

- **What do you understand from these images?**
- **What do the slogans "A warm welcome to death" and "Whose hand are you holding" mean?**

Reading:

Advertisement can be defined as the most powerful and persuasive tool that a company uses as one of its marketing tool. It is a form of an effective communication that attempts to persuade the potential customers to use the brand or its services. In other words, a good advertisement helps the firm increase the number of consumers and aids to have control over them. Lot of creativity goes into the process of making an advertisement. There are many important elements like logo, colour, jingle etc that sculpts the advertisement to serve its purpose. Slogan is one such element which makes the advertisement more effective.

A slogan or the tagline is a catchy phrase that helps the consumers remember the product. The Oxford Dictionary of English describes slogan as "a short and striking or memorable phrase used in advertising." When a slogan is combined with music, it is called jingle. The choice of words plays a crucial role in constructing a slogan as it should highlight the message it wants to convey. It shall also express the quality and the uniqueness of the product.

- The main motto of the slogan is to sell the product or the service to as many consumers as possible through the message it provides.
- The innovativeness or the uniqueness of the product should be expressed using the minimum number of words in an alluring way.
- It should shape up the consumers' opinion about the product and influence them to buy it.
- It should be concise and appealing to the consumers.
- It should be easily remembered.
- It should build a positive brand image.
- It should go well with the logo of the brand as they are always displayed together.

(Source: https://images.app.goo.gl/GPzvuvkt7C8NcMbz7)

Post-reading:

I. Google and write the slogans for the following popular food products and food brands:

- Oreo
- Kit Kat
- KFC
- Boost
- GRB ghee
- Maggie noodles
- Nestle
- Nescafe

II. Look at the following advertisements carefully and write your inference along with the appropriate slogans.

1.

Source: https://www.thoughtmedia.com/wp-content/uploads/2019/11/creative-print-ads-9.jpg

2.

Source: https://i.pinimg.com/originals/cd/3d/d2/cd3dd26cc002f008de3d3ac7286d8276.jpg)

WRITING

1. Persuasive Essay

While writing a persuasive essay, it is the writer's duty to convince the reader to accept the standpoint which the writer takes about the particular issue. Writing persuasive essay demands a wide research about the topic and about the biases of the target readers to demonstrate not only why the writer's opinion is correct but also why the opponent's opinion is wrong.

Steps to write a persuasive essay:

1. Do the intensive research to understand the topic thoroughly and to gather the convincing evidence.
2. Understand the readers' perspective to design the persuasive technique.
3. Organise the ideas collected to get the right perspective of the issue and pick the side you wish to advocate.
4. With this understanding, give an outline to your essay in a proper sequential order.
5. Reinforce your statement with proper evidences.
6. Support your point of view with fact, examples, analogies etc.
7. Refute the opposing views strongly with the evidences you have.

According to time4writing.com, a Persuasive Essay should have the following Outline:

Introductory Paragraph: The writer should grab the attention of the reader in the introductory paragraph. It should encompass an overview of the argument. It should also contain the thesis statement through which the writer explicitly expresses his/ her standpoint.

Body Paragraphs: Each paragraph should be centered on evidence in the form of statistics, quotes from experts and real-life examples which the writer has gathered during his/ her phase of research. It should also comprise of the supporting statements.

Opposing View Paragraph: This paragraph plays a crucial role in the essay as it describes and disproves the opposing views of the issue.

Concluding Paragraph: It is important for the writer to reaffirm his/ her thesis statement while he/ she summarizes his/ her ideas in this paragraph. This will make certain that the readers will have no doubt in writer's perception.

(Source:https://www.bestessaytips.com/persuasive_essay.php#:~:text=A%20persuasive%20essay%2C%20also%20known,convincing%20facts%20and%20logical%20reasons.)

Sample essay:

Why You Should Not Eat Fast Food

Considering the ever-increasing pace of life in big cities, sometimes it can be easy to lose oneself in overwhelming routine. Being in a hurry all the time, a regular citizen may have no time for satisfying even basic needs such as sleep and nutrition. This is probably why seeing sleeping people in public transport is so common, and why fast food restaurants are crowded all the time. Sleep deprivation in big cities is a well-known problem, and people are gradually becoming more aware of the importance of sleep. In the case of fast food, however, things are not that simple. Even though the majority of people know about the dangers of eating food from McDonald's,

Burger King, Subway, and similar places, they still go there. The factors causing such behaviour should be analysed separately. Instead, this paper focuses on the reasons why you should quit eating fast food as soon as possible.

The most obvious reason everyone is aware of is the increased risk of developing obesity. Sometimes, being overweight is caused by health problems or psychological issues. However, much more often, becoming overweight is evoked by dysfunctional eating habits and the regular consumption of fast food. According to research, people eating fast food regularly develop much higher risks of gaining extra weight. They are also more likely to develop type 2 diabetes. Unfortunately, not only adults are exposed to these risks–teenagers and children are also under threat. Throughout the last 30 years, the rates of adolescent obesity have tripled. For children, this index has doubled over the same period of time. This might be related to sophisticated advertising, but facts remain facts: fast food leads to obesity, and all age groups are at risk (*Lifehack*).

Unlike organic food, which is by default created from pure, natural ingredients, fast food often has a bunch of dubious ingredients in it. To start with, all kinds of flavour enhancers are added into it so that it tastes and smells better. Conservatives and food preservatives may be used as well–in particular, tertiary butyl hydroquinone, which is made from similar ingredients as petroleum. As if this was not enough, fast food may contain the remainders of drugs and antibiotics. How do they get in there? The good news is that fast food does contain real meat. The bad news is that animals are kept in such awful conditions that they often suffer from a number of diseases. To deal with this problem, fast food manufacturers may add antibiotics to animals' nutrition–later, they can get into your body when you eat your next chicken burger (*SheKnows*).

Along with the risks of developing obesity and pumping your body with doubtful chemicals, eating fast food often means exposing almost every organ of your body to dangers. For example, it becomes much easier to get kidney diseases: because fast food is often salty and greasy, it increases blood pressure, makes you want to drink all kinds of soda drinks (which are unhealthy in their own way), and affects kidneys adversely. Besides, due to high amounts of cholesterol and triglyceride contained in fast food, your cardiovascular system suffers as well. This is not to mention the fact that processed fats in fries and other junk food, when supplied to the brain instead of nutrition, affect cognitive abilities in a negative way. In particular, according to research conducted on rats, a week of daily fast food consumption caused memory impairment in test subjects. And, as if this was not enough, junk food increases your chances to get cancer (*Beauty and Tips*).

As it can be seen, cheap and tasty food is not what your body needs. To start with, when eating fast food regularly, you put yourself (or your children, if you tolerate their fast food habits) at risk of developing obesity, and possibly type 2 diabetes. Some crucial organs of your body such as kidneys, heart, and brain, suffer from junk food immensely. And, if adverse health effects are not enough for you, think about preservatives, antibiotics, and other chemicals you stuff your body with when eating fast food.

(Source: https://academichelp.net/samples/academics/essays/persuasive/should-not-eat-fast-food.html)

Task 1:

Read the following persuasive essay and identify the persuasive words, thesis statement, facts and supporting statements:

What a lack of sleep can do to your body and mind

All of us have received advice to "take a good rest" at least once in our lives. Probably, this is also one of the most neglected pieces of advice a person may give to another. With the ever-increasing pace of life, especially in big cities, sufficient rest–and sleep, in particular–is gradually becoming more of a luxury than a basic need that should be addressed and satisfied. Everyone knows how sleep is important: health experts, psychologists, self-help books, and other authoritative sources keep talking about the importance of having good sleep–and still exhaustion and fatigue remain one of the biggest problems in a number of developed countries.

Perhaps, this is just not enough to make people pay attention to the problem. Supposedly, it would be more convincing to learn about the negative effects of sleep deprivation, poor quality sleep, or just constantly ignoring one's need for restoration and rest. This essay discusses some of the crippling (and sometimes surprising) effects a simple lack of sleep can do to a person's mind and body.

First of all, if you ever wondered how someone with schizophrenia or other severe mental disease feels, a sleepless night could get you closer to this condition. As researchers from the University of Bonn and King's College London discovered, upon missing a night of sleep, a psychologically-healthy person may experience symptoms typical for some forms of

schizophrenia. During the course of the experiment, which led the scientists to such a conclusion, a group of people was offered to first have a night of normal sleep, and then to stay awake by conversations, games, and physical activities. After this, test subjects were to undergo prepulse inhibition measurements. Prepulse is a psychological mechanism helping the brain to filter incoming sensory information: with its help, our minds distinguish between important and unimportant stimuli coming from the environment. After just one sleepless night, this function turned out to be inhibited significantly. Test subjects reported altered bodily sensations, distorted perception, and weird ideas: for instance, some of them believed they could read thoughts. They also became more sensitive to light and loud noises (*Universitat Bonn*). After having a good rest, perception returns back to normal, but it takes time to return all psychological and physical functions back to its usual state. In the case of prolonged sleep deprivation, some consequences may be irreversible.

Do you enjoy feeling depressed? Or do you like mood swings, when periods of euphoria quickly change to severe blues? If the answer is yes, then sleep deprivation is for you. Numerous research studies conducted in different sleep laboratories showed that people who did not have enough sleep, or have been deprived of it for certain periods of time, tend to be more irritable and less able to control their negative emotions. They are also more likely to react negatively to something they do not like, even if the trigger is not significant. This is not to mention the increased likeliness of developing depression. Besides, the lack of sleep inhibits friendliness and empathy, and impairs one's ability to stay in a positive mood (*Psychology Today*). In addition, if you have such mental conditions as obsessive-compulsive disorder or chronic depression, their symptoms may become more acute as well. In any case, to avoid prolonged periods of negative mood, you might want to sleep well regularly.

As if it was not enough, sleepless nights can affect your body in a negative way as well. There have been numerous research studies proving that people having problems with falling or staying asleep also had other health issues as well. In particular, sleepless nights can lead to increased risks of heart attacks and failures, strokes, diabetes, and increased blood pressure. Poor sleep can also kill your sex drive, regardless of your gender. In particular, both men and women who suffer from sleep deprivation reported lowered interest in sex and decreased libido in general. In particular, poor sleep caused by the apnea syndrome–a widespread health condition among men–was also connected to abnormally low levels of testosterone secretion during nighttime (*WebMD*).

Among other peculiar and unpleasant consequences of depriving yourself of sleep is the suppression of your immune system, weight gain, memory issues, and problems with concentration. This is not to mention the risk of getting into an accident because of decreased attentiveness and alertness (*Healthline*).

Overall, there is a number of good reasons why you would not want to stay up the next time you feel like working or studying at night. In particular, you may experience altered perception, distortion of cognitive and memory functions, and the inability to concentrate and think straight. Also, your mood will be down, and it will become harder for you to control your negative emotions, such as anger or fear. As if this was not enough, your body suffers as well. In particular, people who regularly deprive themselves of sleep, develop higher risks of heart diseases and diabetes, and report lowered sex drive and libido. So, in general, there is probably nothing that would compensate you for a night spent without sleep.

(Source: https://academichelp.net/samples/academics/essays/persuasive/lack-of-sleep.html)

Task 2:

Write Persuasive essays for the following topics:

1. Is human behaviour determined by genetics?
2. Are biological weapons ethical?
3. Should aggressive dogs be euthanized or socialized?

2. Dialogue Writing:

Understand how a seller can persuade the buyer to purchase the products from the following conversation between the shopkeeper of Kelly's Organic Vegetable shop and Sathya, a buyer:

Shopkeeper: Ma'am, welcome to Kelly's Organic shop! How can I help you?

Sathya: Thank You! *(looks at the price of the vegetables)* The price of the vegetables seems costlier when compared to other shops.

Shopkeeper: Yes ma'am! This is an Organic shop.

Sathya: Organic shop? What does 'Organic' mean?

Shopkeeper: 'Organic' refers to the way in which agricultural products are grown and processed.

Sathya: Oh I see! How are organic vegetables different from conventionally grown vegetables?

Shopkeeper: Firstly, Synthetic and chemical fertilizers are used to grow the vegetables in conventional way whereas natural fertilizers like manure are used to grow the vegetables in organic way. Secondly, in conventionally grown vegetables weeds are controlled with chemical herbicides, the residues of which tend to stay on the vegetables even after washing in multiple times but in organic farming, weeds are controlled naturally through the process of crop

rotation, hand weeding, mulching and tiling. Sometimes natural herbicides are also used to control the weeds in organic farming. Thirdly, the pests are controlled with synthetic pesticides in conventional farming whereas in organic farming, pests are controlled using natural methods and naturally derives pesticides.

Sathya: My Goodness! You have compared it so well. Could you please throw some light on the ill effects of synthetic fertilizers and pesticides that are used to grow the vegetables in conventional manner?

Shopkeeper: Sure ma'am! First of all, the synthetic fertilizers deplete the natural nutrition of vegetables. Nitrogen and Phosphate based synthetic fertilizers seep in to the groundwater causing an increase in its toxicity. This results in water pollution. These fertilizers increase the nitrate level of soil and the consumption of vegetables produced from such soil, convert to toxic nitrates in the intestines. These nitrates react with the haemoglobin in the blood and cause suffocation and even death in the extreme cases.

Sathya: My God! These facts are alarming! It is wise to spend money in organic shop rather spending it in the hospital. I appreciate you for explaining the goodness of organic farming. I will share these valuable information with my friends and will convince them to buy vegetables from your organic shop.

Shopkeeper: Thank You, Ma'am!

Sathya: Thank You, Sir!

Task 3:

Rajesh creates awareness about the ill effects that are caused to one's health due to the use of plastic and persuades Suresh to use Eco friendly cloth bags. Write a dialogue between a dialogue between Rajesh and Suresh.

Unit 3

Digital Competence

Listening to interviews (subject related)

Speaking: Interviews with subject specialists (using video conferencing skills)

Creating Vlogs (How to become a vlogger and use vlogging to nurture interests – subject related)

Reading: Selected sample of Web Page (subject area)

Writing: Creating Web Pages

Reading Comprehension: Essay on Digital Competence for Academic and Professional Life.

Unit 3 Digital Competence

Objective:

This Unit enables the students to acquire Digital Competence.

Outcome:

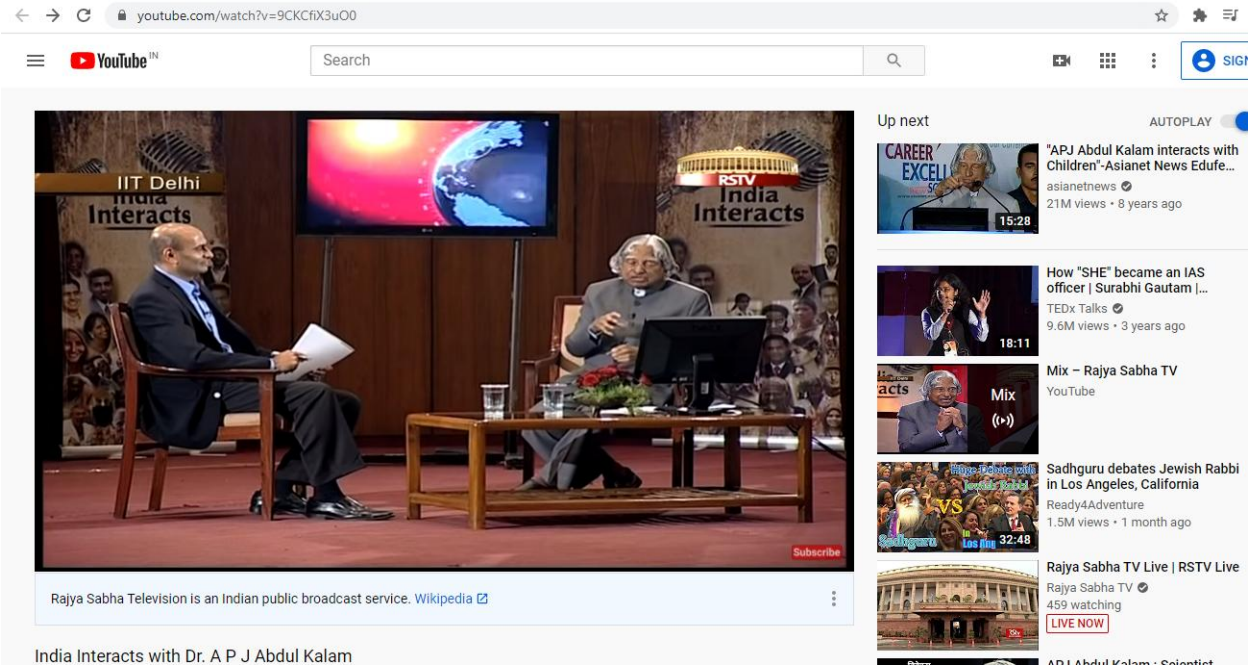
Students will be able to comprehend scientific information from web sources, do video conferencing with experts, create Vlogs and post video clips, create web pages and post multimedia materials in web pages.

Listening to interviews

Listening to interview helps the listener to stay focused and alert in an interview, and will improve conversational skills and competence over the subject. Active listening skills will not only help to succeed in professional life, but they will help the person develop his/her character.

Task 1: Listening to interview - I

Direction: Click on the given YouTube web link and listen to the interview with Dr. A P J Abdul Kalam and answer the following questions.



https://www.youtube.com/watch?v=9CKCfiX3uO0
(Source : India Interacts with Dr. A P J Abdul Kalam, YouToube)

Questions:

1. Distinguish discovery from invention with relevant examples.

2. Define innovation.

3. Elucidate ‘right type of education’.

4. List out the qualities of great teachers.

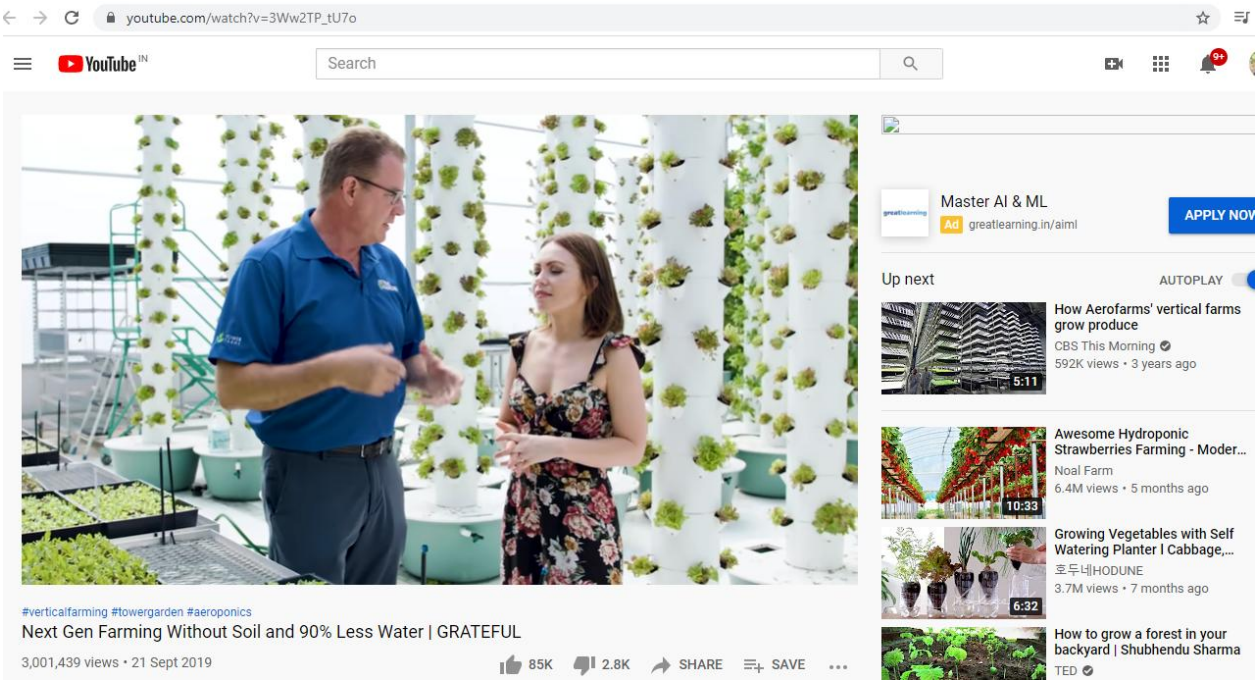
5. Share your perception on DNA technology

Task 2: Listening to interview – II

Direction: Click on the given YouTube web link and listen to the interview and answer the following questions.

https://www.youtube.com/watch?v=3Ww2TP_tU7o

Aeroponics



(Source: Next Gen Farming Without Soil and 90% Less Water, YouTube)

Questions:

1. Can you compare Aeroponics with conventional farming?

2. How can coconut husk be used to grow plants with less water?

3. Can you defend vertical farming?

4. How does vertical farming bring more outcome?

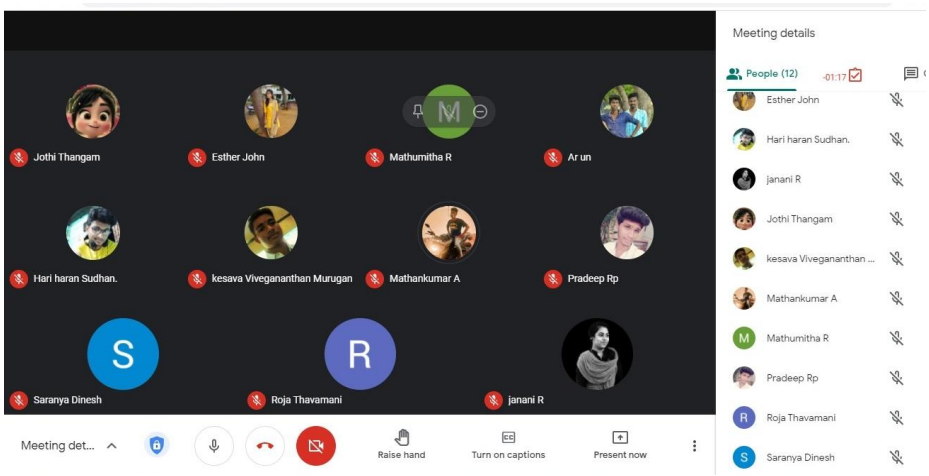
5. How is nutrient substances supplied to plants in Aeroponics?

Speaking: Interviews with subject specialists

Interview with subject specialists can be made easy through video conferencing.

Video conferencing

Video conferencing is live, visual connection between two or more remote parties over the internet. Desktop video conferencing is a core component of unified communications applications and web conferencing services, while cloud-based virtual meeting room services enable organizations to deploy video conferencing with minimal infrastructure investment.



Video conferencing can be made through the online platforms of Google meet, Zoom, Cisco WebEx, Microsoft Teams, GoToMeeting, Facebook live, YouTube live, Skype etc.

Video conferencing skills

Video conferencing skills include the following;

1. Get to know your technology

One of the best steps is to spend some quality time with your technology. Review features like chat, mute, and background replacement to

make sure you can quickly turn these options on and off as needed during an important meeting.

2. Maintain a Clean Background

Looking neat is important for a video conference. Hence clear out items that colleague shouldn't see.

3. Anticipate Distractions

Video conference users should not only create a distraction-free background, but also make sure their surroundings are relatively quiet. An unexpected phone call and a text message notification can disrupt the flow and create a distraction. Consider silencing your phone.

4. Pay Attention to Body Language

Encourage the habit of looking directly at the camera when speaking, which creates the appearance of eye contact. Avoid excessive gesturing during a video conference, as these movements can appear over-exaggerated when they show up on the screen. Sitting too close to the camera or leaning in during the meeting can also be distracting, Maintaining a comfortable, consistent distance from the camera throughout the meeting matters a lot.

(Source: https://www.flexjobs.com/employer-blog/4-ways-enhance-teams-video-conferencing-skills/)

Tutorial - How to Use Google Meet
https://www.youtube.com/watch?v=wGXI0KpkR50

Task 1: Download Google Meet App from Playstore and install it in your mobile. After installing the app, start a meeting, copy the meet link/meeting code and send it to an expert / teacher and interview the expert over Climate change.

Task 2: Download Zoom App from Playstore and install it. After installing, start the app, copy the code and password and send it to an expert / teacher and interview the expert over Afforestation.

Creating Vlogs

Vlog stands for video blog where all of the contents are in a video format. A vlogger is a profession where one creates a video on a specific topic then post them to a video sharing platform like YouTube, Facebook, Instagram, blog and other video websites.

There are two types of vlogging: 'talking-head' and 'follow me around.' On 'talking-head', the camera is set on a tripod and it remains static as the vlogger talks about a subject or walks the audience through a process. For example drawing tutorials, cooking videos etc. On the other hand, 'follow me around' vlog creators record clips in different locations. Once you create

your video, you can upload it online or embed the video within a post on your blog or website so your followers can see your latest update.

(Source: https://www.stokedfortravel.com/gopro-for-vlogging/)

How to become a vlogger?

1. Determine niche and research

You must consider your interest and the potential of it to attract audiences. This will guarantee you that all your audience will enjoy every

video you shared. After determining your niche, you should research your possible competitor. You should know what works for them and what's not. This will be your guide to always make things right and avoid making the mistakes they'd experience.

2. Create a channel on any video sharing platforms and understand how it works

You've to create your own video channel. There are several video sharing platforms today, choose what you think best fit your interest and skills. Also, take time to familiarize yourself with how it works to have a smooth and organized process.

3. Create video

Once you have a channel, the next thing to do is creating the video. Make sure the videos are Informative, well-researched and original. People research on the internet to find answers, so, make sure your video's content is helpful and true. Use the recommended video format and settings for your videos. Make it mobile-friendly as well to widen your visibility to your audience.

4. Optimize your videos and get discovered

Optimizing videos is a way for the video sharing platform to discover your content and give the attention you deserve. So make sure to include all the important factors in your video such as title, file name, tags, and descriptions.

5. Publish regularly

To keep your audience hook on your channel, you must ensure that you'll stay active and publish more engaging videos.

6. Interact with your audience in the comment section

Vlogging is all about building a relationship with your audience and comment section is the best part of your channel where you can effectively interact with them.

7. Share your video on social media

Social media are effective platform for video sharing. Its free and people are always active in social media comparing to other websites. Make sure to make use of it to broaden your reach and visibility. Vlog requires a lot of hard work, creativity and patience in both researching and building the video.

Video can be edited before uploading it online. Some useful apps helps to edit the video film or add music, titles, credits, logos etc., for iPhone - iMovie, for Android Phone - PowerDirector, VivaVideo, KineMaster etc, for Computer / Laptop - Windows Movie Maker.

(Source: https://www.shiftcomm.com/insights/7-killer-tips-to-become-a-professional-vlogger/)

Tutorial - How to Setup a Car Vlog
https://www.youtube.com/watch?v=xS5-y88C0A0

Task 1 : Describing Plants

Direction: Using your mobile, shoot a video of plants and describe the benefits of plants. Upload your video in your YouTube channel / blog and share the link in your class whatsapp group / Edmodo/ Google classroom

Task 2: Describing Domestic Animals

Direction: Shoot a video of domestic animals and give voice description. Add title to the video using VivaVideo / KineMaster app. Upload your video in your YouTube channel / blog and share the link in your class whatsapp group / Edmodo/ Google classroom.

Reading

Web Pages

A Web page is a document available on World Wide Web. Web Pages are stored on web server and can be viewed using a web browser. A web page can contain huge information including text, graphics, audio, video and hyper links. These hyper links are the link to other web pages. It is often used to provide information to viewers, including pictures or videos to help illustrate important topics. A web page may also be used as a method to sell products or services to viewers. Collection of linked web pages on a web server is known as website. There is unique Uniform Resource Locator (URL) is associated with each web page.

Static Web page

Static web pages are also known as flat or stationary web page. They are loaded on the client's browser as exactly they are stored on the web server. Such web pages contain only static information. User can only read the information but can't do any modification or interact with the information.

Static web pages are created using only HTML. Static web pages are only used when the information is no more required to be modified.

Dynamic Web page

Dynamic web page shows different information at different point of time. It is possible to change a portion of a web page without loading the entire web page. It has been made possible using Ajax technology.

(Source: https://www.tutorialspoint.com/internet_technologies/web_pages.htm)

Task 1 : Reading Web page - 1

Direction: Click on the web link to read the web pages and answer the following questions.

Title: Human Genome Project

https://www.genome.gov/human-genome-project

Questions:

1. What is Genome?

2. What are the three major ways through which human genome was deciphered?

3. What does homologous gene mean?

4. Describe single nucleotide polymorphisms

5. Define Eukaryotic

Task 2 : Reading Web page - 2

Direction: Click on the web link to read the web pages and answer the following questions.

Title: Symbiosis

https://biologydictionary.net/symbiosis/

Questions:

1. Describe symbiosis

2. Distinguish endosymbiosis from symbiosis

3. Synthesize the relationship of human beings with ecology

4. Explain the exchange between plants and their pollinators.

5. How does Parasitism occur?

Writing: Creating Web Pages

Google Site:

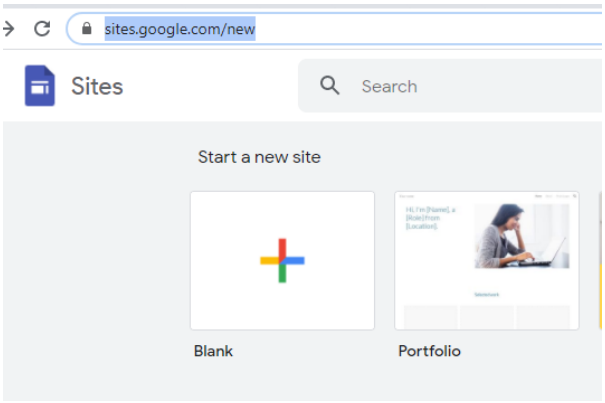
Google Sites is a website building platform that makes creating a website easy. It has site builder features that make it easy and intuitive to design your site the way you want. You can also add "gadgets" like calendars, maps, spreadsheets, presentations and more to make your site more functional.

Creating Goggle Site:

Before you can start a Google Site, you must have a Google email account . Log into Google Sites to create a new site.

Steps to create a Site:

1. Browse https://sites.google.com/



2. Select **Blank template** to design your own site from scratch. For your first site build using a blank template is the easiest way to build your site.

3. **Name your site** – Your name needs to identify its purpose. Once you name it, it cannot be changed.

4. Beneath the site URL, there are also 2 additional sections, **Choose a theme** and **More Options**.

5. Select a design for your site in the **Choose a theme** section.

6. **Add a description and category** for your site. (This is optional)

7. Select the sharing access in the **More Options** section.

(Source: https://sites.google.com/site/tiesitestutorial/starting-your-google-site)

Tutorial : Creating Google Site
https://www.youtube.com/watch?v=_Jc79kCWS8E

Task 1: Create a Google site (https://sites.google.com/new) and post content on 'Biodiversity' and share your website link in your class whatsapp group / Edmodo/ Google classroom.

Task 2: Create a Blog in Bloggar.com and post a video, picture and text description on the 'adverse effects of pollution' and share the blog link in your class whatsapp group / Edmodo/ Google classroom

Reading Comprehension:

Digital Competence

Digital competence involves the confident and critical use of electronic media for work, leisure, and communication. These competencies are related to logical and critical thinking, high-level information management skills, and well-developed communication skills.

(Source: https://www.igi-global.com/dictionary/teaching-digital-competence-and-scholarly-communication/7585)

Microsoft Office

Microsoft Office is a computer program which includes Word, Power Point, Excel Access, Outlook and Publisher and. It's used to create, view, edit, save and print documents.

In today's world, learning process is technology-driven. Hence every student is expected to have a working knowledge of Microsoft Office programs like Word, Excel, and PowerPoint that will set them up for success in their field.

Microsoft Word:

Microsoft Word is a word processing program that allows for the creation of both simple and refined documents. You can create documents such as resumes, letters, and fax cover sheets. Pie-chart, Bar-chart, Line graph, Fish graph, Tables also can be created in Microsoft word.

Tutorial - Microsoft Word https://www.youtube.com/watch?v=fUkh3yWm3d4

PowerPoint:

PowerPoint uses a graphical approach to presentations in the form of slide shows. It is used to create slides adding pictures, videos and different WordArts. PowerPoint suggests word processing, outlining, drawing, graphing and presentation management tools. Pictures, Charts, Videos, Animation can be created using power point.

Tutorial - Creating Animation in PowerPoint

https://www.youtube.com/watch?v=X1io7tFR6jI

Excel:

Excel is used to create graphs and charts. Excel also provides functions and formulas, making it possible for your spreadsheet to automatically calculate and update results based on the data you input.

Tutorial - Guide to Excel

https://www.youtube.com/watch?v=rwbho0CgEAE

Microsoft Access:

Microsoft Access helps to analyze large amounts of information, and manage related data more competently than Microsoft Excel or other spreadsheet applications.

Tutorial - Microsoft Access

https://www.youtube.com/watch?v=57jBdK3YVJo

Task 1: Preparing a Word file

Direction: Type an essay on 'Biodegradable plastics'. Add picture, chart and table and share the Word file in your class whatsapp group / Edmodo/ Google classroom.

Task 2 : Preparing a powerpoint presentation

Direction: Prepare a powerpoint presentations on 'Transgenic Organism'. Add relevant picture, pie chart/ bar chart/ line graph, gif and video file and share the PPT file in your class whatsapp group / Edmodo/ Google classroom.

Unit 4

Creativity and Imagination

Listening to short (2 to 5 minutes) academic videos (prepared by EMRC/ other MOOC videos on Indian academic sites – E.g. https://www.youtube.com/watch?v=tpvicScuDy0)

Speaking: Making oral presentations through short films – subject based

Reading: Essay on Creativity and Imagination (subject based)

Writing – Basic Script Writing for short films (subject based)

- Creating blogs, flyers and brochures (subject based)
- Poster making – writing slogans/captions (subject based)

UNIT 4. Creativity and Imagination

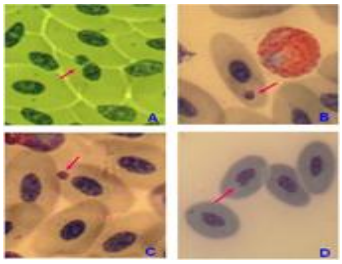
Academic listening

Task : In pairs, discuss your responses to the following questions.

1. How do microbes benefit the environment?
2. Do you think we can live without microbes?
3. Imagine what would happen if all microbes were destroyed from the environment?

I. Pre-listening Task:

Associate your ideas with the word 'micro' along with the pictures given below and list it in the blanks given:



1._____ 2. _____

3._____ 4. _____

5._____ 6. _____

While Listening:

What is academic listening?

Academic listening is a special kind of listening skill, which helps the learners to encounter, understand, learn, discuss, and remember new ideas.

Academic listening consists content with different forms of multimedia like audio tracks, video clips, web pages and activities like tasks, games, experiments, surveys in order to make listening more engaging and more motivating for the students in an integrated manner with elaborated style of thinking.

Activity: Listen to this academic video prepared by EMRC:

https://www.youtube.com/watch?v=XlOHEumNf4U

Post Listening Task 1: Recall the information presented in the video.

Task 2: State whether the statements are true or false from the above listened video clip.

1. Microbes are not present on the surface of our body, inside of a body, in the food we eat, in the water we drink and the air we breathe.
2. Microbes used food and fermentation industries.
3. Immunology is the study of nervous system
4. Growing of animal cells on artificial medium in a controlled environment is done to understand the functioning of cells.
5. Microbiology does not touch our lives in all dimensions.

Speaking: Making oral presentations through short films

In this globalized world, every profession is involved in some aspects of communication which usually involve gathering, analysing, and distributing scientific and/or technical information efficiently and accurately for specific audiences. Making oral presentations through short films links all four aspects of communicative skills (LSRW). Short films act like a bridge between language study and language use. It demonstrates one's potential to communicate through real-world experience between the audience and the presenter. It helps to build creativity, critical thinking and teach life-long skills both personally and professionally.

What is a short film?

A short film is any motion picture that runs from fifteen seconds to forty five minutes in length. It expresses a single concept with unique ending.

Basic instructional design for oral presentation through short films:

- **Plan** - Plan the topic with important events with focus to your presentation. An oral presentation should never be a monologue, but an active dialogue in verbal communication. First greet the audience and introduce yourself. Explain the purpose of your talk. Start by introducing the topic. Outline the main points. State your purpose and announce the outline of your presentation in very simple and precise language.

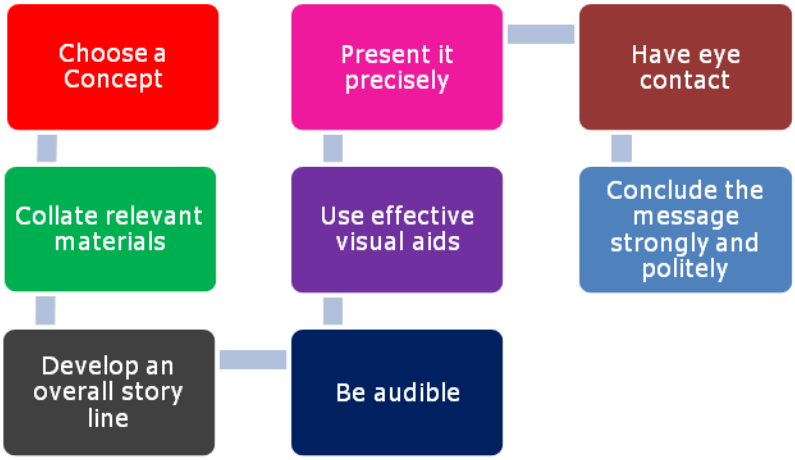
- **Structure** – The information in the body needs to be well-structured. State main ideas clearly. Use visual aids to engage the interest of your audience. It could be in chronological order, theme or order of importance.

- **Prepare** – The first thing to be done when preparing a spoken presentation is to identify the audience as precisely as possible. Prepare the oral presentations with key points within time limit. The presentation can have one of these aims: to inform, to persuade, to teach.

- **Present** - Shape the presentation by organizing and selecting the arguments or pieces of information within the time allotted. Introduce appropriate visual aids to impose its effect on the audience. During the presentation a presenter need to face the audience - maintain eye contact with the audience as much as possible. Use natural hand gestures, look presentable and speak in a clear and audible voice.

- **End** - Prepare a closing summary with main points and give a strong concluding remark that reinforces why your information is of value. It reaffirms the connection between the audience and the material presented. Invite questions from the audience at the conclusion of your presentation. Respond to questions politely and briefly.

PROCESS RECAP



Activity:

Watch BABY – An Experimental Short Film about the beginning of life

https://www.youtube.com/watch?v=eYSu2ochlE4

Task 1:

- **Discuss in pairs about how did the film make you feel?**
- **What aspect of the film did you most engage with?**
- **What will you remember?**
- **What does it make you think about?**
- **Would you watch it again? Why/why not?**
- **How would a second viewing be different?**
- **What would you focus on?**
- **How would different people view this film differently (dependent on gender, age, ethnic background, worldview, etc)?**

Task 2

Prepare a power point presentation with inclusion of pictures and videos of about 5-8 minutes of your own interest based on your subject.

Source: https://www.youtube.com/watch?v=selYsj94RQg (A video on how to record a PowerPoint Presentation with Voice-Over Narration and Saving it as a Movie File)

Creativity and Imagination

Introduction:

Creativity surrounds us and expresses itself in the form of innovative ideas in our everyday life. It is a skill that can be practiced daily to solve life's problems as well as discover its opportunities. In fact, it is the ability to apply reason and logic to new or unfamiliar ideas, opinion or situations.

Creativity Defined:

There is a common misconception that creativity belongs to a few gifted individuals, or it pertains to the field of arts. As a result, many who do not consider themselves as the artistic type neglect the development of their creative skills. Let’s look at what defines creativity. To be creative means turning new and imaginative ideas into reality. The Dictionary defines creativity as ‘the ability to transcend traditional ideas, rules, patterns, relationships, or the like, and to create meaningful new ideas, forms, methods and originality” It is also defined as ‘ progress, or imagination’. As a matter of fact, creativity is characterized by the ability to see the world in new ways, to make connections between seemingly unrelated phenomena and to generate solutions.

As we have seen earlier, creativity should not be tied to a specific discipline or a craft, it is indispensable everywhere. It is pertinent in arts, entertainment, business, mathematics, engineering, medicine, social sciences, and physical sciences and is the cornerstone of civilization.

Reflections on Creativity:

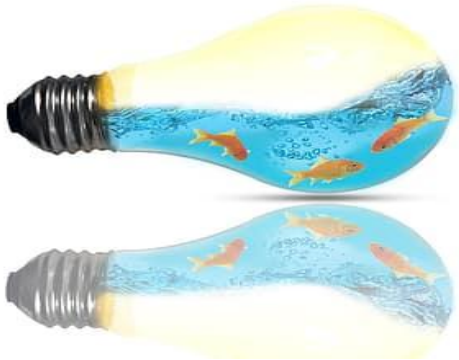
It is important to define creativity because it can mean different things to different people. If you refer to the thesaurus, you will find the following synonyms for the word 'creativity':

Cleverness	imagination	imaginativeness	ingenuity	inspiration
genius	inventiveness	originality	resourcefulness	talent
vision				

The word 'creative' is associated with being

inventive	imaginative	innovative	original	artistic	expressive
inspired	visionary	productive	prolific	talented	
gifted	resourceful	quick-witted	ingenious	clever	
smart	unconventional	unorthodox	a genius		

Difference between Creativity and Imagination:



Have you ever wondered how creativity manifests itself? Do you know how the inventions come into existence? What is the basis for creative

thinking? **Creativity** relies on imagination, the conscious representation of what is not immediately present to the senses. Remember your imagination is not only an artistic influence but can inspire you as a person or others to add development to your lifestyle, business or work ethic. While **imagination** is the process of seeing the world in new ways and finding the hidden patterns. Creativity helps in converting your new and imaginative ideas into reality. People who believe in imagination cross the boundary of "usual" and "normal" are able to think outside the box. More importantly, if you have ideas, but don't act on them, you are only imaginative but not creative.

Students of science classes usually get the idea that involve careful observation and analysis of data to test hypotheses. One thing that remains shrouded in mystery, is how scientists decide on the particular question and give an exact answer? You might be surprised to know that they involve in creativity and come out with logical reasoning.

The natural world is highly complex, and really big. Interesting scientific problems (like curing cancer) are usually too difficult to solve directly. The art of being a scientist involves continually re-imagining these big problems, mentally breaking them down into smaller, solvable parts, and then speculating about which of these smaller parts might be key to cracking open the whole subject. In other words, a scientist must imagine, in advance, possible outcomes from different observations, and design a research study that might help to decide between different hypotheses.

How is creativity possible in science?

Logical thinking is always a part of the creative process in any field, from art to science to business. Creativity is not only the ability to come up with new ideas, but also narrowing down those new ideas to focus on one that can be elaborated. Creative people in any field come up with new ways

of looking at the world. They constantly ask, "What if...?" But it doesn't stop there. After a creative person asks "What if...?" they then go on to logically think through the consequences.

Science is creative in much the same way as art, music, or literature are creative. In Science discipline, individuals have to use their imagination to come up with explanations. The explanations should be well informed. They must not be mere guesses. As Peter Medawar explained, "Scientists are building explanatory structures, *telling stories* which are scrupulously (carefully) tested to see if they are stories about real life" (Medawar, 1984, p. 133, emphasis in original). By "telling stories," Medawar does not mean that scientists' are just making things up out of nothing. He means that scientists' piece together bits of information in a way that makes sense, the way writer's piece together characters and events. But a scientist's job doesn't end there. The story they've told is rigorously tested to see if it makes sense in the context of real life.

Conclusion:

Success in science requires a creative mind. Some of the most important questions in science are either too large or too complex to answer directly. So scientists break them down into smaller, solvable questions. Scientists use creativity to determine which questions are likely to yield results or and which will not. They imagine possible answers to their questions, and devise ways to test those answers. To be creative, science students should be curious to know what will happen next through their creativity and imagination through experiments, show interest in their observation and finally try to bring their creative brilliance in reality.

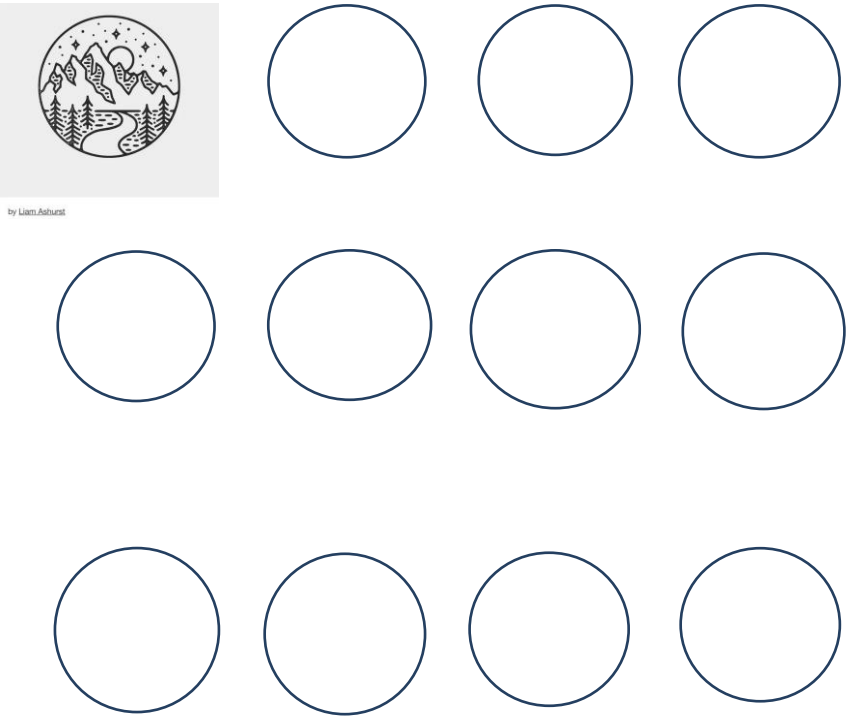
Suggested Reading

1. Bono, Edward de. 1990. *Lateral Thinking: A Textbook of Creativity*. London: Penguin Books.
2. Hussain,S. 1988. *Creativity, Concept and Findings*. Patna: Motilal Banarasidass.
3. Clear,James. Creativity: How to Unlock Your Hidden Creative Genius. .https://jamesclear.com/creativity
4. Medawar, P. B. (1984). Pluto's republic: Incorporating the art of the soluble and induction and intuition in scientific thought. Oxford: Oxford University Press.

Task 1: Answer ALL the questions:

1. Explain the difference between creativity and imagination.
2. How do scientists find solutions with logical reasoning?
3. Why creativity and imagination is important for science students?
4. What is Medawar's explanation on "telling stories"?
5. Creative people in any field come up with new ways of looking at the world. Explain.

Task 2: Complete the incomplete circles using your creativity and imagination. First circle has been done for you:



Task 3: Read on how Rene Theophile Hyacinthe Laënnec invented the stethoscope.

Script Writing

(Source: https://www.masterclass.com/articles/how-to-write-a-film-treatment-in-6-steps)

A short film is just a short movie with a clear, compelling story. It is an excellent fun side-project for the beginners. A short film can be live-action, animated, or computer generated. Like feature films, short films tell closed-ended stories with a distinct beginning, middle, and end. The best short films have a clear focus and are economical with their storytelling, utilizing only one or two locations and few characters.

Scientific Script Writing for short films:

1.Brainstorm. Jumpstart your creativity remembering any images or events from your childhood. Fix the genre or the style that you want to write. Once, the idea is fixed write down whatever comes to your mind.

2. Research – It is the vital aspect for Science based genre. The film maker has to research the fact in order to give accurate data for the audience.

3.Outline - Begin to outline the idea for the film. Like feature films, short films too have a beginning, middle, and end. This brings the overall structure of the film.

4.Write your first draft - Now that you know the shape of your story, start writing the first draft of your short film script with screenplay structure.

5. Rewrite the script - When you start writing the second draft, you might find to restart the process and create a new outline. Once the story is solid, start refining the dialogue for the scenes.

6. A picture is worth a thousand words - As you write, think creative images and captions. Science offers beautiful and unusual images that can help readers visualise what you are writing about. Spend time on catchy and informative captions — they are indispensable entry points into your story.

Task 1: Watch the video Science and Storytelling | Lucy Hawking | TEDxSalford https://www.youtube.com/watch?v=E7K-qlQVpgE

Blogs:

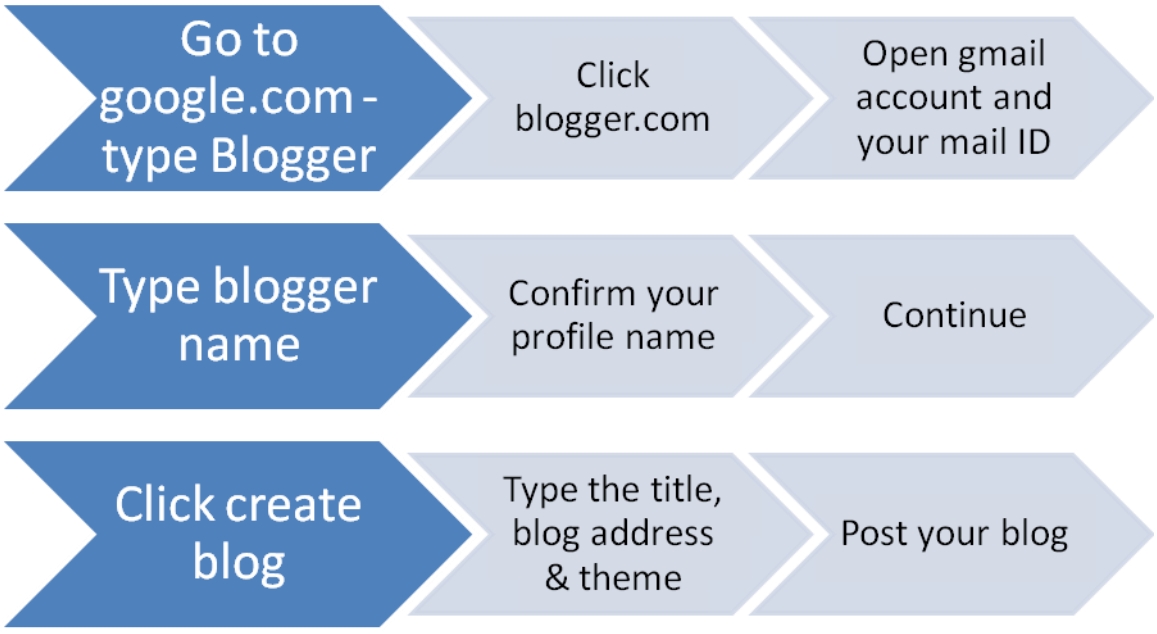
A blog, an online journal in which you share your thoughts about a particular subject with readers.

How to start writing science blogs?

- Exactly what is it that you have found out?
- What methods have you used?
- Why is this research important, and why should my target audience be interested?
- What environmental benefits might this research bring?

- Will this research lead to more sustainable technology?
- Will it lead to less expensive and/or safer technology?
- What is your or your group's contribution to this field internationally?
- What is needed for this technology to be applied/commercialised?
- Is this project relevant to others in the industry? Will it enable us to attract new clients and win new projects?

How to create a blog?



Source: https://www.youtube.com/watch?v=X2-v-NnZrVE

Activity: Create, write and post your desired topics in your blog.

Task 2: Write about the importance of blog creation and its uses.

What is a Flyer?

A **Flyer** is usually a single, unfolded printed sheet that is **used to** draw attention to an event, service, product or idea. A **flyer** usually contains a very simple message that can be conveyed quickly.

https://www.postermywall.com/index.php/posters/search?s=science%20fair%20flyer

How to make flyers?

1. **Include the basics**

   Make sure your flyer states the who, what, where, and when of what you're trying to communicate.

2. **Go for eye-catching imagery**

   Flyer design is important, and images speak for themselves and can go a long way to communicating tone and feel. You can use your own imagery or choose from thousands of royalty-free photos we provide for you

3. **Keep it brief**

   When it comes to text, less is more. Be brief. Be concise. Be powerful with your words. Choose your words carefully and make each one count.

4. **Take theme into account**

   Think about what feeling you want to evoke with your flyer. Be mindful of the thematic elements of what you're trying to promote. The images, colours, text you use in your flyer should be theme-appropriate.

5. **Let readers know what to do next**

   Include links, contact information, or a strong call-to-action to let readers know how to learn more.

   Source: https://www.youtube.com/watch?v=dGqpurykz3w

Task 3: Make a flyer for science exhibition to be conducted in your department.

Brochure:

A Brochure is a single foldable sheet used by marketers to highlight a product, company or service. They are one of the most common and effective tools used by businesses and organizations for relaying information or announcements to a wide audience. Brochures are distributed in many different ways: as newspaper inserts, handed out personally, by mail or placed in brochure racks in high traffic locations especially in tourist places.

Source: https://in.pinterest.com/pin/448811919100082233/

How to make a brochure?

Write concisely. Your brochure should focus on one product or service. A trifold brochure only has space for about 350-450 words, so keep words, sentences and paragraphs short. Include only the most relevant information, leaving some white space and images.

Science Brochures:

While making science brochure design, follow three elements:

1. Target audience / people. Be clear for whom you are creating a brochure. Think about marketing concept, what makes an ordinary people while reading your scientific articles. To test, whether you understand your client's needs, ask yourself a simple question: "For what a person really ready to pay money?".
2. USP (unique selling proposition).You must clearly understand your positioning, how to differ from competitors. It should be something that distinguishes you from rivals for the better.
3. Target action. The target action is what the user must do after reading. If you don't offer people any action, the customer could close your science brochure design ideas and leave it.

This is what your brochure for science should convey.

Source: https://www.youtube.com/watch?v=Gjev8RkqO1k

Task 4: Design a brochure for your science lab.

POSTER

Poster is another visual to reach the people with specific message. Posters are usually displayed at a height that makes it visible to viewers. So, content and structure are important in a poster.

Source: https://www.amazon.in/Tamatina-Health-Posters-Coronavirus-Precautions/dp/B085ZZQRJJ

Instructions to create a poster.

- Decide on the size of the poster
- Make sure it is readable from a distance.
- Create Some Contrast.
- Consider the location of display.
- Let the image be large and catchy.
- Make good use of space in the poster.

  (Source: https://www.youtube.com/watch?v=AwMFhyH7_5g)

Task 5: Design a poster with effective slogans on the importance of cleanliness

Unit 5

Workplace Communication & Basics of Academic Writing

Speaking: Short academic presentation using PowerPoint

Reading & Writing: Product Profiles, Circulars, Minutes of Meeting.

Writing an introduction, paraphrasing

Punctuation (period, question mark, exclamation point, comma, semicolon, colon, dash, hyphen, parentheses, brackets, braces, apostrophe, quotation marks, and ellipsis)

Capitalization (use of upper case)

UNIT 5

BUSINESS ENGLISH

Language is a powerful tool that has propelled changes, carved history and sustained culture and tradition. Languages have, since the time of our linguistic revolution, grown and influenced each other. The faculty of language that captures floating thoughts into a timeline, adding memories, feelings, emotions and envisioning a future, is one of the advances of evolution that has made us survive and progress thus far as a species.

We are living in an era of digital revolution wherein language seems to no longer belong to the domain of mouth and related speech organs. It has moved on to the domain of the digital Seri and Alexa. It can be heard when we use google maps directing us. It can be heard, translated, and automated by chatbots.

Thus, when language has transcended to wider domains, humans who were the first to revolutionize it into the digital forms that we have today also need to equip themselves with the required skills to make language an effective medium of communication. The common misconception is that "just because I speak, I am understood". Once we free our minds from this fallacy, therein begins our first attempt to communicate effectively.

Words when timed appropriately, arranged coherently, expressed accurately can make or break a relationship. Communication failure is a new normal in this era of digital communication where emojis and emoticons have taken over determiners in language; determiners that were aimed at accuracy in communicating. Although pictographic representations of what could be described through words, may be an easier way to express the difference between, say for example, a chuckle, a titter, a giggle, a chortle, or a cackle, yet, the constant use of emojis would stunt the usage of accurate

vocabulary, leading to a dilution of meaning. In other words, thanks to social media, we speak more and yet communicate so less.

When words are replaced by feelings that are captured by emojis, the communication becomes more reactive than responsive. In this era of Facebook and Whatsapp we have successfully learnt to react to posts through these five modes of expression- like, anger, love, laughter, hug, sadness, and awe. Of these, like is an all-encompassing positive feeling, anger, love, laughter and sadness are emotions, and hug is an action. Altogether we are reinforced constantly to react only within this framework of limited expressions forgetting that human emotions are complex and can lead to an endless labyrinth of responses. When you are self-aware of these endless possibilities of responses, then you free yourself from the influence of fake news and posts that spread the message of hate.

In a typical business context where the communication is domain specific there is a need to practice the art of effective communication. Businesses today have a wider reach and one major part of business that contributes to its growth is effective communication. With wide networking and collaborative efforts, it is essential to navigate through misinterpretations and assumptions, and create an ambience of meaningful engagements. Self-awareness will make you mindful of the words that you need to choose before you communicate. Along with practicing mindfulness, it is also imperative that you learn techniques and nuances in very specific contexts such as:

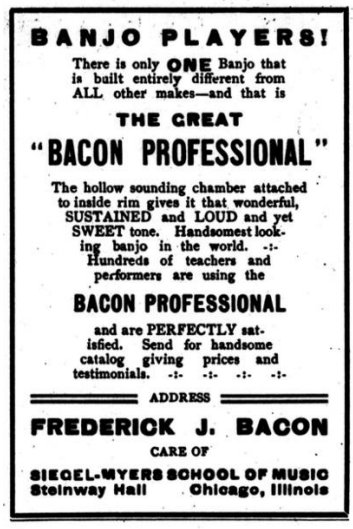
- Power Point presentations
- Circular
- Minutes of a Meeting
- Paraphrasing

POWERPOINT PRESENTATION

Pre-task:

Consider image 1 and image 2. Which image do you think has a better appeal?

1



2

Compare the advertisements and explain which advertisement has more visual appeal.

Image sources:
https://digitalcollections.nypl.org/items/918ed050-cf4e-0133-59bd-00505686a51c
https://picryl.com/media/wm-h-wests-big-minstrel-jubilee-2

It is evident that image 2 displays a greater appeal because it has a visual representation. Advertisements are visual representations of products. They are designed in a way that it can instantly attract a potential buyer. A successful advertisement makes use of image, colours, captions, layout, font, background, foreground etc. in a judicious way that can communicate the essential features of the product in an effective manner.

Power point presentations also play a similar role. Just like how a visual appeal is created in a well-designed advertisement, so also a visual appeal is created by making use of Power point when presenting content.

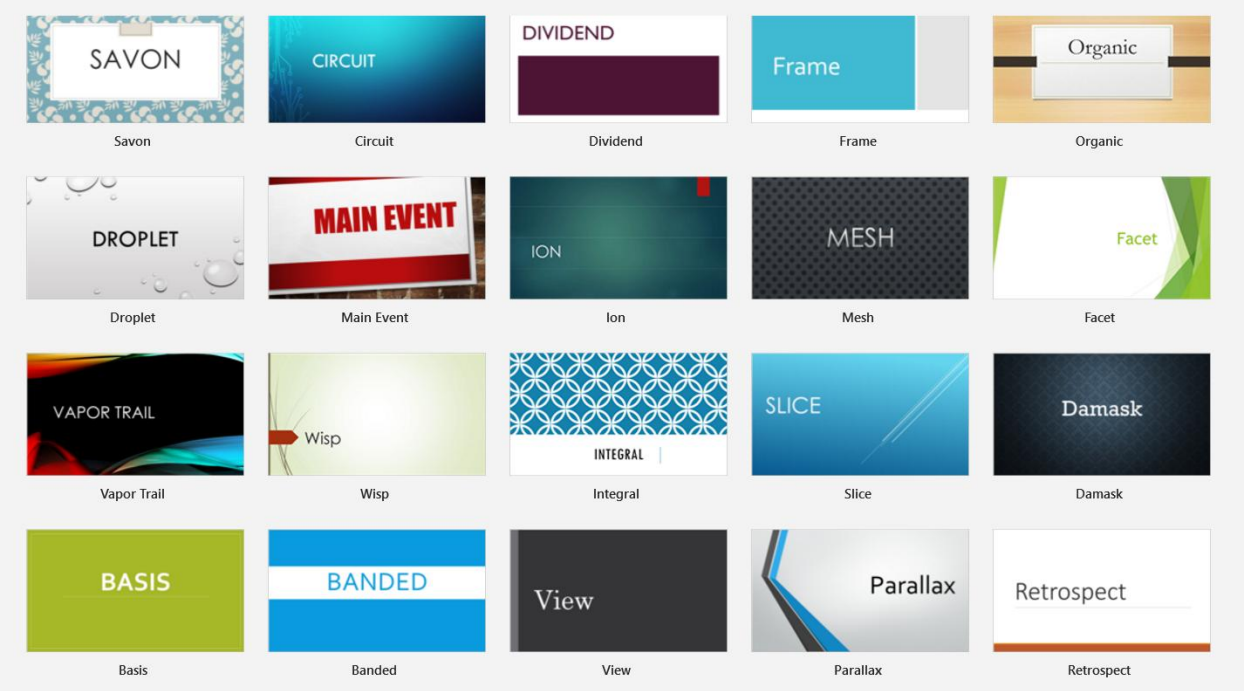
Features of Power Point

Power point can be accessed from Microsoft Office App.

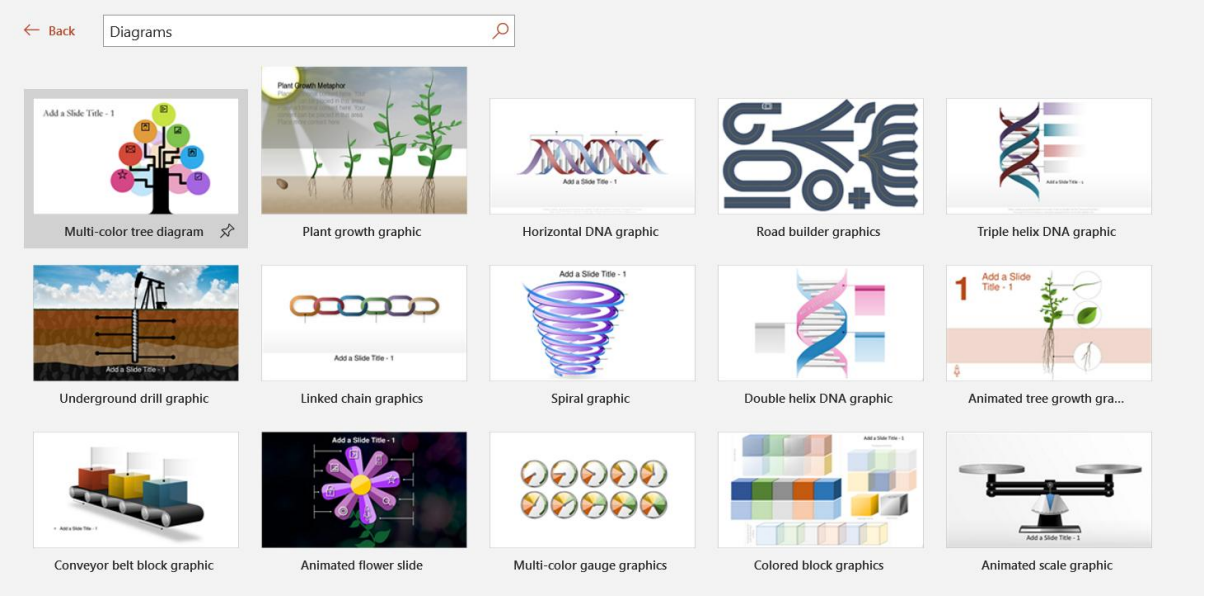
When you create a new Power Point presentation, there are thousands of themed templates available from which you can choose the one most relevant to the theme of your presentation. In addition to themes, Power Point also provides numerous diagrams and charts as well which will add more visual appeal to your presentation and will also help you to organize your content in a succent and professional way.

Sample themes, diagrams and charts are presented below.

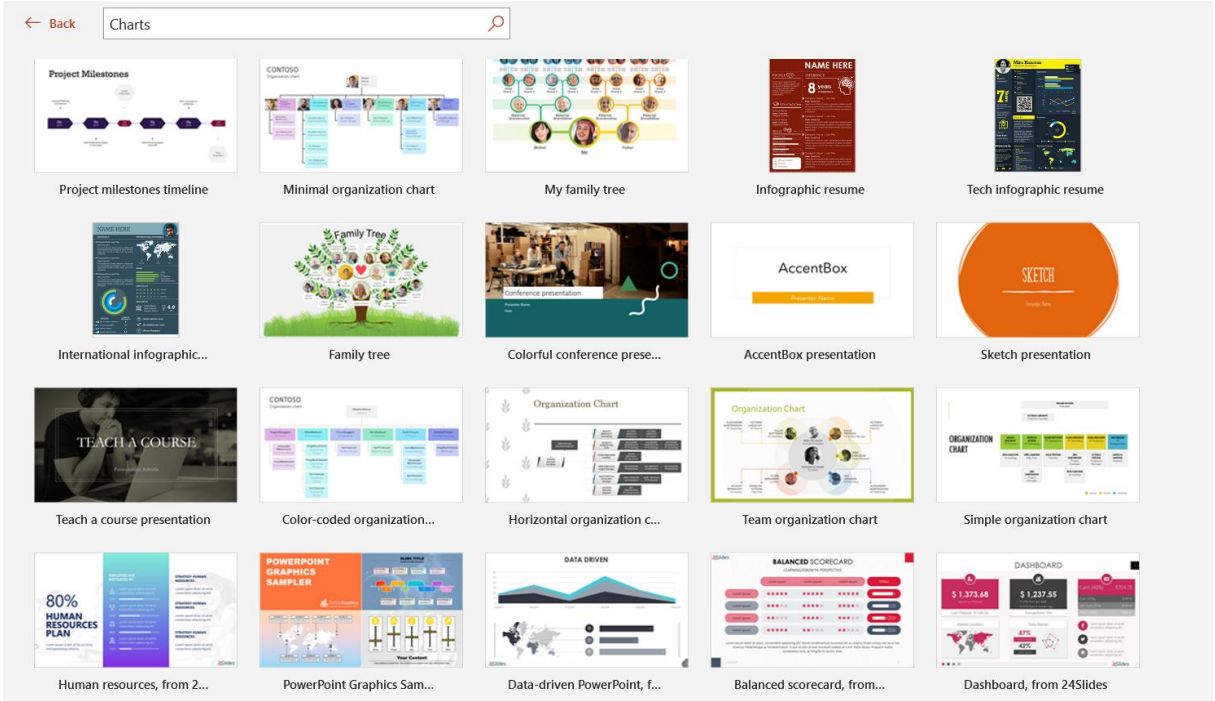
Themes



Diagrams



Charts



Texts, Fonts and Paragraphs

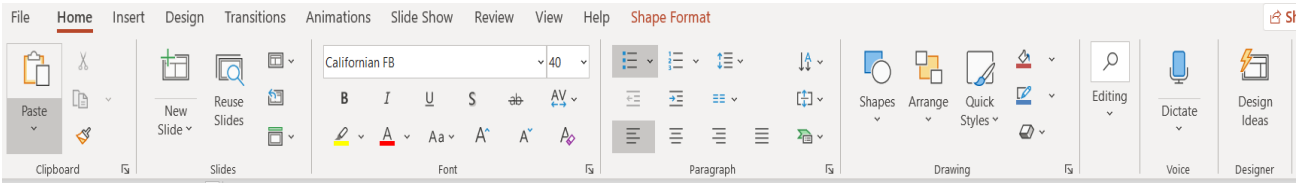
Text Editing: Just like how you can edit (cut/copy/paste) texts in MS Word, so also it is possible to edit texts in the slides

Slides: New slides of various format according to the layout in which you desire the slide to appear can be inserted.

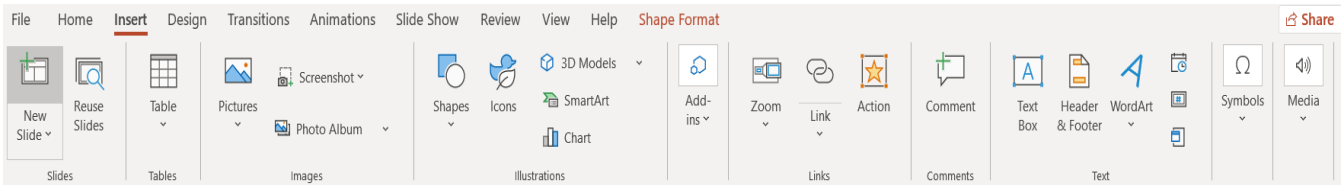
Font: You can apply formatting such as bold, italics, underline, strikethrough, word spacing, font type, size and colour, highlighting text, and capitalization.

Paragraph: Bullets, numbering increasing and decreasing line spacing, indenting texts (left, right, centre, justify), and changing the direction of the texts can be done.

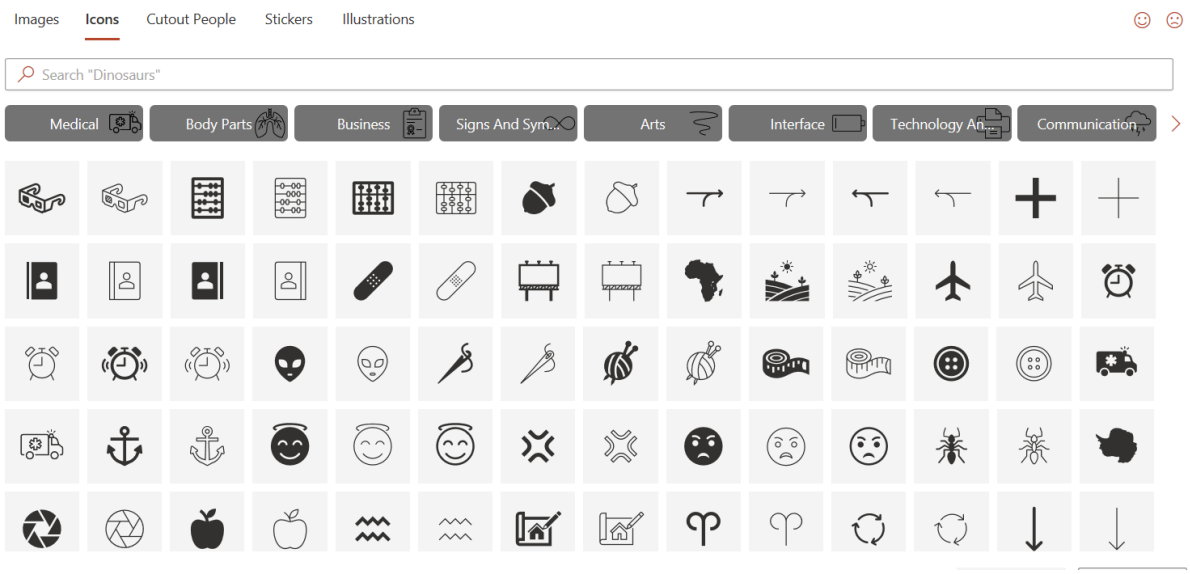
Design ideas: This is a unique feature in the latest version of PPT were the texts you enter in the slides are automatically designed



The **INSERT** option enables you to add more visuals to your slides. You can insert tables, pictures, shapes, icons, 3D models, smart art, charts, add-ons, hyperlinks, comments, text box, Header and footer, word art and symbols.

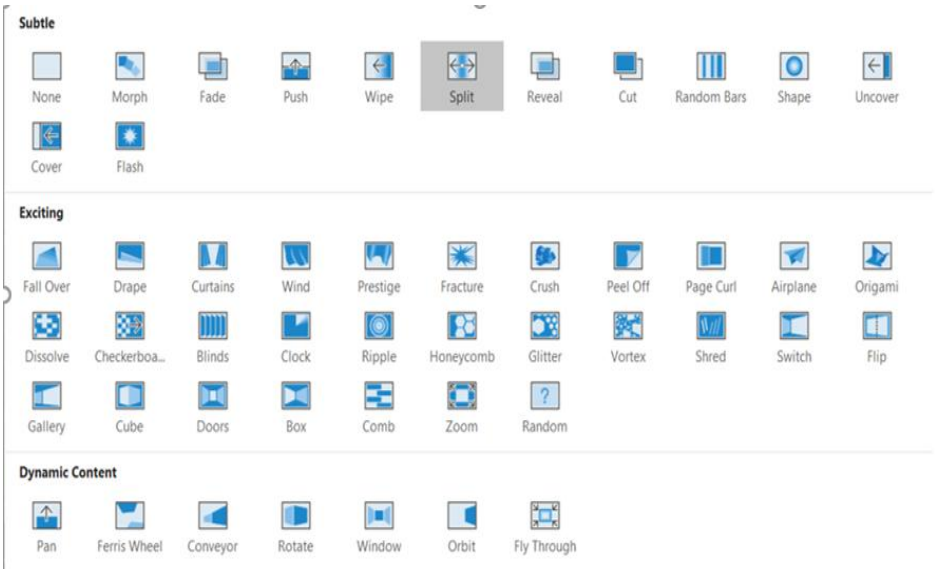


The interesting part is that there are a wide range of items that you can choose from. For instance, the latest version also provides numerous selections of icons which can be used when you are describing specific points in the slides.



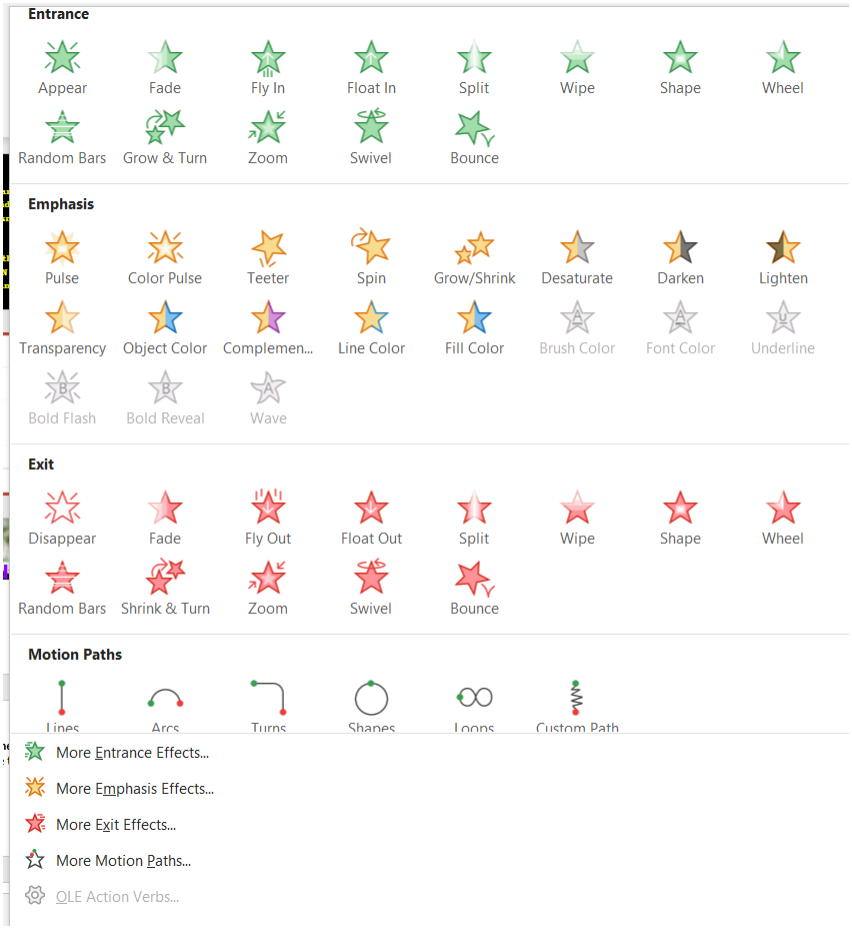
Transitions

When navigating from one slide to another, adding transitions will add to the overall effect. But ensure that the transitions are not too jarring to the eyes. There are several smooth transitioning features that you can select from.



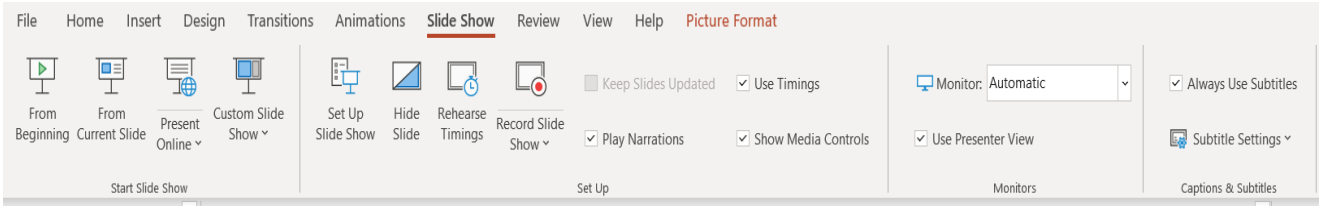
Animations

Entrance and exit of points can be animated. If you need to emphasize a point you can add emphasis that can make it stand out.



Slide-Show

The slide show option will enable you to present it in full screen, rehearse timings and use sub-titles. You can also create E-content by using the record option.



Techniques for a captivating presentation

- Images, charts, diagrams, maps etc. communicate more effectively.
- Explain processes using charts
- Use only relevant images which are related to your content
- Limit the words and as the name goes, it is power POINT. Bullet points are sufficient. You need not write elaborate sentences
- Every slide should have a main idea and corresponding ideas in point form
- Too much usage of any feature will look cumbersome, be it colors, font type, animation, or transition
- Ensure that the background and the text are in contrast so that the text appears clear and legible
- Limit the total number of slides and the content in each slide
- There is no one way to prepare and present. Use your creativity and imagination.

Sample Presentation

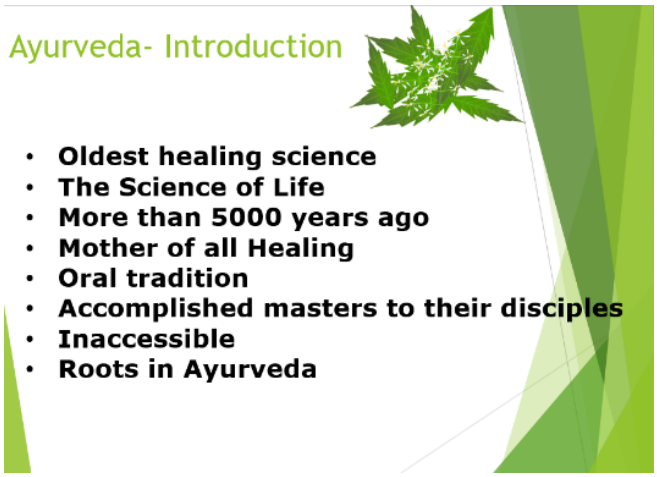
The following is an excerpt from "Ayurveda: A Brief Introduction and Guide" by Vasant Lad. This is the introductory paragraph. The important points that will make up a slide are highlighted.

Ayurveda is considered by many scholars to be the oldest healing science. In Sanskrit, Ayurveda means "The Science of Life." Ayurvedic knowledge originated in India more than 5,000 years ago and is often called the "Mother of All Healing." It stems from the ancient Vedic culture and was taught for many thousands of years in an oral tradition from accomplished masters to their disciples. Some of this knowledge was set to print a few thousand years ago, but much of it is inaccessible. The principles of many of the natural healing systems now familiar in the West have their roots in Ayurveda, including Homeopathy and Polarity Therapy.

Lad, Vasant. AYURVEDA: A BRIEF INTRODUCTION AND GUIDE. 2006. 2020 12 17. <https://www.ayurveda.com/resources/articles/ayurveda-a-brief-introduction-and-guide>.

In the above content, 8 points are highlighted. You can either have 4 points in two slides (4 points in each slide) or all the 8 points can feature in one slide.

Notice how phrases such as "oldest healing science", "The Science of Life", "more than 5000 years ago", "Mother of all Healing:, "oral tradition", "accomplished masters to their disciples", "inaccessible" and "roots in Ayurveda" are highlighted. If these points were to be created as a power point slide it will look something like this.



You must also consider the overall structure of your presentation. Like any piece of writing which has an introduction, a body, and a conclusion, so also a power point must be structured in a way that the ideas are presented seamlessly.

For example, take a look at the following Power Point slides for a presentation on Ayurveda.

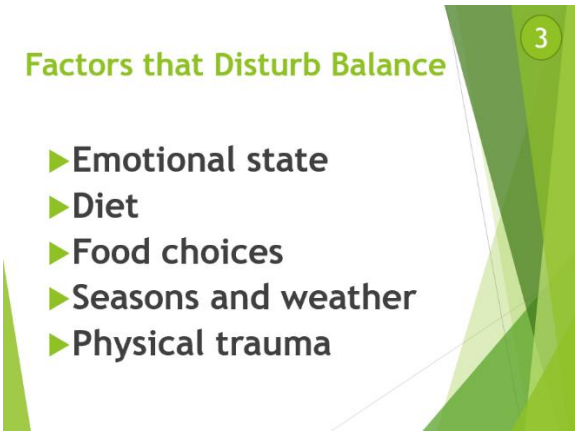
The Strategy: Your Constitution and Its Inner Balance

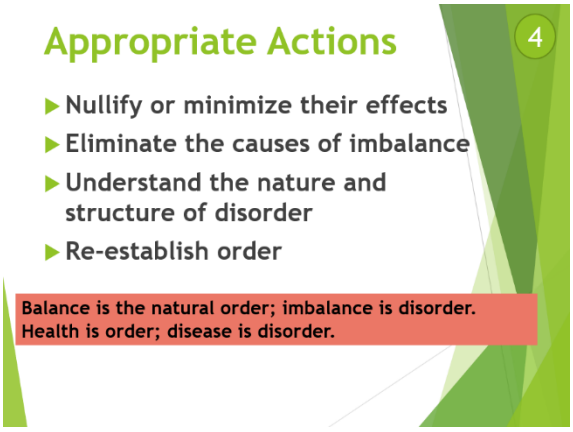
Ayurveda places great emphasis on prevention and encourages the maintenance of health through close attention to balance in one's life, right thinking, diet, lifestyle and the use of herbs. Knowledge of Ayurveda enables one to understand how to create this balance of body, mind and consciousness according to one's own individual constitution and how to make lifestyle changes to bring about and maintain this balance.

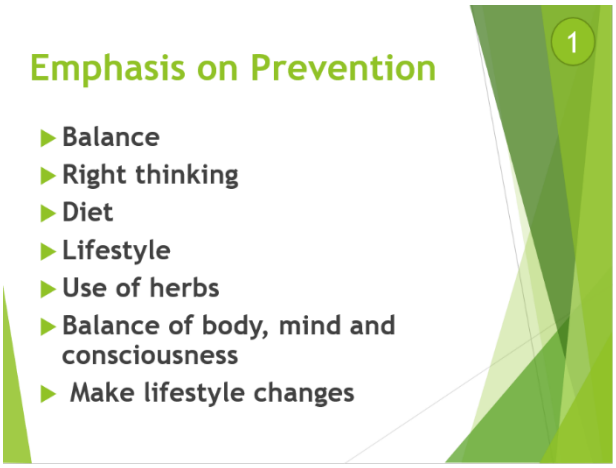
Just as everyone has a unique fingerprint, each person has a particular pattern of energy—an individual combination of physical, mental and emotional characteristics—which comprises their own constitution. This constitution is determined at conception by a number of factors and remains the same throughout one's life.

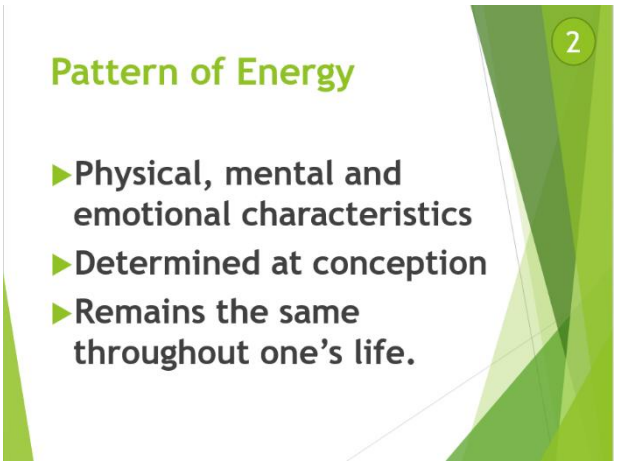
Many factors, both internal and external, act upon us to disturb this balance and are reflected as a change in one's constitution from the balanced state. Examples of these emotional and physical stresses include one's emotional state, diet and food choices, seasons and weather, physical trauma, work and family relationships. Once these factors are understood, one can take appropriate actions to nullify or minimize their effects or eliminate the causes of imbalance and re-establish one's original constitution. Balance is the natural order; imbalance is disorder. Health is order; disease is disorder. Within the body there is a constant interaction between order and disorder. When one understands the nature and structure of disorder, one can re-establish order.

Notice in the content provided above, the phrases underlined in violet are the main headings of the slides. The content highlighted in green are the supporting points. The above content may be designed in four slides as as follows:









You may observe the following in the above slides:

- Simple design
- Colour theme according to the central topic of Ayurveda
- Similar pattern repeated in all slides
- Words and/or phrases are used as points
- Heading is in a different colour and is emphasized
- Slide 4 has a sentence that is highlighted. Important quotes may be highlighted in this way

Now that you have an idea of how to prepare a power point presentation, complete the following tasks as instructed.

Task 1

Read the following passage. This passage is an excerpt from the same content provided so far about Ayurveda. You may follow these steps:

Step 1: Read the passage

Step2: Identify the main idea in each paragraph

Step 3: Identify the supporting ideas under each main idea

Step 4: Look for visuals that can be incorporated

Step 5: Structure the main ideas and supporting ideas in various slides

Step 6: Add transition and animation

Step 7: Rehearse the timing to see if you can complete it within 5 minutes

Step 8: Present your slides in class

Balancing the Three Principal Energies of the Body

Ayurveda identifies three basic types of energy or functional principles that are present in everyone and everything. Since there are no single words in English that convey these concepts, we use the original Sanskrit words vata, pitta and kapha. These principles can be related to the basic biology of the body.

Energy is required to create movement so that fluids and nutrients get to the cells, enabling the body to function. Energy is also required to metabolize the nutrients in the cells, and is called for to lubricate and maintain the structure of the cell. Vata is the energy of movement; pitta is the energy of digestion or metabolism and kapha, the energy of lubrication and structure. All people have the qualities of vata, pitta and kapha, but one is usually primary, one secondary and the third is usually least prominent. The cause of disease in Ayurveda is viewed as a lack of proper cellular function due to an excess or deficiency of vata, pitta or kapha. Disease can also be caused by the presence of toxins.

In Ayurveda, body, mind and consciousness work together in maintaining balance. They are simply viewed as different facets of one's being. To learn how to balance the body, mind and consciousness requires an understanding of how vata, pitta and kapha work together. According to Ayurvedic philosophy the entire cosmos is an interplay of the energies of the five great elements—Space, Air, Fire, Water and Earth. Vata, pitta and kapha are combinations and permutations of these five elements that manifest as patterns present in all creation. In the physical body, vata is the subtle energy of movement, pitta the energy of digestion and metabolism, and kapha the energy that forms the body's structure.

Vata is the subtle energy associated with movement — composed of Space and Air. It governs breathing, blinking, muscle and tissue movement, pulsation of the heart, and all movements in the cytoplasm and cell membranes. In balance, vata promotes creativity and flexibility. Out of balance, vata produces fear and anxiety.

Pitta expresses as the body's metabolic system — made up of Fire and Water. It governs digestion, absorption, assimilation, nutrition, metabolism and body temperature. In balance, pitta promotes understanding and intelligence. Out of balance, pitta arouses anger, hatred and jealousy.

Kapha is the energy that forms the body's structure — bones, muscles, tendons — and provides the "glue" that holds the cells together, formed from Earth and Water. Kapha supplies the water for all bodily parts and systems. It lubricates joints, moisturizes the skin, and maintains immunity. In balance, kapha is expressed as love, calmness, and forgiveness. Out of balance, it leads to attachment, greed, and envy.

Life presents us with many challenges and opportunities. Although there is much over which we have little control, we do have the power to decide about some things, such as diet and lifestyle. To maintain balance and health, it is important to pay attention to these decisions. Diet and lifestyle appropriate to one's individual constitution strengthen the body, mind and consciousness. Give a passage. Let them prepare slides based on the info in the passage.

Task 2:

Prepare a video either with PowerPoint or using ScreenO'matic software for 5 minutes. You can use the same content as above and the slides you had prepared for the previous task.

PRODUCT DESCRIPTION

Pre task:

Get into groups of two. Ask the following questions to each other.

Are you familiar with online shopping?
From how many sites have you purchased items?
How do you choose a product when you shop online?
What are the advantages and disadvantages of online shopping?

Have a discussion based on the above questions in groups of two and summarize your points. One of you may share it to the class.

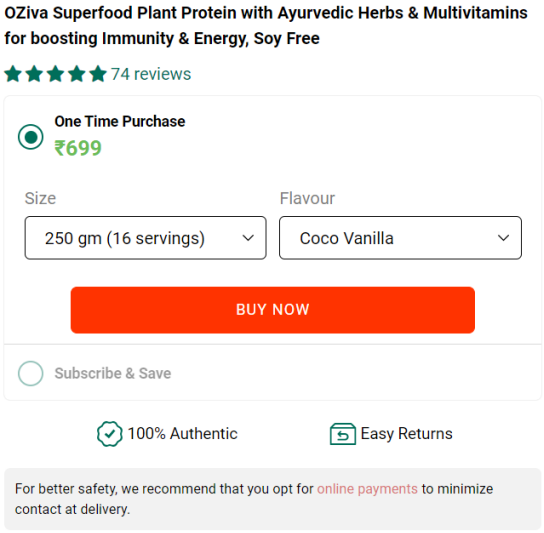
Why is Product Description important?

Product description is like a heart-to-heart connect that the advertisers try to establish with potential customers. In this era of consumerism, people are looking for the most trending, most useful yet cost effective product. Many resources are spent in market analysis, product design and manufacturing. Despite all the efforts spend in creating it, if the product is not sold, then all previous efforts are in vain. That is why companies invest a substantiate amount in advertising.

What is the format of a product description?

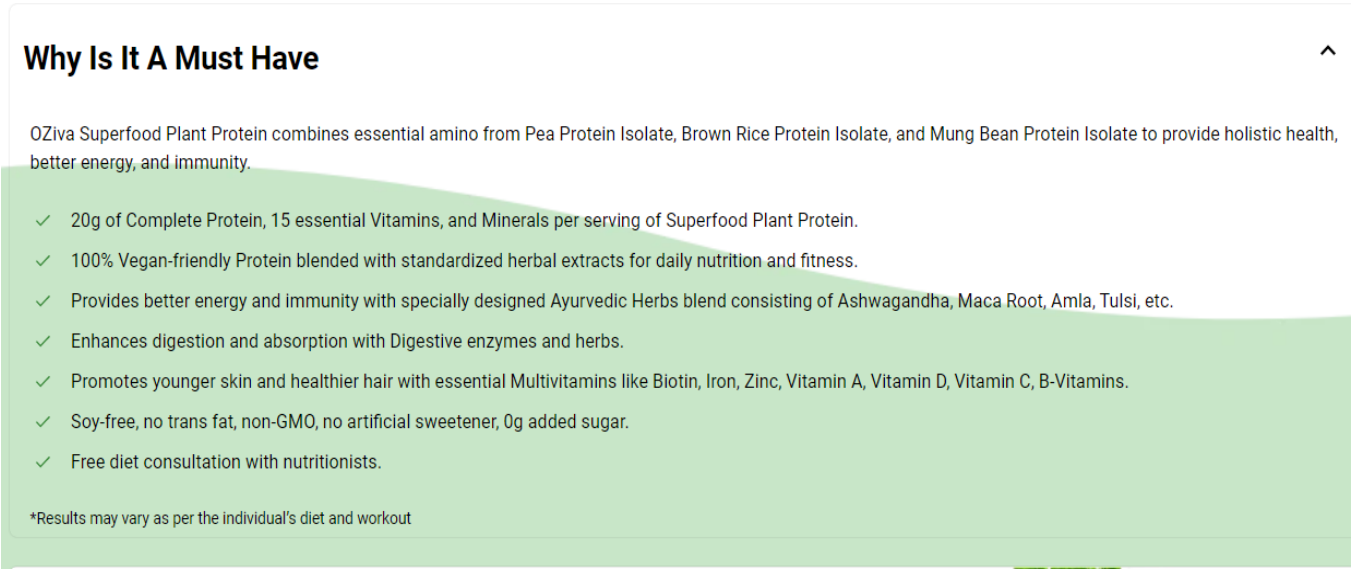
Consider the following description of the product Oziva Plant Protein. This is found in the product website https://www.oziva.in/collections/protein-shakes/products/oziva-superfood-plant-protein-finest-vegan-clean-protein-powder-with-plant-protein-ayurvedic-herbs-multivitamins-for-everyday-fitness

An image of the product placed alongside the name of the product and its most unique features "OZiva Superfood Plant Protein with Ayurvedic Herbs & Multivitamins for Boosting Immunity & Energy, Soy Free."

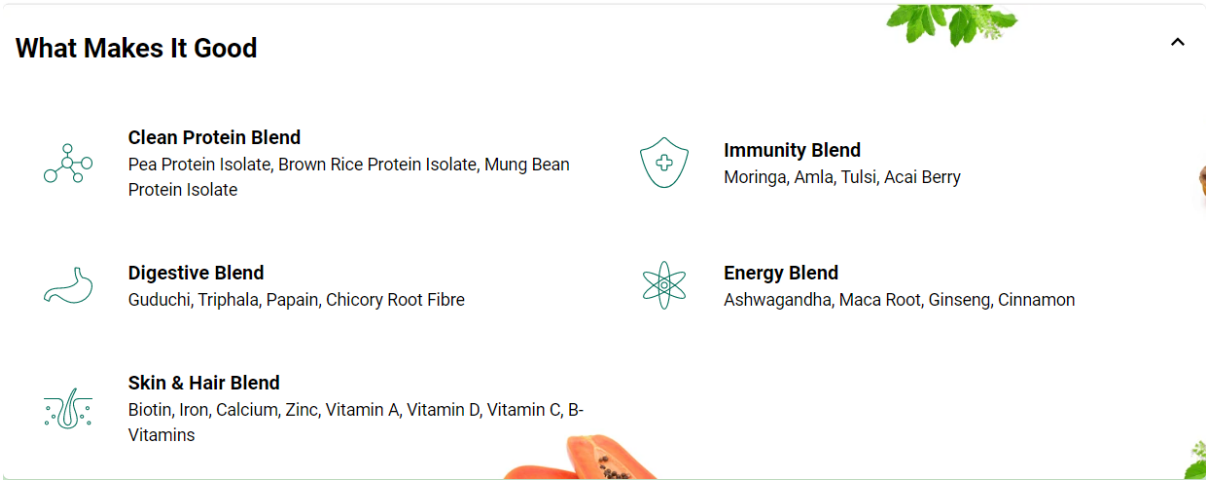


You can see that the product has a 5-star rating. Its cost, size with details of the number of servings, flavour and the fact that it is authentic and can be returned is also highlighted.

The description doesn't stop there. After having highlighted the most important selling features of the product there is a brief description of the features in a greater detail. The heading "Why Is It A Must Have" surely will draw readers towards it.



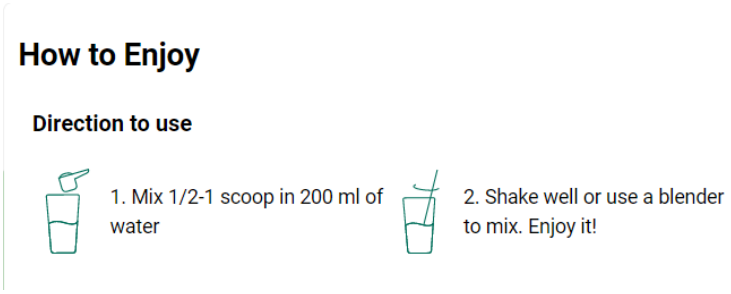
After this, there is another format in which the product features are further reinforced. But this time it is not descriptive sentences. Using icons to represent points is a new design format.



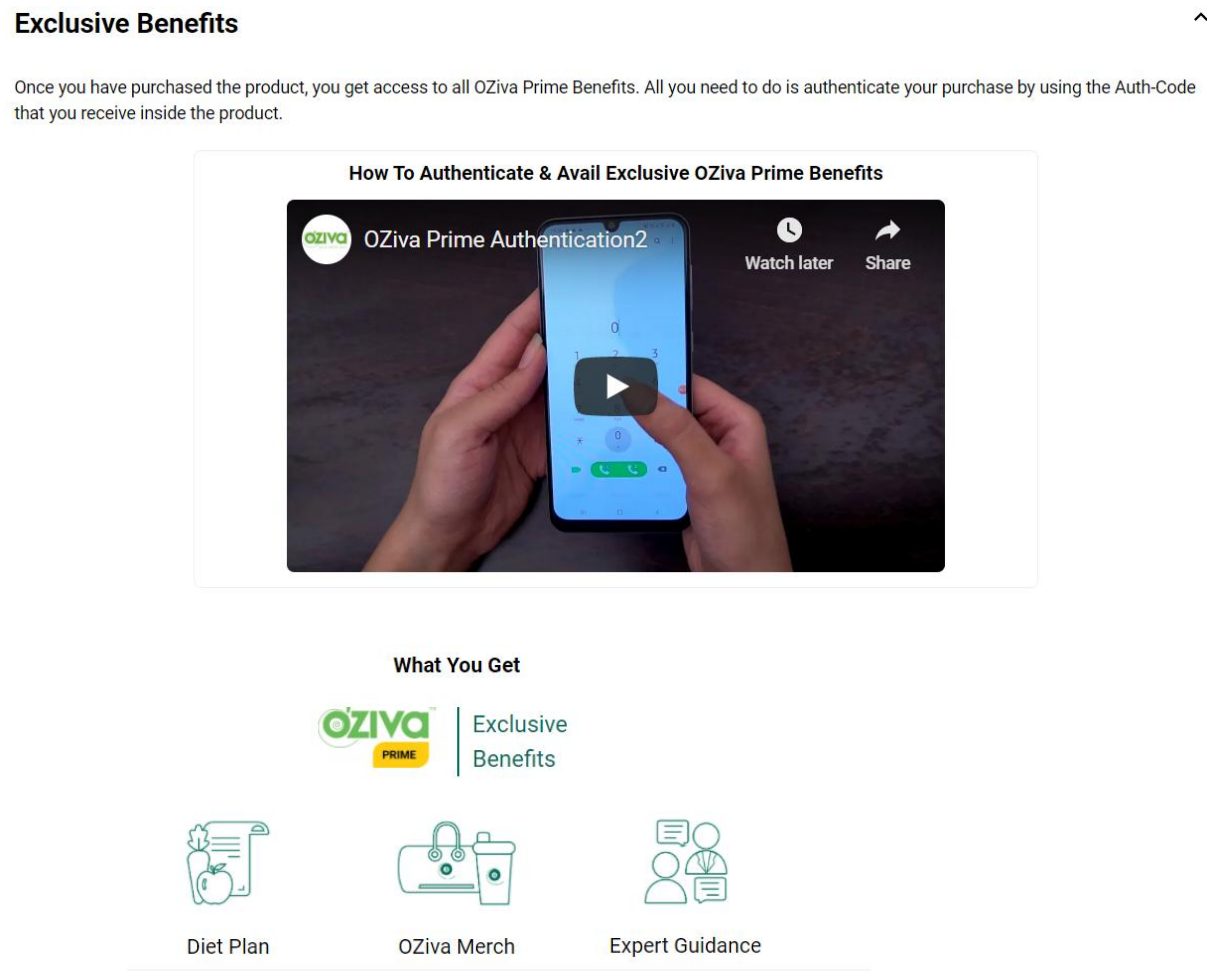
Thus, by saying that it is a must have, the product has created an artificial crisis in the mind of the potential customer. By continuing to explain what makes it good has compensated for the fear of lacking something had created. In other words, creating a need by promoting a lack or a void and then coming up with the solution that the product has to offer is the typical emotional roller-coaster that any product description would take you through. Therefore, it is not more about what you say about your product than how you say it.

In adding components of what makes it better, they have summed up the vitals that fitness lovers look for- vegan, non-GMO, Gluten free, Soy free, No added sugar and No added preservatives. It looks like a dream product for those who are on their path of fitness routines.

One may wonder how to use the product. Is it complicated? In the huge rush to work will one have the time to use this product daily? To address this the usage of the product is explained in one simple step. The product can be mixed or blended. Either ways it is simple to be consumed.



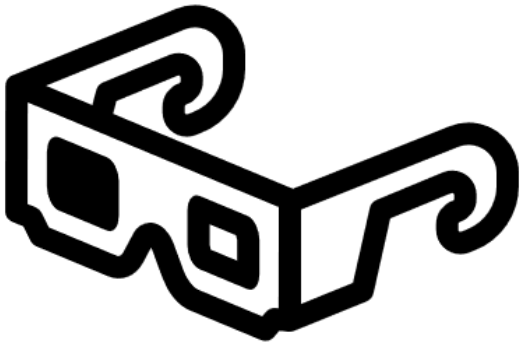
To make the potential customers feel special the best part is explained last: exclusive benefits. This point will close the deal. The potential customer has already clicked the buy button and in on the way to complete a purchase.



To sum up, a typical product description would have the following features:

- An attractive image of the product
- Name of the product with its most unique features
- Display of basic product specifications
- Detailed description of the product features
- Highlighted points of the product features
- Common yet important features of the product
- Exclusive benefits/ product discounts/ coupon codes etc.

Task 3:



Based on this image answer the following Wh questions using your own imagination about the product.

1. Who will use this product?
2. What are the specifications of this product?
3. Where can this product be used?
4. When can this product be used?
5. Why is this product useful or better than other products in the market?

Note down the answers and based on the answers can you tell a story? The story should be brief. Share your story with the class.

Task 4:

Read the following product description. Can you identify the special features of this product? Can you add more features to it? Design a poster in an A4 sheet describing the features in the way OZiva product was described. Creating an image is optional.

Genestra Brands – HMF Forte
Average Cost: $38.00 [60 Pills, twice daily]
NON-GMO, DAIRY FREE, GLUTEN FREE, SOY FREE

This product received Innovative Medicine's highest score probiotic and continues to be the supplement recommended in house for many of our patients. It boasts strong adherence to intestinal cells, improving the likelihood of successful colonization. Many have reported almost immediate reduction of gastrointestinal discomfort and no uncomfortable stomach effects immediately swallowing.

With 10 Billion CFUs per serving and containing 4 comprehensive probiotic strains, HMF Forte tosses out fancy fillers for simply effective. This probiotic is trusted among many integrative doctors, including the New York Center of Innovative Medicine's own practitioners. Its quality ingredients make HMF Forte vegan-friendly and maintain an affordable supplement to your gut health.

Strains included: Lactobacillus acidophilus (CUL-60), Lactobacillus acidophilus (CUL-21) Bifidobacterium bifidum (CUL-20), Bifidobacterium animalis subsp. lactis (CUL-34)

Hah from Colorado noted it helped his Crohn's symptoms, stating, "HMF Forte keeps me running strong."

HMF Forte Probiotics - Innovative Medicine

CIRCULAR

Pre-task:

Consider the following channels of communication. Write the various possibilities that each channel of communication has. You may select from the following list and write it in the space provided

Send messages, video chat, voice call, send images, send files, multi-media, social media, browsing, entertainment

Which is the fastest way to communicate? Group the communication channels into fast and slow.

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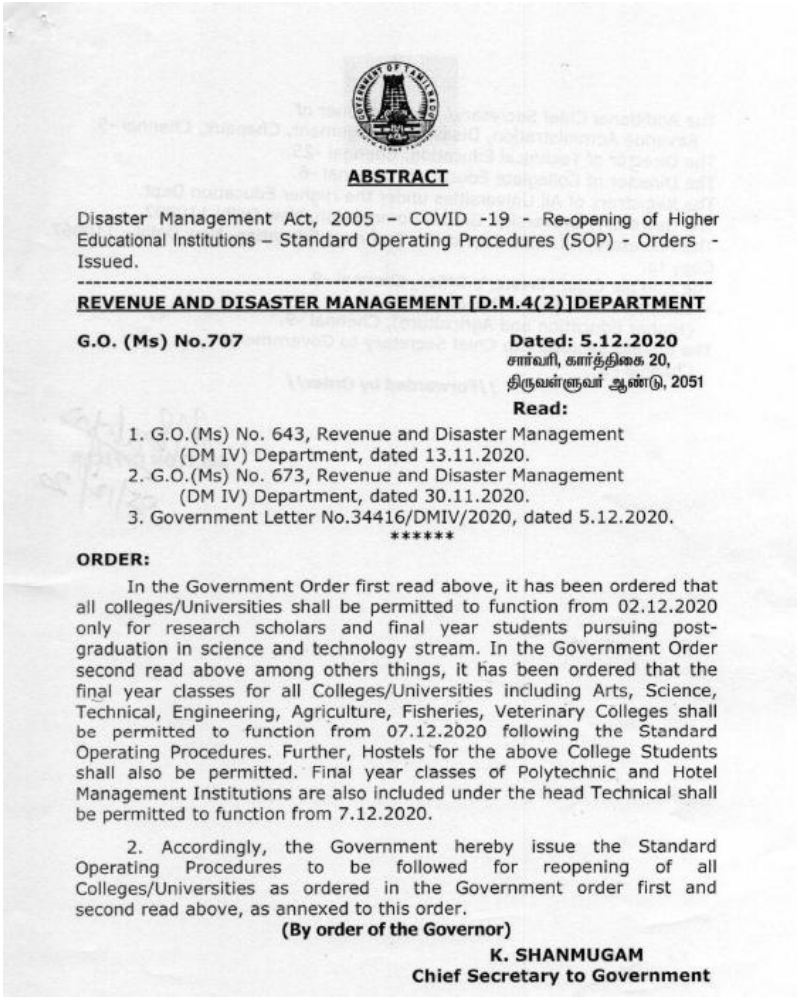
As you have listed, any communication that is digital, is faster and includes multiple features. You can explore the whole world with a smart phone. But in a professional context, it is important to be very clear, concise, precise, accurate, exact, and objective when important information is conveyed. There is no allowance for miscommunication in a professional space. Miscommunication can be costly and may also determine profit or loss for an organization. It can lead to multiple interpretations and employees

performing in different ways leading to various unprecedented outcomes. Damage control at this level may lead to utilizing resources which could have been used to enhance productivity.

Although it might look outdated or slow, CIRCULARS are an effective way to exact communication that will ensure the details in the information provided are not lost in transmission. Take for example the messages you constantly communicate via whatsapp or messenger. Have you not encountered multiple instances where you were misunderstood despite having typed elaborate texts? Therefore, in professional contexts, circulars are used in order to ensure that misunderstandings and misinterpretations or distortion of facts are avoided.

Look at this sample circular. The following circular was obtained from this link: https://www.tn.gov.in/go_view/dept/26



ABSTRACT

Disaster Management Act, 2005 – COVID -19 - Re-opening of Higher Educational Institutions – Standard Operating Procedures (SOP) - Orders - Issued.

REVENUE AND DISASTER MANAGEMENT [D.M.4(2)]DEPARTMENT

G.O. (Ms) No.707 **Dated: 5.12.2020**
சார்வரி, கார்த்திகை 20,
திருவள்ளுவர் ஆண்டு, 2051

Read:

1. G.O.(Ms) No. 643, Revenue and Disaster Management (DM IV) Department, dated 13.11.2020.
2. G.O.(Ms) No. 673, Revenue and Disaster Management (DM IV) Department, dated 30.11.2020.
3. Government Letter No.34416/DMIV/2020, dated 5.12.2020.

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ORDER:

In the Government Order first read above, it has been ordered that all colleges/Universities shall be permitted to function from 02.12.2020 only for research scholars and final year students pursuing post-graduation in science and technology stream. In the Government Order second read above among others things, it has been ordered that the final year classes for all Colleges/Universities including Arts, Science, Technical, Engineering, Agriculture, Fisheries, Veterinary Colleges shall be permitted to function from 07.12.2020 following the Standard Operating Procedures. Further, Hostels for the above College Students shall also be permitted. Final year classes of Polytechnic and Hotel Management Institutions are also included under the head Technical shall be permitted to function from 7.12.2020.

2. Accordingly, the Government hereby issue the Standard Operating Procedures to be followed for reopening of all Colleges/Universities as ordered in the Government order first and second read above, as annexed to this order.

(By order of the Governor)

K. SHANMUGAM
Chief Secretary to Government

Note the use of passive voice to make the information objective and sound professional. Notice the reference made to two GOs and one Letter while mentioning the streams and educational institutions with reference to two previous communications.

The phrases that are commonly used in a circular as seen in the above example are as follows:

- "first read above"- reference to previous information
- "it has been ordered"- use of present perfect continuous
- "From 02.12.2020"- the exact date is mentioned
- "Accordingly, the Government hereby issues"- formal language
- "As ordered in the Government order first and second read above"- reference to two previous orders is reiterated. Repeating information will avoid ambiguity

This is a crucial circular regarding the reopening of educational institutions during the COVID19 situation in 2020. Colleges, universities, and streams are reopening in a phased manner. This circular conveys the information that Standard Operating Procedures must be followed while reopening the institutions. At a time when thousands of students and faculty are concerned about the course of their education, such a circular is timely and will quench doubts, fears, and apprehension regarding the reopening. Circulars are thus very important without which the employees and major stakeholders will not have the right information to pursue towards the right directions for their actions and decisions.

Task 5

Read the following circular and list the important information conveyed.

SCHOOL FEE CIRCULAR

Dear Parent,
In order to facilitate payment of School fee, DPS Society is introducing online school fee collection through net banking, RTGS/NEFT, Debit / Credit cards. The DPS Society has also successfully launched a Mobile application for collecting school fees. Fee is also being collected offline at fee counter (Saket) for the parents who wish to pay through account payee cheque.

1. Online Payment: Payment can be made through Credit/Debit Card/Net Banking with No extra charges by logging in to our website www.dpsi.ac.in . Click on "Pay Fee Online" > put admission number in the admission no box > Click "Get Details" > Check mark on Month / Quarter > click on pay now. Register your email ID with "PayUMoney" (the payment gateway). Create a password to track your transaction and find out all payment history with PayUMoney and click "Continue". Now PayUMoney redirect you to your banker for payment then follow the instruction.
To get receipt of your previous payments: Logon to our website www.dpsi.ac.in . Click on "Pay Fee Online" > put admission number in the admission no box > Click "Get Details" > Click on "Fee Received" button and print your receipt.

2. Mobile app: To download the mobile app, go to Google Play Store (for Android) or I-Tune Store (for IOS) or Microsoft Store (for Windows). Search for "DPS Connect" and download/install.
Payment through Mobile app: Open application > Select School "DPS International" > Select "OK". First time you need to register your mobile number against the admission number of your ward. After registering your mobile number, put the registered mobile number and click "Search". Select the name of the student for whom you want to make payment and click "Get Details" > Check mark on Month / Quarter > click on "Check Out" > Click "Pay Now". Register your email ID with "PayUMoney" (the payment gateway). Create a password to track your transaction and find out all payment history with PayUMoney and click "Continue". Now PayUMoney redirect you to your banker for payment then follow the instruction.

3. RTGS & NEFT:- Payment to be made in 12 digit A/C No.VADPSSI0<admission no.> (Please note that the 8th character is numeric "Zero"), IFS CODE: RATN0000141,NAME OF THE BANK:- RBL BANK (The Ratnakar Bank)

4. Electronic Cheque Dropbox: - Parents who wish to pay through account payee cheque can deposit in the Electronic Cheque Dropbox placed at fee counter, Saket only except Saturday, Sunday and Gazette Holidays. Please note that cheques will not be accepted at R K Puram. Cheque/Demand Draft / Pay order to be made in favour of "DPS International< Admission No.>". Write Admission No., Name, Class, Contact No. on the reverse of the Cheque. Outstation Cheques and Cash will not be accepted.

Note: For problems related to the fee process contact Mr Sashibhusan Nayak – Accountant. The contact details are:
Fees Department: email ID is dpsi.fees@gmail.com, Phone no.29564889 / 29561187, Extn.- 229
School email ID is dpsi111@gmail.com

Principal

Source:
https://www.dpsi.ac.in/dpsinternational/UserSpace/UserName/rkpadmin/DynamicFolder/RKP%20NEW%20HOMEPAGE/circular/SCHOOL%20FEE%20CIRCULAR_15.html

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Task 6

Imagine you are the principal of your college. Based in the following information, draft a circular that must be sent to the faculty and students.

1. Heavy rain
2. Power failure
3. Online exam postponed
4. Subject: Professional English Course
5. Original date of exam: 15.12.2021
6. Rescheduled date of exam: 19.12.2021

Write the draft in the space provided

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MINUTES OF MEETING

Pre task:

You must be familiar with the acronyms used in text messaging and internet and such as "OMG" (Oh My God), "LOL" (Laughing Out Loud) "ROTFL" (Rolling on the Floor Laughing) etc. Can you guess the expansion of the following acronyms?

ASAP	……	EOD	……
IDK	……	FAQ	……
IDC	……	TBA	……
BRB	……	TBC	……
BFF	……	OT	……
BTW	……	NA	……

Source: https://www.smart-words.org/abbreviations/text.html You can refer to this webpage to get more interesting acronyms which you can use in your day to day text messaging and Internet communication.

Acronymns are used in contexts where a shorter version is required so that the focus can be on the other facts and information communicated. When we receive a message from another person, our mind processes the most vital inputs and accordingly prepares the body to react. Dangerous situation that requires flight, fright and fight responses are impulses directed by the minimum information that is processed. It is like the brain telling you "There is a fire, RUN" instead of "There is a fire, see how brightly it burns, wonder how hot it must be, what are the things that it could possibly destroy". For our own survival evolution has wired our brains to assess situations and respond instantly.

Minutes of a meeting is a written document that records such vital information that happens in a controlled environment. It is a professional document that is empowered with validity, credibility, and sustainability such that any discrepancies in an organization about decisions taken may be sorted out in referring to the minutes. It is an acceptable document by the court of law when it comes to legal disputes.

Since the minutes of meeting is almost a legal document that is filed and circulated among the members who participated in the meeting, care is taken to format it in the right manner and to record the meeting as accurately as possible. Every organization may have its own policies, templates, or requirements about the minutes. Sometimes the final draft needs to be approved by members to be documented. All of these make the Minutes of Meeting an important and essential document.

Preparing for the meeting

Before the meeting commences, learn about the agenda of the meeting. Having a copy of the agenda as a template will be easier to organize the minutes after the meeting. Also have a list of participants and the list of those who are present in-absentia.

During the meeting

Even before the meeting starts, make a note of those participants who have arrived. Keeping the template with you will be easier for noting down minutes.

Note down key points of discussion and action taken. Unless it is very relevant you must not record every word stated by others. During disputes note down those who had disapproved of an action along with their reason. If need be use acronyms and avoid writing full sentences.

After the meeting

It is important to draft the minutes as soon as the meeting is over. The points of deliberations will be freshly remembered and can be recorded accurately. In some contexts, you might need to get the minutes approved before it is circulated among the members. The approving authority can be the chair of the meeting or the CEO or a few members from the board.

Format and proceedings of a meeting

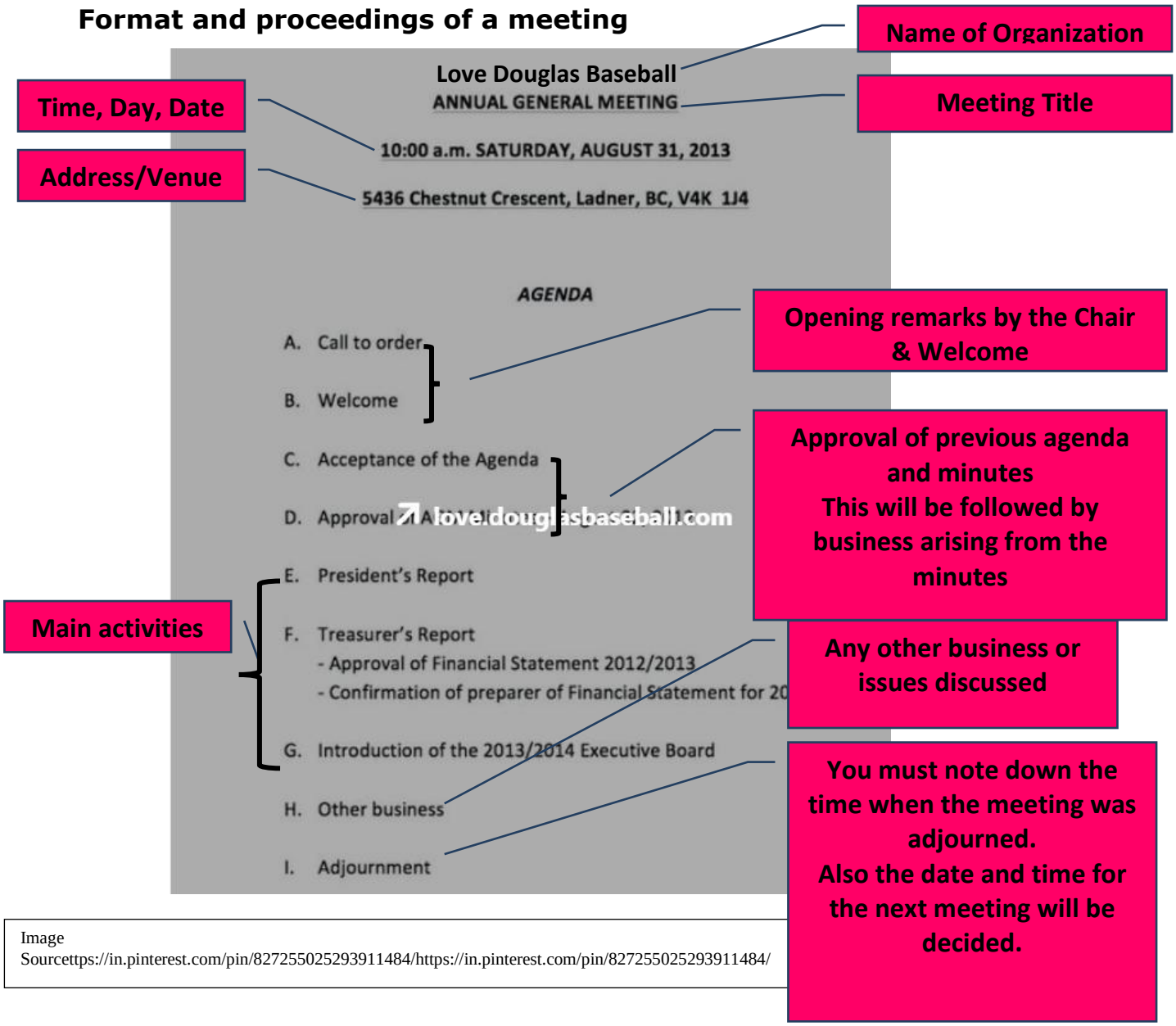


Image Sourcettps://in.pinterest.com/pin/827255025293911484/https://in.pinterest.com/pin/827255025293911484/

Another sample of Minutes of Meeting

Ethics Committee Meeting Minutes - *Approved*
Date: April 25, 2011

The meeting began at 7 pm in the Town Hall Conference Room.

Members attending: Richard Rubenstein, Joan Landzberg, Laurie Noonan, Robert Garofalo, Ira Forman

Non-voting member/Ethics Board Counsel attending via conference call: Jeannette Koster

1. Regular Business:
   a. The minutes of the March 03, 2011 minutes were distributed.
   b. Attendance was noted.

2. President's Comments:
   a. Richard discussed the Public Hearing scheduled to be held during the upcoming Town Board Meeting. Topics for each Committee member to present at the meeting were suggested.
   b. The Committee agreed that Richard will address the issue of gatekeeper, Bob will address the Disclosure Form, Laurie will review the Mission Statement and commentary prepared by Joan and Ira will address recordkeeping and privacy concerns expressed by various board

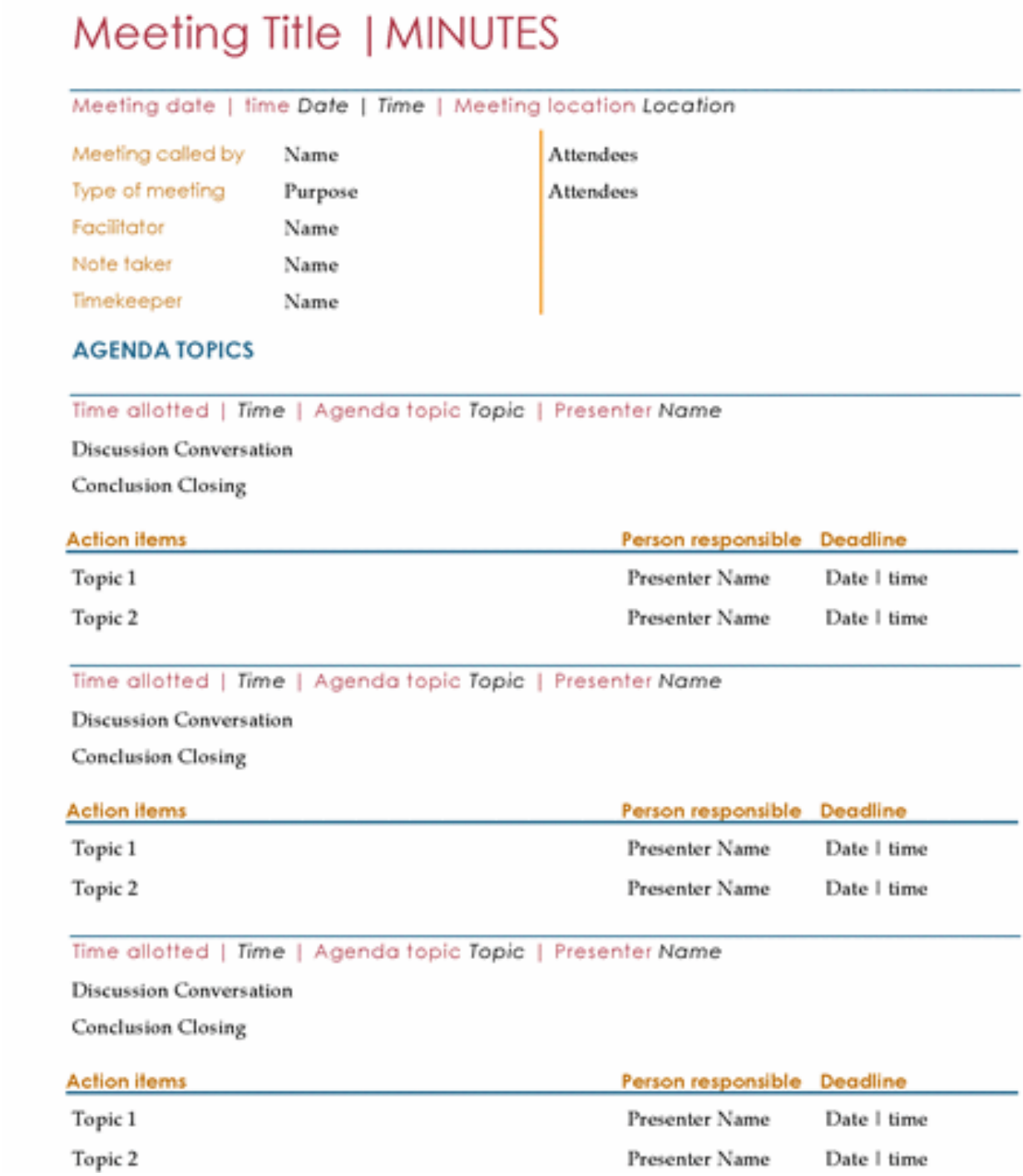
3. New Business:
   a. Jeannette indicated that changes to the Amendments to the Code of Ethics have been made to address Committee Chairs and members who are required to complete the Disclosure Form. Points of discussion:
      i. Committees that don't set policy or have decision-making authority should be removed from the revised list of committees that are required to complete the Disclosure Form.
      ii. The Affordable Housing and Community Housing Board members should be added to the list.
      iii. Other committees that should be considered for addition to the list include:
         1. Group Home Committee
         2. Senior Citizens Advisory Committee
         3. Planning Approval Review Committee

4. Next Steps:
   a. The agenda for the next Ethics Committee meeting was discussed. Joan agreed to develop proposed internal operating procedures for the Committee. Bob indicated that he would work on suggested guidelines for handling ethics-related complaints.
   b. The Committee members agreed to schedule the next meeting after the upcoming Town Board Meeting and Work sessions. The next meeting is tentatively scheduled for June 6th at 8pm.

The meeting adjourned at 8:00 pm.

Source of the template:
https://www.yorktownny.org/sites/default/files/fileattachments/town_clerk/meeting/1105/ethics_board_minutes_-_042511_-_approved.pdf

The following template for Minutes of Meeting is available in Microsoft word. However, it is good to learn about the templates and/or format expected or available in your respective organization.



Meeting Title | MINUTES

Meeting date | time *Date | Time* | Meeting location *Location*

Meeting called by	Name	Attendees
Type of meeting	Purpose	Attendees
Facilitator	Name	
Note taker	Name	
Timekeeper	Name	

AGENDA TOPICS

Time allotted | *Time* | Agenda topic *Topic* | Presenter *Name*

Discussion Conversation

Conclusion Closing

Action items	Person responsible	Deadline
Topic 1	Presenter Name	Date I time
Topic 2	Presenter Name	Date I time

Time allotted | *Time* | Agenda topic *Topic* | Presenter *Name*

Discussion Conversation

Conclusion Closing

Action items	Person responsible	Deadline
Topic 1	Presenter Name	Date I time
Topic 2	Presenter Name	Date I time

Time allotted | *Time* | Agenda topic *Topic* | Presenter *Name*

Discussion Conversation

Conclusion Closing

Action items	Person responsible	Deadline
Topic 1	Presenter Name	Date I time
Topic 2	Presenter Name	Date I time

Task 7:

Imagine you are taking down minutes of Students Union meeting. The topic is how to organize the College Cultural Festival during the ongoing pandemic. The points of discussion could be date, time, venue, online and offline competitions, Standard Operating Procedures (SOPs), budget, sponsorship, PA system, Food and hospitality, decorations, Guests etc. Using the above template prepare Minutes of Meeting and submit it. You may modify this template according to the needs of the meeting.

Task 8:

Watch a YouTube video of a sample Board Meeting. Take down the minutes according to the format of the proceedings.

The link is given below:

https://www.youtube.com/watch?v=WBXJEJCsULw

SUMMARY AND PARAPHRASE

Pre task:

The following image captures a crucial part of Ramayana, the Great Indian Epic.

Write one sentence about this image:

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Write about the events related to this image in five sentences:

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The pre-task that you just did shows how one image can be expressed in one sentence and in many sentences. Knowing how to compress ideas into one sentence or a paragraph and to explain ideas in your own words is an essential writing skill which will be very useful in several forms of writing such as: project reports and proposals, formal letters, product description, introductions, and in writing academic research papers.

Read the following article on "Scientific Contributions or Glories of Ancient Tamils. *This article was written by Kandiah Thillaivinayagalingam (Disclaimer: The views expressed are the views of the author Kandiah Thillaivinayagalingam*).

1 In the time of William Shakespeare, there were commonly reckoned to be five wits or five senses. At that time, the words "sense" and "wit" were synonyms, so the senses were known as the five outward wits. This traditional concept of five senses is common today, and Extrasensory perception is often called the sixth sense.

2 The traditional five senses are enumerated as the "five material faculties" (pañcannaṃ indriyānaṃ avakanti) in Buddhist literature. They appear in

allegorical representation as early as in the Katha Upanishad (roughly 6th century BC), as five horses drawing the "chariot" of the body, guided by the mind as "chariot driver".

3 Depictions of the five traditional senses as allegory became a popular subject for seventeenth-century artists, especially among Dutch and Flemish Baroque painters. A typical example is Gérard de Lairesse's Allegory of the Five Senses (1668), in which each of the figures in the main group allude to a sense: Sight is the reclining boy with a convex mirror, hearing is the cupid-like boy with a triangle, smell is represented by the girl with flowers, taste is represented by the woman with the fruit, and touch is represented by the woman holding the bird.

4 Ancient Tamil Literature, Tholkappiyam is said to be the first written text in the world to describe six senses which related to external body parts.While the exact date of the Tholkappiyam is not known, based on linguistic and other evidence, it has been dated variously between the 5th century BCE and the 3rd century CE. While our sensory organs are capable of perceiving information only within the very narrow bandwidth of the particular sense, the mind is where the various perceptions come together to form a consensus of the truth. The individual senses of a person are incapable of knowing the absolute truth. It is impossible to simply touch a surface and know what it is made of. We can perceive, by touch, it is surface irregularities, whether it is soft or hard, and a relative indication of its temperature. We can tap on it, and in hearing the sound, determine that perhaps it is metal or glass if it is thin enough to send a true indication, but a sheet of glass that is 2-inches thick cannot be perceived as glass without sight. We need multiple sensory perceptions to be fed to the mind to assist in determining the truth. We hear a sound that may be lightening, a gunshot, or something hitting another thing. In most cases is it extremely

difficult to ascertain the truth from a single instance of sensory perception. we must use our other senses and are mind to better discern the truth. The "oldest Tamil work on grammar, poetics" was the Tolkappiyam. The Tolkappiyam considers all native elements, especially all animate beings, as part of a continuous series graded by degrees of sentience. One of its verses says :

"beings with one sense are those that have the sense of TOUCH.
Beings with two senses are those that have the sense of TASTE along with the above.
Beings with three senses have sense of SMELL in addition.
Beings with four senses have sense of SIGHT, along with the above.
Beings with five senses have sense of HEARING, in addition.
The beings with six senses, have a MIND, along with the above."

Tholkappiyam, does not stop with this classification alone, it's also gives examples of beings in each of these classifications. For example: senses Grass (Pul) and Trees (Maram) have single sense, that is the sense of touch. Similar beings also form part of this branch (kilai). Snails (Nandhu) and Oysters or Molluscs (Mural) have two senses,the sense of touch and taste. Similar beings also form part of this branch (kilai) Termites (Sidhal) and Ants (Erumbu) have three senses, the sense of touch, taste and smell. Similar beings also form part of this branch (kilai). Crabs or Crustaceans (Nandu) and Dragonfly or Beetles (Thumbi) have four senses, the sense of touch, taste, smell and vision. Similar beings also form part of this branch (kilai). Horses, Elephants, Pigs (Maa) and Other similar animals and birds (Maakkal) have five senses, the sense of touch, taste, smell, vision and hearing. Similar beings also form part of this branch (kilai). Only humans have six senses, the sense of touch, taste, smell, vision, hearing and mind. Similar beings also form part of this branch (kilai).

6

Sixth sense, or subtle perception ability, is our ability to understand the subtle cause and effect relationship behind many events, which is beyond the understanding of the intellect. Extrasensory perception (ESP), clairvoyance, premonition, intuition are synonymous with sixth sense or subtle perception ability. Tholkappiyam is said to be the First in the world to describe the sixth sense which related to external body parts. Tholkappiyam verses explanation above is truly an amazing classification and proves that our Tamil ancestors not only an expert in literature and grammar, but obtained higher spiritual knowledge that is progressively of more universal need and of lasting importance in terms of a time span of centuries.

7

There are some errors in his above classifications, Considering the time or period he made these classifications. We can understand these mistakes. For example, beetles have no nose, they use their antennae to smell things. Similarly, Snails are strange-looking creatures with shells and large stalks sticking out of the tops of their heads. Because most snails are small, it can be difficult to see their primary features. However, snails do have eyes and vision, though the exact location of the eyes and their use depends on the specific type of snail. Snails don't rely on sight as much as humans, but it's still one of their senses.

Source: http://www.ttamil.com/2017/07/scientific-contributionsor-glories-of.html

A summary contains a gist of a larger content. Any type or genre of text can be summarized. An action that is witnessed live in the cricket stadium is summarized by the commentator in various instances. A person caught speeding summarizes his predicament to the police who will not perhaps listen to elaborate details. A doctor would require you to summarize the details of your ailment as many other patients are waiting with similar if not more ailments. When you are asked the question “tell us something about yourself” although you might have had several years of experience and skills

unmatched, yet you have to summarize and express your best in a minute or two.

The purpose of a summary is to present the best or the essence of the substance in as brief a manner as possible. Care should be taken that the most important information is included in a summary. The challenge is not only to include the essential information but also to ensure that the bits and pieces that are combined make sense.

A summary is also like a big picture or a bird's eye view of the entire content. It will make sense to go through a summary of a document rather than to peruse word for word if there is a time constraint.

Technique to write a good summary:

- Read the entre content and understand it completely
- Identify the core or the theme of the content
- Draw a concept map of the theme and how it is connected to various other themes
- The key words in the concept map should be a part of your summary
- Understand the author's perspective and conclusion.
- Connect the dots and write it all in your own words.

Example of a summary

1

In the time of William Shakespeare, there were commonly reckoned to be five wits or five senses. At that time, the words "sense" and "wit" were synonyms, so the senses were known as the five outward wits. This traditional concept of five senses is common today, and Extrasensory perception is often called the sixth sense.

2 The traditional five senses are enumerated as the "five material faculties" (pañcannaṃ indriyānaṃ avakanti) in Buddhist literature. They appear in allegorical representation as early as in the Katha Upanishad (roughly 6th century BC), as five horses drawing the "chariot" of the body, guided by the mind as "chariot driver".

The traditional concept of five senses common during the time of William Shakespeare which is called five material faculties in Buddhist Literature appear in the Katha Upanishad.

Task 9

Read the above passage and answer the following questions.

1. What is the central idea of the passage?
2. What are the supporting ideas?
3. What is the conclusion?

After having identified the answers to the above questions, write it in a paragraph. What you have is a summary.

A paraphrase is aimed at providing all the information in a content in your own words. It is like explaining a movie in detail to your friend who wants to know everything that happens in a movie before watching it. You may not repeat all the dialogues that appeared in the movie in the exact same way. You will narrate the movie in your own words. A paraphrase serves similar purpose. It is a humble way of saying that the content that you are refereeing to is not written by you. It is to acknowledge that the author of the content is someone else.

Paraphrasing will therefore include all the details in your own words. In case there may be sentences or phrases that need to be included as it is, they can be used within quotations.

Example of a paraphrase

Ancient Tamil Literature, Tholkappiyam is said to be the first written text in the world to describe six senses which related to external body parts. While the exact date of the Tholkappiyam is not known, based on linguistic and other evidence, it has been dated variously between the 5th century BCE and the 3rd century CE. xWhile our sensory organs are capable of perceiving information only within the very narrow bandwidth of the particular sense, the mind is where the various perceptions come together to form a consensus of the truth. The individual senses of a person are incapable of knowing the absolute truth. It is impossible to simply touch a surface and know what it is made of. We can perceive, by touch, it is surface irregularities, whether it is soft or hard, and a relative indication of its temperature. We can tap on it, and in hearing the sound, determine that perhaps it is metal or glass if it is thin enough to send a true indication, but a sheet of glass that is 2-inches thick cannot be perceived as glass without sight. We need multiple sensory perceptions to be fed to the mind to assist in determining the truth.We hear a sound that may be lightening, a gunshot, or something hitting another thing. In most cases is it extremely difficult to ascertain the truth from a single instance of sensory perception.we must use our other senses and are mind to better discern the truth.The “oldest Tamil work on grammar, poetics” was the Tolkappiyam. The Tolkappiyam considers all native elements, especially all animate beings, as part of a continuous series graded by degrees of sentience .One of its verses says :
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4

Beings with two senses are those that have the sense of TASTE along with the above.

Beings with three senses have sense of SMELL in addition.

Beings with four senses have sense of SIGHT, along with the above.

Beings with five senses have sense of HEARING,in addition.

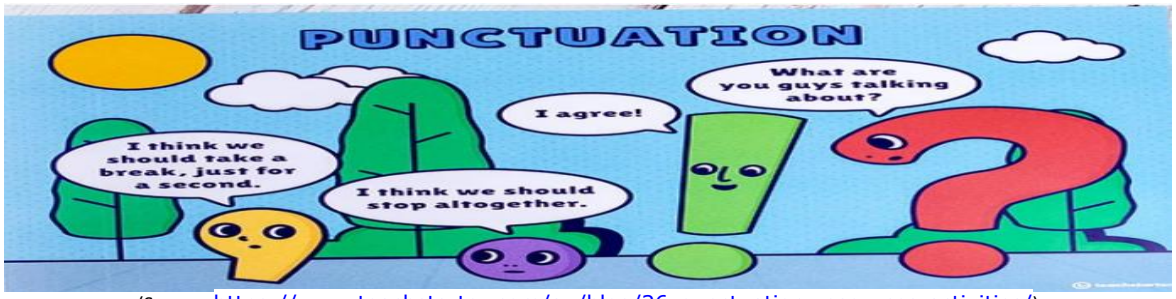
The beings with six senses, have a MIND, along with the above."

Tholkappiyam of Ancient Tamil Literature describes the six-sense related to external body parts. Although the exact date of its composition is not known it is placed somewhere between 5 BCE and 3 CE. More than our senses it is within our mind that we realize perceptions of truth. Interaction of multiple sensory perceptions are needed to get a complete understanding of the world around us. If objects were perceived with individual senses that do not interact, we would get a distorted view of reality. It is difficult to understand reality from a single sensory perception. Tholkappiyam describes all sentient beings as beings with varied senses such as beings with one, two, three, four, five and six sense having the sense having the sense of touch, taste, smell, sight, hearing, and mind in this order. In each level of sense organism one sense is added beginning with one sense organism through six sense organisms.

Task 10

Paraphrase paragraph 5 and 6 of the above article in your own words.

Punctuation and Capitalization



(Source: https://www.teachstarter.com/au/blog/26-punctuation-resources-activities/)

Punctuation

The system of signs or symbols, such as full stop, comma and exclamatory mark, used in written language is called Punctuation. Punctuation marks show a reader how a sentence is constructed and how it should be read. Every sentence should include at least a capital letter at the start, and a full stop / exclamation mark or question mark at the end.

Why Punctuation matters?

Life would be confusing without proper punctuation.

Look at these sentences

1. some people find inspiration in cooking their families and dogs

Vs.

Some people find inspiration in cooking, their families and dogs.

2. let's eat grandpa

Vs

"Let's eat, Grandpa!"

The sentences convey ***totally*** different things as per the proper usage of punctuations.

For the sake of family members and Grandpa's life, use proper punctuation. Punctuation saves lives and keeps people alive!

3. Now, this is a big one. Depending upon where you place your comma, your sentence could convey an entirely different meaning. Like in this sentence:

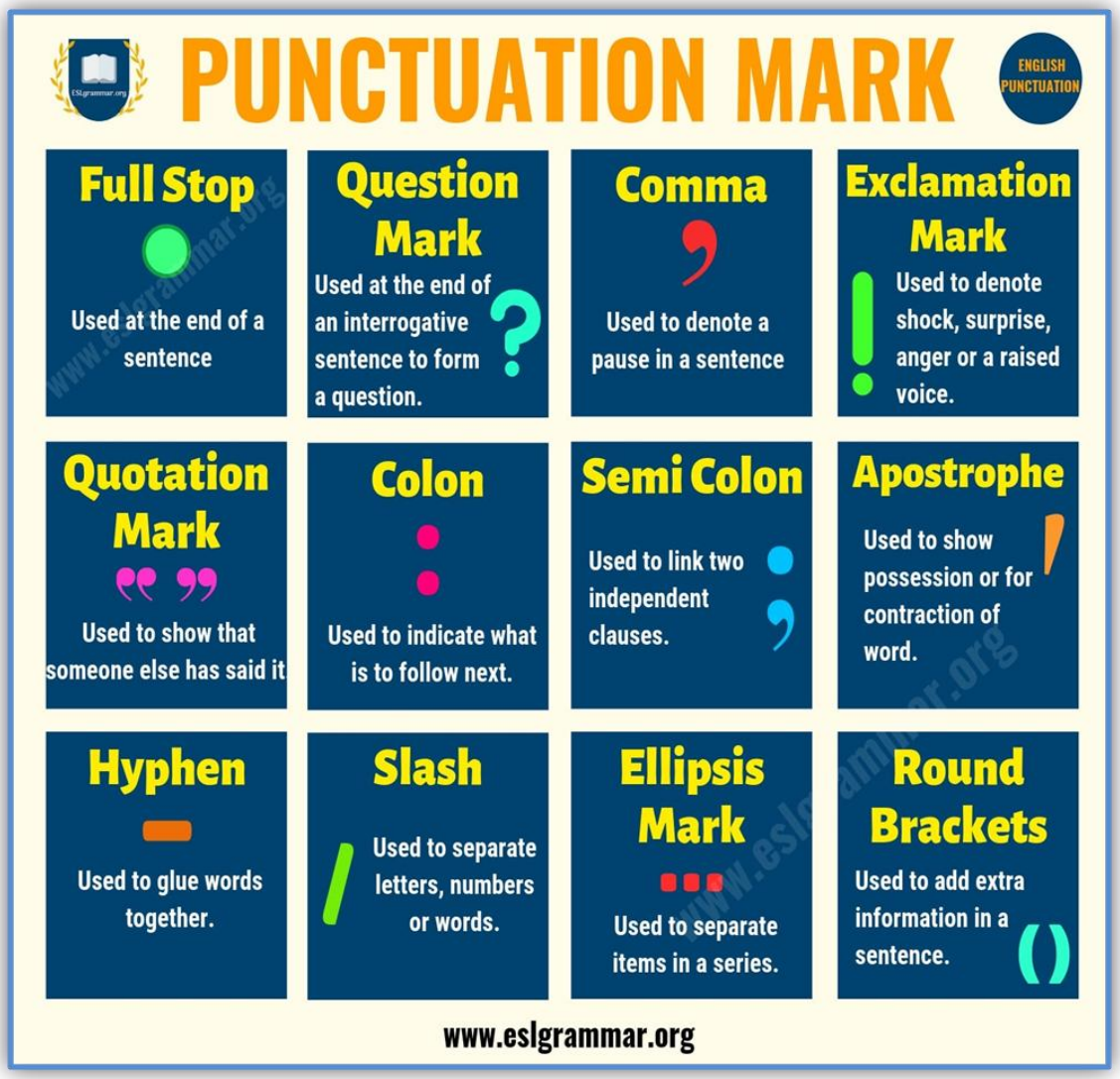
a woman without her man is nothing

"A woman, without her man, is nothing." (A woman's success depends on her man)

Now, let's change up where we're placing the punctuation:

"A woman: without her, man is nothing." (A man's success is possible only with the help of a woman)

Here is an infographic on various punctuations used in English



CAPITALIZATION

Capitalization is one of the most basic and important elements of writing. Capitalization draws the reader's attention to names, titles, and more. Capitalization also marks the start of new sentences and new paragraphs, provides signals to the reader, and helps to create a structure and a hierarchy in written language.

Basic Capitalization Rules

1. **Capitalize proper nouns.** Proper nouns always begin with a capital letter. Capitals are used

- To indicate the names of people, such as Vijay, David or Anwar.
- To denote the names of months and days, such as January, August, Sunday, Thursday
- To denote days of national/international importance, such as Independence Day, Women's Day
- Finally, proper nouns also include the names of buildings, landmarks, and companies, such as the Leaning Tower of Pisa, the Statue of Liberty, or Verizon

2. **Use capitalization with proper adjectives.**
   - Indian, American, Italian, German
3. **Capitalize titles of works.**
   - A Tale of Two Cities, Titanic, Ode to A Nightingale, Beats
4. **Use a capital at the beginning of a sentence.** The first word of every sentence should be capitalized, regardless of what kind of word.
5. **Capitalize the first word of a full sentence in a quotation.** You also need to capitalize the first word of sentences in quotes.
   He said to me, "I'd rather have pizza."
6. **Use capitalization when referring to a period or an event.**
   - The Chola Period.

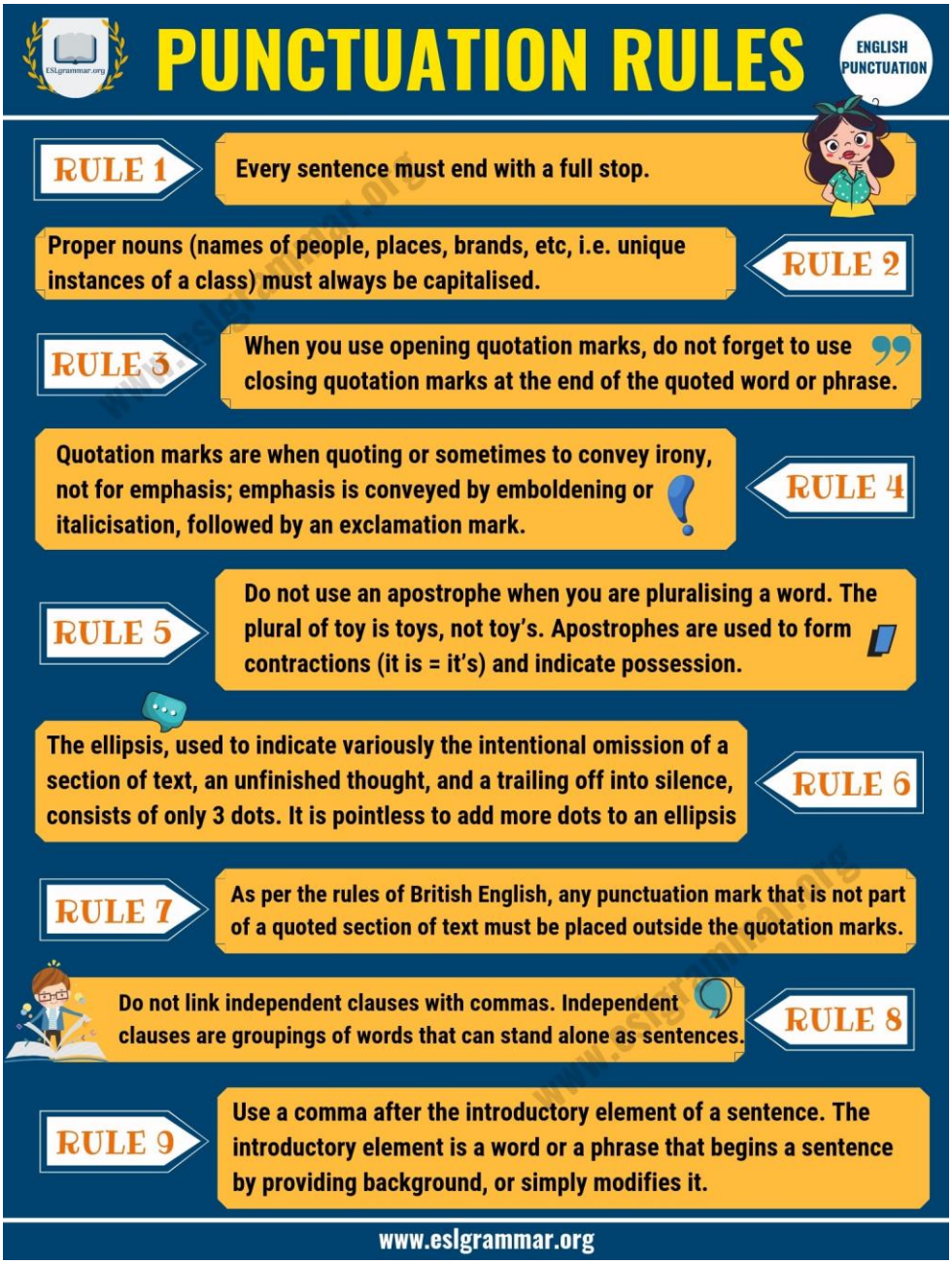
7. **Capitalization with the pronoun "I.**" One of the most notable words to make sure to capitalize is the pronoun "I." I refer to oneself, and is as a result, a unique and a specific usage of a word.
8. **Capitalize family relationships.**

- Aunt Preethi" or "Cousin Ajith."

9. **Capitalize people's titles.**

    - Mr. Ms. Miss, and Dr.

Remember these punctuation rules while writing:



Activity 1

Analyse the Story given below and list down the various punctuations mentioned in the story and write their definition.

E.g.
1. **Comma** – Used for pausing; took its place between words; without the break commas provide,
words run amok, becoming jumbled, unwieldy, and confusing; a well-placed comma can change the meaning of a sentence.

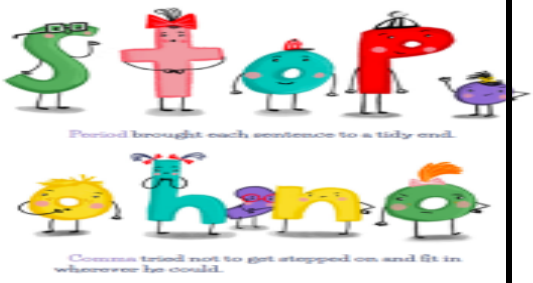
The Day Punctuation Came to Town

Written by Kimberlee Gard | Illustrated by Sandie Sonke

The Punctuations had just moved to Alphabet City and the kids—Exclamation Point, Question Mark, Period, and Comma—were excited about their first day of school. Exclamation Point was in a rush to get there. "'We are going to have so much fun!'" he said. He "was always excited about something." Question Mark was a little more subdued. She wondered if the other kids would be nice and even pondered whether they were walking in the right direction. "Comma kept pausing," and Period said she would let her siblings know when to stop.

When they got to school and introduced themselves, the student letters were confused. They'd never seen anyone like the Punctuations before. As the letters practiced forming words, Exclamation Point joined W, O, and W; Question Mark helped out W, H, and O; and "Period brought each sentence to a tidy end." For Comma, though, it wasn't so easy. As he tried to squeeze in between letters, he began to feel as if he was just a bother. Undetected, he tiptoed away.

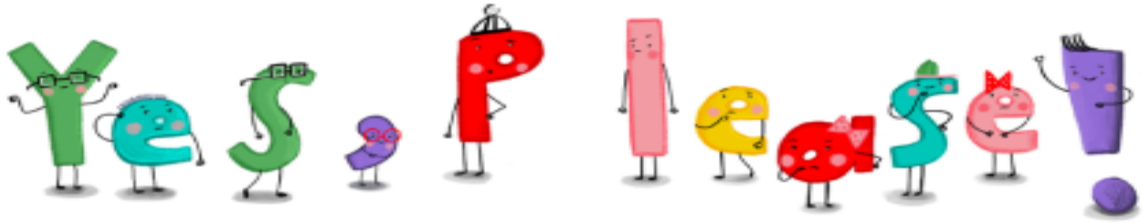
Meanwhile in the classroom, Exclamation Point had all the letters scrambling to make more and more exciting words. There was a lot of cheering and booming, ducking, and running. Question Mark asked if maybe they shouldn't all quiet down a bit, but no one was listening. Even Period couldn't get them to stop. Pretty soon, there was a huge word pileup. In the next moment it came crashing down and all the letters "tumbled through the door, spilling into the hall." There, they found Comma, who just stared in disbelief. His siblings wondered why he was in the hall instead of in the classroom. Comma told them how he felt. But "'Comma, without you, things become a disaster!'" Exclamation Point said. Period and Question Mark agreed.



Then his siblings gently reminded little Comma about how each member of their family has a certain purpose. They told him, "'we all work together to help letters and the words they make.'" Once everyone had gone back into the classroom, the letters continued making words. But now Comma took his place between them. When the letters looked confused, he explained that it was his job to keep order and that words and punctuation needed each other to make good and clear sentences.

For children just learning about sentence structure and how punctuation and words fit together to create meaning, Kimberlee Gard's lively story helps them visualize and understand the different roles of each punctuation mark. Coming at the end of a sentence and accompanied by vocal clues, exclamation points, question marks, and periods are more familiar to kids. But what about that comma, which seems to float around here and there? Gard demonstrates that without the break commas provide, words run amok, becoming jumbled, unwieldy, and confusing. Readers will respond to the classroom setting, where the

letters work and play together during lessons, and they will be eager to make friends with the Punctuation family themselves.



If any readers think learning about punctuation is dry and dull, Sandie Sonke's vibrant colors and cartoon characters will change their mind. The Punctuations (and their butterfly friend Apostrophe) are sweet and earnest, wanting to fit into the class and make a difference. As the letters form words, the purple Punctuations are easy for kids to pick out, allowing for discussion of their distinct roles. The tangled piles of letters invite kids to make words from the muddle. After Comma realizes his own importance and the letters embrace him, the story ends with a familiar and funny example of just how a well-placed comma can change the meaning of a sentence.

Image copyright Sandie Sonke, 2019, text copyright Kimberlee Gard, 2019. Courtesy of Familius.
https://celebratepicturebooks.com/tag/writing-resources-for-kids/

Activity 2

Explore the following websites and complete the Punctuation Marks Graphic Organizer.

Punctuation Tree: http://guidetogrammar.org/grammar/marks/marks.htm

English Club: https://www.englishclub.com/writing/punctuation.htm

Grammar Book: https://www.grammarbook.com/english_rules.asp

Punctuation Marks Graphic Organizer

Write the rules for using each of the punctuation marks below. Each row represents a different rule. In the right-hand column, provide an example of the rule in use.

Symbol (!?, etc.)	Punctuation Name	Rule	Example of Rule in Use

English for Arts and Social Sciences
Semester II

Tamil Nadu State Council for Higher Education(TANSCHE)

Syllabus

Second Semester Professional Communication Course for Arts and Science Colleges

Hours: 60

Objectives:

The Professional Communication Skills Course is intended to help Learners in Arts and Science colleges,

- Develop their competence in the use of English with particular reference to the workplace situation.
- Enhance the creativity of the students, which will enable them to think of innovative ways to solve issues in the workplace.
- Develop their competence and competitiveness and thereby improve their employability skills.
- Help students with a research bent of mind develop their skills in writing reports and research proposals.

Unit 1- Communicative Competence

Listening – Listening to two talks/lectures by specialists on selected subject specific topics -(TED Talks) and answering comprehension exercises (inferential questions)

Speaking: Small group discussions (the discussions could be based on the listening and reading passages- open ended questions

Reading: Two subject-based reading texts followed by comprehension activities/exercises

Writing: Summary writing based on the reading passages.

Grammar and vocabulary exercises/tasks to be designed based on the discourse patterns of the listening and reading texts in the book. This is applicable for all the units.

Unit 2 - Persuasive Communication

Listening: listening to a product launch- sensitizing learners to the nuances of persuasive communication

Speaking: debates – Just-A Minute Activities

Reading: reading texts on advertisements (on products relevant to the subject areas) and answering inferential questions

Writing: dialogue writing- writing an argumentative /persuasive essay.

Unit 3- Digital Competence

Listening to interviews (subject related)

Speaking: Interviews with subject specialists (usingvideo conferencing skills)

Creating Vlogs (How to become a vlogger and use vlogging to nurture interests – subject related)

Reading: Selected sample of Web Page (subject area)

Writing: Creating Web Pages

Reading Comprehension: Essay on Digital Competence for Academic and Professional Life.

The essay will address all aspects of digital competence in relation to MS Office and how they can be utilized in relation to work in the subject area

Unit 4 - Creativity and Imagination

Listening to short (2 to 5 minutes) academic videos (prepared by EMRC/ other MOOC videos on Indian academic sites – E.g. https://www.youtube.com/watch?v=tpvicScuDy0)

Speaking: Making oral presentations through short films – subject based

Reading: Essay on Creativity and Imagination (subject based)

Writing – Basic Script Writing for short films (subject based)

- Creating webpages, blogs, flyers and brochures (subject based)
- Poster making – writing slogans/captions(subject based)

Unit 5- Workplace Communication& Basics of Academic Writing

Speaking: Short academic presentation using PowerPoint

Reading & Writing: Product Profiles, Circulars, Minutes of Meeting.

Writing an introduction, paraphrasing

Punctuation(period, question mark, exclamation point, comma, semicolon, colon, dash, hyphen, parentheses, brackets, braces, apostrophe, quotation marks, and ellipsis)

Capitalization (use of upper case)

Outcomes of the Course

At the end of the course, learners will be able to,

- Attend interviews with boldness and confidence.
- Adapt easily into the workplace context, having become communicatively competent.
- Apply to the Research &Development organisations/ sections in companies and offices with winning proposals.

Contents

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Preface

The textbook on Professional English envisioned under the leadership of the Hon. Chief Minister of Tamilnadu, Thiru. Edappadi K.Palaniswami by the Honorable Minister for Higher Education Thiru. K.P. Anbalagan, and Principal Secretary to Government, Department of Higher Education, Selvi. Apoorva, I.A.S., is a pioneering venture and strategic intervention in higher education in Tamil Nadu. It has been prepared with the unstinted support of Thiru. Vivekanandan, I.A.S. Member Secretary, TANSCHE (Tamil Nadu State Council for Higher Education)

Tamil Nadu has the distinction of having the highest GER (Gross Enrolment Ratio) of 49%, in higher education in the country: this figure attests to the efforts of the government to empower the youth of the state by enhancing access to higher education.

After duly examining the challenges faced by students in learning their subjects and with a vision to equip them to compete in a global scenario, four textbooks, English for Physical Science, English for Life Sciences, English for Arts and Social Sciences and English for Commerce and Management have been prepared.

As language is an essential tool with regard to the learning process, a textbook which uses subject/discipline based content to leverage language learning is an ideal approach and fulfills the dual objective language proficiency and professional competence.

The book is bound to fulfill its destiny as teachers and students work in tandem: teachers as facilitators and learners as highly motivated stakeholders.

DISCLAIMER

Some of the passages given for Listening, Speaking, Reading and Writing lend themselves to the teaching of Grammar items. However, testing and evaluation does not include Grammar. This material is not for publication: it is only for training purposes.

Unit I

Communicative Competence

Listening **:** Listening to two talks/lectures by specialists on selected subject specific topics -(TED Talks) and answering comprehension exercises (inferential questions)

Speaking **:** Small group discussions (the discussions could be based on the listening and reading passages- open ended questions

Reading **:**Two subject-based reading texts followed by comprehension activities/exercises

Writing: Summary writing based on the reading passages.

Introductory Exercise

Read the quotes given below and select the one you like very much. Give reasons for selecting it.

1. The truth is like a lion; you don't have to defend it. Let it loose; It will defend itself.(St.Augustine)
2. Never discourage anyone who continually makes progress, no matter how slow. (Plato)
3. Life is very short and anxious for those who forget the past, neglect the present, and fear the future. (Seneca)
4. Happiness is when what you think, what you say and what you do are in harmony. (Mahatma Gandhi)
5. To succeed in your mission, you must have single minded devotion to your goal. (APJ.Abdulkalam)

Pre-Listening Exercise

Match the words in column A with their meanings in column B

Column A	Column B
1. Psychology	the study of societies and social behaviour
2. Economics	the study of the past based on objects or parts of buildings found in the ground
3. Political Science	reflection of life in various forms of writing like short story, novel, poetry etc
4. Sociology	the branch of study dealing with the state and systems of government
5. Archaeology	the branch of study concerned with the production, distribution and consumption of things
6. Literature	the study of the mind and behavior

Listening

A. Listen to the speech by Martin Luther King Jr on Emancipation of Negroes.

Transcript of the Listening passage

I am happy to join with you today in what will go down in history as the greatest demonstration for freedom in the history of our nation. Five score years ago, a great American*,in whose symbolic shadow we stand today, signed the emancipation proclamation. This momentous decree came as a great beacon light of hope to millions of Negro slaves who had been seared in the flames of withering injustice. It came as a joyous daybreak to end the long night of their captivity. But one hundred years later, the Negro still is not free. One hundred years later, the life of the Negro is still sadly crippled by the manacles of segregation and the chains of discrimination. One hundredyears later, the Negro lives on a lonely island of poverty. I have a dream that one day this nation will rise up and live out the true meaning of its creed. “We hold these truths to be self-evident that all men are created equal. I have a dream that one day on the red hills of Georgia, the sons of former slaves and the sons of former slave owners will be able to sit down together at the table of brotherhood. I have a dream that one day even the state of Mississipi, a state sweltering with the heat of injustice, sweltering with the heat of oppression will be transformed into an oasis of freedom and justice. I have a dream that my four little children will one day live in a nation where they will not be judged by the colour of their skin but by the content of their character. I have a dream today, that one day, down in Alabama with its vicious racists, with its Governor having his lips dripping with the words of “interposition” and “nullification”. One day right there in Alabama little black boys and black girls will be able to join hands with little white boys and white girls as sisters and brothers. I have a dream today that one day every valley shall be exalted and every hill and mountain shall be made low, the rough

places will be made plain and the croocked places will be made straight and the glory of the Lord shall be revealed. This is our hope and this is the faith that I go back to the south with.Withthis faith, we will be able to hew out of the mountain of despair a stone of hope. With this faith, we will be able to transform the jangling discords of our nation into a beautiful symphony of brotherhood. With this faith we will be able to work together, to play together, to struggle together, to go to jail together, to stand up for freedom together, knowing that we will be free one day. And this will be the day when all of God's children will be able to sing with a new meaning. And if America is to be a greatnation, this must become true. And also let freedom ring from the prodigious hilltops of New Hampshire. Let freedom ring from the mighty mountains of New York. Let freedom ring from the snow-capped rockies of Colorado. Let freedom ring from the heightening Alleghenies of Pennsylvania. Let freedom ring from every hill and molehill of Mississipi. From every mountainside, let freedom ring. And whenthis happens and when we allow freedom to ring, when we let it ring from every village and hamlet, we will be able to speed up that day when all of God's children, black men and white men, Jews and gentiles , protestants and catholics will be able to join hands and sing in the words of the old Negro spiritual. Free atlast.

*Former president of America, Abraham Lincoln issued the Emancipation proclamation on January1, 1863. The proclamation declared "that all persons held as slaves within the rebellious states shall be free".

1. **Based on Martin Luther King's speech, state whether the following observations are true or false.**

   a. Martin Luther King delivered a historically important speech for the liberation of Negros in America.

   b. Martin Luther King did not fight for the freedom of black people in America

   c. Slavery never prevailed in the history of America

d. Martin Luther King did not dream that one day the sons of slaves and slave owners will be able to sit together at the table of brotherhood.
e. Abraham Lincoln issued the emancipation proclamation in 1863.

2. **Fill in the table based on your understanding of Martin Luther King's speech**

Martin Luther King commended Abaham Lincoln's emancipation proclamation because	
Martin Luther King's dream with regard to the state of Mississipi is	
Even a century after Abraham Lincoln's emancipation proclamation, the blacks continued to be	
According to Martin Luther King, the life of the Negroes is crippled by	

3. **Explore the evolution of thought in Martin Luther King's speech and the succession of dreams with regard to various states of America given below**

a. red hills of Georgia

b. the state of Mississipi

c. the state of Alabama

d. transformation of the jangling discords of the nation into

e. after freedom, all of God's children

4. **I. Find out the synonyms for the following words**

a. emancipation
b. seared
c. sweltering
d. nullification
e. jangling

II. **Give the antonyms for the words given below.**

a. rebellious
b. slavery
c. prodigious
d. poverty
e. justice

B.Listening Excerise

Dan Gilbert's Speech on The psychology of your future self (Transcript)

At every stage of our lives we make decisions that will profoundly influence the lives of the people we're going to become, and then when we become those people, we're not always thrilled with the decisions we made. So young people pay good money to get tattoos removed that teenagers paid good money to get. Middle-aged people rushed to divorce people who young adults rushed to marry. Older adults work hard to lose what middle-aged adults worked hard to gain. On and on and on. The question is, as a psychologist, that fascinates me is, why do we make decisions that our future selves so often regret?

Now, I think one of the reasons -- I'll try to convince you today — is that we have a fundamental misconception about the power of time. Every one of you knows that the rate of change slows over the human lifespan, that your children seem to change by the minute but your parents seem to change by the year. But what is the name of this magical point in life where change suddenly goes from a gallop to a crawl? Is it teenage years? Is it middle age? Is it old age? The answer, it turns out, for most people, is now, wherever now happens to be. What I want to convince you today is that all of us are walking around with an illusion, an illusion that history, our personal history, has just come to an end, that we have just recently become the people that we were always meant to be and will be for the rest of our lives.

Let me give you some data to back up that claim. So here's a study of change in people's personal values over time. Here are three values. Everybody here holds all of them, but you probably know that as you grow, as you age, the balance of these values shifts. So how does it do so? Well, we asked thousands of people. We asked half of them to predict for us how much their value would change in the next 10 years, and the others to tell us how much their value had changed in the last 10 years. And this enabled us to do a really interesting kind of analysis, because it allowed us to compare the

predictions of people, say, 18 years old, to the reports of people who were 28, and to do that kind of analysis throughout the lifespan.

Here's what we found. First of all, you are right, change does slow down as we age, but second, you're wrong, because it doesn't slow nearly as much as we think. At every age, from 18 to 68 in our data set, people vastly underestimated how much change they would experience over the next 10 years. We call this the "end of history" illusion. To give you an idea of the magnitude of this effect, you can connect these two lines, and what you see here is that 18-year-olds anticipate changing only as much as 50-year-olds actually do.

Now it's not just values. It's all sorts of other things. For example, personality. Many of you know that psychologists now claim that there are five fundamental dimensions of personality: neuroticism, openness to experience, agreeableness, extraversion, and conscientiousness. Again, we asked people how much they expected to change over the next 10 years, and also how much they had changed over the last 10 years, and what we found, well, you're going to get used to seeing this diagram over and over, because once again the rate of change does slow as we age, but at every age, people underestimate how much their personalities will change in the next decade.

The bottom line is, time is a powerful force. It transforms our preferences. It reshapes our values. It alters our personalities. We seem to appreciate this fact, but only in retrospect. Only when we look backwards do we realize how much change happens in a decade. It's as if, for most of us, the present is a magic time. It's a watershed on the timeline. It's the moment at which we finally become ourselves. Human beings are works in progress that mistakenly think they're finished. The person you are right now is as transient, as fleeting and as temporary as all the people you've ever been. The one constant in our life is change.

I. Based on Dan Gilbert's Speech on the psychology of your future self, answer the following questions

PART A:

1) What do you think is the field of the speaker?
2) What is the regret of the speaker as regards our past decisions?
3) How does the speaker express his opinion about the pace of change of people in relation to their age?
4) Which components are presented as the five dimensions of & human personality?
5) How does "Time" impact upon people and their decisions?

PART B: Based on Dan Gilbert's Speech on The psychology of your future self, state whether the following statements are true of false.

(i) People usually underestimated how much change they would experience over the next 10 years.

(ii) Every one of you does not know that the rate of change slows down in people as they age.

(iii) Every ten years there seem to come changes in people's inclination towards various aspects of human life like music, dress, and food and so on.

(iv) Time is not a powerful force.

(v) The passing of years reshapes our values and alter our personalities

PART C: Match the following words and their meanings:-

Sl.No.	PART - A	PART - B
i	Misconception	Increasing at a fast pace
ii	Gallop	Wrong understanding of something
iii	Neuroticism	The quality of being energetic and not shy
iv	Extraversion	The tendency to experience negative emotions
v	Retrospect	Deeply
vi	Profoundly	A survey or review of past course of action

Post Listening Activity

Do's and Don'ts of Interview

- Do your homework properly
- Be careful to make a first good impression
- Listen and respond accordingly
- Be prepared for smart, open ended questions from the interviewers
- Sell your strengths and experience
- Don't speak poorly about your present or former employers
- Don't falsify information
- Don't speak irrelevantly

Answer the following questions

1. How would you do your homework for an interview?
2. What would you do to make a first good impression?
3. Sell your strengths and experience- Explain
4. What types of questions would you expect from the interviewers?
5. How will you conduct yourself when an interviewer poses a series of questions?

Speaking

A. The importance of "speaking" can be learnt from the fact that language is primarilyspoken.

Speaking skills play a very important role in the learning of any language. Along with writing, it is considered to be an active/productive skill. The passiveskills are: listening and reading. For the acquirement of active skills, passive skills provide inputs. All the four skills are equally important. In this section, the emphasis is laid on speaking skill.

1. Speaking –Preparatory Activity

Illustrate in your own words, the following states of mind
(i) Joy
(ii) Melancholy
(iii) Despair
(iv) Disgust
(v) Jubilation

2. Match the following words with their meanings

	Words	Their meanings
i	adaptability	to legally take another person's child into your family and take care of him or her as your own child
ii	adoption	change oneself according to situations
iii	stationary	writing materials
iv	stationery	not moving, not changing
v	Ideal	not working; being lazy
vi	Idle	the best possible; perfect

The Concept of "Society" and its Characteristics

Key Concepts – (Society, Community, Culture, Institutions)

Society

The term society is derived from a Latin word socius. The term directly means association, togetherness, gregariousness, or simply group life. The concept of society refers to a relatively large grouping or collectivity of people who share more or less common and distinct culture, occupying a certain geographical locality, with the feeling of identity or belongingness, having all the necessary social arrangements or institutions to sustain itself. 'Man is a social animal', said Aristotle centuries ago. Man needs society for his living, working and enjoying life.

According to MacIver, "Society is a web of social relationship" .

According to Lapiere, "The term society refers not to group of people, but to the complex pattern of the norms of interaction, that arise among and between them".

According to Ginsberg, "A society is a collection of individuals united by certain relations or modes of behavior which marks them off from others who do not enter into the relations or who differ from them in behaviour".

Characteristics of Society

- Society depends on Likeness. The principle of likeness is essential for society. Likeness refers to the similarities. Society exists among those who have the similarities with regard to their needs, goals, outlook, values etc.
- Society rests on Differences too. If men are exactly alike, their social relationships would be very much limited. There would be little give and take, or little reciprocity, if there would be no differences.
- Co-operation: Society is based on Co-operation. It is the essential part of our social life. Co-operation arises when men realize that they have common interests. It refers to the mutual working together for the attainment of a common goal.
- Interdependence. Social relationships are characterised by Interdependence. One depends upon the other for the satisfaction of one's needs.
- Society is Dynamic: Change is ever present in society. No society can ever remain constant for any length of time. Changes may take place slowly and gradually or suddenly.

- Culture: Each society is unique because it has its own way of life, called culture. Culture is not society, but an element of society. Human society constitutes interacting people; while cultureis patterning of their behaviour. According to Tylor, “culture includes knowledge, law, morals, customs or any other capabilities and habits acquired by man as a member of society”.
- Mutual Interaction and Mutual Awareness: Society is composed of people. Without people there can be no society, no social relationships and no social life at all. Individuals are in continuous interaction with other individuals of society. Society is understood as a network of social relationships. But all relations are social relations. Social relationships exist only when the members are aware of each other. Social interaction is made possible because of mutual awareness.
- Social Control: Society has its own ways and means of controlling the behaviour of its members. Along with co-operation, competition and conflict exist in society. Hence, the behaviour and activities of people are to be regulated by informal and formal means of social control.

Community

A community is a social unit that shares common values, or a group of interacting living organisms sharing an environment. Communities may share a sense of place situated in a given geographical area (e.g. a country, village, town, or neighbourhood) or in virtual space through communication platforms.

According to Bogardus, “Community is a social group with some degree of ‘we feeling’ and living in a given area”.

According to Kingsley Davis, “Community is the smallest territorial group that can embrace all aspects of social life”.

Vocabulary

Culture : the customs, ideas, beliefs etc. of a particular society, country etc.

Interaction : an occasion when two or more people communicate with each other

Reciprocity : behaviour in which two people or groups of people give each other help and advantages

Territory : an area of land that belongs to one country.

Community : people of one particular area considered as a unit because of their common interests

Custom : a way of behavior which a particular group or society has had for a longtime

Speaking Activities

1. **Students can be asked to have group discussion on the following topics**
   a) Present Status of Indian Economy
   b) Panchayat Raj System
   c) American Independence Struggle
   d) Role of Indian Women Freedom Fighters
   e) Modern Psychologists – Sigmund Freud and Carl Jung.

2. **Students can be put in the following context and asked to structure their conversation accordingly**.

   a) As a social awareness exercise, students are divdeded into two groups and discuss ways and means for the regular maintenance of channels and water bodies for resolving drinking water issues and overcoming cyclone caused damages.

   Group I – Improper maintenance of water channels is the reason for inundation of dwelling areas and breaching of water bodies – Don't you think so?

   Group II - Yes. You are absolutely right. we the students have the responsibility to ensure that there is no encroachment on channels and water bodies. So that we can curb people's miseries during monsoon. What do you think are the measures to prevent it?

   Group I -

   _____

   _____

Reading Activity
Warm up

A. Think about our country. What are its specialities?

(i) Biggest democracy in the world

(ii) Unity in diversity

(iii) Motherland of ancient greats like Astronomers Aryabhata, Varahamihira and Physician Sushruta.

(iv) The country with the Longest Written Constitution

(v) Land of colourful festivals and celebrations

B. Match the following words with their meanings

	Words	Their meanings
i	Democracy	people are equal and should share equally the resources of the country
ii	Communism	a system in which the government of a country is elected by the people
iii	Autocracy	Belief in or Support for government by elected representatives of the people rather than government by a king or queen
iv	Republicanism	government by a single person or small group that has unlimited power or authority

v	Socialism	the set of beliefs that states that all the political system in which the state owns and controls all factories, farms, services etc

Reading

Passage 1

Peruse the following passage and answer the following questions

Crop Groups

1. **Kharif Crops:** Also called the summer crops, they are sown before the onset of the rainy season from May to July and harvested after the rains in September and October. Rice and millets are major kharif crops of India.
2. **Rabi Crops:** Also called the winter crops, they are sown in the beginning of the winter season from October to December and harvested before the summer season from February to April. Wheat, barley and oilseeds (mustard) are rabi crops.
3. **Zaid Crops:** These are the short duration crops grown after the harvest of thekharif or rabi crops before the next major season. The crops sown in February to April and harvested by June and July are called the ZaidRabi crops. Green vgetables are main crops of this season. Similarly, after the harvest of the kharif crops in September are grown some crops to be harvested before sowing the rabi crops in November and December. They are called zaidkharif crops. Oil seeds and some pulses are grown in this season.
4. **Food crops:** These are the crops that serve as food, and all food grains and pulse and most oilseeds are included here. They can be further divided as food grains, pulses, oil seeds and beverages.
5. **Food grains:** These are grains consumed in variousforms by man. The most importantfood grains in India are rice, wheat, maize, jowar and bajra.

6. **Pulses:** The important pulses grown in India include gram, mung, urad and masur. They are also grain crops but they are not the stable food of the people.
7. **Oilseeds:** These crops yield seeds from which oil is expelled. Mustard, rapeseed, groundnut, linseed and castor are the examples.
8. **Beverages:** The most important beverage crops of India are tea and coffee.
9. **Subsistence Crops:** These crops are grown primarily for own consumption by farmers and only a small portion enters the market. Cultivation of rice in west Bengal is an example of subsistence cropping.
10. **Commercial crops:** Also called the cash crops, they are grown mainly for the market. Cotton and sugarcane are important commercial crops.
11. **Plantation Crops:** In some cases, the crop is planted once and it provides yield for many years. Such plantations are managed like an industry. Tea, coffee, rubber, coconut and spices are examples of such crops.
12. **Spices:** Pepper, cardamom, red chilly and turmeric are examples of spices.
13. **Fibre Crops:** Also grown as cash crops, this group includes the plant that yield fibres; Jute and cotton are fibre crops.
14. **Fodder Crops:** These are crops harvested generally when green and used as cattle fodder. Berseem is one example of such a crop.

Answer the following questions based on the passage given above

1. When do farmers raise kharif crops?
2. How are Rabi crops called?
3. When does the cultivation of Rabi crops take place?
4. Which is the cultivation period of zaid crops?
5. Which crops come under Food crops?
6. Give a few examples for Indian food grains.
7. Which pulses are grown in India?
8. Explain “Subsistence crops” and Differentiate it from “commercial crops”
9. What are the benefits of raising plantation crops?
10. Which are called Fodder crops? And What are they used for?

Reading Passage 2

Pre-Reading Activity

It is generally said that the heartbeat of a nation is heard in its literature. Study of literature both teaches and delights. Reading of literary texts greatly helps people improve their language skills and it provides them with happiness as well. There are many interesting literary genres like poetry, short story, novel, drama and so on.

Which writers' works have you read? What are the interesting aspects of those works? Which writer or poet impresses you very much and why. After the reading of a literary work, be it novel or poetry or short story, discuss its various aspects with your friend.

Reading:

State and Government

Government is often used as a synonym for the 'state'.But both the government and the state are two different entities. There are differences between the state and the government.

State

1. State consists of population, territory, government and sovereignty.
2. State possesses original powers.
3. State is permanent and continues forever.
4. State is abstract and invisible.

Government

1. Government is part of the state.
2. Powers of the government are derived from the state.
3. Government is temporary. It may come and go.
4. Government is concrete and is visible.

Branches of Government and Their Functions.

According to **Prof. Laski,** law- making is not the only function of the legislature but its real function is to watch the process of administration to safeguard the liberties of citizens. The legislature of the union is called the parliament in India. It consists of two chambers Loksabha and Rajyasabha. There are 545 members in Loksabha and 260 members in Rajyasabha.Loksabhagets dissolved every five years but Rajyasabha is permanent. The term of a

Loksabha MP is five years whereas in the case of Rajyasabha it is six years. The first speaker of Independent India is Mavalankar.

Powers and Functions of the Executive

Enforcing law and maintaining peace and order, maintaining friendly relations with other states, making appointments to higher posts, convening the sessions of the legislature and conducting business, issueing ordinances whenever the legislature is not in session. Powers to grant pardon, reprieve or remission of punishment are the important functions of the Executive.

Powers and Functions of the Legislature

The primary function of all legislatures is the making of law. In most systems, however, legislatures also have other tasks, such as selection and criticism of the government activities, supervision of administration, appropriation of funds, ratification of treaties, impeachment of executive and judicial officials, acceptance or refusal of executive nominations, determination of election procedures, and public hearings on petitions. Hence, legislatures are not simply law-making bodies. According to Laski, the British parliament is said to be 'the mother of parliaments'. It is the oldest legislature in the world.

In size, the British House of Commons, with more than 600 members, is among the largest; in contrast, numerous small island countries have legislative bodies with fewer than 20 members. Bicameral legislatures are common in many countries, particularly those with a federal system of government, such as the United States, Australia, Brazil, Canada, Germany, and India. Unicameral legislatures are typical in small countries and in those with a unitary system of government, such as New Zealand and Denmark.

The functions of legislature are enacting laws, overseeing administration, passing the budget, hearing public grievances, and discussing subjects like development plans, national policies, and international relations.

Powers and Functions of the Judiciary

Judiciary is the important organ of the government. Its main function is to interpret laws and to administer justice. The welfare of citizens depends to a larger extent upon the judiciary. Judiciary is the most important pillar of democracy. Its interpretation of law ensures justice, equality and liberty to all its citizen. An independent and impartial judiciary is an essential requisite of a democratic setup. The Supreme Court of India consists of a Chief Justice

and other judges. The Supreme Court has its permanent seat in Delhi. States in India have High Courts. There are District Courts and so on. The verdict of Supreme Court is ultimate.

ImportantFunctions of Judiciary

1. Administration of justice.
2. To determine what is law and what is the scope and meaning of it.
3. To give advisory opinion on matters referred to it.

Types of Governments

Parliamentary and Presidential

In a democracy, the Government may be either parliamentary or presidential depending on the relation between the executive and the legislature. If the executive of cabinet is drawn from the legislature and when the two departments work in union in maintaining harmony, such a form of government is known as cabinet or parliamentary form. When the two departments remained independent of one another but at the same time provision is made for points of contact between the two by the one checking the other so as to maintain the balance, such a form of government is known as presidential. The best example of parliamentary types of government is known as presidential. The best example of parliamentary type of government is known as presidential. The best example of a parliamentary type of Government is provided by Britain and India for Presidential, the U.S.A. “Mother of Parliament” is a title often given to the British parliament. In India the president is considered to be supreme commander of the three armed forces.

Constitution

Every country has its own constitution, and the term ‘constitution’ means to establish; thus a constitution is established as the basis of Government either by the Constituent Assembly or by the process of evolved one by customs, British Constitutions is an evolved one by customs, tradition and conventions. Now we shall discuss the definition and meaning of constitutions. Gettle has said that the constitution consists of those basic principles which determine the form of a state. It is the most important legal document of the state, as constitution helps to maintain

law and order in the state. According to A.V Dicey, constitution refers to “all the rules which directly or indirectly affect the distribution of the exercise of sovereign power in the state”.

These constitutions are referred to as the fundamental law of the land, rule of the state and corner stone of the state system; constitutions also determine the relationship between the people and the state. It prescribes the right of the citizen; hence, Laski observed that a constitution is known by the rights it provides to the citizen. Hence, it is obvious that a state small or big, strong or weak must have a constitution of its own.

Purpose of the Constitution

The purpose of the constitution is to ensure an orderly establishment, it also guarantees fundamental rights to the citizens, defines the power and functions of executive,legislature and judiciary. It also regulates the relationship between the state and the associations existing under it.

A. Vocabulary

Executive : Administrative using of the government

Legislature : Enactment of Law

Judiciary : Administration of Justice

Press or Media: Dissemination of Information for the public through broadcasting and telecasting.

B.(i) Which is considered to be the mother of parliaments?

(ii) What are the two bodies of Indian parliament?How many members are there in each body?

(iii)Which is considered to be the most important pillar of democracy?

(iv)What are the functions of the constitution?

(v) Who in India is considered to be the supreme commander of the armed forces?

C. compare “State” and Government”

	State	**Government**
i		
ii		

iii iv		

D. **State whether the following statements are true or false**

(i) Loksabha gets dissolved every five years.

(ii) Rajyasabha is not a permanent body.

(iii) The verdict of supreme court is ultimate.

(iv) The first speaker of free India is Sarojini Naidu

(v) The press needs to play the role of a watch dog.

Writing

Pre-Writing

A.Find out the meanings of following **Idioms** and make sentences by using them .

i. Build Castle in the air – To indulge in day dreaming without doing any work.

Eg: Without doing any work, if you want to attain progress, it will be like building castle in the air

ii. Bring home the bacon -- To earn money to take care of one's family.

Eg: Mary stays at home and takes care of her children and her husband John brings home the bacon.

Exercise:

1. White Elephant
2. Leviathan
3. Make much ado about nothing
4. Silver Tongue
5. Man of letters

B. Look at the following pictures related to Egypt. Do you know their historic significance? Write about them briefly.

Mummy

Cairo City – Capital of Egypt

Pyramid

Suez Canal

Nile River

C. Make a summary of the following passage

Egypt has one of the longest histories of any nation in the world. The ancient Greek historian Herodotus called Egypt "the Gift of the Nile." The valley of the Nile River was one of the birthplaces of civilization, and for more than 2000 years Egypt was one of the richest and most civilized lands in the ancient world. Much of what we know about this great civilization has been learned from its art and architecture. In particular, the ruins of tombs and temples have provided a valuable record of Egyptian life.

The Egyptians were extremely religious, and their belief in life after death was an important part of their culture. They believed that, for the spirit to live on, the dead person's body had to be preserved, or mummified and buried, along with supplies of food and drink, tools and utensils, valued possessions – all the things the person had needed or enjoyed on earth. Kings and other wealthy persons had elaborate tombs built. Sculptures and wall paintings in the tombs were also created for use in the next life.

The Step Pyramid was the first stone building in history and the first of the many pyramids to appear in the next 1000 years. The Step Pyramid was designed as a tomb for King Zoser and members of his family. It was an unusual pyramid because of its broad terraces or steps. The form of the pyramid that we are familiar with developed soon thereafter. The most important and famous pyramids are the three Great Pyramids at Giza, on the west bank of the Nile River. These pyramids were meant to house the Pharaohs' bodies and serve as reminders of their almighty power. The giant statue known as the Sphinx – part human and part beast – has mystified and fascinated travellers for centuries.

Cairo, the capital of Egypt is the largest city in Africa. Situated on both banks of the Nile, it is Egypt's commercial and cultural centre as well as the seat of government. Egypt's second largest city Alexandria, is a busy port on the Mediterranean Sea. Port Said situated at the northern end of the Suez Canal, is one of Egypt's principal ports. The ancient city of Luxor is one of the country's major tourist attractions. Its historical sites include the Temple of Luxor, the temple of Karnak and the Valley of the Kings.

A. **Write creatively about the following pictures in a few sentences.**

Unit -2

Persuasive Communication

Listening : listening to a product launch- sensitizing learners to the nuances of persuasive communication

Speaking : debates – Just-A Minute Activities

Reading : reading texts on advertisements (on products relevant to the subject areas) and answering inferential questions

Writing : dialogue writing- writing an argumentative /persuasive essay.

1. Listening

Preparatory Activity

A. Identify the brand names

B. Listen to the pronunciation and meanings of the words given below

Steering : the device of a vehicle that controls its movement and directions

Accelerator : also known as gas pedallocated on the floor on the far-right and it controls the amount of gas being fed into the engine and thereby controls the speed of the vehicle.

Speedometer : an instrument on a vehicle's dashboard indicating its speed.

Product launch : a planned effort to bring a new product to market.

Professional Ethics : adoption of fairness in business.

Air bag : a safety device fitted inside a road vehicle, consisting of a cushion designed to inflate rapidly and protect passengers from impact in the event of a collision.

Engine CC : the size of an engine referring to the total volume of air and fuel being pushed through the engine by the cylinders. It's measured in cubic centimetres (cc). For example, a 1,000cc engine can displace one litre (1,000 cubic centimetres) of this air-fuel mixture.

Listening

Listening to a product launch

The launch of a new product into the market can be the beginning of a wonderful journey or a total fiasco. It is a key moment that requires seller's full care and attention. The launch has to take place in such a way that the buyers' or consumers' interest is fully drawn towards the product.

The following ideas need to be kept in mind while launching a product.

i. Thorough analysis of the competition.
ii. Aim for the ideal customer
iii. Creation of a unique value proposition
iv. Defining marketing strategy and tactics
v. Testing marketing approaches
vi. Rolling out the campaign
vii. Awareness about the product's lifestyle

The Launch of Apple iPad Air (2020) Wi-Fi

Apple iPad Air (2020) Wi-Fi tablet was launched on 15th September 2020. The tablet comes with a 10.90-inch touchscreen display with a resolution of 2360x1640 pixels at a pixel density of 264 pixels per inch (ppi).As far as the cameras are concerned, the Apple iPad Air

(2020) Wi-Fi on the rear packs 12-megapixel camera. It sports a 7-megapixel camera on the front for selfies.

Apple iPad Air (2020) Wi-Fi packs 64GB of inbuilt storage. The Apple iPad Air (2020) Wi-Fi measures 247.60 x 178.50 x 6.10mm (height x width x thickness) and weighs 458.00 grams. It was launched in Green, Rose Gold, Silver, Sky Blue, and Space Gray colours. Connectivity options on the Apple iPad Air (2020) Wi-Fi include Wi-Fi 802.11 a/b/g/n/ac. Sensors on the tablet include accelerometer, ambient light sensor, barometer, gyroscope, and compass/ magnetometer. As of 1st December 2020, Apple iPad Air (2020) Wi-Fi price in India starts at Rs. 54,900.

A. Apple iPad Air (2020) Wi-Fi Full Specifications

i. General

Brand	Apple
Model	iPad Air (2020)Wi-Fi
Release date	15th September 2020
Dimensions (mm)	247.60 x 178.50x 6.10
Weight (g)	458.00
Removable battery	No
Colours	Green, Rose Gold, Silver, Sky Blue, Space Gray

ii. Display

Screen size (inches)	10.90
Touchscreen	Yes
Resolution	2360x1640 pixels
Pixels per inch (PPI)	264

iii. Hardware

Processor make	Apple A14 Bionic
Internal storage	64GB
Expandable storage	No

iv. Camera

Rear camera	12-megapixel

Front camera	7-megapixel

v. Connectivity

Wi-Fi	Yes
Wi-Fi standards supported	802.11 a/b/g/n/ac
Bluetooth version	5.00

vi. Sensor

Compass/ Magnetometer	Yes
Accelerometer	Yes
Ambient light sensor	Yes
Gyroscope	Yes
Barometer	Yes

Task II

A. Match the following items:

	A	**B**
i.	Model	7 Megapixel
ii.	Removable Battery	iPad Air (2020)Wi-Fi
iii.	Touch Screen	64 GB
iv.	Internal Storage	Yes
v.	Front Camera	No

B. Fill in the blanks

i. Apple iPad Air (2020) Wi-Fi tablet was launched on _____

ii. The phone was launched in colours such as _____ and _____

iii. Apple iPad Air (2020) Wi-Fi price in India starts at _____

iv. With regard to connectivity, apart from Wi-Fi and Wi-Fi standards supported, the other facility available is _____

v._____ is the screen size of display.

Nuances of Persuasive Communication

The general purpose of persuasion is to change people's thinking or behaviour. You should have a specific purpose in mind. After you have decided on your specific purpose, think about the types of language and details that will help you accomplish it.

Definition of Persuasive Speech

A persuasive speech is a specific type of speech in which the speaker has a goal of convincing the audience to accept his or her point of view. The speech is arranged in such a way as to hopefully cause the audience to accept all or part of the expressed view. Though the **overarching(overreaching)**goal of a persuasive speech is to convince the audience to accept a perspective, not all audiences can be convinced by a single speech and not all perspectives can persuade the audience. The success of a persuasive speech is often measured by the audience's willingness to consider the speaker's argument.

Key Terms

- **Persuasion** : the process aimed at changing a person's (or a group's) attitude or behaviour.
- **Logos** : logical appeal to the audience; does the speaker's argument make sense?
- **Pathos** : emotional appeal to the audience.
- **Audience Analysis** : the speaker's understanding of the audience's knowledge, personal experience and proximity to a topic
- **Ethos** : credibility of the speaker, assigned to him by the audience.

Key Points

- Persuasive speeches can come in many forms, such as sales pitches, debates, and legal proceedings.

- Persuasive speeches may utilize the three modes of persuasion: ethos, pathos and logos.
- Ethos is the most important appeal in a persuasive speech.
- Factors such as body language, the willingness of the audience, and the environment in which the speech is given, all affect the success of a persuasive speech.
- Audience Analysis is important in a persuasive speech, as the audience will be convinced for their own reasons, not for the speaker's reasons.

The Sales Pitch

An example of a persuasive speech is a sales pitch. During a sales pitch, the speaker is trying to convince the audience to buy his or her product or service. If the salesperson is successful, the audience (the person being sold to) will choose to purchase the product or service.

However, salespeople understand that just because someone does not make a purchase after the first sales pitch does not mean the pitch failed. Persuasion is often a process. People may need multiple persuasive pitches and a lot of outside information before they are ready to accept a new view.

Task I

A. Answer the following questions in a sentence or two

i. What is a persuasive speech and what are the uses of it?

ii. Explain Ethos and Pathos in persuasion

iii. What is the indication of the success of a persuasive speech?

iv. What else is important in persuasion apart from the words of your speech?

v. Write about the importance of audience analysis in persuasion.

Task II

For the effective persuasion, you need to be aware of ideas both for and against your stand. Use of a pros-and- cons chart for the arrangement of views both in support of and against your position. This helps improve your persuasive skills.

A model pros-and-cons chart on “Standardised tests” is given below.

Eg: Topic: Standardized Tests

Pros	Cons
Recognized by colleges and universities	Unfair to students who do not test well on these kinds of tests.
Test all students on the same body of knowledge	Test knowledge that may not have been taught
Test in broad categories	Too much weight placed on the results

B. Based on the model pro-and-con chart, prepare two charts for the following topics.

i. “Is sports a must”?

ii.“Profit or Ethics in Business”

2. Speaking

Preparatory Activity I

Give vocal descriptions of the following pictures for about three minutes.

Mullai Periyar Dam

Coconut Grove

Joint Winners of Nobel Prize for Economics – 2020

Paul R. Milgrom(USA) Robert B. Wilson(USA)

Keeladi Archaeological Excavation in Sivagangai District

Preparatory Activity II

Match the following words with their meanings given below

	A	B
1.	Argument	: Stable
2.	Disagreement	: Refusal
3.	Consensus	: Contradiction
4.	Rebuttal	: Wordy exchange of ideas
5.	Consistency	: Agreement

What is a debate? (https://www.pinterest.com/pin/833166618467477777/)

A debate is a formal argument in which there are two sides that take opposing or supportive viewpoints and discuss them in an organized discussion of opposite views. A judge listens to both sides of the debate and decides which side made the better organized and supported argument.

The Basic Debating Skills

Style

Style is the manner in which you communicate your arguments. This is the most basic part of debating to master. If the debater's articulation lacks confidence the content and strategy will be of little value.

Speed

It is vital to talk at a pace which is fast enough to sound intelligent and allow you time to say what you want, but slow enough to be easily understood. The debater needs to strike a balance between being too fast and too slow. The speed of the debater should be such that it allows him or her the space to fully express his ideas.

Tone

Varying tone is what makes you sound interesting. Listening to one tone for an entire presentation is boring. Articulation in the same tone for long will make the audience feel monotonous and uninterested. The tone needs to be decided based on the nature of the idea being presented.

Volume

Speaking quite loudly is sometimes a necessity, but it is by no means necessary to shout through every debate regardless of context. There is absolutely no need to speak any more loudly than the volume at which everyone in the room can comfortably hear you. Shouting does not win debates. Speaking too quietly is clearly disastrous since no one will be able to hear you.

Clarity

The ability to concisely and clearly express complex issues is what debating is all about it. The main reason why people begin to sound unclear is usually because they lose the "stream of thought" which keeps them going. It is also important to keep it simple. While long words may make you sound clever, they may also make you incomprehensible.

Use of notes and eye contact

Notes are essential, but they must be brief and well organized to be effective. There is absolutely no point in trying to speak without notes. Of course, notes should never become obtrusive and damage your contact with the audience, nor should they ever be read verbatim. Most people sketch out the main headings of their speech, with brief notes under each heading.

When writing notes for rebuttal during the debate, it is usually better to use a separate sheet of paper so that you can take down the details of what the other speakers have said and then transfer a rough outline onto the notes you will actually be using.

Eye contact with the audience is very important, but keep shifting your gaze. No one likes to be stared at.

Content

Content is what you actually say in the debate. The arguments used to develop your own side's case and rebut the opposite side's. The final logistics of how long you will be debating, how many people will be in your group, and how the debate will unfold (ie: which team speaks first etc.), will all be decided by your tutorial leader.

What do the debaters do?

- Assume that there is a right answer and they have it
- Combative participants attempt to prove that the other side is wrong
- Concentrate on winning the debate
- Listen to find flaws and make counter arguments

- Defend their assumptions as truth
- Seeing two sides of an issue
- Defend one's own views against those of others
- Searching for flaws and weaknesses in others' positions
- Create a winner and loser, discourage further discussions
- Seek a conclusion that satisfies their position

Structure of a debate:

There are always two sides in a debate.

	Affirmative/Supporting	**Negative/Opposing**
First speaker	-Defines the subject of debate, introduces the team and what each member will argue -Presents their argument	-Defines the subject, introduces the team and what each member will argue -Presents their argument -Rebuts first speaker's affirmative points
Second speaker	-Rebuts first speaker's negative points -Presents their argument	-Rebuts second speaker's affirmative points -Presents their argument
Third speaker	- Rebuts the whole negative team's argument -presents a final smack-down point	-Rebuts the whole affirmative team's argument -Presents a final smack-down point

Then the leaders of both the teams present their closing argument: no new points are made.

Vocabulary for Debate

To open an argument

- Well, I think that…
- The first point I would like to raise is this…

- Our position is the following…
- Here's the main point I want to raise…
- I would like to deal with two points here. The first is…
- Our opponents have still not addressed the question we raised a moment ago…
- The other side has failed to answer our point about…
- Notice that the affirmative side has not addressed our main point.
- Let me just restate my position.
- Just to be clear, here is what I mean…

Vocabulary for transition of points

- ✓ I'm listening to the other side…
- ✓ I see your point, but I think…
- ✓ Yes, I understand but my opinion is that…
- ✓ That's all very interesting, but the problem is that…
- ✓ I'm afraid I can't quite agree with your point.
- ✓ I think, I've got your point, let me respond to it…
- ✓ We can see what you're saying. Here's my reply…

To Conclude

- So finally, we…
- To sum up, here are the main points our opponents have not addressed…
- We pointed out that…
- Our opponents have claimed that…
- To recap the main points…
- Let's sum up where we stand in this debate.
- Let me summarize our position in this debate.
- In summary, we want to point out that…
- Let's see which arguments are still standing.
- Let's take stock of where we are in this debate.

Task I

Students can be divided into groups to organize a debate on the following topics:

1) Online games are harmful to children
2) Reality shows on Television
3) Student's participation in curriculum design

Task II

A. Answer the following questions.

i. What do you think is the purpose of debate?
ii. Illustrate the significance of debates in democracy.
iii. What components should be focussed in debates?
iv. What is meant by rebuttal?
v. Shed light on the importance of body language in debates.

B. Form two teams with your classmates as members and make a debate on the following topics.

i. Industrialisation vs Preservation of Nature.

ii. Mobile Phone : A boon or a bane.

Just a Minute

What is *Just a Minute*? (http:// images.app.goo.gl/YGuyvP4RcuXrZ6TFA)

Just a Minute is a one minute or less extempore speech that is carried out without any preparation . It is conducted in order to improve the communication skills. It helps the introvert and shy students to take initiative and speak on the topic for a minute.

How to do?

- Skip all the 'thank yous' and 'good mornings' in the beginning
- Focus only on one message

- Compress the ideas
- Know the audience and craft the speech accordingly
- Avoid dramatic or tricky approach
- Avoid filler words
- End with the main message

Rules

In *Just a Minute*, the panellists talk on a given subject, but obey three rules while doing so. They must avoid:

Repetition **:** Originally, this meant not being able to repeat a certain idea or concept. However, due to challenges over time, it now means not being able to repeat words or even letters (For example, 'BBC' is considered repetition because of the two B's). Certain words such as 'The' or 'And' are usually allowed except under extreme circumstances (say, when repeated five or six times). The given subject on the card is however allowed to be repeated.

Hesitation **:** The speaker must speak continuously, without any pause. Even if the audience is laughing, you have to continue talking.

Deviation **:** Originally this meant deviating too far from the subject in question. Now the concept is considered in a broad context. Examples include deviation from the English language, grammar, truth or logic.

Task I

The students can be given relevant topics for Just a Minute. Following topics are only samples.

1) Digital world
2) Bio-life
3) Social behaviour

Task II

A. Answer the following Questions

i. Distinguish between “Debate” and “Just a Minute.”

ii. What are the key components of Just a Minute?

iii. What do you think should be done to improve one’s skills to excel in Just a Minute?

Task III

B. Make a speech on the following topics for Just a Minute

i. Indian Society ii. Contemporary World Economy iii. Nobel Prize iv. Ancient History

3. Reading

Read the advertisements given in preparatory activities I & II and observe the language and other components used.

Preparatory Activity I

Property for Sale

✔ **NEW** – Spacious 2300 sft flat 3 Bed room, Drawing Dining, 2 balconies complete with wardrobes, display, lofts, kitchen cabinets Geysers, fans

For sale 2 BHK 74.97sqm, Stilt 1 with covered parking 9.29sqm, Centrally Located Good Residential colony with amenities at Nikash Lawns

Preparatory Activity II

2000 HONDA ACCORD LX, 37K, 4 Door, White w/tan leather interior, Cruise Control, Dual Airbag, A/C, PWR Steering, PWR Mirrors and Windows, FM/CD, Alarm System, $13500 OBO Contact : Marshall (555) 615-9859

Reading Texts on Advertisements

Introduction

Advertisements are very essential for selling any product. Its role is of most vital one in the success of any business. Advertisements are made in such a way that they reflect the uniqueness, distinct features and special qualities of a product. Advertisers need to be possessed of attributes like fine language skills, rich creativity and profound imagination so that they will be able to draw the attention of the consumers towards their products.

The aim of advertising is always to sell the product or let the people know the various facilities made available to them, either at the market or at their doorstep. When a product is being advertised, we are able to gather more information such as its name, price, benefits and availability. In short, it is a brief factual account of itself. But sometimes the drafted messages tend to be fictional too, owing to either exaggeration or false claims made by the advertiser. Viewed objectively, the advertising message must act as a salesperson and do its best to convince the consumer of the merits of the product or service described.

Advertisements have a two-fold purpose to serve. They have a message to convey and they attempt to evoke a desirable response in the buyer. As a result, the product becomes a popular one; the demand increases and the manufacturer, distributor and dealer reap a bountiful harvest. So, basically, an advertisement should communicate effectively.

To read advertisements will strengthen one's language skills, fortify their creativity and reinvigorate their imagination which are all essential for becoming an effective and impressive communicator.

Reading Texts on Advertisement

Model

Read the passage carefully and answer the following questions:-

It is almost impossible to escape from advertisements. Large hoardings stare down at you from the sides of the roads; neon signs wink above shops; in magazines and newspapers

advertisements take up more room than the reading material. All these are twentieth-century developments which have grown side by side with the spread of education and technical advances. Advertising affects not only our ears and eyes but also our pockets. Some critics point out that advertising actually raises the cost of products. Whenever you buy an advertised brand, about 25% of what you buy may represent the cost of advertising the name.

But there are a few things to be said in its favour. Although some things cost more because of advertising, other things cost less. Newspapers, magazines, radio and television all carry advertisements, and money received from the advertisers helps to lower the cost of production. In this way, we get information and entertainment at lower prices than would otherwise have been charged. It gives rise to competition among manufacturers which benefits the customer by offering him a wider choice.

A. Based on your understanding of the passage, complete the following sentences:

(a) The three ways of advertising the author refers to in the passage are_____

(b) The advertisements cause a loss for the buyers as_____

(c)As advertisements in (i) ————————-reduce the cost of production, we benefit by (ii) ———— ————provided by the (iii) ————————-

(d) Another advantage of advertisements is ————————————-

Answers

(a)(i) Large hoardings put up on roadsides (ii) Neon signs above shops(iii)Advertisements in magazines and newspapers.

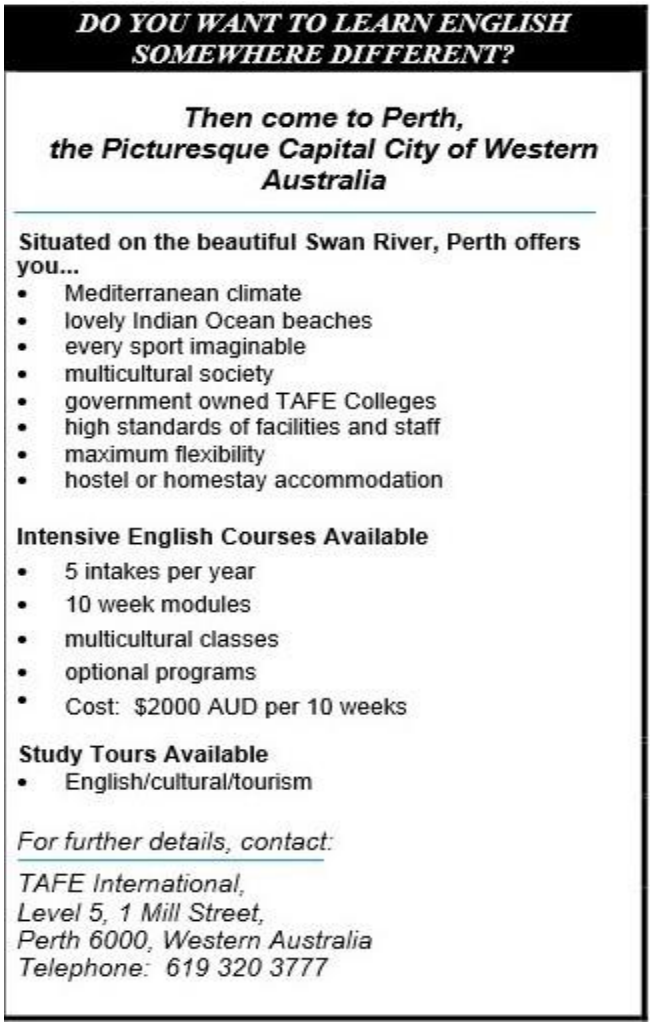
(b) they assault the ears, eyes and pockets of the buyers.

(c) (i) newspapers, magazines, radio and television … (ii) getting information and entertainment (iii) manufacturers and advertisers.

(d) that it offers the customer a wide choice in the selection of what he buys.

Exercise I

B. Read the following advertisement and do as directed.



DO YOU WANT TO LEARN ENGLISH SOMEWHERE DIFFERENT?

Then come to Perth, the Picturesque Capital City of Western Australia

Situated on the beautiful Swan River, Perth offers you...

- Mediterranean climate
- lovely Indian Ocean beaches
- every sport imaginable
- multicultural society
- government owned TAFE Colleges
- high standards of facilities and staff
- maximum flexibility
- hostel or homestay accommodation

Intensive English Courses Available

- 5 intakes per year
- 10 week modules
- multicultural classes
- optional programs
- Cost: $2000 AUD per 10 weeks

Study Tours Available

- English/cultural/tourism

For further details, contact:

TAFE International,
Level 5, 1 Mill Street,
Perth 6000, Western Australia
Telephone: 619 320 3777

A. Answer the following questions.

i. What is the advertisement about?

ii. How many intakes are there for the course per year?

iii. What is the climate of the class?

iv. Is the study tour available for the course?

B. State whether the following statements are true or false

i. There are no optional programmes.

ii.The cost of the course is $1000 AUD for ten weeks.

iii. Accommodation is unavailable for the course.

Read the text below carefully and observe a few Classified Word Ads and their features.

1.

AUTOMOTIVE- SELLING
IMMACULATE CONDITION Mercedez Benz imported in 2019. Single owner, 2019 Model. Left hand drive, brand new tyres. No Brokers. Contact : 610244

2.

RENTAL-RESIDENTIAL
MODERN INDEPENDENT two-bedroom house 800 sq.ft. with attached bath, portico at 75, Teresa Street, Bally Gunj, Calcutta-35. Contact: 429463 within two days. Company Lease preferred.

3.

FOR SALE
IMMEDIATE SALE wooden cabinets, a study table, doors &windows with frames & show case. Lump sum payment preferred. Contact: Today & Next Sunday. A -15, Shanthiniketan Marg, Janakpuri, Delhi-110058

Salient Features

1. In all the above advertisements you find the caption in Block letters in a box. The box can be either at the centre or to the left. So, you must learn to provide a suitable caption in block letters and box it either at the centre or to the left, close to the margin.

2. Advertisements placed under RENTAL could be specified COMMERCIAL or RESIDENTIAL as the case may be. Again, under AUTOMOTIVE it may be for selling or buying.

3. The first two words are in capitals and are darkened to strike the reader's eye.

4. The name of the object advertised or the kind of service available usually occurs in the first line. This should be followed by its special features. If it is a car or cycle, the model, the colour, the working condition and the nature of the ownership are mentioned.

5. The last sentence mentions where the advertiser should be contacted. Some advertiser may prefer to have a quick settlement, so they mention their telephone numbers, while in certain cases, both the parties may like to discuss particulars at length, so the address is provided.

6. The advertisement need not be in correct grammatical sentences. Phrases and expressions suffice.

Exercise II

Draft suitable Classified word ads, bearing in mind the details provided below:

1. A reputed company requires canvassing agents. Attractive commissions are offered. So, frame an advertisement quoting Box No.
2. A leading company requires posh bungalows on company lease as guest houses. Provide the telephone no. and specify the area preferred.
3. You wish to sell your second hand scooter for Rs.35,000/.- It is in excellent condition.

4. Writing

Preparatory Activity I

A few patterns for Seeking, Giving and Refusing Permission in dialogues

A. Seeking Permission

i. Could I use your car for a day, please?
ii. Can I take your book, please?
iii. May I stay in your room tonight, please?
iv. Is it all right if I come with my parents to meet you?

B. Giving Permission

i. Yes, of course
ii. Certainly
iii. You are welcome
iv. Please bring them

C. Refusing Permission

i. Sorry, it is not possible
ii. I am afraid it is not possible
iii. I am sorry, I don't have the authority to let you
iv. I am sorry I am not supposed to let you

Dialogue Writing

A dialogue means conversation between two or more people and it is also defined as a verbal exchange between two or more characters. If only one person talks, then it is monologue. This part focuses on the development of conversational skills of learners by acquainting them with many different types of dialogues. Enhancement of articulation skills will enable one to participate in conversations and dialogues with confidence.

There are some measures on the development of dialogue skills.

i. Strengthen your basic language skills.
ii. Articulate your ideas confidently.
iii. Keep your speech brief but effective
iv. Don't be overbearing in the dialogue
v. Avoidance of inappropriate expressions and slangs
vi. Keep in mind the stature of the person you talk to and structure your conversation accordingly.

The dialogue between a stranger and a native of Madurai

Stranger **:** Hello sir, I am from Trichy. I want to go to Madurai Kamaraj University. Which bus should I take to go there?

Native : Hello sir, you are welcome to Madurai. You can board 18B bus from Periyar Bus station to go to the university.

Stranger : Thanks for your information sir. How long will it take to reach the university?

Native : By bus, you can reach the university within 45 minutes from bus station.

Stranger : Is it so sir? Is train facility available for the university?

Native : No, sir. There is only bus transport for the university. May I know why you visit the university? Please don't mistake me for this question. Just out of curiosity. I am an old student of the university.

Stranger : That is fine. I am happy that you are an old student of the university. I wish to pursue Ph.D. in the university. In this regard, I would like to meet the Head of the department of English.

Native : Is it so, my best wishes to you.

Exercise I

Based on the exercise given above, fill in the blanks in the following dialogue between a I Year History and an Economics student in a college.

History Student **:** Hello friend. Nice to meet you. Which course are you doing?

Economics Student : _____ Economics. Have your classes started for this semester?

History Student **:** _____ last week. How do you find the subject of economics?

Economics Student : _____. Like Economics, I hope your subject history also will be interesting to study. Can you say some basic things about history?

History Student **:** _____ . I have shared with you the basic facts about history. Now, I am eager and enthusiastic to know something about your subject. Can you please tell me something about it?

Economics Student **:** I will be very happy to share with you some foundational ideas of Economics. _____ is considered to be the father of Economics. _____ is India's economy. Study of Economics is divided into two types: _____ and _____.

History Student : Thank you friend. With your help, I have learnt some basic matters about Economics.

Exercise II

A. **Write a dialogue between a Sociologist and Political Scientist on the need for strengthening democracy.**

Writing Persuasive/ Argumentative Essay

Introduction:

It is a piece of writing of moderate length on a particular subject. The objective of a persuasive essay is to get the readers to accept the ideas, views and opinions of the writer. The central function of a persuasive essay is to bring about a change or a kind of transformation in the readers in tune with the stand of the writer. For the fulfilment of this purpose, convincing viewpoints on the topic should be presented in a way that impacts upon the readers. The two essential characteristics of a persuasive essay are collection of necessary ideas and convincing presentation.

For instance, when an essay needs to be written on Preservation of Historical Monuments, places and objects, the benefits of the protection of historical remains are to be presented. The essay should also focus on the negative consequences of failure to protect the objects and places of historical importance.

Such an essay on the need for the protection of historical objects should consist of three parts – Introduction, Body of the Essay and Summation. The introductory part should cast light on necessity of the preservation of such objects and also the efforts taken both nationally and internationally for their protection. The introductory part should further illustrate that when a society wants to move forward and attain progress, it is necessary for it to have the knowledge of its past. Be it an individual or a society, if they lack the knowledge of their history, culture and civilization, it would face difficulties in marching ahead. Unless a society looks back into its history and learns lessons from it, its onward march will be crippled. Having explained the significance of preservation of historical monuments and objects, the essay can move to the next part called – Body.

The Body of a persuasive essay on this topic should lay emphasis and stress on the ways and means for the conservation of it. It can make analysis of modalities for protection of ancient monuments and can also propound a series of recommendations. It can include the need for the sensitisation of the general public to preserve it. This part of the essay can explain in its recommendations that governments, NGOs and the general public need to act in co-ordination with one another towards safeguarding ancient monuments so that the glorious past way of life of the country will be made known to the world. Another suggestion it can make is that Educational Institutions from schools to universities should be pressed into action to safeguard the ancient monuments.

The summation part can give in a nutshell all that has been presented in the earlier parts of the essay, besides stressing the necessity for the continuous efforts at the protection of ancient monuments.

Model for Persuasive / Argumentative Essay

Necessity for Study of Literature

Introduction:-

This essay focuses on the importance of study of literature. Literature is described as the reflection of life. As there are a number of nations and languages in the world, there are a number of Literature. The significance of literature is so great that it cannot be considered as a mere *repository* of fables and parables. Literature is found in various genres such as Poetry, Prose, Play, Fiction, and so on. This essay puts forth the reasons why study of literature should be given priority.

Literature as the Identity of a Society

Language and Literature are considered to be the identity of a society or a nation. It is a documentation of the way of life, values and ethics, social and religious beliefs of the bygone ages. Over and above, the reading of literary works will also illustrate what types of political systems and governance existed in the past. Literature plays a very predominant role in the sustenance of a society's traditions and conventions. Not only that, it transfers them to the successive generations. Without the perusal of literary of works, it would be difficult for one to acquire knowledge about one's forefathers. As a result, they may be left without any idea of their

own roots. Wherever people migrate in search of greener *pastures*, they will be eager to carry with them, their way of life and culture and they will also make *endeavours* in the *earnest* to enlighten their children about their roots.

For keeping the identity of a society alive and vibrant, and also transmitting it to successive generations, the role of literature is of most vital importance, For example, Sangam Tamil Literature helps us learn about the art, culture, civilization, warfare and martial skills of ancient Tamils who lived over two thousand years ago. *Akananooru, Purananooru* and Tamil Epics help in a very big way to *fathom* the cultural richness, glory and heritage of our forefathers. Since Literature offers identity to us, it should never be ignored.

Literature as a Force of Unification:

The previous part *expatiated upon* Literature as an identity provider. This part explicates the fact that it can also serve as a unifying force. Ancient Tamil poet Kaniyan Poonkundranar articulates the view that **Yathum Oore Yavarum Kelir; Theethum Nandrum Pirarthara Vara** (Every Landscape is intimate to my heart scape, Entire humanity is my fraternity, Good and Evil none will bring). Literature aims at unifying people. Given the fact that the world is inhabited by humans and literature provides a portrayal of human passions and sentiments, the *dictum* that literature is one and humanity is one gains currency.

Literature as an Instrument of Morality:

Reading of literary works offers delight and knowledge to readers. It makes them forget about their anguish and agony and provides them with composure and tranquillity. Further, it is also perceived as an instrument of morality. One can learn from literature what to do and what not, whom to befriend and whom not and how to live and how not. For example, Elankovadikal's *Sliapadhikaram* highlights the fact that if anyone, be it an ordinary civilian like Kovalan or a king like Nedunchezhiyan, walks away from the path of righteousness and honesty, they will have to pay a heavy price for it. But at the same time, it elevates the female protagonist Kannaki into the position of god because of her chastity. In addition to that, Thiruvalluvar's *Thirukkural*, the woman poetess Avaiyar's *Aathisoodi* and other works like *Kondraivendhan* and *Naladiyar* offer both enlightenment and ecstasy.

Since literature is perceived as a force of morality, perusal of literature will make one ethical, upright, scrupulous and benevolent. Those who develop inclination or leaning towards

literature will abstain from vices and evilness. To develop orientation towards literature will enhance one's stature. Literature that teaches moral values is called didactic literature.

Literature for Language Development

Ornamental articulation is defined as a feature of Literature. The difference between ordinary language and literary language is that the former simply gets across the message or information to the listeners whereas the latter because of its depth would make a profound impact upon the readers. For one to become an effective communicator, love of language is essential. If learners routinise the habit of reading any literary works, their language skills will increase manifold. Such people will never allow communication gap in their deliveries which occurs due to inadequate or improper expression.

Summation:

This essay has presented the nature and central functions of literature. Being reflective of mankind is the nature of Literature. It offers identity to a society and as an instrument of morality, it prevents people from making mistakes, committing crimes and sins and so on. It depicts the fact that the role of literature is of great value in the creation of an Ideal Society. Furthermore, it also provides language empowerment for people. Considering the fact that literature is an integral part of human life, we cannot afford to bring down its importance.

Exercise

A) Fill in the blanks in the following sentences:-

(i) Study of literature offers ---------- and ---------- to readers.

(ii) Literature is not a mere ---------- of fables and parables. It is much more than that.

(iii) The role of literature is vital in ---------- of a society's traditions and conventions.

(iv) Transfer of a society's way of life takes place through ----------

(v) ---------- is defined as a feature of literature.

B) Find out the meanings of the following words and make sentences on your own by using them:-

(i) Repository (ii) Pastures (iii) Endeavours (iv) Earnest (v) Expatiate upon

(vi) Dictum

C) Answer the following questions:-

1) What are the subjects that Literature highlights?
2) What does Kaniyan Poonkundranar voice in his poem?
3) Write about the moralizing aspect of literature and what is the term used to refer to literature of moral values?
4) Give two examples from Tamil literature for didactic literature.
5) How does study of literature improve one's language competency?

Task I Write an argumentative essay on the significance of social harmony.

Task II

1. Attempt persuasive essay on ways and means to strengthen democracy.

Unit 3

Digital Competence

Listening to interviews (subject related)

Speaking: Interviews with subject specialists (usingvideo conferencing skills)

Creating Vlogs (How to become a vlogger and use vlogging to nurture interests – subject related)

Reading: Selected sample of Web Page (subject area)

Writing: Creating Web Pages

Reading Comprehension: Essay on Digital Competence for Academic and Professional Life.

The essay will address all aspects of digital competence in relation to MS Office and how they can be utilized in relation to work in the subject area.

Unit 3

Digital Competence

LISTENING

Listening Skills:

Listening is about paying careful attention to the speaker's speech, comprehending its language and idea aspects and finally obtaining the central message of the speech without any loss of meaning. Listening is very essential for the enhancement of language skills of learners because it provides the learners with the much-required language inputs with which the learners can very well standardize and finetune their language/ Listening is a passive language skill but it actively strengthens learner's language.

Techniques for inculcating Active Listening:

1. Pay careful attention to the speaker's lecture or speech without any distraction of concentration.
2. Develop zeal for learning the language, particularly pronunciation of words which can be attained only through active listening.
3. While listening, make use of non-verbal signs like smiling and participatory eye-contact.

4. Ensure your active participation in listening to a speaker's articulation by raising questions every now and then.

5. Allow the speaker to complete his or her articulation and then express your ideas.

6. Never deviate from the subject under discussion by posing irrelevant questions.

7. Observe the non-verbal signs of the speaker and attempt to understand what nuances of meanings they get across.

8. Express your clear comprehensionof the speech by your apt, appropriate and relevant responses.

Interview Skills

An interview is an oral examination conducted by an interviewer or more than an interviewer for assessing the subject knowledge, communication skills, Intelligent and emotional quotients and leadership qualities of the interviewer. One who conducts an interview is called an "Interviewer" and one who attends the interview is called an "Interviewee." Interviews are conducted for a wide array of purposes such as giving admission to courses of study (Master degrees and Ph.D. programme) and for employment and so on. For excelling well in interviews, one needs to be possessed of sound language skills. The interviewees who speak confidently at the interviews will make it in the interview.

Interviews are an important dimension od selection process both in private and public sector. Only consistent endeavours at the enhancement of language skills alone will stand the listeners in good stead to perform well at the interviews. Further, shedding inhibition, anxiety, tension and restlessness is also very vital for one's success at the interviews.

Preparatory Exercises:

Vocabulary:

1. **Telecom Revolution** : In August 1984,Rajiv Gandhi hailed as the "Father of Information Technology and Telecom Revolution established the Centre for Development of Telematics (C-Dot) to develop telecommunication technology in India.

2.**Green Revolution**: The Green Revolution in India was initiated in the 1960s by introducing high-yielding varieties of rice and wheat to increase food production in order to alleviate hunger and poverty.

3. **White Revolution**: One of the biggest dairy development movements by the Indian government to develop and help dairy industry sustain itself economically by developing co-operative, to provide employment to poor farmers in 1970.

4**. Orbit** - a regular and repeating path that an object takes around another one.

6. **Static Weaponry -** A static mount is a non-portable weapon support component either mounted directly to the ground, on a fortification, or as part of a vehicle.

7. **Missile program** - The Integrated Guided Missile Development Program (IGMDP) is a programme initated by the Indian Ministry pf Defence Program for the research and development of the comprehensive range of missiles.

8. **PURA** – abbreviation for Providing Urban Amenities in Rural Areas, a programme or concept conceived by Dr.APJ Abdul Kalam to address the employment issues related to people migrating from rural to urban areas.

9. **e-governance**- Electronic governance or e-governance is the application of IT for delivering government services, exchange of information, communication transactions

Listen to the interview of APJ Abdul Kalam to KnowledgeAtWharton about the Indian Economy on the event of Wharton Indian Economic Conference 2008 held in Philadelphia based on the theme "India Imagine."

https://www.youtube.com/watch?v=laGZaS4sdeU

TASKS:

1. This Task can be conducted in pairs. Each pair should create a script for subject related interview and enact it before the class. During each pair's performance, the rest of the class should listen to it and take notes on the same. After the performance, each pair will question the class based on their script to check whether everyone in the class has understood their concept.

2. Prepare another set of transcripts for interview skills and record it and submit it to the teacher. The teacher will play it in class, while everyone listens to each transcript and prepare questions based on the transcript. The teacher can give some time after each video for the students to prepare the questions. These questions must be circulated in class and a mock test/class test can be conducted on the same.

Vocabulary:

I Find out the synonyms (one word meaning) and extended definition (single line meaning) for the following words:

1. Creative
2. Integrated
3. Strategic
4. Structured
5. Transparent
6. Grid
7. Connectivity

II Match the following words in Group A with their Antonyms in Group B:

Group A	Group B
1. Traits	(a) Limited
2. By passed	(b) Incompetent
3. Defeat	(c) Usualness/Normal
4. Multiple	(d) Continue
5. Self sufficiency	(e) Success

III Find out the opposites present in the interview.

IV Answer whether the following statements are TRUE or False.

1. Abdul Kalam has not witnessed the Green and White Revolution.
2. Leaders should work with integrity and succeed in integrity.
3. The President should be constantly in touch with people.
4. Sathish Dhawan took the responsibility for the failure of team mates.
5. A leader should not hand over the success of the team to his/her teammates.

V Answer the following questions in a sentence or two.

1. **What according to Dr.Kalam is knowledge?**
2. **What are the qualities of a leader?**
3. **Who are the visioners that Dr.Kalam had worked with?**
4. **What are three types of PURA?**
5. **What are the three types of Societal Grid?**

Speaking

What is Video Conferencing?

It is a technology or visual communication through which two or more users or individuals from different locations can conduct face-to-face meetings. Video conferencing enables any individual to manage and save time and money. It is used to conduct official meetings, seminars, interviews, training programs, board meetings and for educational purposes. Informal video conferences are called “video call” or “video chat.” The quality of any video conferencing application/software depends on the network strength and speed. Through video conferencing application/software users can converse with each other and will create similar experience like that of direct meeting or a face-to-face meeting. A good Video Conferencing application should be credible and would provide high quality video and helps the users to instantly connect with their audience (Team, Officials, Students, etc.,).

Tools/Equipment required for Video Conferencing:

1. Smartphones / Laptop/ Tablets/ Desktop Computers
2. Web Camera
3. Wifi or Data Connection

Applications/Software used for Video Conferencing:

1. Zoom
2. Google Meet
3. join.me
4. Cisco Webex
5. GoTo Meetings
6. Slack
7. BigBlueButton
8. Skype
9. BlueJeans
10. Whereby

11. Blackboard Collaborate

Uses of Video Conferencing

1. It allows companies or organisations with many branches to connect instantly with each other and work effectively.
2. Video Conferencing helps to save time and money required to attend meetings in person (Direct Meetings). It helps to schedule meetings instantly.
3. It provides features like screensharing, Live Chats/Sessions, White Boards/annotations, etc.,
4. It facilitates virtual meetings.

Video Conferencing Skills:

1. Check data connectivity and strength of the network signal.
2. Select a good Video Conferencing Application or Software that cater to your professional needs/purpose.
3. Maintain proper dress code.
4. Familiarise yourself with Video Conferencing Application/Software for better performance.
5. Avoid chaotic situations or distractions around you.
6. Allow others to convey their opinions before expressing your views. (Listen carefully to others opinions and thoughts. Never interrupt anyone during meetings.
7. Set your workplace with laptop/mobile in a clear background with proper lighting which is essential for a good quality video.
8. Always be conscious about your Body language. Maintain eye-contact during official and professional meetings, seminars, Job interviews, etc. Try to communicate with your audience through gestures, facial expressions etc.
9. Users should respond immediately to any questions posed and provide sincere feedbacks and opinions. This will motivate and encourage others and helps to boast their confidence as well.
10. Check Video and Audio clarity before starting a video conference.
11. Prepare the contents/materials for presentation prior to the online meeting. The contents should be drafted in a concise and precise manner.

12. Conduct a mock video conference with friends and family prior to any important meetings or conferences.

Speaking:

Preparatory Activity:

1. **Setting up a Video Conference call using GoogleMeet.**
   a. Sign in to your Gmail account. If you don't have an account, create one.
   b. If you are using an iPhone or Android Phone, Sign In to your gmail account and download GoogleMeet App.
   c. If you are using a laptop or desk computer, you can create the link by scheduling the meet in the GoogleMeet Apps that is represented by nine dots right next to your email Id Icon or enter into google calender and create a new event and click on to Add Video Conferencing call option and set the date, time and Occasion of the meet and Save it.
   d. A Google meet link will be generated.
   e. Right click on the event information (that you created) that appears on your google calendar. A dialog box with more information of your event with edit, send and delete option appears.
   f. Click on to the mail icon and send a mail to the participants of the meet with the Google Meet link.

Try to create a similar meeting links using other apps (any one listed above) for Video Conference and write a set of instructions on how to set up a Video Conference using that Particular app.

Listen to the Interview with Shashi Tharoor through Video Conference.

https://www.youtube.com/watch?v=QZnRLhP1flo

TASK 1:

Students should prepare a script for the following scenarios and enact it in pairs or as a group using Video conferencing skills.

a. You are given an opportunity to interview a subject specialist belonging to your field of study. Prepare a script for the above situation and enact it.
b. Your Team is in a do-or-die situation, where you all are given a deadline to finish a project in a day's time. Being the Team Head, how would you motivate your team to finish this on time?

Finally, Students can be asked to give a feedback (talk about) on the performance of each team.

Vocabulary:

1. Identify the imperatives used in the above content.
2. Prepare 5 Question Tags related to video conferencing skills. (Refer to the passage given above)
3. Identify the gerund and infinitives present in the above transcript.
4. Identify the Adjectives present in the above transcript.

Vlog

What is a Vlog?

The letter V in the term "Vlog" stands for Video and the word "Log" refers to a Logbook or a Journal entry where people usually record their day-to-day routine or happenings through formal and informal means. In a formal Logbook, people register their Official records, appointments and Schedules in Calendar, maintain official notes and list of work to be done on a particular day. In the Informal Log, people note down their personal experiences in form of diaries and journal, schedule personal appointments in Calendar or Individual or personal things to be completed at home. Hence, a Vlog is an informal video recording of an Individual's personal and every day activities or routine. It captures each and every minute of the individual's life and therefore can be considered as the story of an Individual.

A Vlog is usually treated as a video form of a blog, where people express their personal opinions, thoughts, emotions, and ideas related to a particular topic. Vlogging means "Video Blogging" where people generally tell a story with special focus on the story of their life.

How to Create a Vlog?

1. The Individual has to identify his/her / Identify the area of interest. (Never choose content which is not your cup of tea) Eg. Food, Photography, Fashion, Traveling etc.,
2. Choose the target audience and create the content that would capture their attention. (It should sweep the audience of their feet and bowl them over).
3. Conduct a thorough background study of other Vlogging channels available in YouTube and other Social Networking sites to understand the nuances, techniques of creating a Vlog.
4. A knowledge of already available Vlogs will help the individual to think creatively and come up with a Unique, Original Vlogging style and avoid repetition, where it appears to be a mere copy or imitation of another Vlog.
5. Create a Youtube Channel and Popularise it by following innovative advertising strategies. For Example, create a short movie clip or trailer or preview about the Vlogging Channel.
6. Prepare the essentials or tools for Vlogging.
    - Camcorder/ Camera/ Smartphones (choose equipment/gears which records high resolution video)
    - Microphones
    - Tripods
7. Prepare a Script and record the contents.
8. Edit it using free apps like Windows Movie Maker or purchase other available software. Apps available in iPhone and Androids can also be used for editing.
9. Provide attractive, alluring title for the Vlog with captivating Thumbnail ("A Screenshot from the video").
10. Upload it in platforms like YouTube, Facebook, Instagram Live, Stories, IGTV, Twitch IRL, Dailymotion, Vimeo, Flickr, etc. Choose a Platform that is ideal for your vlog (weigh the pros and cons of each platform before uploading the Vlog).

How to become a Vlogger? How to use Vlogging to nurture Interest?

A Vlogger does not randomly record each and every event/minute in their life. A Vlog is similar to shooting a film/making a movie. The individual films a movie every day –

A movie on the journey of their life. The Vlogger should not merely follow along rather must choose a storyline, and should have a clear idea about what the content of the vlog and also on how to present it. Vlog is more about telling a story through a plot with a proper beginning, middle and end. Therefore, it is necessary to prepare and plan the structure of the plot before shooting the video/vlog. The Vlogger should never feel like a fish out of water in between the shooting of the vlog, so it is mandatory for the vlogger to choose a topic which he/she is comfortable with. As the Vlog is the movie of the Vlogger's life, he or she should be natural before the camera and never develop a cold foot while recording the vlog. Here, the key lies with the vlogger filming himself or herself. They should find creative ways to talk in front of the camera, for example, talking among the crowd, placing the camera on top of a wall or tree or placing it down on the floor. etc. The Camera is not only a tool to connect with the audience, it should be treated as audience (especially while filming a vlog) and hence, the vlogger should directly address the audience and actively engage themselves with the audience.

A Vlogger should not be conscious about his/her surrounding while shooting a vlog. They should focus on themselves and should not be conscious about others' perceptions. They should be confident and believe in themselves. In a nutshell, the Vlogger should not get/develop a cold foot to film the contents of the vlog especially when he or she is shooting it outdoors.

The Vlogger should have a knowledge about various cinematic techniques to film, editing process and a thorough understanding about the workings or functions of the platform (eg. YouTube – YouTube Creator Studio, Tube Buddy, etc.) that they have chosen to upload their videos so that the content would appear more professional. Creativity is the key for vlogging. The Vlogger would find different ways to keep the audience glued to the vlog. The vloggers should film as many videos as possible where each video should convey a "micro-story" (which is essentially a story within a story concept). He/she should have more footages with such micro-stories with a proper structure.

Editing Vlogs:

1. Bring all the footages together and go through each footage to be familiar with the videos.

2. Choose videos that are connected to your storyline. Avoid using videos that donot fit your story.
3. Look out for captivating and interesting videos (running for not more than 10-15 seconds) to capture audience's attention.
4. Familiarise yourself with the editing software. Place all the chosen videos in the timeline of the videos.
5. View the videos objectively to produce better content.
6. Select titles which are relevant to the topic/content of the vlog. Title should not be obscure or vulgar or irrelevant to the topic. (Some channels use irrelevant titles to attract audience as a means to increase the number of views for the vlog but often end up getting negative feedbacks for the same.)
7. Should learn different techniques to advertise their vlog/Vlogging Channel.
8. Check **YouTube Analytics and Google Analytics** to understand the audience's pulse about how long they watch the video for in order to improvise on the quality of the vlog content.
9. Schedule the vlog and post them regularly (eg. Once a week) to gain more viewer base.
10. Should constantly update themselves on improved upgraded technical features or versions of online platforms, editing software, gadgets etc. – Keep up with the trends related to vlogging.

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"What is Vlogging? - YouTube." www.youtube.com

"How to VLOG - Beginners Guide." https://www.youtube.co/watch?v=_qmgl8vhrf4

Preparatory Exercises:

1.Prepare a Short creative Script of your own.

SUGGESTED VIDEOS

https://www.youtube.com/watch?v=4qZaDp2PwO8&t=2s

https://www.youtube.com/watch?v=plWGxQ73pKs&t=834s

https://www.youtube.com/watch?v=nBn1JdHwiIg&t=58s

TASK:

Students can write and present their reviews and analyse the exercises given below.

1. Create a Vlog capturing events that happen in "One day/hour in your Life."
2. Write a review on the vlogs created by your classmates.
3. Choose a Vlogging Channel and write a detail report on it.
4. Compare two different vlogs (different vlogging channels) belonging to the same genre. Review the advertising strategies used by both the vloggers to gain popularity and credibility.
5. Compare two or more vlogs posted at the same period of time and analyse the success rate of both vlogs – list down the reasons for their success or low rate/level of viewers.

READING:

Vocabulary:

New Words	Meaning
Cultural Relativism	ability to understand a culture on its own terms and not to make judgments using the standards of one's own culture
Ethnocentrism	evaluation of other cultures according to preconceptions originating in the standards and customs of one's own culture.
Acculturation	assimilation to a different culture, typically the dominant one
Assimilation	the process of taking in and fully understanding information or ideas.
Syncretism	the amalgamation or attempted amalgamation of different religions, cultures, or schools of thought.
Multiculturalism	the co-existence of diverse cultures, where culture includes racial, religious, or cultural

	groups and is manifested in customary behaviours, cultural assumptions and values, patterns of thinking, and communicative styles
Toponyms	the name of a place

Sample Web Page 1:https://researchguides.dartmouth.edu/human_geography

Sample Web Page 2: https://geographyeducation.org/2020/04/06/geography-and-the-coronavirus/

Sample Web Page 3: https://geographyeducation.org/thematic/03-cultural-patterns-and-processes/

Sample Web Page 1:

B. A SHORT DEFINITION FOR HUMAN GEOGRAPHY:

C.

Human geography is concerned with the study of the interrelationships between people, place, and environment, and how these vary spatially and temporally across and between locations,whereas physical geography concentrates on spatial and environmental processes that shape the natural world and tends to draw on the natural and physical sciences for its scientific underpinnings and methods of investigation. Human geography concentrates on the spatial organization and processes shaping the lives and activities of people, and their interactions with places and nature. Human geography is more allied with the social sciences and humanities, sharing their philosophical approaches and methods (see physical geography for a discussion on the relationship between human and physical geography; environmental geography).

Human geography consists of a number of sub-disciplinary fields that focus on different elements of human activity and organization, for example, cultural geography, economic geography, health geography, historical geography, political geography, population geography, rural geography, social geography, transport geography, and urban geography. What distinguishes human geography from other related disciplines, such as development, economics, politics, and sociology, is the application of a set of core geographical concepts to the phenomena under investigation, including space, place, scale, landscape, mobility, and nature. These concepts foreground the notion that the world operates spatially and temporally, and that

social relations do not operate independently of place and environment, but are thoroughly grounded in and through them.

With respect to methods, human geography uses the full sweep of quantitative and qualitative methods from across the social sciences and humanities, mindful of using them to provide a thorough geographic analysis. It also places emphasis on fieldwork and mapping (see cartography), and has made a number of contributions to developing new methods and techniques, notably in the areas of spatial analysis, spatial statistics, and GIScience.

The long-term development of human geography has progressed in tandem with that of the discipline more generally (see geography). Since the Quantitative Revolution in the 1950s and 1960s, the philosophy underpinning human geography research has diversified enormously. The 1970s saw the introduction of behavioural geography, radical geography, and humanistic geography. These were followed in the 1980s by a turn to political economy, the development of feminist geography, and the introduction of critical social theory underpinning the cultural turn. Together these approaches formed the basis for the growth of critical geography, and these served as the introduction of postmodern and post-structural thinking into the discipline in the 1990s. These various developments did not fully replace the theoretical approaches developed in earlier periods, but rather led to further diversification of geographic thought. For example, quantitative geography continues to be a vibrant area of geographical scholarship, especially through the growth of GIScience. The result is that geographical thinking is presently highly pluralist in nature, with no one approach dominating.

Sample Web Page 2:

The following concepts illustrate the relationship between Humans and Geography in the backdrop of COVID-19 outbreak.

MAPPING:

It helps to refer to the places where the corona virus infection has happened. Mapping of infected zones can be differentiated in different colours. Mapping is about denoting the pockets of the infection and it helps contain the infection and save lives.

ENVIRONMENT: There are a host of unintended consequences in natural systems, and when one part of the system, gets altered, there are some down-stream impacts. This article in the Atlantic discusses some of the environmental impacts of the mass shutdown of normal human activities (1-less pollution, 2-less seismic activity, 3-quiter urban environments).

DEVELOPMENT: The impacts of COVID-19 are clearly uneven; countries and cities that are the most globally connected might benefit usually economically from these connections, but are facing one of the times that this connectivity is a threat to the community. India, by and large through March 2020, managed to avoid making global headlines, but as the world's second largest population with some incredibly dense megacities, many are asking how the Coronavirus will impact India in the coming years.

URBANIZATION:

High density of population in larger cities is cited as a reason for the fast spread of COVID-19 infection. But at the same time small towns with lesser populations have also been hit hard by the infection. Nevertheless, largest cities of the world like London, Washington and Paris have been very severely affected by the corona virus, with many thousands in each city specified above losing their lives to the killer virus.

CULTURE:

Apart from seeing "wearing of masks" as health care parameter against COVID-19, it is also perceived as a cultural issue. There are certain social cultures which perceive wearing of masks as a taboo and which are totally uncomfortable with wearing of masks. People who belong to such cultures need to be educated about the importance of putting on masks.

DIFFUSION:

For the sake of research on COVID-19, its origin was examined and found out that it emanated from Wuhan in China. Too much concentration and emphasis on the place of origin of COVID-19 would lead to the alienation of a certain class of people. It also runs the risk of arousing racial feelings against them. It was fortunate that the place of origin of the virus was not

blown out of proportion. The slogan “stay home” and “stay safe” was popularized so widely that the population of the world began to adhere to it with a great sense of responsibility. As a result, humanity combated this virus with diligence and attempts to come out of it safely. When the battle against the virus is over, mankind will have become far more resolute and firmer than ever before.

Sample Web Page 3:

03-Cultural Patterns and Processes

THREE: CULTURAL PATTERNS & PROCESSES

3.1 Introduction to Culture

- Culture comprises the shared practices, technologies, attitudes, and behaviors transmitted by a society.
- Cultural traits include such things as food preferences, architecture, and land use.
- Cultural relativism and ethnocentrism are different attitudes toward cultural difference.

3.2 Cultural Landscapes

- Cultural landscapes are combinations of physical features, agricultural and industrial practices, religious and linguistic characteristics, evidence of sequent occupancy, and other expressions of culture including traditional and postmodern architecture and land-use patterns.
- Attitudes toward ethnicity and gender, including the role of women in the workforce; ethnic neighbourhoods; and indigenous communities and lands help shape the use of space in a given society.

3.3 Cultural Patterns

- Regional patterns of language, religion, and ethnicity contribute to a sense of place, enhance placemaking, and shape the global cultural landscape.
- Language, ethnicity, and religion are factors in creating centripetal and centrifugal forces.

3.4 Types of Diffusion

- Relocation and expansion—including contagious, hierarchical, and stimulus expansion—are types of diffusion.

3.5 Historical Causes of Diffusion

- Interactions between and among cultural traits and larger global forces can lead to new forms of cultural expression; for example, creolization and lingua franca.
- Colonialism, imperialism, and trade helped to shape patterns and practices of culture.

3.6 Contemporary Causes of Diffusion

- Cultural ideas and practices are socially constructed and change through both small-scale and large-scale processes such as urbanization and globalization. These processes come to bear on culture through media, technological change, politics, economics, and social relationships.
- Communication technologies, such as the internet and the time-space convergence, are reshaping and accelerating interactions among people; changing cultural practices, as in the increasing use of English and the loss of indigenous languages; and creating cultural convergence and divergence.

3.7 Diffusion of Religion and Language

- Language families, languages, dialects, world religions, ethnic cultures, and gender roles diffuse from cultural hearths.

- Diffusion of language families, including Indo-European, and religious patterns and distributions can be visually represented on maps, in charts and toponyms, and in other representations.

- Religions have distinct places of origin from which they diffused to other locations through different processes. Practices and belief systems impacted how widespread the religion diffused.

- Universalizing religion, including Christianity, Islam, Buddhism, and Sikhism, takes place through expansion and relocation diffusion.

- Ethnic religions, including Hinduism and Judaism, are generally found near the hearth or spread through relocation diffusion.

3.8 Effects of Diffusion

- Acculturation, assimilation, syncretism, and multiculturalism are effects of the diffusion of culture.

TASKS:

Divide the Class into groups or pairs. Allot a topic (Choose important terms or geographical terminologies from the above given samples) or ask the students to choose a topic of their choice. Students should write short notes on the terms in a paragraph or two together as group – makes notes (note-making format) first compiling the points given by each and every team member and write short notes based on the notes. Each team should read out their content and should present a minimum of five words on how to pronounce them.

Vocabulary:

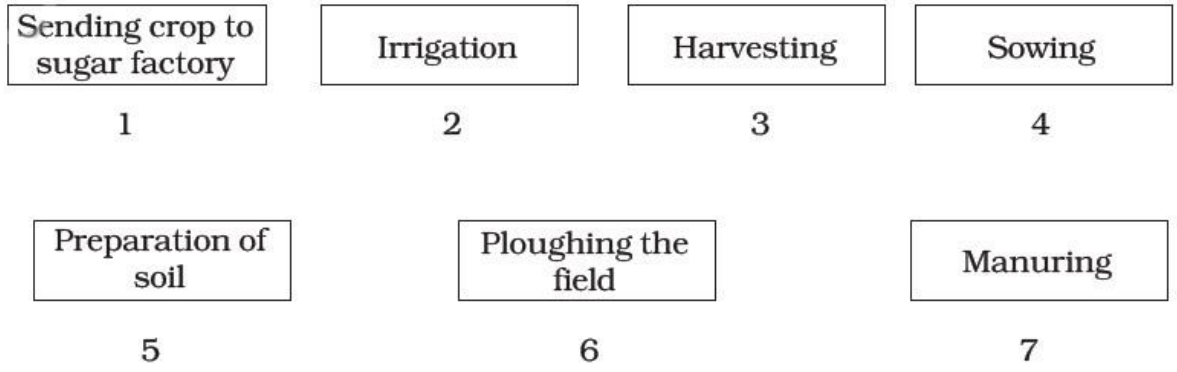
1.List down the **synonyms**

1. Hierarchical
2. Stimulus
3. Contagious
4. Accelerate
5. Diffusion

6. Relocation
7. Hearths
8. Convergence
9. Divergenc
10. Indigenous

2. Pick out words as examples for **prefix and suffix** from the above samples.

3. Arrange the following production of Sugarcane crops in order.



Reading Comprehension:

Read the passage given below and answer the questions following it:

Digital Competence for Academic and Professional Life

Introduction:

Technology oriented/based skills are one of the most requisite qualifications for any job opportunity. The contemporary life conditions with its tremendous technological development have made it impossible for any graduates or job seekers to overlook the need for digital competence skills. Job aspirants are expected to stay abreast of latest technological developments. They cannot afford to be out dated or lag behind as regards advancements in the demain of technology.

Origin and Definition of Digital Competence:

The term "Digital" refers to the numerical data or information feed and stored in Digital or data processing machines especially computers. Liisa Illomaki, Anna Kantosalo and Minna Lakkala in their essay "What is digital competence?" have cited an "OECD project's definition of Digital Competence that "A Competency is more than just knowledge and skills. It involves the ability to meet complex demands, by drawing on and mobilizing psychosocial resources

(including skills and attitudes) in a particular context." (OECD, 2005, p.4). Digital Competence requires a confident, critical, logical, efficient, and effective use of electronic media for personal, professional, academic, social purposes. It also includes an individual's ability to collect and assess information, retrieve and interpret it to either produce or reproduce information by presenting it effectively to share, exchange and communicate the information or data through digital platform. Liisa Illomaki, et.al also state that there are various synonyms like "Technology Skills, Information Technology Skills, 21st Century Skills, Information Literacy, Digital literacy, etc.," which are attributed to the term "Digital Competence" and the existence of these allied terms strongly emphasise on the inevitable nature of technology is to change. Hence, these interrelated concepts are susceptible to constant transformation depending on the changing needs of the society especially in terms of "the practices and the necessary competences." In short, each and every revolution in technology coincides and is influenced by the ever-growing demands socio-economic-political changes.

Attributes of Digital Competence:

It is an all-exclusive term which is not restricted to acquiring IT skills and Knowledge but also involves "social and emotional aspects" for comprehending and utilising the "digital device" in an effective way. Dr.Riina Vuorikari in her essay on "Becoming digitally competent: A task for the 21st – century citizen" mentions the five attributes of "digital savvy," as stated by The European Digital Competence Framework for Citizens (DIGCOMP) that is, "Information Processing, Communication, Content Creation, Safety and Problem Solving." She also claims that digital competence becomes "transversal competence" where it enhances an individual's "skills in Communication, language, Mathematics and Science."

MS Office:

Among many other Applications and Software, it is MS Office skills which are considered basic and fundamental skill and knowledge that has become a necessity and essential requirement for any job specifications. The website titled goskills.com claims that Microsoft Office is a set of applications used for any Office work. Microsoft Office involves applications like Word (creates text files), Excel (creates financial spreadsheets), PowerPoint (creates presentation), OneNote (organises notes), Outlook (program for email and scheduling), Access (database program), Publisher (desktop publishing) and SharePoint (creates websites). An

individual who is an expert in MS Office would gain better job opportunity, productivity, and gain universal affinity whereby it is not restricted to a specific job orientation but can be utilised in any job specialisation.

Use of MS Office by Sociologist at Workplace:

For Example, according to the article on "Computer Applications in Sociology" published in the website on *Encyclopedia of Sociology,* Sociologists use MS Office Software (Word) mainly for "Writing and Publishing" research documents. They use it to prepare Charts, graphs, tables, "typesetting" numerical data or "mathematical equations," designing or "resizing Objects." Apart from using Word Processing for writing and publishing scholarly papers and books it also helps to enhance and improve tools associated with gathering information (data collection) specifically "Questionnaires and codebooks, which allows for rapid production of alternative forms and multiple drafts." In the recent years, MS Word or word processors are upgraded to the extent that documentation has become a very easy process in form of HTML (Hypertext Markup Language) which is easily available online and can be installed as a separate Website. HTML consists of hypertext links which instantly connects us to various types of materials and information available around the global "in a single click" and this happens to be one of the most innovative methods of publishing online.

Any scholarly article or paper in Sociology can be scanned and converted to other forms of text like Optical Character Recognition (OCR). OCR enhances the quality of writing and publishing whereby it will comparatively reduce the possibilities for errors or mistakes in texts or document with constant upgradation in future.Voice recognition software "automatically" records formal interviews, transcriptions (dictations), and notes documented in field works "into computer text files." The translation software records the vocalised sounds and translates it to another language as required by the sociologist (user).

Conclusion

Thus, the article on "Computer Applications in Sociology" claims that apart from using MS Office for writing and publishing, Sociologists have developed and used computer software over the years for various other purposes starting with "communicating electronically (E-mail); for "Statistical Computing and Data Analysis; Accessing, Retrieving and Managing Data; Computer; Computer based Content Analysis, Computer based Simulation Models (which

includes computer supported models for social process), Computer consisted data collection, Visualization and Graphics and for Teaching and Learning."

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"What is Digital Competence?" *IGI Global: Publisher of Timely Knowledge.*https://www.igi-global.com/dictionary/teaching-digital-competence-and-scholarly-communication/7585

Bartlett, Beth. "What are MS Office Skills?" https://smallbusiness.chron.com/ms-office-skills-52465.html

"Digital Competence: The Vital 21st Century Skill for Teachers and Students." *School Education Gateway: Europe's Online Platform for School Education.* 17 Jan. 2020. https://www.schooleducationgateway.eu/en/pub/resources/tutorials/digital-competence-the vital.htm#:~:text=Digital%20competence%20is%20essential%20for,how%20to%20help%20develop%20it.

Illomaki,Liisa, Anna Kantosalo and Minna Lakkala. "What is digital competence?"*In Linked Portal*. Brussels: European Schoolnet. http://linked.eun.org/web/guest/in-depth3

Exercises:

I.Answer the following questions in a sentence or two:

1. Define the term "Digital."
2. What is Competence?
3. Define Digital Competence.
4. List down the synonyms or concepts associated with the term Digital Competence.
5. Difference between Digital Competence and Skills.
6. What is MS Office and how is it used?
7. What are benefits gained by any individual through their expertise in MS Office?
8. How is MS Office applied by Sociologist at workplace?
9. What are the other related softwares used with MS Office?
10. What are the other purposes for which Sociologist use Computer applications?

II. Based on your reading of the text given above, state whether the following statements are true or false.

a) The present day job seekers cannot afford to be computer illiterates.
b) Knowledge of MS office is expected from job aspirants as a basic qualification.
c) There are many synonyms like “Information Literacy” “Digital Literacy” Information Technology Skills” etc., for Digital competence.
d) MS office is not used for writing and publishing

Match the Following:

1.Word	(a) desktop publishing
2. Excel	(b) organises notes
3. PowerPoint	(c) creates websites
4. OneNote	(d) creates financial spreadsheets
5. Outlook	(e) creates text files
6. Access	(f)program for email and scheduling
7. Publisher	(g)creates presentation
8. SharePoint	(h) database program

Writing:

What is a Web Page?

Web pages involves feeding, loading and updating data or substantial materials as a document or text in a Web site. A website usually contains more web pages which are designed using HTML coding.

The Website titled Technopedia defines Web Page as a text or "document" available in World Wide Web which is often recognised through a URL (Unique Uniform Resource Locator). A Website consists of or is made up of many web pages. A Web Browser in a computer or a laptop is used to create a web page. Other tools or features available in the web page are "Style Sheets, Scripts and Images for Presentation." Hypertext links are available to direct, go (navigate) to other Web Pages.

Technopedia briefs that "A Web page is a representation of a document that is actually located at a remote site. The information on a Web page is displayed online with the help of a Web browser such as Internet Explorer, Mozilla Firefox or Google Chrome. The Web browser is connected to the Web server, where the website's contents are hosted through HTTP. Every Web page corresponds to various types of information presented to the visitor in a visual and readable manner."

The Purpose of creating a Web Page:

A Web Page is usually designed to present and furnish data to the audience or viewers which consists of images or video content used to elaborate or explain a central idea or concept. It is also utilised as a means to promote a product or services to the audience.

Basic HTML Coding:

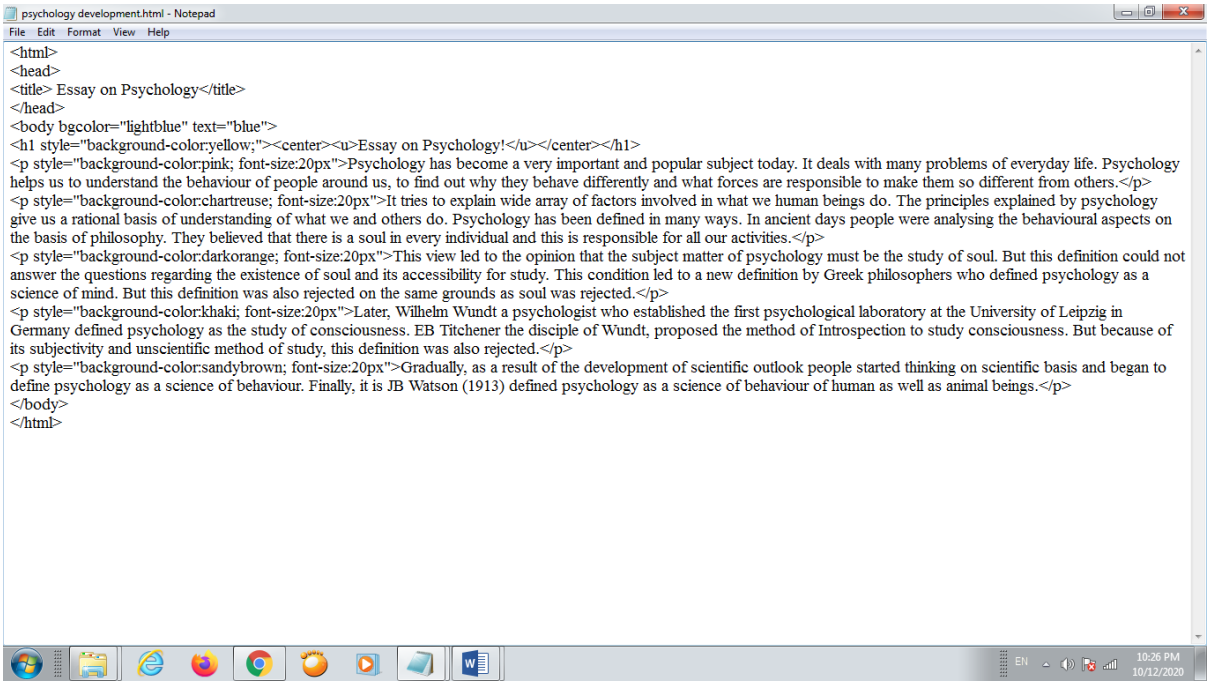
Any HTML document begins with the tag <html>. Each and every tag is placed between the greater and the lesser sign or symbol <>. Each tag consists of an Opening and Closing tag eg. <html> and </html>. The closing tag </html> wraps all the other tags in a text or document. Each Document/text consists of two segments which is the HEAD and BODY. The Head segment is used to highlight the title of the web page which will be displayed in the title bar of

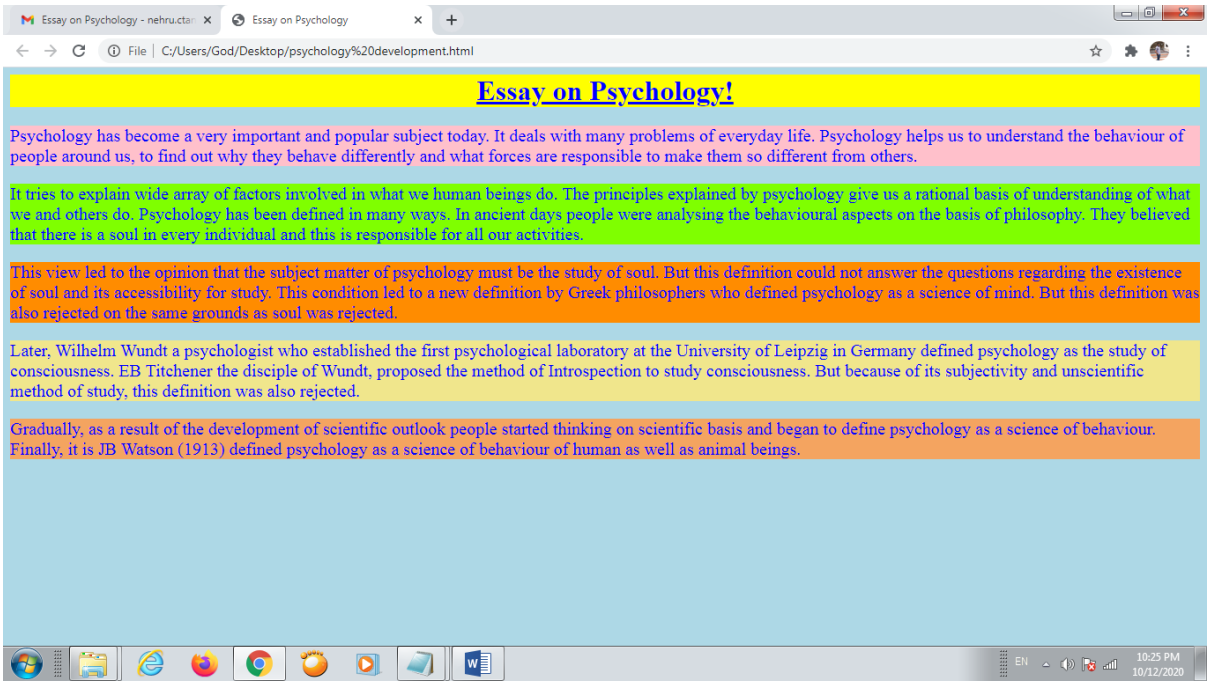
the web browser and is often represented by the symbol or is coded as <head></head> (opening and closing tag) in a HTML document. The Body segment provides all the information, data, materials that should be displayed in the web browser when one views the page. It is often represented by the tag <body></body> (Opening and Closing Tag).

Basic Tags/template to create any HTML document:

Open Note Pad and enter the following tags as presented below.

Example for including Paragraph or essay in Web Page





Codes in notepad

<html>

<head>

<title> Essay on Psychology</title>

</head>

<body bgcolor="lightblue" text="blue">

<h1style="background-color:yellow;"> <u>Essay on sychology!</u> </h1>

Psychology has become a very important and popular subject today. It deals with many problems of everyday life. Psychology helps us to understand the behaviour of people around us, to find out why they behave differently and what forces are responsible to make them so different from others.

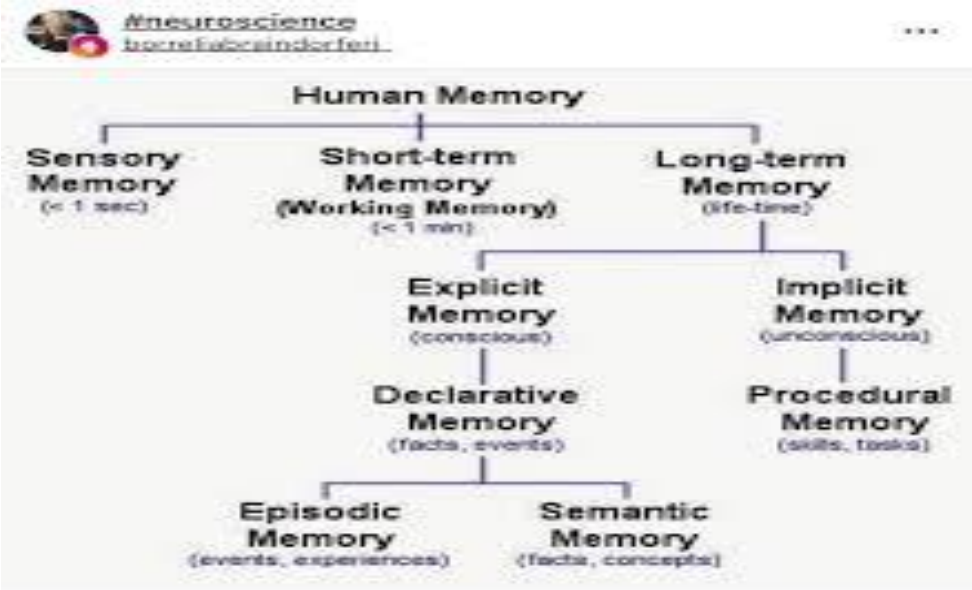
It tries to explain wide array of factors involved in what we human beings do. The principles explained by psychology give us a rational basis of understanding of what we and others do. Psychology has been defined in many ways. In ancient days people were analysing the behavioural aspects on the basis of philosophy. They believed that there is a soul in every individual and this is responsible for all our activities.

This view led to the opinion that the subject matter of psychology must be the study of soul. But this definition could not answer the

questions regarding the existence of soul and its accessibility for study. This condition led to a new definition by Greek philosophers who defined psychology as a science of mind. But this definition was also rejected on the same grounds as soul was rejected.
Later, Wilhelm Wundt a psychologist who established the first psychological laboratory at the University of Leipzig in Germany defined psychology as the study of consciousness. EB Titchener the disciple of Wundt, proposed the method of Introspection to study consciousness. But because of its subjectivity and unscientific method of study, this definition was also rejected.
Gradually, as a result of the development of scientific outlook people started thinking on scientific basis and began to define psychology as a science of behaviour. Finally, it is JB Watson (1913) defined psychology as a science of behaviour of human as well as animal beings.
</body>
</html>

Exercises:

1. Design a Web Page related to any topic of your choice pertaining to your subject area.
2. Describe the following in a paragraph or two.



https://in.pinterest.com/pin/608197124663251502/

3. Write a set of **instructions** to be followed by a psychologist

(a) to identify the symptoms for depression

OR

(b) the treatment for depression

4. Write an **Essay** on the causes and effects of stress on the body/ the impact of stress on body/health. Make **Notes (note-making)** based on the essay that you have written. Finally, create a **Mind Map** out of the **Essay and Notes (note-making)** that you have prepared.

5. Write a set of **recommendations** for patients (a) on how to reduce Anxiety OR (b) on how to control eating disorders.

Unit 4

Creativity and Imagination

Listening to short (2 to 5 minutes) academic videos (prepared by EMRC/ other MOOC videos on Indian academic sites – E.g. https://www.youtube.com/watch?v=tpvicScuDy0)

Speaking: Making oral presentations through short films – subject based

Reading: Essay on Creativity and Imagination (subject based)

Writing – Basic Script Writing for short films (subject based)

- Creating webpages, blogs, flyers and brochures (subject based)
- Poster making – writing slogans/captions(subject based)

UNIT4. 1. Creativity and Imagination

Academic listening

Task : In pairs, discuss your responses to the following questions.

1. How do microbes benefit the environment?

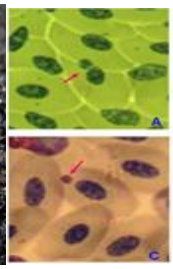
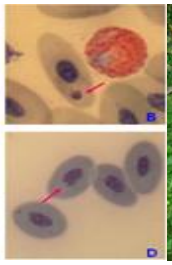
2. Do you think we can live without microbes?

3. Imagine what would happen if all microbes were destroyed from

the environment?

I. Pre-listening Task:

Associate your ideas with the word 'micro' along with the pictures given below and list it in the blanks given:

1._____ 2. _____

3._____ 4. _____

5._____ 6. _____

While Listening:

What is academic listening?

Academic listening is a special kind of listening skill, which helps the learnersto encounter, understand, learn, discuss, and remember new ideas.Academic listening consists content with different forms of multimedia like audio tracks, video clips, web pages and

activities like tasks, games, experiments, surveys in order to make listening more engaging and more motivating for the students in an integrated manner with elaborated style of thinking.

II. **Activity: Listen to this academic video prepared by EMRC:**

https://www.youtube.com/watch?v=XlOHEumNf4U

Post Listening Task 1:Recall the information presented in the video.

III. Task 2: State whether the statements are true or false from the above listened video clip.

1. Microbes are not present on the surface of our body, inside of a body, in the food we eat, in the water we drink and the air we breathe.
2. Microbes used food and fermentation industries.
3. Immunology is the study of nervous system
4. Growing of animal cells on artificial medium in a controlled environment is done to understand the functioning of cells.
5. Microbiology does not touch our lives in all dimensions.

4. 2. Speaking: Making oral presentations through short films

In this globalized world, every profession is involved in some aspects of communication which usually involve gathering, analysing, and distributing scientific and/or technical information efficiently and accurately for specific audiences.Making oral presentations through short films links all four aspects of communicative skills (LSRW).Short films act like a bridge between language study and language use. It demonstrates one's potential to communicate through real-world experience between the audience and the presenter. It helps to build creativity, critical thinking and teach life-long skills both personally and professionally.

What is a short film?

A short film is any motion picture that runs from fifteen seconds to forty five minutes in length. It expresses a single concept with unique ending.

Basic instructional design for oral presentation through short films:

- **Plan**-Plan the topic with important events with focus to your presentation. An oral presentation should never be a monologue, but an active dialogue in verbal communication. Firstgreet the audience andintroduce yourself.Explain the purpose of your talk.Start by introducing the topic.Outline the main points.State your purpose and announce the outline of your presentation in very simple and precise language.

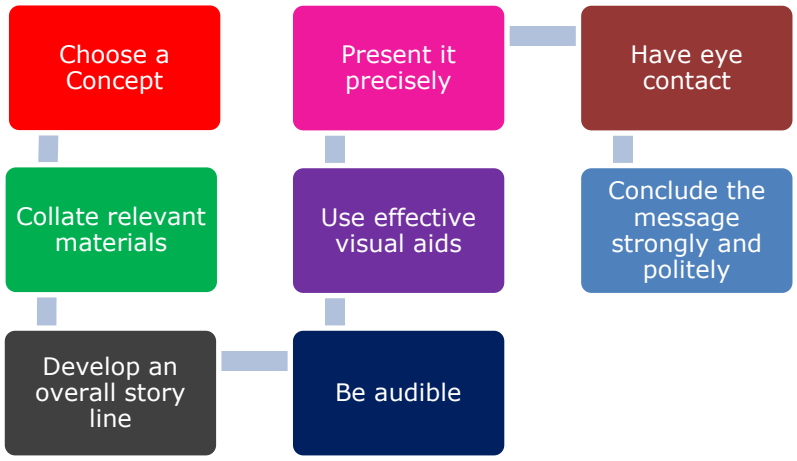
- **Structure** – The information in the body needs to be well-structured. State main ideas clearly. Use visual aids to engage the interest of your audience. It could be in chronological order, theme or order of importance.

- **Prepare**–The first thing to be done when preparing a spoken presentation is to identify the audience as precisely as possible. Prepare the oral presentations with key points within time limit. The presentation can have one of these aims: to inform, to persuade, to teach.

- **Present** - Shape the presentation by organizing and selecting the arguments or pieces of information within the time allotted. Introduce appropriate visual aids to impose its effect on the audience. During the presentation a presenter need to face the audience - maintain eye contact with the audience as much as possible.Use natural hand gestures,look presentable and speak in a clear and audible voice.

- **End** - Prepare a closing summary with main points and give a strong concluding remark that reinforces why your information is of value. It reaffirms the connection between the audience and the material presented. Invite questions from the audience at the conclusion of your presentation. Respond to questions politely and briefly.

PROCESS RECAP



Activity:

Watch BABY –An Experimental Short Film about the beginning of life

https://www.youtube.com/watch?v=eYSu2ochlE4

Task 1:

- **Discuss in pairs about how did the film make you feel?**
- **What aspect of the film did you most engage with?**
- **What will you remember?**
- **What does it make you think about?**
- **Would you watch it again? Why/why not?**
- **How would a second viewing be different?**
- **What would you focus on?**
- **How would different people view this film differently (dependent on gender, age, ethnic background, worldview, etc)?**

Task 2

Prepare a power point presentation with inclusion of pictures and videos of about 5-8 minutesof your own interest based on your subject.

IV. Source: https://www.youtube.com/watch?v=selYsj94RQg(A video on how to record a PowerPoint Presentation with Voice-Over Narration and Saving it as a Movie File)

UNIT 4. 3 - Creativity and Imagination

Introduction:

Creativity surrounds us and expresses itself in the form of innovative ideas in our everyday life. It is a skill that can be practiced daily to solve life's problems as well as discover its opportunities. In fact, it is the ability to apply reason and logic to new or unfamiliar ideas, opinion or situations.

Creativity Defined:

There is a common misconception that creativity belongs to a few gifted individuals, or it pertains to the field of arts. As a result, many who do not consider themselves as the artistic type neglect the development of their creative skills. Let's look at what defines creativity. To be creative means turning new and imaginative ideas into reality. The Dictionary defines creativity as 'the ability to transcend traditional ideas, rules, patterns, relationships, or the like, and to create meaningful new ideas, forms, methods and originality" It is also defined as ' progress, or imagination'. As a matter of fact, creativity is characterized by the ability to see the world in new ways, to make connections between seemingly unrelated phenomena and to generate solutions.

As we have seen earlier, creativity should not be tied to a specific discipline or a craft, it is indispensable everywhere. It is pertinent in arts, entertainment, business, mathematics, engineering, medicine, social sciences, and physical sciences and is the cornerstone of civilization.

Reflections on Creativity:

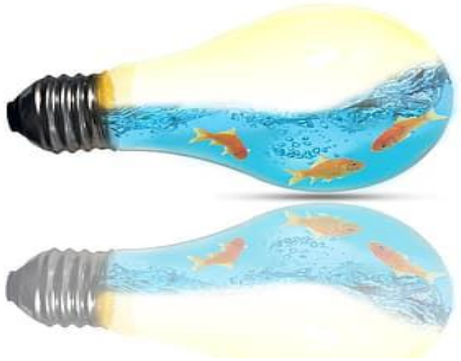
It is important to define creativity because it can mean different things to different people. If you refer to the thesaurus, you will find the following synonyms for the word 'creativity':

Cleverness	imagination	imaginativeness	ingenuity	inspiration	
genius	inventiveness	originality	resourcefulness	talent	vision

The word 'creative' is associated with being

inventive	imaginative	innovative	original	artistic	expressive
inspired	visionary	productive	prolific	talented	
gifted	resourceful	quick-witted	ingenious	clever	
smart	unconventional	unorthodox	a genius		

Difference between Creativity and Imagination:



Have you ever wondered how creativity manifests itself? Do you know how the inventions come into existence? What is the basis for creative thinking? **Creativity** relies on imagination, the conscious representation of what is not immediately present to the senses. Remember your imagination is not only an artistic influence but can inspire you as a person or others to add development to your lifestyle, business or work ethic. While **imagination** is the process of seeing the world in new ways and finding the hidden patterns.Creativity helps in converting your new and imaginative ideas into reality. People who believe in imagination cross the boundary of "usual" and "normal" are able to think outside the box. More importantly, if you have ideas, but don't act on them, you are only imaginative but not creative.

Students of science classes usually get the idea that involve careful observation and analysis of data to test hypotheses. One thing that remains shrouded in mystery, is how scientists decide on the particular question and give anexact answer? You might be surprised to know that they involve in creativity and come out with logical reasoning.

The natural world is highly complex, and really big. Interesting scientific problems (like curing cancer) are usually too difficult to solve directly. The art of being a scientist involves continually re-imagining these big problems, mentally breaking them down into smaller, solvable parts, and then speculating about which of these smaller parts might be key to cracking open the whole subject. In other words, a scientist must imagine, in advance, possible outcomes from different observations, and design a research study that might help to decide between different hypotheses.

How is creativity possible in science?

Logical thinking is always a part of the creative process in any field, from art to science to business. Creativity is not only the ability to come up with new ideas, but also narrowing down those new ideas to focus on one that can be elaborated. Creative people in any field come up with new ways of looking at the world.They constantly ask, "What if...?" But it doesn't stop

there. After a creative person asks "What if...?" they then go on to logically think through the consequences.

Science is creative in much the same way as art, music, or literature are creative.In Science discipline, individuals have to use their imagination to come up with explanations. The explanations should be well informed.They must not be mere guesses. As Peter Medawar explained, "Scientists are building explanatory structures, *telling stories* which are scrupulously (carefully) tested to see if they are stories about real life" (Medawar, 1984, p. 133, emphasis in original). By "telling stories," Medawar does not mean that scientists' are just making things up out of nothing. He means that scientists' piece together bits of information in a way that makes sense, the way writer's piece together characters and events. But a scientist's job doesn't end there. The story they've told is rigorously tested to see if it makes sense in the context of real life.

Conclusion:

Success in science requires a creative mind. Some of the most important questions in science are either too large or too complex to answer directly.So scientists break them down into smaller, solvable questions. Scientists use creativity to determine which questions are likely to yield results or and which will not. They imagine possible answers to their questions, and devise ways to test those answers. To be creative, science students should be curious to know what will happen next throughtheir creativity and imagination through experiments,show interest in their observation and finally try to bring their creative brilliance in reality .

Suggested Reading

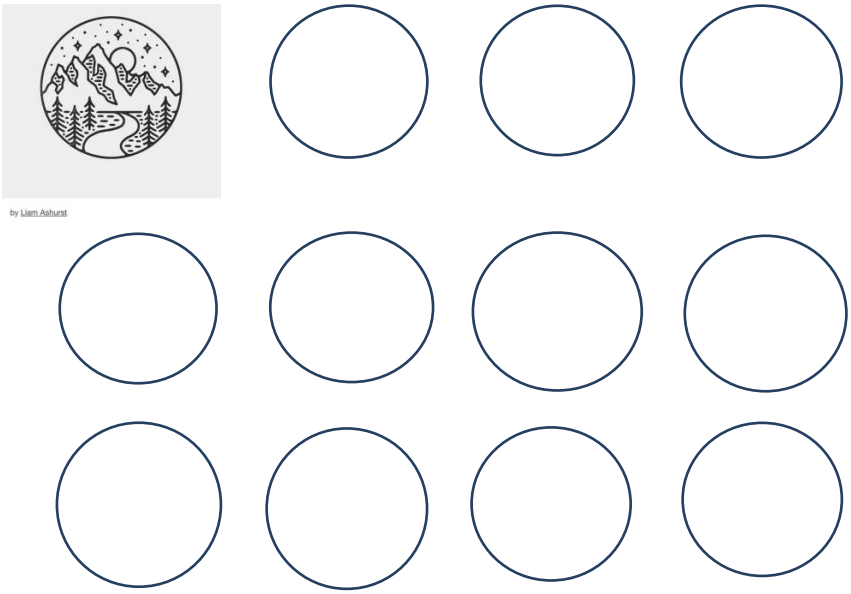
1. Bono, Edward de. 1990. *Lateral Thinking: A Textbook of Creativity*. London: Penguin Books.
2. Hussain,S. 1988. *Creativity, Concept and Findings*. Patna: Motilal Banarasidass.
3. Clear,James. Creativity: How to Unlock Your Hidden Creative Genius. .https://jamesclear.com/creativity
4. Medawar, P. B. (1984). Pluto's republic: Incorporating the art of the soluble and induction and intuition in scientific thought. Oxford: Oxford University Press.

Task 1: Answer ALL the questions:

1. Explain the difference between creativity and imagination.
2. How do scientists find solutions with logical reasoning?
3. Why creativity and imagination is important for science students?
4. What is Medawar's explanation on "telling stories"?

5. Creative people in any field come up with new ways of looking at the world. Explain.

Task 2:Complete the incomplete circles using your creativity and imagination. First circle has been done for you:



Task 3: Read on how Rene Theophile Hyacinthe Laënnec invented the stethoscope.

UNIT 4 – 4.Script Writing

Source: https://www.masterclass.com/articles/how-to-write-a-film-treatment-in-6-steps

A short film is just a short movie with a clear, compelling story.It is an excellent fun side-project for the beginners. A short film can be live-action, animated, or computer generated. Like feature films, short films tell closed-ended stories with a distinct beginning, middle, and end. The best short films have a clear focus and are economical with their storytelling, utilizing only one or two locations and few characters.

Scientific Script Writing for short films:

1.Brainstorm. Jumpstart your creativity remembering any images or events from your childhood. Fix the genre or the style that you want to write. Once, the idea is fixed write down whatever comes to your mind.

2. Research – It is the vital aspect for Sciencebased genre. The film maker has to research the fact in order to give accurate data for the audience.

3.Outline -Begin to outline the idea for the film. Like feature films, short films too have a beginning, middle, and end. This brings the overall structure of the film.

4.Write your first draft - Now that you know the shape of your story, start writing the first draft of your short film script with screenplay structure.

5.Rewrite the script- When you start writing the second draft, you might find to restart the process and create a new outline. Once the story is solid, start refining the dialogue for the scenes.

6.A picture is worth a thousand words - As you write, think creativeimages and captions. Science offers beautiful and unusual images that can help readers visualise what you are writing about. Spend time on catchy and informative captions — they are indispensable entry points into your story.

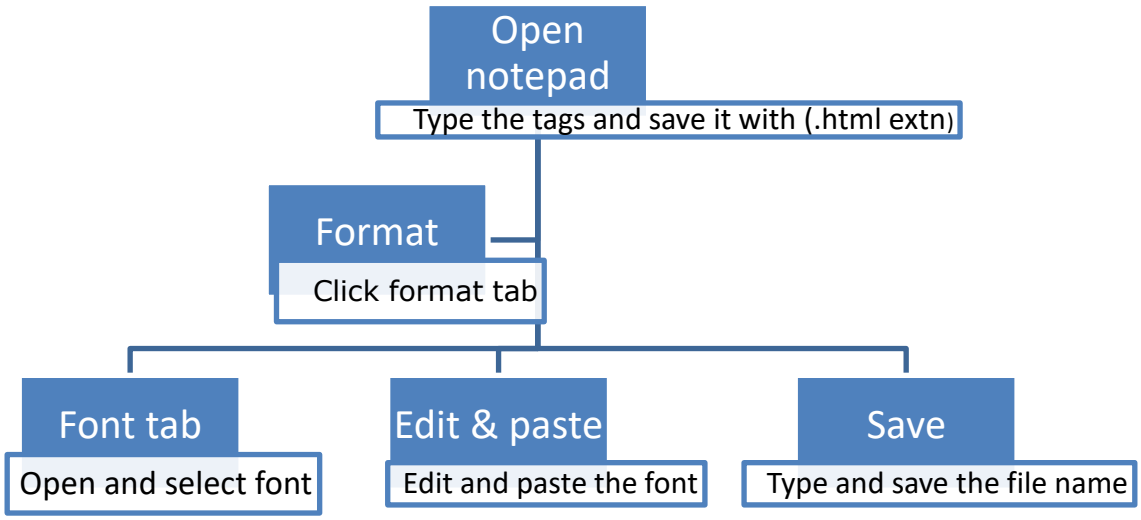
V. Task 1: Watch the video Science and Storytelling | Lucy Hawking | TEDxSalfordhttps://www.youtube.com/watch?v=E7K-qlQVpgE

What is a web page?

A **web page** (or **webpage**) is a specific collection of information written in HTML (hypertext markup language) and are translated by your Web browser. Web pages can either be static or dynamic. Static pages show the same content each time they are viewed. Dynamic pages have content that can change each time they are accessed. Each web page is identified by a distinct Uniform Resource Locator (URL).

Please note: Webpage is from Website. A Website is a collection of pages. A Webpage is an individual HTML document.

How to create a web page?



Source: https://www.youtube.com/watch?v=ejdY-ef_Yf0

Activity: Design a webpage on your own with creative titles.

Task 1: Creative people look at things differently.Write a script based on extinct species.

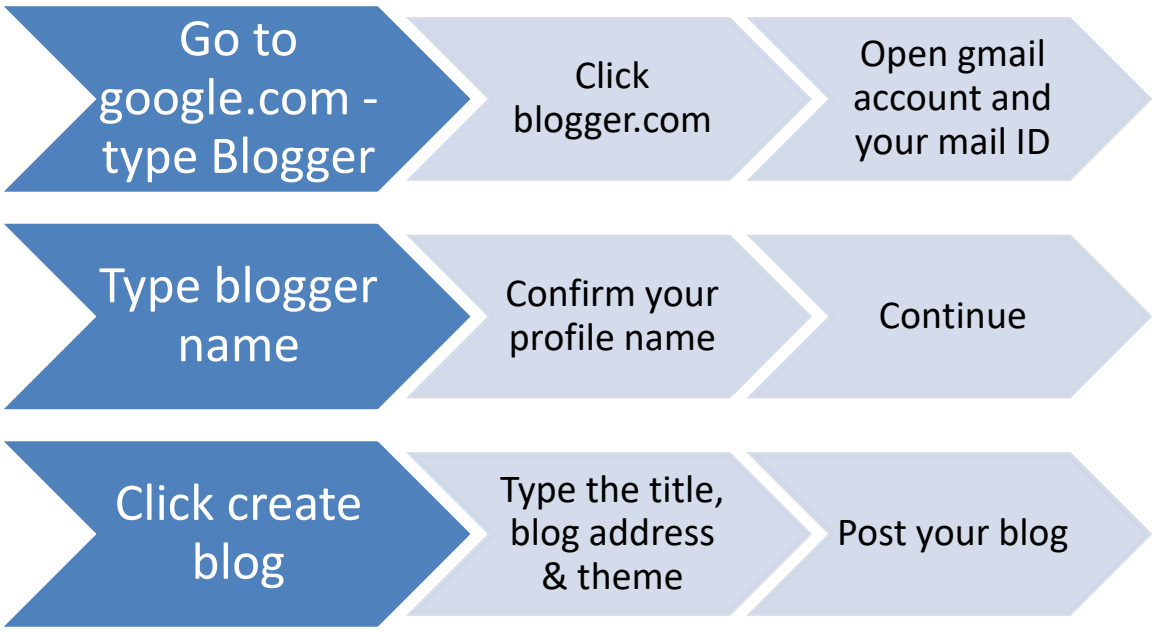
Blogs:

A blog, an online journal in which you share your thoughts about a particular subject with readers.

How to start writing science blogs?

- Exactly what is it that you have found out?
- What methods have you used?
- Why is this research important, and why should my target audience be interested?
- What environmental benefits might this research bring?
- Will this research lead to more sustainable technology?
- Will it lead to less expensive and/or safer technology?
- What is your or your group's contribution to this field internationally?
- What is needed for this technology to be applied/commercialised?
- Is this project relevant to others in the industry? Will it enable us to attract new clients and win new projects?

How to create a blog?



Source: https://www.youtube.com/watch?v=X2-v-NnZrVE

Activity: Create, write and post your desired topics in your blog.

Task 2: Write about the importance blog creation and its uses.

What is a Flyer?

A **Flyer** is usually a single, unfolded printed sheet that is **used to** draw attention to an event, service, product or idea. A **flyer** usually contains a very simple message that can be conveyed quickly.

https://www.postermywall.com/index.php/posters/search?s=science%20fair%20flyer

How to make flyers?

1. **Include the basics**

   Make sure your flyer states the who, what, where, and when of what you're trying to communicate.

2. **Go for eye-catching imagery**

   Flyer design is important, and images speak for themselves and can go a long way to communicating tone and feel. You can use your own imagery or choose from thousands of royalty-free photos we provide for you

3. **Keep it brief**

   When it comes to text, less is more. Be brief. Be concise. Be powerful with your words. Choose your words carefully and make each one count.

4. **Take theme into account**

   Think about what feeling you want to evoke with your flyer. Be mindful of the thematic elements of what you're trying to promote. The images, colours, text you use in your flyer should be theme-appropriate.

5. **Let readers know what to do next**

   Include links, contact information, or a strong call-to-action to let readers know how to learn more.

   Source:https://www.youtube.com/watch?v=dGqpurykz3w

Task 3: Make a flyer for science exhibition to be conducted in your department.

Brochure:

A Brochure is a single foldable sheet used by marketers to highlight a product, company or service. They are one of the most common and effective tools used by businesses and organizations for relaying

information or announcements to a wide audience. Brochures are distributed in many different ways: as newspaper inserts, handed out personally, by mail or placed in brochure racks in high traffic locations especially in tourist places.

Source: https://in.pinterest.com/pin/448811919100082233/

How to make a brochure?

Write concisely. Your brochure should focus on one product or service. A trifold brochure only has space for about 350-450 words, so keep words, sentences and paragraphs short. Include only the most relevant information, leaving some white space and images.

Science Brochures:

While making science brochure design, follow three elements:

1. Target audience / people. Be clear for whom you are creating a brochure. Think about marketing concept, what makes an ordinary people while reading your scientific articles. To test, whether you understand your client's needs, ask yourself a simple question: "For what a person really ready to pay money?".
2. USP (unique selling proposition).You must clearly understand your positioning, how to differ from competitors. It should be something that distinguishes you from rivals for the better.
3. Target action. The target action is what the user must do after reading. If you don't offer people any action, the customer could close your science brochure design ideas and leave it.

This is what your brochure for science should convey.

Source: https://www.youtube.com/watch?v=Gjev8RkqO1k

Task 4: Design a brochure for your science lab.

POSTER

Poster is another visual to reach the people with specific message. Posters are usually displayed at a height that makes it visible to viewers. So, content and structure are important in a poster.

Source: https://www.amazon.in/Tamatina-Health-Posters-Coronavirus-Precautions/dp/B085ZZQRJJ

<u>Instructions to create a poster.</u>

- Decide on the size of the poster
- Make sure it is readable from a distance.
- Create Some Contrast.
- Consider the location of display.
- Let the image be large and catchy.
- Make good use of space in the poster.

Scource: https://www.youtube.com/watch?v=AwMFhyH7_5g

Task 5: Design a poster with effective slogans on the importance of cleanliness

Professional English – Life Science – Teachers manual

UNIT – 4 - 1. Academic Listening

II. Pre-listening Task:

Associate your ideas with the word 'micro' along with the pictures given below and list it in the blanks given:

1. Microscope
2. Microbes (different types)
3. Microinjection
4. Microflora
5. Microfauna
6. Micronuclei

Post Listening Task 1:Recall the information presented in the video.

Ask the students to recall the information that they saw in the video.

VI. Task 2: State whether statements are true or false from the above listened video clip.

1. False
2. True
3. False
4. True
5. False.

4.2. Speaking: Making oral presentations through short films

Task 1:

- **Discuss in pairs about how did the film make you feel?**
- **What aspect of the film did you most engage with?**
- **What will you remember?**
- **What does it make you think about?**
- **Would you watch it again? Why/why not?**
- **How would a second viewing be different?**
- **What would you focus on?**
- **How would different people view this film differently (dependent on gender, age, ethnic background, worldview, etc)?**

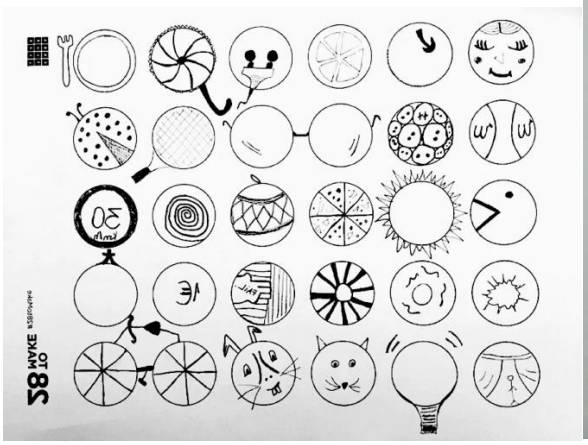
Encourage and provoke the students to speak about their thoughts through above mentioned questions.

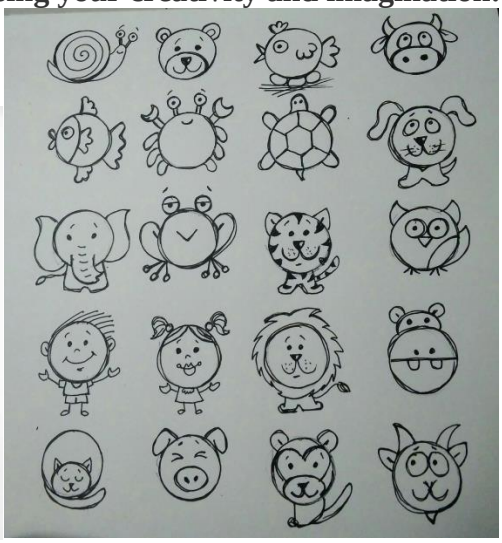
Prepare a power point presentation with inclusion of pictures and videos of about 5-8 minutes of your own interest based on your subject.

Ask the students to follow these steps to prepare the task 2.
Source: https://www.youtube.com/watch?v=selYsj94RQg (Recording a PowerPoint Presentation with Voice-Over Narration and Saving it as a Movie File)

UNIT 4. 3 - Creativity and Imagination

Task 1: Complete the incomplete circles using your creativity and imagination:





Task 2: **Task 1: Answer ALL the questions:**

6. Explain the difference between creativity and imagination.
7. How do scientists find solutions with logical reasoning?
8. Why creativity and imagination is important for science students?
9. What is Medawar's explanation on "telling stories"?
10. Creative people in any field come up with new ways of looking at the world. Explain.

Task 3: Read on how Rene Theophile Hyacinthe Laënnec invented the stethoscope.

Suggest some more names of the scientists, related to your subject to your students.

UNIT 4 – 4.Script Writing

Task 1: Creative people look at things differently.Write a script based on extinct species

Kindle the interest of the students to write on their own, imagining themselves as a scientist.

Task 2: Write about the importance blog creation and its uses.

Task 3: Make a flyer for the conference to be conducted in your department.

Task 4: Design a brochure for your science lab.

Task 5: Design a poster with effective slogans on the importance of cleanliness

Unit 5

Workplace Communication& Basics of Academic Writing

Speaking: Short academic presentation using PowerPoint

Reading & Writing: Product Profiles, Circulars, Minutes of Meeting.

Writing an introduction, paraphrasing

Punctuation(period, question mark, exclamation point, comma, semicolon, colon, dash, hyphen, parentheses, brackets, braces, apostrophe, quotation marks, and ellipsis)

Capitalization (use of upper case)

UNIT-5

Listening

Preparatory Activity I

Listen to the teacher who reads out the mock interview carefully and note down a few key words

https://www.thebalancecareers.com/job-interview-questions-and-answers-2061204

Listening to Interviews

A carefully structured interview is purposed to select applicants who may be predicted to be the best assets for the growth of an organization. This is what makes an interview vital. In addition to gaining basic information about the prospective employee it also is the platform to decide whether the candidate can be considered for further processing.

Types of Interview

There are several types of interview;

1. Unstructured (Nondirective) Interview.
2. Structured (Directive) Interview.
3. Situational Interview.
4. Behavioural Interview.
5. Job-related Interview.
6. Stress Interview.
7. Panel Interview (Board Interview).
8. One-On-One Interview.
9. Mass Interview (Group Interview),
10. Phone Interview

Unstructured (Nondirective) Interview

In unstructured interviews, there is generally no set format to follow which means that the interview can take various directions. Here there is a scope for the interviewer to ask questions beyond the focus areas allowing the space to build on the answers. Probing and open-ended questions are asked, and the questions may be customized based on the candidate's responses.

Structured (Directive) Interview

In a structured interview, the questions are decided beforehand and marks are allotted for the acceptable responses. These questions are mostly job related and will be the same for all the participants.

Model Interview Pertaining to World Economy

1.Can you mention some global trends which will shape the economy of the world in the next five years?

The answer should analyse the link between global trends and economic impact which requires the candidate's critical thinking skills. Contemporary examples may be drawn from politics, energy, or technology.

2. How can economic date be communicated effectively??

For this question, the data should be visualized in the form of a pie chart or a bar diagram or a graph. This kind of visualization will be the best way to communicate data to the listener.

3. What is the most important quality that an economist must have according to you?

Since the economist should be able to express theoretical ideas in a way that it is practically relevant, the ability to convert complex ideas into simpler forms is an important skill.

4. Do you have the habit of reading? How often do you read? What is the book that you are at present engaged in?

You must be prepared to take on a question such as this. Reading is very important habit for an economist. You should read anything from current affairs to history books. This will give you a comprehensive understanding of the big picture of economics.

5. What are your weaknesses? Was there a time you mad a huge mistake due to your weakness? How did you overcome or address this?

Identify three weaknesses that you have and interpret how they can be detrimental to a situation. Then evolve your answer to show how one weakness proved to be your strength. Select a good example from your life for this question as this is again a common interview question.

A. Answer the following questions based on the Interview given above.

1. What is the significance of the first question of the interviewer?
2. What is the connection between global trends and economic impact?

3. What is presented as the most important quality of an economist?
4. How should you be prepared to answer the question about reading?

B. Fill in the blanks.

1. The first question of the candidate is related to _____,_____ and_____.
2. The candidate's answer regarding problem solving skills is pertaining to _____.
3. The candidate considers _____ to be important to excel in the field of economics.
4. _____ is a very important attribute of an economist.

Exercise I

Listen to the Interview being read by the teacher

Interviewer : Good Morning, Ravi. I am Anand.

Interviewee : Good Morning.

Interviewer : How are you doing?

Interviewee : I am doing fine. Thank you.

Interviewer : Anand, let us start the interview. Are you ready?

Interviewee : Yes, I am.

Interviewer : First, let me properly introduce myself. I am the Finance Department Manager. There is a position opening in my department which needs to be filled immediately.

Interviewee : Please, tell me a little bit about the position.

Interviewer : It is an entry-level position. The new employee will be working with the Accounting department and the bank.

Interviewee : What type of qualifications do you require?

Interviewer : I require a four-year college degree in Finance. Some work experience would be helpful.

Interviewee : What kind of experience are you looking for?

Interviewer : Doing office work is good. I do not require a lot of experience since this is an entry-level position. I am willing to train the new person.

Interviewee **:** That is great!

Interviewer **:** John, tell me a little bit about yourself.

Interviewee **:** I was a student at Madras University, and I just graduated with a Bachelor's degree in finance. I have two years of experience as a payroll staff.

Interviewer **:** What are you looking for in a job?

Interviewee **:** I have learned a lot of Finance theories at school, and now it is time for me to put them into practice.

Interviewer **:** Anything else?

Interviewee **:** I also hope that it will help me grow in my field.

Interviewer **:** What are your strengths? Why should I hire you?

Interviewee **:** I am a hard-working person and a fast learner. I am very eager to learn, and I get along fine with people.

Interviewer **:** OK. Now for some pertinent questions about your work culture. You do not mind workinglong hours, do you?

Interviewee **:** No, I do not.

Interviewer **:** Can you handle pressure?

Interviewee **:** Yes, I can. When I was going to school, I took quite a few courses each semester while working at least twenty hours every week. And, I handled that situationpretty well.

Interviewer **:** Do you have any questions for me?

Interviewee **:** No, I think I have a clear understanding of the job. I believe that I can handle it with ease, and I hope to have the opportunity to work for you.

Interviewer **:** Anand, nice meeting you. Thank you for coming.

Interviewee **:** Nice meeting you too. Thank you for seeing me.

A. Answer the following questions.

1. What is the interview for?
2. How far should the candidate be qualified for the job?

3. Is prior experience required for the job?
4. Is there any mention about salary in the interview? If so, how much?
5. What qualities does the candidate present as his strengths?

Speaking

Preparatory Activity I

Speak about the basics of your subject for about three minutes:

- History
- Economics
- Sociology
- Psychology
- Political Science
- Literature

Mock Interview

What is a mock interview?

A mock interview is a simulation of a real interview. A mock interview involves acquainting potential job candidates with various interview settings and helping them to prepare their responses to commonly asked interview questions.

The real-life scenarios of an interview that takes place in person or in a group or via telephone can be realized in a mock interview. You will be able to make a note of how you perform and what you can do to improve both your verbal and non-verbal communication skills.

Any one can be asked to conduct a mock interview for you but having a professional to conduct a mock interview will be of great benefit. You need to contact professionals and student counsellors help you experience a mock interview. Just be prepared to accept criticism when it is warranted and work at rectifying your shortcomings.

What are the benefits of mock interviews?

The main purpose of a mock interview is to get accustomed to the environment of an interview. This will help you to deal with the stress that is associated with a real interview. You will familiarize yourself with the common questions asked in an interview and will be prepared to tackle the different responses in a real situation. This exercise will prepare you to answer any question in a natural conversation like manner without expressing nervousness or stress.

Model Mock Interview

HR: Hi Prema, thanks for coming today. I'mVijayaIllia. Nice to meet you.

Prema : Hello, I'mPrema Nanda. Nice to meet you, too.

HR: Are you familiar with the information related to this job?

Prema : Yes, I read the details and it sounds interesting.

HR: Tell me something about your education.

Prema : I have a master's degree in commerce from the University of Madras.

HR: Great. Could you tell me more about your experience?

Prema : At present I work in the department of sales and I have completed several projects of which I was the team head in one. I am engaged in networking with customers.

HR: For how many years have you been in sales?

Prema : I've been in this position for two years and later moved on to marketing.

HR: Tell me something about your hobbies and interests.

Prema : I read a lot. I am a voracious reader. I also have a blog where I write my thoughts on pertinent topics. I am also a fitness freak, so I spend my free time learning yoga and doing exercise.

HR: Why do you think you will be the right candidate?

Prema : I enjoy marketing as it involves using all your expertise and experience to market and sell your products. That is an accomplishment worth working for.

HR: Thank you Prema. Nice talking to you. We will get back to you soon.

Prema: Thank you.

Exercise I

A. Complete the following dialogue considering it a mock interview for a job.

Personnel manager : Hi Arun, thanks for coming today. I'm Nidhi. Nice to meet you.

Candidate : Hello, I'm Arun. Nice to meet you, too.

Personnel manager : How did you come to know about this offer?

Candidate : Well, it was through LinkedIn that I came to know about this and it sounded very interesting.

Personnel manager : Tell me something about your education?

Candidate : _____

Personnel manager : _____

Candidate : _____

Personnel manager : _____

Candidate : _____

Personnel manager : _____

Candidate : _____

Personnel manager : _____

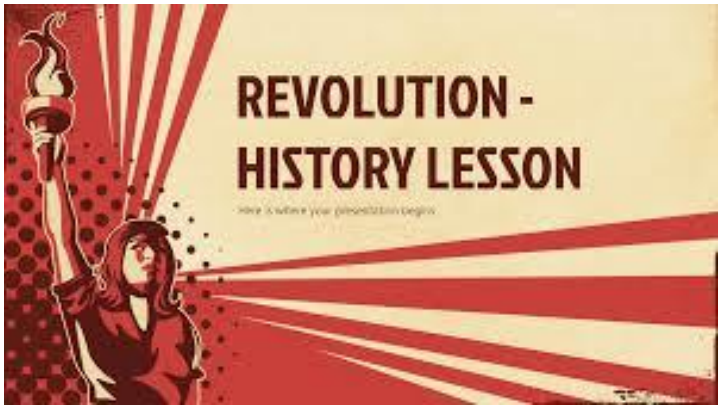
Candidate :_____

Personnel manager : _____

Power Point Presentation

Preparatory activity

Look at thefollowing Power Point Slides and observe the presentation of key ideas.



https://slidesgo.com/theme/revolution-history-lesson

https://venngage.com/blog/presentation-design/

https://www.google.com/search?q=ppt+slides+images+for+economics&tbm=isch&ved=2ahUKEwjFzrnRmrTtAhWkHLcAHZ6KDNwQ2-cCegQIABAA&oq=ppt+slides+images+for+economics&gs_lcp=CgNpbWcQAzoCCABQpMEEWKvgBGD14QRoAHAAeACAAakBiAHjEpIBBDAuMTaYAQCgAQGqAQtnd3Mtd2l6LWltZ8ABAQ&sclient=img&ei=gRvKX4WKBaS53LUPnpWy4A0&bih=610&biw=1280

Short Academic Presentation Using Power Point Presentation

Power Point is full featured presentation programme that is used by millions of people around the world. It is used to design presentations and it is available in MS Office Package. It is used to make presentations in a wide array of fields. It uses components such as images, animations, videos, and audios.

Benefits of Power Point Presentation

- Power Point Presentation, shortly called PPT,provides a greater visual effect

- PPT helps improve the level of understanding of the audience
- It makes the presentation more effective, impressive, and interesting
- It enhances the interactive involvement of both the presenter and audience
- It aids the presenter to be concise and elaborative on the content and with more clarity

FOR EFFECTIVE PRESENTATION

Dos:

1. Use key phrases, sentence fragments that include only essential information.Limit the number of words in each slide.
2. Enhance readability using bigger fonts. The content presented should not be cluttered with too much information. It should be clear enough to be read.
3. Limit the number of slides also. It is apt to aim for one slide per minute.
4. Use bright and contrasting colours for text and background
5. Use no font size smaller than 24 point.
6. Check the spelling and grammar.
7. Avoid long sentences.
8. Avoid abbreviations and acronyms.
9. Limit punctuation marks.

Don’ts:

1. Do not read from your slides. The content in the slides is for the audience and not for the presenter.
2. Do not speak to your slides. Facing the audience maintain eye contact and actively engage the audience.
3. Do not clutter the slide with too much information or infographics.
4. Don’t cramp too many sentences. Line spacing can be 1.15 or 1.5 spacing

You can learn from the given exercise how central ideas can be chosen for Power Point Presentation.

Ashoka’s Empire (250 BC)

Land Tax, the main item of revenue was quite high and was levied at the rate of one sixth of the produce, though the Greek account puts at the rate of one fourth. Agricultural

resources were obtained through share cropping wherein seeds, oxen etc. were provided by the State along with arable land for cultivation. In this kind of situation, the peasants probably gave half of the produce to the state. There weremany customary dues that the peasants had to pay. For example, a tax called *Pindakara*was paid by those practising animal husbandries. It was levied on groups of villages. Villages also were expected to provide food and other provisions whenever the royal army passed through their territories. This was burdensome for the villages. There was another tax known as Hiranya, the exact nature of which is not known. Hiranya means gold so it refers to taxes paid in cash. *Bali*, the traditional known levy from the Vedic times continued under the Maurays.

All these taxes have burdened the peasantry considerably, still *Kautilya*, in the *Arthasastra*, goes on to recommend that in case the State still falls short of its needs, several other fiscal measure for periods of emergency could be made use of. A unique measure was called the Pranya which means a gift of affection. Although this tax was mentioned by Panini it was elaborated in the *Arthasastra*. It amounts to one-third or one -fourth of the produce according to the nature of the soil. It is usually interpreted as a voluntary gift but once put into practice, it might have become obligatory.

During times of emergency the cultivators were also forced to raise more than one crop. The importance of these measures was constantly emphasized, and the country did face famines. During these bleak periods, the level of revenue collection must naturally have fallen. The *Anthasastra* is also careful in defining the different types of villages to be taxed as the fertility of the soil varied from place to place. Interestingly the revenue collectors and assessors were also divided into special categories. Thus, the Mauryan state, at least in its core areas, must have ensured a substantial land revenue collection without which it would have been difficult to maintain the Government machinery and the Army.

Ideas for Power Point Presentation

- During Ashoka’s regime,Land tax was the main item of revenue and it was very high
- Share cropping was another way by which the state collected agricultural resources
- Many customary dues like **Pindakora**were to be paid to the people
- In addition to the above taxes, another type of tax was **Hiranya**. Little is known about it.

- Kautilya's*Arthasastra*speaks about other taxes levied on people during emergency in the regime of Ashoka
- The cultivators were forced to raise two crops

Glossary

Emperor **:** a ruler of an empire

Regime **:** a particular form of government or a system or method of government

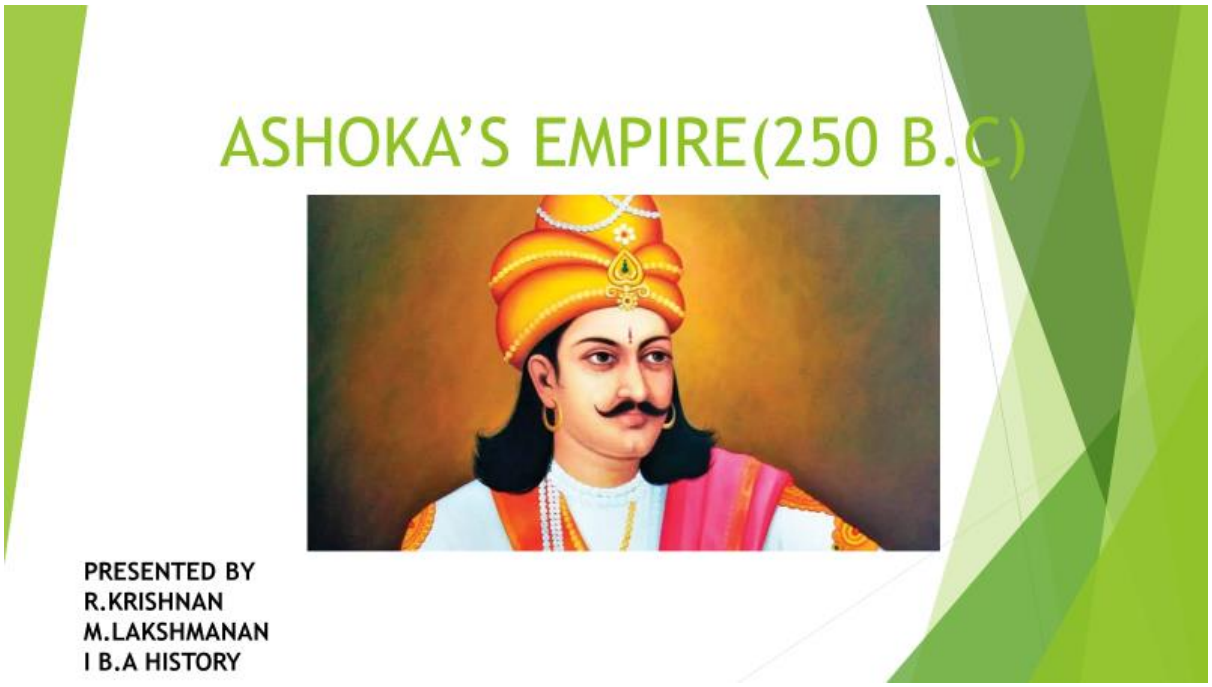
Peasant **:**asmall farmer

Bleak **:** dull

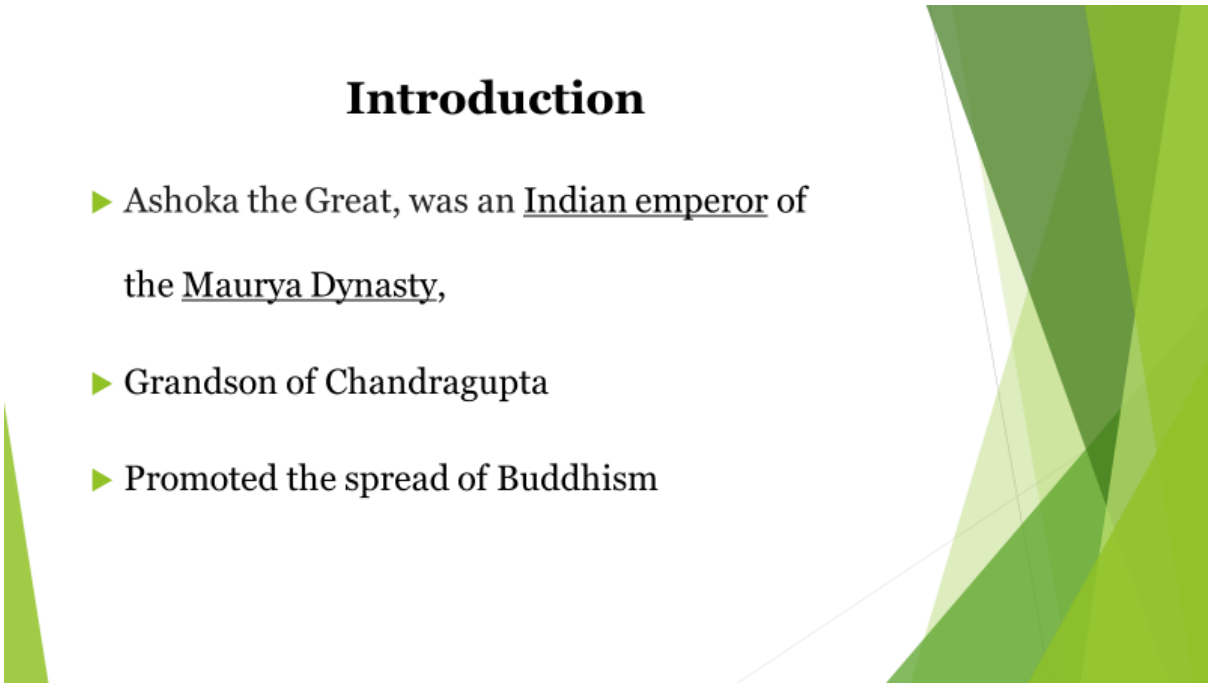
Fiscal **:** relating to government revenue , especially taxes.

Model Slides

Slide 1



Slide 2



Slide 3

Slide 4

Land Tax Reforms

- Land tax was the main item of revenue and it was very high.
- Share cropping was another way by which the state collected agricultural resources
- During Ashoka's regime, many customary dues like Pindakora was to be paid to the people.

Slide 5

- In addition to the above taxes, another type of tax Hiranya. Little is known about it.
- Kautilya's *Anthasastra* speaks about other taxes levied on people during emergency in the regime of Ashoka.
- The cultivators were forced to raise two crops.

Model II

The Chief Minister and the Council of Ministers

In the Parliamentary form of government, the Chief Minister, and the Council of Ministers (CoM) possess the real executive powers and form the nucleus of administration of the state.

The Chief Minister is the head of government. He is accorded with the status of 'The First Among the Equals' in relation with other ministers in the council.Though the CoM is a multi-membered body, it functions as a single unit under the guidance and directions of the Chief Minister.

Powers and Functions of Chief Minister

The Chief Minister being the real executive authority holds a wide range of powers and diverse functions that include recommending the Governor the persons who can be appointed as ministers.He allocates portfolios between the minister and instils the principle of responsibility upon the council of ministers.He can recommend to the Governor to dissolve the State Legislative Assembly and conduct new elections.He advises the Governor on summoning and proroguing of the sessions of the State legislature.Duringan emergency the Chief Minister acts as the chief crisis manager of the state.

Glossary

Council **:**committee that governs

Proroguing **:** extension of time

Portfolios **:** responsibilities of a cabinet minister

Accord **:** agreement, concurrence

Crisis **:** a time of difficulty or danger

Slides

Slide I

The Chief Minister and the Council of Ministers

Presented by
S. Arun Kishore
I B.A.

Slide 2

Who is a Chief Minister?

- The Chief Minister and the Council of Ministers (CoM) possess the real executive powers and form the nucleus of administration
- CM-head of government
- The First Among the Equals'

Slide 3

Powers and Functions of Chief Minister

- CM holds a wide range of powers and diverse functions. They include the following:
- 1. Recommends to the Governor the persons who can be appointed as ministers.
- 2.Allocates portfolios between the ministers.
- 3.Instils the principle of responsibility upon the council of ministers.

Slide 4

- Recommends to the Governor to dissolve the State Legislative Assembly and conduct new election.
- Advises the Governor on summoning and proroguing of the sessions of the State legislature.
- Acts as the chief manager of the state during emergency situation.

Model III

EARTHQUAKES

The shaking of the earth's crust or tremors is called an earthquake. While most earthquakes result from natural causes like faulting,folding and volcanic eruptions, some result from human actions like blasting of rocks. Large reservoirs are also believed to make an area more prone to earthquakes. The intensity of an earthquake is measured on a Richter Scale. An increase in the magnitude of an earthquake by one on the Richter Scale implies ten times more amplitude or intensity of the earthquake and 32 times more energy. A new measurement scale now used by the United States Geological survey is called the moment magnitude scale. The seismograph is used to record the tremors caused by earthquakes. A Seismograph, a 24-hour record of earthquake waves, is called as Seismogram. The point of origin of an earthquake in the earth's interior is called seismic focus. The point on the surface where an earthquake is felt first is called its epicentre. Lines on a map joining places that experienced an earthquake at the same time are called coseismal lines. Lines joining places experiencing the same intensity of an earthquake are called isoseismal lines.

Ideas for Power Point Presentation on Earthquakes

1.Definition of earthquake

2.Causes of earthquakes

3.Instruments to measure earthquake

4. Earthquakes measured using Seismograph

5.An earhquake wave of 24 hour record-Seismogram

6. Point of origin of earthquake-seismic focus.

7. Coseismal lines and isoseismal lines

8.Surface point where earthquake felt-epicentre.

Glossary

Seismograph **:** instrument to measure earthquake

Seismogram **:**graphical output of an earthquake

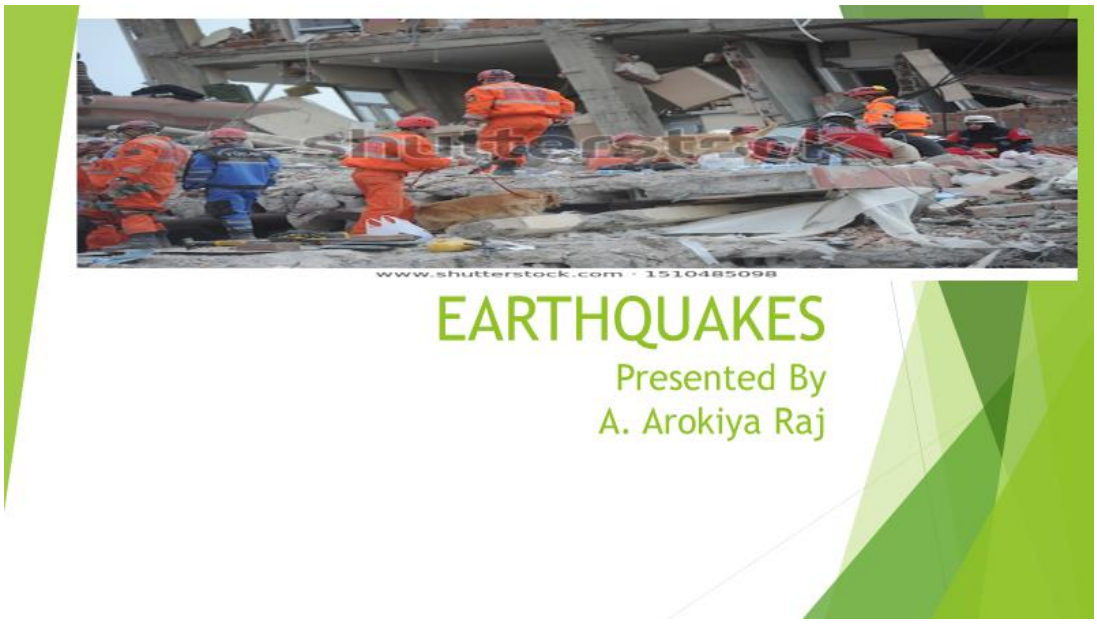
Tremor **:** shake or vibration

Magnitude **:**a measure of energy released by an earthquake

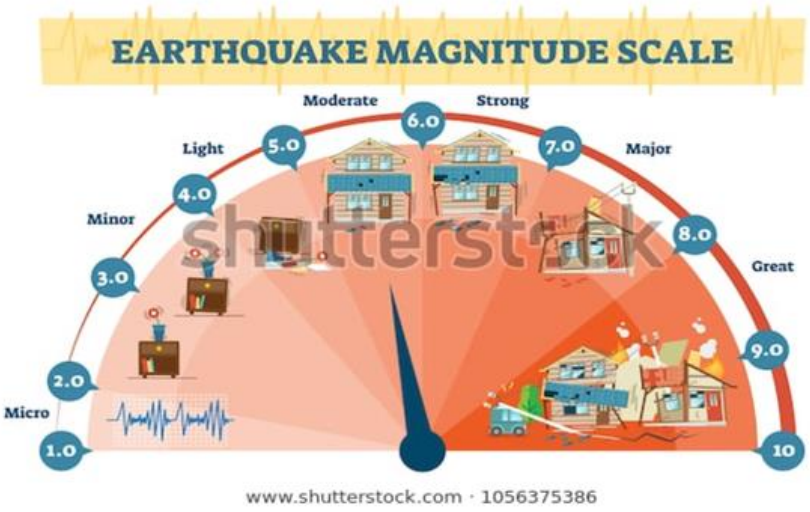
Eruptions **:** a sudden release of pressure

Slides

Slide 1



Slide 2



Slide 3

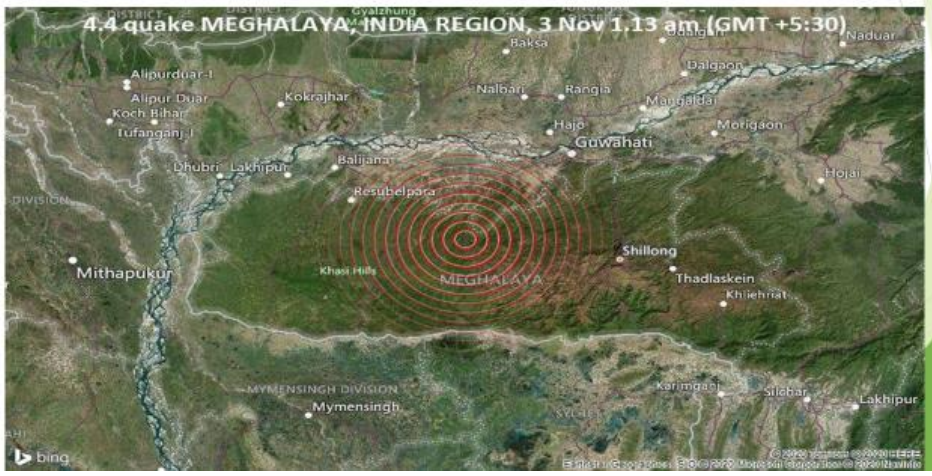
- Definition of earthquake.
- Causes of earthquake.
- Instruments to measure earthquake.

Slide 4

- . Earthquakes measured using Seismograph
- 5.An earhquake wave of 24 hour record-Seismogram
- 6. Point of origin of earthquake-seismic focus.

Slide 5

A Seismic focus of an earthquake at Meghalaya



Task

1. Make power point presentation slides on **Casteless, Clash-less and ClasslessSociety.**
2. Make power point presentation slides on **Austrian Psychoanalyst Sigmund Freud's Classification of the Human Psyche.**
3. Prepare power point slides on **Personal Finance Economics**

Reading & Writing

Preparatory Activity I

Vocabulary

Founder :

Year of establishment :

Nature of Products :

Clients :

Manufacturing Unit :

Headquarters :

Branches :

Service Outlets :

Definition of Company Profile:

It is a summary or collection of information on persons, companies, and its products. Here in the context of a company, it includes details such as founder, year of establishment, types of products, land mark achievements and so on.

Helping Hands

https://www.wellbeing.com.au/mind-spirit/mind/the-benefits-of-lending-a-helping-hand.htmlAlcoholism, diseases, poverty define everyday struggles of Chennai's pavement dwellers as govt refuses to count them as homeless - India News , Firstpost

City pavement dwellers demand night shelters (freepressjournal.in)Teach English for orphan child - SCCN | Volunteering in Nepal (savechildrennepal.org)

Helping hands is a philanthropic organization based in Amaravathipudhur, Sivagangai District in Tamil Nadu. It renders invaluable service to orphans and other needy people for their survival and development. Mr. Palaniappan founded this Non-governmental social service organization in 1980 with an objective of helping people in distress such as orphans and destitute. When Mr. Palaniappan was in the prime of his youth, he happened to see a weak and wailing baby girl outside a hospital with no one to care for it. Mr. Palaniappan avowed to look

after the baby in a rented house and within a year there came 40 boys and girls to be sheltered. The Helping Hands was registered the next year. Today it accommodates hundreds of children and aged people and extends humane gestures to all. From new-born children to old people who are counting their days, it fosters them by giving a fresh lease of life to all the needy. The organization provides individual care, medical assistance, treatment, rehabilitation, education, and empowerment. It is said that Helping Hands are better than praying hands. Wouldn't you like to be a person of helping hands?

Glossary

Invaluable : of much value; also used as valuable

Distress : suffering

Prime : important stage

Destitute : people who have no support

Exercise I

Based on the understating of the Organization profile answer the following questions

1. What is philanthropy?
2. What kind of services does the organization provide?
3. Expand NGO.
4. Who is the founder of the organization?
5. When was the organization founded?

Writing

Preparatory Activity I

Word Power

Circular : a printed letter or notice sent to many people

Minutes : the written record of what was said at the meeting

Ephemeral :temporary

Fate : destiny

Mighty : powerful

Monarch : King

Summon : Call

Bane : Curse

Monuments : structures raised in remembrance

CIRCULAR

Pre- Writing Activity

What do you think about this form of letter?

Circular: Definition

A circular is a brief letter conveying specific and important information which is a viable tool of communication channel in an organization. Since it is brief it may also contain marketing information and may be used for inter-departmental communication and advertising. Its wider reach is the main feature of a circular.

Advantages of a circular

- It is simple and precise making the communication effective
- It is written and therefore a documentary evidence that prevents miscommunication
- It is also quite inexpensive and therefore cost-effective
- Circulars are also a time-saving method of communication as it reaches many people in a short time
- They are a great advertising and marketing tool that can help create a new market and educate people about the product or services
- It helps customers gain confidence about the product or service

Components of a circular

https://www.wikihow.com/Write-a-Letter-of-Recommendation#/Image:Write-a-Letter-of-Recommendation-Step-1-Version-2.jpg

Difference between Memo and a circular

Official memos	Circulars
• Memos are intended for selective audience	• Circular are intended for larger audiences
• Memos often contain a limited subject matter	• Circular serves as a medium for general announcements
• Memos serve more as an internal mode of business communication	• Circular may approach the different audience concerning its subject matter
• Memos may cover legal content such as MOU, MOA	• Circular only relate to business-oriented content

https://www.google.com/url?sa=i&url=https%3A%2F%2Fwww.wordcountjet.com%2Fdifferences-between-official-memos-and-circulars-a-managerial-perspective&psig=AOvVaw2WGg90wo4RJnz7lgR6ISNT&ust=1608025177404000&source=images&cd=vfe&ved=0CAIQjRxqFwoTCIihgN-Wze0CFQAAAAAdAAAAABAD

Model of a Circular

Circular Regarding an Appointment in the Organisation

Raja Motors Private Ltd.,
Madurai.
7.12.2020

This is to inform the various departmental heads that S. Krishnan has joined the organisation in the capacity of Vice-President. He comes with experiences that will be of a great asset to the organization. His managerial skills will be his greatest strength in his team. He joins the organisation on 10.12.2020 and the various General Managers are requested to have a meeting with him and apprise him of the situation.

Wishing him all the best we believe he will offer his expertise to tackle the changes in the market.

Exercise 1

Fill in the blanks, choosing the correct answer

1. A circular is an _____ communication (official/ informal)
2. A circular reaches _____ audience (larger/smaller)
3. Memos are intended for ____ audience (larger/selective)
4. Circulars are _____(expensive/ inexpensive)

Exercise 2

1. As a Managing Director of a Motor company, draft a circular to the employees of your organisation about the launching of a new brand of a vehicle.
2. As a Principal of a school, prepare a circular for teachers and students regarding Republic Day celebrations in your school.
3. Read the following circular and answer the questions given below

RRG College of Arts and Science,
RRG Nagar,
Kovilpatti

8.12.2020

In view of the impending cyclone which was continuing since 4.12.2020 andthe irregular bus services following it, the college authority has decided to postpone the exams from 10.12.2020 to 14.12.2020. All the students are requested to meet their respective class teachers and note down the changes in the Exam schedule at the earliest in order to avoid inconvenience at the last moment. The revised dates for practical exams for the science students may be obtained from the respective department heads.

8.12.2020 Principal

Kovilpatti

Circular Regarding Exams

Answer the following questions:

1. Where is the college located?
2. What is the circular about?
3. Why do they post-pone the exams?
4. Who has sent the circular?
5. The exams have been postponed to ____

Minutes

Definition

Minutes of meeting is a documented record of the proceedings of an official meeting which contains the list of attendees, the absentees, the points of discussion and the decisions taken. The word 'minutes' is derived from the Latin phrase '*minuta scriptura*' which literally means 'small writing' or 'rough notes'.

Purpose

Every organization may have its own rules of the content that is recorded in the minutes. It should record what was done and not what was said. They are not a record of the transcript. They are official documents that hold evidence about the important decisions taken in the meeting.

Creation

Minutes may be recorded during the meeting in shorthand or in the form of notes and later elaborated. The minutes should be circulated among the participants. In some instances, the meeting may be audio or video recorded and the minutes may be prepared later. There are also minutes recording software to help prepare minutes.

Steps to record minutes

The steps to record minutes are:

- Pre-planning
- Record-taking
- Writing or transcribing the minutes
- Sharing meeting minutes
- Documenting and filing

Tips for taking notes

- Prepare yourself for the meeting by having an outline. As the meeting goes on the items in the outline can be filled. This will ensure that important details are not missed.

- The list of participants may be noted right at the beginning of the meeting
- Decisions and actions should be recorded accurately
- Clarifications may be sought about decisions taken since the recorded minutes must be accurate
- Conversations need not be noted down. Actions and decisions should be carefully taken down.
- Recording the minutes using smart phone may be helpful for future clarifications. Before recording the participants must be informed that they are being recorded

Format of Minutes of Meeting

The general format of the minutes of a meeting is as follows:

- Name of the organization in the top-left corner
- Date and time in the top-right corner
- Title in the centre
- Name and designation of the attendees
- Name of absentees, designation, and reason for absenteeism
- Amendments made to previous minutes
- Meeting Agenda
- Issues discussed
- Suggestions made
- Decisions taken
- Voting details
- Action plan and roles and responsibilities given
- Motions addressed and motions carried over to next meeting
- Schedule of the next meeting

In addition to the above format each organization will have specific details to be included according to the purpose of the meeting. These requirements need to be well understood before preparing to take down the minutes.

After the meeting

As soon as the meeting is over the minutes need to be written:

- Minutes should be written immediately after a meeting while the ideas discussed are still fresh in the mind

•Review the format and the information recorded so that all important details are included

•Depending on the meeting the explanation of the details must be given. In a board meeting or a corporate meeting more details and explanation must be included for the actions taken and the reasons for the actions taken must be enumerated.

•The minutes should also be revised and should be clear and concise without any ambiguity

Writing tips:

- Language should be objective and not biased
- Write in passive voice and use the same tense
- Names must not be mentioned unless it is vital, and it is associated with an important decision taken
- Personal comments should not be made. Minutes should be based on facts and not feelings
- Other documents that are circulated during the course of the meeting must be mentioned in the meeting and enclosed along with the final draft of the minutes

Conclusion

Minutes should be vetted by the chair of the meeting and in some cases by more members before it is circulated among the participants of the meeting. This gives scope for the minutes to be revised and approved for circulation. This final process is what makes the minutes an official record. This will be approved during the next meeting.

Writing an Introduction

The constituent parts of an introduction are attention grabber, topic description, explanation of the topic's relevance, an outline of the main points and the central ideas of the subject under discussion.

Definition of Paraphrase

It is a simplified form of a piece of writing. It captures the central, significant, and important ideas of a text and presents it in an easily readable, and understandable way. It is a rewording or a restatement of the meaning of a text or a phrase.

Model

All human things are subject to Decay

When Fate summons monarchs must obey

- Dryden

These lines given above speak about the uncertainty indefiniteness and ephemeral nature of human life. The poet Dryden states that all human things pertaining to this world have a short life. None in this world can live here for an indefinite period. These lines further explain that even if people are very mighty and powerful like kings, if they receive a call from fate, they cannot escape it. They will have to bow before fate. The central idea is that fate is far superior to and far more powerful than humans.

Task I

Let none admire

That riches grow in Hell; that soli may best

Deserve the precious bane. And here let those

Who boast in mortal things, and wondering tell

Of Babel, and the works of Memphian kings,

Learn how their greatest monuments of fame,

And strength, and art, are easily outdone

By Spirits reprobate,

Explanation:

Having described the materialistic greed of Mammon and of the human beings who fall under Mammon's influence, Milton tells us that, under Mammon's directions, a batch of fallen angels dug out gold from the interior of hell. In the lines here Milton says that people should not feel surprised to learn that riches (gold etc.) exist in the infernal regions. The soil of hell may perhaps be most appropriate for that coveted evil, namely gold. Milton then goes on to give us another idea. There are people who boast of human achievements. These people describe, with a feeling of wonder, the Tower of Babel, and the Pyramids of Egypt as great architectural works. But let such people learn how the greatest monuments which have been built by human strength and skill and which have become famous, can easily be surpassed by the work of worthless Spirits (that is, the devils).

Exercise

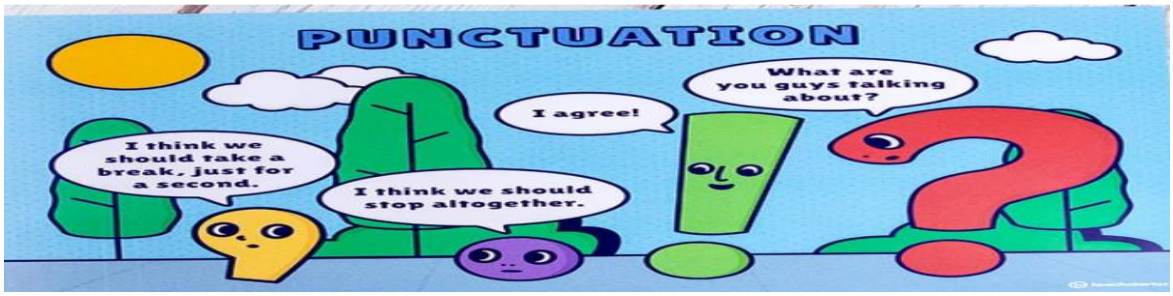
Paraphrase the following text.

National Emergency

Under Article 352, the President can declare National Emergency on the entire territory of India or a part of it when the security of the entire country or a part of it is challenged by war or external aggression or armed rebellion. When the National Emergency is proclaimed because of war or external aggression, it is called External Emergency and when it is proclaimed because of armed rebellion, it is called Internal Emergency.

VII. WRITING SKILLS

VIII. Punctuation and Capitalization



https://www.teachstarter.com/au/blog/26-punctuation-resources-activities/

Punctuation

The system of signs or symbols, such as full stop, comma, and exclamatory mark, used in written language is called Punctuation. Punctuation marks show a reader how a sentence is constructed and how it should be read. Every sentence should include a capital letter at the start, and a punctuation mark at the end.

IX. Why Punctuation matters?

Life would be confusing without proper punctuation.

Look at these sentences

1. some people find inspiration in cooking their families and dogs

Vs.

Some people find inspiration in cooking, their families and dogs.

2. lets eat grandpa

Vs

“Let’s eat, Grandpa!”

The sentences convey ***totally*** different things as per the proper usage of punctuations.

For the sake of family members and Grandpa’s life, use proper punctuation. Punctuation saves lives and keeps people alive!

3. Now, this is a big one. Consider the following sentences. Note how the meaning changes drastically when the position of the comma changes.

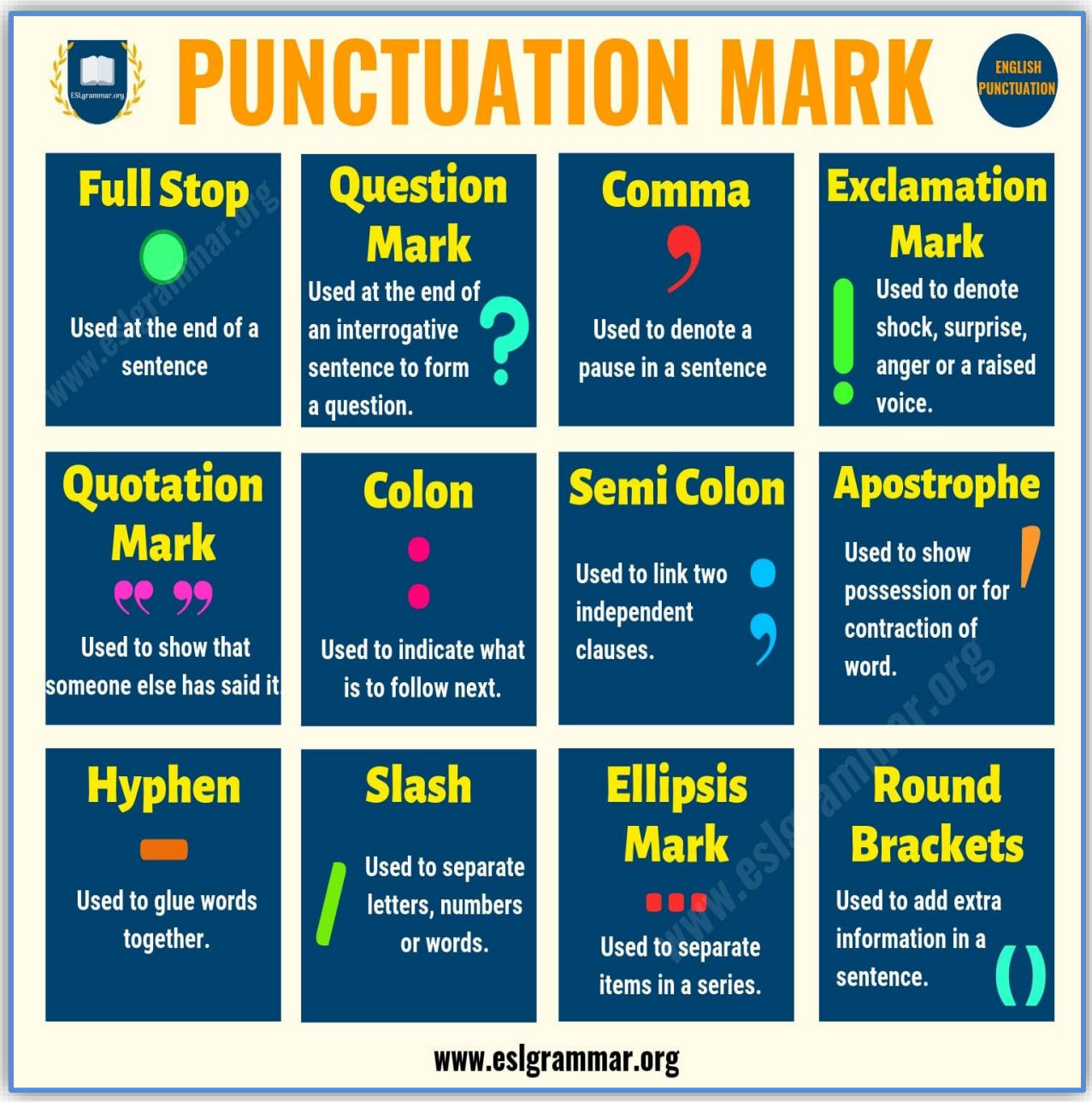
a woman without her man is nothing

“A woman, without her man, is nothing.” (A woman’s success is because of a man)

Now, let’s change up where we’re placing the punctuation:

“A woman: without her, man is nothing.” (A man’s success is because of a woman)

Here is an infographic on various punctuations used in English



CAPITALIZATION

Capitalization is one of the most basic and important elements of writing. Capitalization draws the reader's attention to names, titles, and more. Capitalization also marks the start of new sentences and new paragraphs, provides signals to the reader, and helps to create a structure and a hierarchy in written language.

Basic Capitalization Rules

1. **Capitalize proper nouns.**

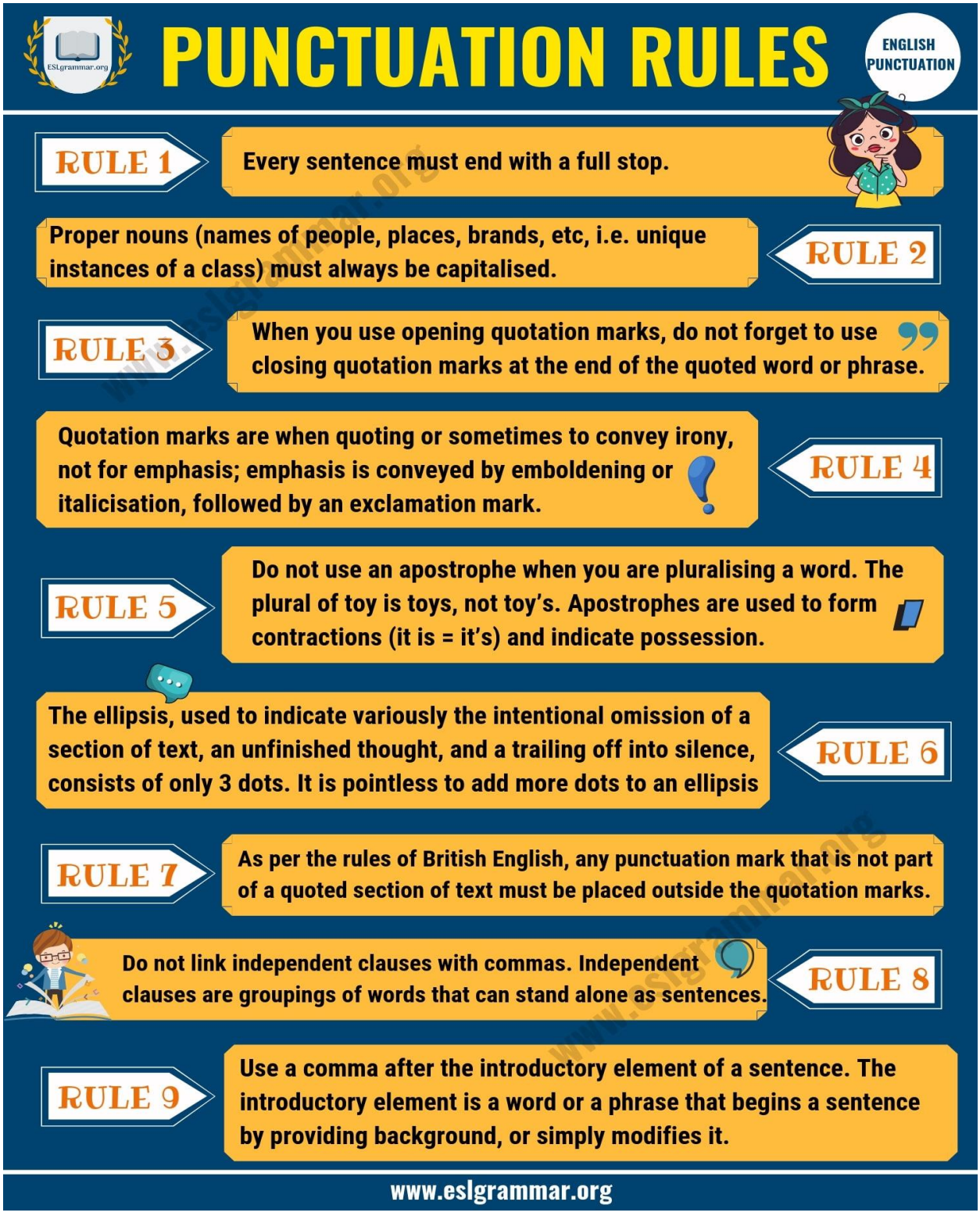
- To indicate the names of people, such as Vijay, David, or Anwar.
- To denote the names of months and days, such as January, August, Sunday, Thursday
- To denote days of national/international importance, such as Independence Day, Women's Day
- Finally, proper nouns also include the names of buildings, landmarks, and companies, such as the Leaning Tower of Pisa, the Statue of Liberty, or Verizon

2. **Use capitalization with proper adjectives.**
   - Indian, American, Italian, German
3. **Capitalize titles of works.**
   - A Tale of Two Cities, Titanic, Ode To A Nightingale, Beats
4. **Use a capital at the beginning of a sentence.** The first word of every sentence should be capitalized, regardless of what kind of word.
5. **Capitalize the first word of a full sentence in a quotation.** Sentences appearing within quotes also should have a capital letter in the beginning.
   She said to me "Do you feel alright?"
6. **Use capitalization when referring to a period or an event.**
   - The Chola Period.
7. **Capitalization with the pronoun "I.**" One of the most notable words to make sure to capitalize is the pronoun "I." I refer to oneself. This is a unique and specific usage.
8. **Capitalize family relationships.**

- Aunt Preethi" or "Cousin Ajith."

9. **Capitalize people's titles.**
    - Mr. Ms. Miss, and Dr.

Remember these punctuation rules while writing:



X. Activity 1

XI. Analyse the Story given below and list down the various punctuations mentioned in the story and write their definition.

E.g.

1. **Comma** – Used for pausing; took its place between words; without the break commas provide,

> words run amok, becoming jumbled, unwieldy, and confusing; a well-placed comma can change the meaning of a sentence.

The Day Punctuation Came to Town

1. Written by Kimberlee Gard | Illustrated by Sandie Sonke

The Punctuations had just moved to Alphabet City and the kids—Exclamation Point, Question Mark, Period, and Comma—were excited about their first day of school. Exclamation Point was in a rush to get there. "'We are going to have so much fun!'" he said. He "was always excited about something." Question Mark was a little more subdued. She wondered if the other kids would be nice and even pondered whether they were walking in the right direction. "Comma kept pausing," and Period said she would let her siblings know when to stop.

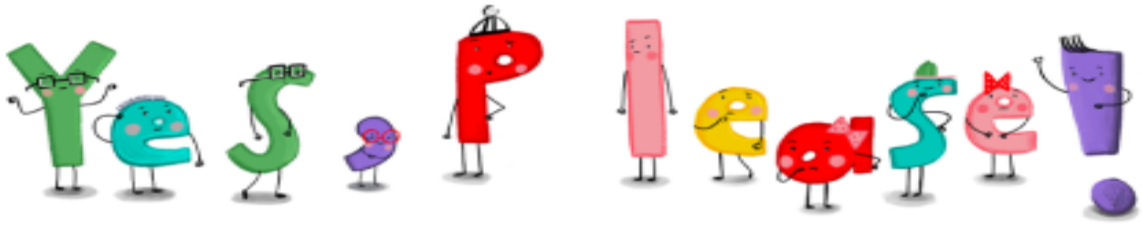
When they got to school and introduced themselves, the student letters were confused. They'd never seen anyone like the Punctuations before. As the letters practiced forming words, Exclamation Point joined W, O, and W; Question Mark helped out W, H, and O; and "Period brought each sentence to a tidy end." For Comma, though, it wasn't so easy. As he tried to squeeze in between letters, he began to feel as if he was just a bother. Undetected, he tiptoed away.

Meanwhile, in the classroom, Exclamation Point had all the letters scrambling to make more and more exciting words. There was a lot of cheering and booming, ducking, and running. Question Mark asked if maybe they shouldn't all quiet down a bit, but no one was listening. Even Period couldn't get them to stop. Pretty soon, there was a huge word pileup. In the next moment it came crashing down and all the letters "tumbled through the door, spilling into the hall." There, they found Comma, who just stared in disbelief. His siblings wondered why he was in the hall instead of in the classroom. Comma told them how he felt. But, "'Comma, without you, things become a disaster!'" Exclamation Point said. Period and Question Mark agreed.

Then his siblings gently reminded little Comma about how each member of their family has a certain purpose. They told him, "'we all work together to help letters and the words they make.'" Once everyone had gone back into the classroom, the letters continued making words. But now Comma took his place between them. When the letters looked confused, he explained that it was his job to keep order and that words and punctuation needed each other to make good and clear sentences.

For children just learning about sentence structure and how punctuation and words fit together to create meaning, Kimberlee Gard's lively story helps them visualize and understand the different roles of each punctuation mark. Coming at the end of a sentence and accompanied by vocal clues, exclamation points, question marks, and periods are more familiar to kids. But what about

that comma, which seems to float around here and there? Gard demonstrates that without the break commas provide, words run amok, becoming jumbled, unwieldy, and confusing. Readers will respond to the classroom setting, where the letters work and play together during lessons, and they will be eager to make friends with the Punctuation family themselves.



If any readers think learning about punctuation is dry and dull, Sandie Sonke's vibrant colors and cartoon characters will change their minds. The Punctuations (and their butterfly friend Apostrophe) is sweet and earnest, wanting to fit into the class and make a difference. As the letters form words, the purple Punctuations are easy for kids to pick out, allowing for discussion of their distinct roles. The tangled piles of letters invite kids to make words from the muddle. After Comma realizes his importance and the letters embrace him, the story ends with a familiar and funny example of just how a well-placed comma can change the meaning of a sentence.

Image copyright Sandie Sonke, 2019, text copyright Kimberlee Gard, 2019. Courtesy of Familius.
https://celebratepicturebooks.com/tag/writing-resources-for-kids/

XII. Activity 2

Explore the following websites and complete the Punctuation Marks Graphic Organizer.

Punctuation Tree: http://guidetogrammar.org/grammar/marks/marks.htm

English Club:https://www.englishclub.com/writing/punctuation.htm

Grammar Book:https://www.grammarbook.com/english_rules.asp

Punctuation Marks Graphic Organizer

Write the rules for using each of the punctuation marks below. Each row represents a different rule. In the right-hand column, provide an example of the rule in use.

Symbol (!?, etc.)	Punctuation Name	Rule	Example of Rule in Use

Professional English - Semester-II [part-III -add on Course]

Weightage: 4 Credits **Duration: 90 hrs**

Objectives:

The Professional Communication Skills Course is intended to help Learners in Arts and Science colleges

- Develop their competence in the use of English with particular reference to the workplace situation.
- Enhance the creativity of the students, which will enable them to think of innovative ways to solve issues in the workplace.
- Develop their competence and competitiveness and thereby improve their employability skills.
- Help students with a research bent of mind develop their skills in writing reports and research proposals.

Unit 1- Communicative Competence (18 hrs)

Listening – Listening to two talks/lectures by specialists on selected subject specific topics - (TED Talks) and answering comprehension exercises (inferential questions)

Speaking: Small group discussions (the discussions could be based on the listening and reading passages- open ended questions

Reading: Two subject-based reading texts followed by comprehension activities/exercises

Writing: Summary writing based on the reading passages.

Grammar and vocabulary exercises/tasks to be designed based on the discourse patterns of the listening and reading texts in the book. This is applicable for all the units.

Unit 2 - Persuasive Communication (18 hrs)

Listening: listening to a product launch- sensitizing learners to the nuances of persuasive communication

Speaking: debates – Just-A Minute Activities

Reading: reading texts on advertisements (on products relevant to the subject areas) and answering inferential questions

Writing: dialogue writing- writing an argumentative /persuasive essay.

Unit 3- Digital Competence (18 hrs)

Listening to interviews (subject related)

Speaking: Interviews with subject specialists (using video conferencing skills)

Creating Vlogs (How to become a vlogger and use vlogging to nurture interests – subject related)

Reading: Selected sample of Web Page (subject area)

Writing: Creating Web Pages

Reading Comprehension: Essay on Digital Competence for Academic and Professional Life.

The essay will address all aspects of digital competence in relation to MS Office and how they can be utilized in relation to work in the subject area

Unit 4 - Creativity and Imagination (18 hrs)

Listening to short (2 to 5 minutes) academic videos (prepared by EMRC/ other MOOC videos on Indian academic sites – E.g. https://www.youtube.com/watch?v=tpvicScuDyo)

Speaking: Making oral presentations through short films – subject based

Reading: Essay on Creativity and Imagination (subject based)

Writing – Basic Script Writing for short films (subject based)

- Creating blogs, flyers and brochures (subject based)
- Poster making – writing slogans/captions (subject based)

Unit 5- Workplace Communication & Basics of Academic Writing (18 hrs)

Speaking: Short academic presentation using PowerPoint

Reading & Writing: Product Profiles, Circulars, Minutes of Meeting.

Writing an introduction, paraphrasing

Punctuation (period, question mark, exclamation point, comma, semicolon, colon, dash, hyphen, parentheses, brackets, braces, apostrophe, quotation marks, and ellipsis)

Capitalization (use of upper case)

Outcomes of the Course.

At the end of the course, learners will be able to,

- Attend interviews with boldness and confidence.
    - Adapt easily into the workplace context, having become communicatively competent.
    - Apply to the Research & Development organisations/ sections in companies and offices with winning proposals.

Instruction to Course Writers:

1. **Acquisition of subject-related vocabulary should not be overlooked**. Textboxes with relevant vocabulary may be strategically placed as a Pre Task or in Summing Up
2. Grammar may be included if the text lends itself to the teaching of a Grammatical item. However, testing and evaluation does not include Grammar.

Communicative English - Semester-II [part-II -English]

Weightage: 3 Credits **Duration: 90 hrs**

Unit I (18 hours)

1. Listening and Speaking
    a. Listening and responding to complaints (formal situation)
    b. Listening to problems and offering solutions (informal)
2. Reading and writing
    a. Reading aloud (brief motivational anecdotes)
    b. Writing a paragraph on a proverbial expression/motivational idea.
3. Word Power/Vocabulary
    a. Synonyms & Antonyms
4. Grammar in Context
    a. Adverbs
    b. Prepositions

Unit II (20 hours)

1. Listening and Speaking
    a. Listening to famous speeches and poems
    b. Making short speeches- Formal: welcome speech and vote of thanks.
    Informal occasions- Farewell party, graduation speech

2. Reading and Writing
    a. Writing opinion pieces (could be on travel, food, film / book reviews or on any contemporary topic)
    b. Reading poetry
        b.i. Reading aloud: (Intonation and Voice Modulation)
        b.ii. Identifying and using figures of speech - simile, metaphor, personification etc.
3. Word Power
    a. Idioms & Phrases
4. Grammar in Context
    a. Conjunctions and Interjections

Unit III (18 hours)

1. Listening and Speaking

a. Listening to Ted talks
b. Making short presentations – Formal presentation with PPT, analytical presentation of graphs and reports of multiple kinds
c. Interactions during and after the presentations

2. Reading and writing
    a. Writing emails of complaint
    b. Reading aloud famous speeches
3. Word Power
    a. One Word Substitution
4. Grammar in Context
    a. Sentence Patterns

Unit IV (16 hours)

1. Listening and Speaking
    a. Participating in a meeting: face to face and online
    b. Listening with courtesy and adding ideas and giving opinions during the meeting and making concluding remarks.
2. Reading and Writing
    a. Reading visual texts – advertisements
    b. Preparing first drafts of short assignments
3. Word Power
    a. Denotation and Connotation
4. Grammar in Context:
    a. Sentence Types

Unit V (18 hours)

1. Listening and Speaking
    a. Informal interview for feature writing
    b. Listening and responding to questions at a formal interview
2. Reading and Writing
    a. Writing letters of application
    b. Readers' Theatre (Script Reading)
    c. Dramatizing everyday situations/social issues through skits. (writing scripts and performing)
3. Word Power
    a. Collocation
4. Grammar in Context
    a. Working With Clauses