



# MUTHAYAMMAL ENGINEERING COLLEGE

(An Autonomous Institution)

(Approved by AICTE, New Delhi, Accredited by NAAC & Affiliated to Anna University)

Rasipuram - 637 408, Namakkal Dist., Tamil Nadu



LECTURE HANDOUTS

L - 01

ENGLISH

I/I

Course Name with Code : Business English / 21HSS01

Course Faculty :

Unit : I - Communication and Business English Date of Lecture:

**Topic of Lecture: Communication Meaning - Objectives - Importance**

**Introduction :**

The transmission of the message from sender to recipient can be affected by a huge range of things. These include our emotions, the cultural situation, the medium used to communicate, and even our location. The complexity is why good communication skills are considered so desirable by employers around the world: accurate, effective and unambiguous communication is actually extremely hard.

**Prerequisite knowledge for Complete understanding and learning of Topic:**

- Definition of Communication
- Importance of Communication
- Objectives of Communication
- Types of Communication

**Detailed content of the Lecture:**

**Definition of Communication:**

- Communication is transfer of information from one person to another, whether or not it elicits confidence. But the information transferred must be understandable to the receiver - G.G. Brown.
- Communication is the intercourse by words, letters or messages- Fred G. Meyer.
- Communication is giving, receiving or exchanging ideas, information, signals or messages through appropriate media, enabling individuals or groups to persuade, to seek information, to give information or to express emotions.
- This broad definition includes body-language, skills of speaking and writing. It outlines the objectives of communication. It emphasizes listening as an important aspect of communication.
- Communication is simply the act of transferring information from one place, person or group to another.

**The importance of communication in an organization can be summarized as follows:**

- Communication promotes motivation by informing and clarifying the employees about the task to be done.
- Communication is a source of information to the organizational members for decision-making process.
- Communication also plays a crucial role in altering individual's attitudes.

**Objectives of communication:**

- Objectives of communication **are** - as the name suggests - the process of setting targets for communication. They describe the target that you want to reach with your planned actions.
- Building Awareness is important for new products and companies that are still unrecognized in a market.
- Providing information is needed only to help clients in the seeking phase of the purchasing process. By providing information, you help them in making a choice.

**The different types of communication are:**

On the basis of the communication channels, types of communications are:

- A. Verbal
- B. Non-Verbal
- C. Visual

**Verbal:**

- This involves the use of language and words for the purpose of passing on the intended message.
- In general terms, Verbal Communication means communication in the form of spoken words only.
- But, in the context of types of communication, verbal communication can be in the spoken or the written form.
- Thus, the verbal form may be oral or written as discussed below:
- **Written Communication:** This kind of communication involves any kind of exchange of information in the written form. For example, e-mails, texts, letters, reports, SMS, posts on social media platforms, documents, handbooks, posters, flyers, etc.
- **Oral Communication:** This is the communication which employs the spoken word, either direct or indirect as a communication channel. This verbal communication could be made on a channel that passes information in only one form i.e. sound.

**Non-Verbal Communication:**

- In this type of communication, messages are relayed without the transmission of words.
- The messages here are wordless messages.
- This form of communication mainly aides verbal communication.
- It supplements it with gestures, body language, symbols, and expressions.

**Formal & Informal Communication**

- **Vertical:** The information or data flows up and down the organizational structure.
- **Horizontal:** This is the communication between two similar levels of the organization.
- **Diagonal:** This is the communication across the cross-functional levels of employees from various departments of the organization.

**Video Content / Details of website for further learning (if any):****Can be added as link**

<http://www.yourarticlelibrary.com/management/communication/communication-meaning-purpose-importance-and-principles/60291>

**Important Books/Journals for further learning including the page nos.:**

English For Business by Simon Sweeney (page no 01-06, 20-22 )  
J Basic Communication Skills for Technology (page no 210-215)

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LECTURE HANDOUTS

L - 02

ENGLISH

I/I

Course Name with Code : Business English / 21HSS01

Course Faculty :

Unit : I - Communication and Business English Date of Lecture:

**Topic of Lecture: Process of Communication -Barriers to Communication - Effective Communication**

### Introduction :

Communications is fundamental to the existence and survival of humans as well as to an organization. It is a process of creating and sharing ideas, information, views, facts, feelings, etc. among the people to reach a common understanding. Communication is the key to the Directing [function of management](#). A [manager](#) may be highly qualified and skilled but if he does not possess good communication skills, all his ability becomes irrelevant.

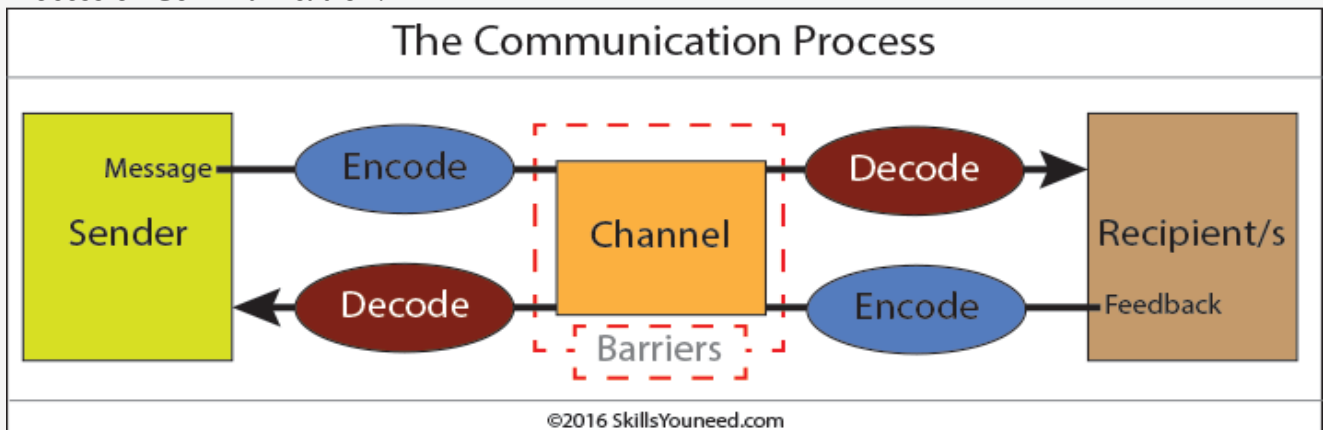
### Prerequisite knowledge for Complete understanding and learning of Topic:

- Process of Communication
- Barriers to Communication
- Effective Communication

### Detailed content of the Lecture:

Communication is simply the act of transferring information from one place, person or group to another.

### Process of Communication:



We will now learn about the different elements in the process of communication.

### Sender

- The very foundation of communication process is laid by the person who transmits or sends the message.
- He is the sender of the message which may be a thought, idea, a picture, symbol, report or an order and postures and gestures, even a momentary smile.

## Message

- Message is referred to as the information conveyed by words as in speech and write-ups, signs, pictures or symbols depending upon the situation and the nature and importance of information desired to be sent.
- Message is the heart of communication.

## Encoding

- Encoding is putting the targeted message into appropriate medium which may be verbal or non-verbal depending upon the situation, time, space and nature of the message to be sent.
- The sender puts the message into a series of symbols, pictures or words which will be communicated to the intended receiver.

## Channel

- Channel(s) refers to the way or mode the message flows or is transmitted through.
- The message is transmitted over a channel that links the sender with the receiver.
- The message may be oral or written and it may be transmitted through a memorandum, a computer, telephone, cell phone, apps or televisions.

## Receiver

- Receiver is the person or group who the message is meant for. He may be a listener, a reader or a viewer.
- The receiver needs to comprehend the message sent in the best possible manner such that the true intent of the communication is attained.

## Decoding

- Decoding refers to interpreting or converting the sent message into intelligible language.
- It simply means comprehending the message.
- The receiver after receiving the message interprets it and tries to understand it in the best possible manner.

## Feedback

- Feedback is the ultimate aspect of communication process.
- It refers to the response of the receiver as to the message sent to him/her by the sender.
- Feedback is necessary to ensure that the message has been effectively encoded, sent, decoded and comprehended.

## Barriers to Communication

- There are many reasons why interpersonal communications may fail.
- In many communications, the message may not be received exactly the way the sender intended and hence it is important that the communicator seeks feedback to check that their message is clearly understood.

Some common barriers to effective communication include:

- Emotional barriers and taboos.
- Lack of attention, interest, distractions, or irrelevance to the receiver.
- Differences in perception and viewpoint.

## Barriers to Communication by Category

### Language Barriers

- Clearly, language and linguistic ability may act as a barrier to communication.
- However, even when communicating in the same language, the terminology used in a message may act as a barrier if it is not fully understood by the receiver(s).

### Psychological Barriers

- The psychological state of the receiver will influence how the message is received.
- For example, if someone has personal worries and is stressed, they may be preoccupied by personal concerns and not as receptive to the message as if they were not stressed.

### Physiological Barriers

- Physiological barriers may result from the receiver's physical state.
- For example, a receiver with reduced hearing may not grasp the entirety of a spoken conversation, especially if there is significant background noise.

### **Physical Barriers**

- An example of a physical barrier to communication is geographic distance between the sender and receiver(s).
- Communication is generally easier over shorter distances as more communication channels are available and less technology is required.

### **Attitudinal Barriers**

- Attitudinal barriers are behaviors or perceptions that prevent people from communicating effectively.
- Attitudinal barriers to communication may result from personality conflicts, poor management, and resistance to change, or a lack of motivation.

### **Effective Communication:**

- Effective communication skills are very important in all aspects of life, be it work or in relationships.
- People in organizations typically spend a major part of their time in interacting with people. Thus it is no surprise to find that at the root of a large number of organizational problems is poor communications. This is most obvious in cross-cultural situations where language is an issue.
- Effective communication is an essential component of organizational success whether it is at the interpersonal, intergroup, intergroup, organizational, or external levels.
- Proper communication skills help people in understanding each other and work together towards a goal.
- Often a person wants to say something but communicates something totally different through vocal intonation and body language.
- These mixed signals force the receiver to choose between the verbal and nonverbal parts of the message, which may not help to get ones message across to that individual because most often, the receiver chooses the nonverbal aspects.
- There are a number of situations when you need to solicit good information from others; these situations include interviewing candidates, solving work problems, seeking to help an employee on work performance, and finding out reasons for performance discrepancies at work. In society it helps in judging an individual's ability to communicate with people from diverse backgrounds.
- Mixed messages create tension and distrust because the receiver senses that the communicator is hiding something or is being less than candid.
- Thus one must understand that communication skills are not only important to develop an impression on the other person and get the required work done, but also to not get a bad idea about themselves in society.

### **Video Content / Details of website for further learning (if any):**

#### **Can be added as link**

[https://www.tutorialspoint.com/effective\\_communication/effective\\_communication\\_process.htm](https://www.tutorialspoint.com/effective_communication/effective_communication_process.htm)  
<https://www.toppr.com/guides/business-correspondence-and-reporting/communication/barriers-in-communication/>

### **Important Books/Journals for further learning including the page nos.:**

English For Business by Simon Sweeney (page no 15-21, 32-35 )  
J Basic Communication Skills for Technology (page no 222-226)

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L - 03

## LECTURE HANDOUTS

ENGLISH

I/I

Course Name with Code: Business English / 21HSS01

Course Faculty :

Unit : I - Communication and Business English Date of Lecture:

**Topic of Lecture: The text about business - Business Operations**

### Introduction :

English grammar can often seem strange. We have so many rules for making sentences and almost as many exceptions to those rules. On a basic level, though, most English sentences follow a similar structure. Follow these five tips to make constructing English sentences easy.

### Prerequisite knowledge for Complete understanding and learning of Topic:

- Get the words in the right order
- Parts of speech aren't always just one word.
- two types of object
- Subject Verb Object + Subject Verb Object
- Business Operations Elements

### Detailed content of the Lecture:

- The most common order for parts of a sentence is: subject, verb, object (if present). Eg: *Steve kicked the ball.*
- In this sentence, the subject is 'Steve', the verb is 'kicked' and the object is 'the ball'.
- To help you remember this structure, try making an example with someone you know well as the subject and something they do often for the verb and object.
- Parts of speech aren't always just one word. A subject, verb, or object is sometimes made up of several words so make sure you look at the structure of a whole sentence rather than just individual words if you want to get it right. Eg: *People who practice a lot get higher scores.*
- In this sentence, the subject is 'people who practice a lot'. We can call a subject made of several words a 'subject phrase' or 'predicate'.
- There are two types of object. Sometimes you will see sentences with two objects. If that's the case, we split them into two types:  
Direct - the object with which the subject has a direct connection.  
Indirect - the object with a weaker connection to the subject.
- In this sentence, 'flowers' is a direct object and 'my mother' is an indirect object. The indirect has a preposition before it if we want to use it at the end of the sentence. Eg: *I bought my mother some flowers.*
- In this sentence the direct and indirect objects are in a different order. When the direct comes last, we don't need to use a preposition.
- Compound sentences follow the same structure but do it twice.
- A compound sentence is one made of two clauses (sections). In this case, the sentence uses a conjunction to join two halves of the sentence, each of which has the same structure. Eg: *I cooked dinner and my father bought some drinks.*



- Learn the exceptions to the rules. There are some sentence structures, for example, the passive voice, that work slightly differently.
- Once you are comfortable with declarative sentences, take some time to explore other sentence structures as they will give you language more variety and are a fun challenge to learn.

### **The text about business:**

- In our increasingly distracted-world, it can sometimes feel impossible to get people's attention.
- It's not that they aren't interested in what you have to say or wouldn't be if you could just get a second or two of their time –
- it's that consumers have, by necessity in an information-drenched world, become message connoisseurs.
- In fact, while voicemail and email both have a lowly [1-3% response rate](#), text messages maintain an impressive [35%-45% response rate](#).
- A decade ago when text messaging overtook phone calls, the majority of those messages being sent back and forth were between family and friends.
- Then, "business texting" largely resembled mass text marketing – those robotic text messages from 5- or 6-digit numbers that offered you an unbelievable discount or once-in-a-lifetime trip or asked you to text in for info on a promo or contest.
- Business texting today is unrecognizable from those spammy messages of a decade ago.
- Just as business emails have moved away from bland mass messages, business texting is all about providing valuable, targeted, meaningful information to your contacts.

### **What is Business Operations?**

- Everything that happens within a company to keep it running and earning money is referred to collectively as business operations.
- Business plans often include a section dedicated to operations so that company founders understand the systems, equipment, people, and processes need to make the organization function.
- 

### **Business Operations Elements**

- Business operations vary according to business type, industry, size, and so on. Operations for a brick-and-mortar store, for example, will look different from operations for an online retailer.
- The former will need point of sale terminals to process purchases, for example, while the latter will need e-commerce software that provides electronic shopping cart services.
- Business operations for most businesses, though, take into account the following elements:
  - Process
  - Staffing
  - Location
  - Equipment or technology
- Process is important because of its impact on productivity and efficiency.
- Processes done manually that can be done quicker with software or that duplicate work done by other departments can cost a business time and money.
- Business operations processes should be documented department by department so that operations managers can study them to find areas for improvement, consolidation, or cost-savings.
- Documentation also helps companies train new employees.
- Staffing is determined by the processes.
- A small business might need a few people who are generalists while a large company will need many more people who are specialists.
- Location is more important to certain types of businesses than to others – and the reason for the location will vary.

- A solopreneur consultant might only need room for a desk at home, a pet groomer will need a location with parking, and a software developer will need to be located in a region with access to appropriate talent.
- The equipment or technology needed for optimum business operations will often have an impact on location.
- The pet groomer with a staff and several grooming bays will need more space and different equipment from the mobile groomer who offers services provided at the pet's home.
- A carpet cleaning business won't need a storefront, but it will need a garage to store its trucks plus office space for business operations management.

**Business Operations Analysis:**

- Once a business is established, and particularly after a growth spurt, it's important to periodically assess and analyze business operations to identify inefficiencies and improve communication.
- Comparisons with industry benchmarks and best practices can help a company make sure its business operations are optimum.

**Diagram/ Description/Algorithm/Procedure for solving problems/ Derivation component with supporting content if any**

**Video Content/ Details of website for further learning (if any):**

Can be added as link

<https://www.upcounsel.com/business-operations-definition>

<https://textus.com/business-texting/what-is-business-texting>

**Important Books/Journals for further learning including the page nos.:**

English For Business by Simon Sweeney (page no 35-46)

J Basic Communication Skills for Technology (page no 250-263)

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L - 04

## LECTURE HANDOUTS

ENGLISH

I/I

Course Name with Code: Business English / 21HSS01

Course Faculty :

Unit : I - Communication and Business English Date of Lecture:

### Topic of Lecture: Conversation

#### Introduction :

Conversation is interactive [communication](#) between two or more people. The development of conversational skills and [etiquette](#) is an important part of [socialization](#). The development of conversational skills in a new language is a frequent focus of [language teaching](#) and [learning](#). [Conversation analysis](#) is a branch of sociology which studies the structure and organization of human interaction, with a more specific focus on conversational interaction.

#### Prerequisite knowledge for Complete understanding and learning of Topic:

- Conversations follow rules of etiquette
- Conversations may be the optimal form
- Conversations may be ideal
- Conversation is generally face-to-face person-to-person

#### Detailed content of the Lecture:

##### Conversation

- A ritualized exchange such as a mutual [greeting](#) is not a conversation, and an interaction that includes a marked status differential (such as a boss giving orders) is also not a conversation.
- An interaction with a tightly focused topic or purpose is also generally not considered a conversation. Summarizing these properties, one authority writes that "Conversation is the kind of speech that happens informally, symmetrically, and for the purposes of establishing and maintaining social ties."
- From a less technical perspective, a writer on etiquette in the early 20th century defined conversation as the polite give and take of subjects thought of by people talking with each other for company.
- Conversations follow rules of etiquette because conversations are social interactions, and therefore depend on social convention. Specific rules for conversation arise from the [cooperative principle](#). Failure to adhere to these rules causes the conversation to deteriorate or eventually to end. Contributions to a conversation are responses to what has previously been said.
- Conversations may be the optimal form of [communication](#), depending on the participants' intended ends.
- Conversations may be ideal when, for example, each party desires a relatively equal exchange of information, or when the parties desire to build social ties.
- On the other hand, if permanency or the ability to review such information is important, written communication may be ideal. Or if time-efficient communication is most important, a speech may be preferable.
- Conversation involves a lot more nuanced and implied context that lies beneath just the words.

- Conversation is generally face-to-face person-to-person at the same time (synchronous) – possibly online with video applications such as Skype, but might also include audio-only phone calls.
- In face to face conversation it has been suggested that 85% of the communication is non-verbal/body language – a smile, a frown, a shrug, tone of voice conveying much added meaning to the mere words.
- Face to face conversation is increasingly deemed less important when people have already seen all the relevant news about the other person they have already shared online.

**Diagram/ Description/Algorithm/Procedure for solving problems/ Derivation component with supporting content if any**

**Video Content / Details of website for further learning (if any):**

**Can be added as link**

[https://www.btb.termiumplus.gc.ca/tpv2guides/guides/pep/index-fra.html?lang=fra&page=clarity\\_1\\_tobe\\_ornot\\_tobe](https://www.btb.termiumplus.gc.ca/tpv2guides/guides/pep/index-fra.html?lang=fra&page=clarity_1_tobe_ornot_tobe)

**Important Books/Journals for further learning including the page nos.:**

English For Business by Simon Sweeney (page no 73-76)

J Basic Communication Skills for Technology (page no 280-296)

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L - 05

## LECTURE HANDOUTS

ENGLISH

I/I

Course Name with Code: Business English / 21HSS01

Course Faculty :

Unit : I - Communication and Business English Date of Lecture:

### Topic of Lecture: Situational Role Play

**Introduction :** Role-playing takes place between **two or more people**, who act out roles to explore a particular scenario. ... Also, by preparing for a situation using role-play, you build up experience and self-confidence with handling the situation in real life, and you can develop quick and instinctively correct reactions to situations.

**Description:** In this role play scenario, students would use their knowledge of food vocabulary and common questions to order food in English at a restaurant. This a common role play topic for English classes with beginner learners.

To make this role play more fun, tell students that after they have ordered their food, and the food has been served, they should then act out that there is a 'problem' with the food.

This 'problem' could be something as simple as "There's a fly in my soup!" or "My food is too cold!", but you can let your students be as imaginative as they like.

### Detailed content of the Lecture:

#### Situational Role Play

Speaking on the phone is different to a face-to-face conversation because one relies solely on language to communicate. Get the students who are practicing to sit back to back in order for this to work properly. There is a whole range of ideas which one can use to act this out. Examples include: *phoning to make a complaint, speaking to a friend or inquiring about a job position.*

#### Going to the Shop (customer and sales manager)

A great one for younger learners as it will teach them the basics of interacting with people. Children generally rely on their parents to buy things for them, therefore this will boost their overall general confidence in buying. It can be as simple or as complex as one wishes, depending on the situation. Key phrases are often important here, such as "*I would like...*" "*How much are...*" "*Good morning...*" and so forth.

#### Booking a Hotel (hotel manager and organizer)

This will allow students to practise a specific type of language. Usually this will be formal language as it is a business conversation. This can also be done in the format of a telephone conversation, or it could be someone approaching a text. There is a wide range of opportunity here for the students to learn new forms of vocabulary.

#### Sharing Opinions(team leader and team member)

Choose a topic that everyone appears to be interested in. Get the students to pair up and give them a list of questions to follow (for example, see our '130 Topics for Discussion (more than 2000 questions) For Any Level'). This will allow them to come up with their own phrases and use language in a much more practical way.

**Job Interview (examiner and candidate)**

Work is usually a good topic to begin with when teaching adults. Many are learning English in order to improve their career prospects. As a result, a job interview role play is an excellent way to get the class learning that all important material. Again, this can be *scripted* or *non-scripted*. A good idea would be to have the interviewer have a list of set questions, and the students can take it from there.

**Getting Everyone to Speak(teacher and student)**

A traditional method is to ask the class to pair off. Of course, one cannot monitor every student particularly if the class is quite large. Therefore, it is important to make sure everyone is speaking and getting the most out of the language they know. If one has time, have each individual group come up to the top of the class and speak in front of everyone else. This will allow people to use their language more creatively.

**Diagram/ Description/Algorithm/Procedure for solving problems/ Derivation component with supporting content if any****Video Content / Details of website for further learning (if any):****Can be added as link**

<https://specialties.bayt.com/en/specialties/q/199801/what-is-quot-positive-language-quot/>  
<https://multilingual.com/positive-language/>

**Important Books/Journals for further learning including the page nos.:**

English For Business by Simon Sweeney (page no 77-82)

J Basic Communication Skills for Technology (page no 302-310)

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L - 06

## LECTURE HANDOUTS

ENGLISH

I/I

Course Name with Code: Business English / 21HSS01

Course Faculty :

Unit : I - Communication and Business English Date of Lecture:

### Topic of Lecture: Reading Comprehension

#### Introduction :

Reading comprehension is the ability to process text, understand its meaning, and to integrate with what the reader already knows. Fundamental skills required in efficient reading comprehension are knowing meaning of words, ability to understand meaning of a word from discourse context, ability to follow organization of passage and to identify antecedents and references in it, ability to draw inferences from a passage about its contents, ability to identify the main thought of a passage, ability to answer questions answered in a passage, ability to recognize the literary devices or propositional structures used in a passage and determine its tone, to understand the situational mood (agents, objects, temporal and spatial reference points, casual and intentional inflections, etc.) conveyed for assertions, questioning, commanding, refraining etc. and finally ability to determine writer's purpose, intent and point of view, and draw inferences about the writer.

#### Prerequisite knowledge for Complete understanding and learning of Topic:

- There are many reading strategies to improve reading comprehension and inferences, including improving one's vocabulary, critical text analysis (intertextuality, actual events vs. narration of events, etc.) and practicing deep reading. Ability to comprehend text is influenced by readers' skills and their ability to process information. If word recognition is difficult, students use too much of their processing capacity to read individual words, which interferes with their ability to comprehend what is read.

#### Detailed content of the Lecture:

People learn comprehension skills through education or instruction and some learn by direct experiences. Proficient reading depends on the ability to recognize words quickly and effortlessly. It is also determined by an individual's cognitive development, which is "the construction of thought processes".

There are specific characteristics that determine how successfully an individual will comprehend text, including prior knowledge about the subject, well-developed language, and the ability to make inferences from methodical questioning & monitoring comprehension like: "Why is this important?" and "Do I need to read the entire text?" are examples of passage questioning.

Instruction for comprehension strategy often involves initially aiding the students by social and imitation learning, wherein teachers explain genre styles and model both top-down and bottom-up strategies, and familiarize students with a required complexity of text comprehension. After the contiguity interface, the second stage involves gradual release of responsibility wherein over time teachers give students individual responsibility for using the learned strategies independently with remedial instruction as required and this helps in error management. The final stage involves leading the students to a self-regulated learning state with more and more

practice and assessment, it leads to overlearning and the learned skills will become reflexive or "second nature." The teacher as reading instructor is a role model of a reader for students, demonstrating what it means to be an effective reader and the rewards of being one.

"The ability to understand information presented in the written form is called reading Comprehension". Comprehension is a "creative, multifaceted process" dependent upon four language skills: phonology, syntax, semantics, and pragmatics.

### **Reading comprehension levels**

Reading comprehension involves two levels of processing, shallow (low-level) processing and deep (high-level) processing. Deep processing involves semantic processing, which happens when we encode the meaning of a word and relate it to similar words. Shallow processing involves structural and phonemic recognition, the processing of sentence and word structure, i.e. first-order logic, and their associated sounds. This theory was first identified by Fergus I. M. Craik and Robert S. Lockhart.

Comprehension levels are observed through neuroimaging techniques like functional magnetic resonance imaging (fMRI). fMRI's are used to determine the specific neural pathways of activation across two conditions, narrative-level comprehension and sentence-level comprehension. Images showed that there was less brain region activation during sentence-level comprehension, suggesting a shared reliance with comprehension pathways. The scans also showed an enhanced temporal activation during narrative levels tests indicating this approach activates situation and spatial processing.

### **Vocabulary**

Reading comprehension and vocabulary are inextricably linked together. The ability to decode or identify and pronounce words is self-evidently important, but knowing what the words mean has a major and direct effect on knowing what any specific passage means while skimming a reading material. It has been shown that students with a smaller vocabulary than other students comprehend less of what they read. It has been suggested that to improve comprehension, improving word groups, complex vocabularies such as homonyms or words that have multiple meanings, and those with figurative meanings like idioms, similes, collocations and metaphors are a good practice.

Andrew Biemiller argues that teachers should give out topic related words and phrases before reading a book to students, teaching includes topic related word groups, synonyms of words and their meaning with the context, and he further says to familiarize students with sentence structures in which these words commonly occur. Biemiller says this intensive approach gives students opportunities to explore the topic beyond its discourse - freedom of conceptual expansion. However, there is no evidence to suggest the primacy of this approach. Incidental Morphemic analysis of words - prefixes, suffixes and roots - is also considered to improve understanding of the vocabulary, though they are proved to be an unreliable strategy for improving comprehension and is no longer used to teach students.

### **Diagram/ Description/Algorithm/Procedure for solving problems/ Derivation component with supporting content if any**

#### **Video Content / Details of website for further learning (if any):**

Can be added as link

<https://study.com/academy/lesson/coherence-in-writing-definition-examples.html>

<https://www.smart-words.org/linking-words/transition-words.html>

#### **Important Books/Journals for further learning including the page nos.:**

English For Business by Simon Sweeney (page no 77-82)

J Basic Communication Skills for Technology (page no 302-310)

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Rasipuram - 637 408, Namakkal Dist., Tamil Nadu



LECTURE HANDOUTS

L - 07

ENGLISH

I/I

Course Name with Code : Business English / 21HSS01

Course Faculty :

Unit : II - Grammar & Vocabulary

Date of Lecture:

**Topic of Lecture: Phrases and clauses, Kinds of Sentences**

### Introduction :

A sentence is a set of words that is complete in itself, typically containing a subject and predicate, conveying a statement, question, exclamation, or command, and consisting of a main clause and sometimes one or more subordinate clauses. It has its own kinds.

### Prerequisite knowledge for Complete understanding and learning of Topic:

- Types of Phrases
- Types of Clauses
- Kinds of Sentences

### Detailed content of the Lecture:

- Clause and phrase are two important terms in English grammar. Clause and phrase are parts of a sentence.

#### Phrase:

- A phrase is a group of words that does not consist of a subject and a verb. Words can be grouped together, but without a subject or a verb. This is called a phrase.
- Phrases can be very short - or quite long.

Two examples of phrases are:

“After dinner”

“Waiting for the rain to stop”.

#### Types of Phrases:

##### Noun Phrase

- A **noun phrase** is usually assembled centering a single noun and works as a subject, an object or a complement in the sentence.

Example:

- Reading novels is a good habit. (A subject)

##### Adjective Phrase

- An **adjective phrase** is comprised of an adjective and works as a single adjective in the sentence.

Example:

- A lot of people do not sleep at night.

##### Adverbial Phrase

- An **adverbial phrase** modifies the verb or the adjective and works as an adverb in the sentence.



Example:

- He works very slowly.

### **Prepositional Phrase**

- A **prepositional phrase** always begins with a preposition and connects nouns.

Example:

- By working aimlessly, you will not get success.

### **Conjunctive Phrase**

- A **conjunctive phrase** works as a conjunction in the sentence.

Example:

- As soon as you got in, he went out.

### **Interjectional Phrase**

- Interjections that have more than one words are called the **interjectional phrases**.

Example:

- What a pleasure! I won the first prize.

### **Clause:**

- A Clause is a group of words that consists of a subject and a verb. An independent clause is a simple.

Example:

I am feeling well today.

### *Types of Clause:*

#### **Independent Clause:**

- An **independent clause** functions on its own to make a meaningful sentence and looks much like a regular sentence.

Example:

- He is a wise man.
- I like him.

#### **Dependent Clause**

- A **dependent clause** cannot function on its own because it leaves an idea or thought unfinished.

It is also called subordinate clause.

Example:

- When I was dating Daina, I had an accident.
- I know the man who stole the watch.

### **Kinds of Sentences**

There are four main kinds of sentences:

- Declarative Sentence
- Imperative Sentence
- Interrogative Sentence
- Exclamatory Sentence

#### Declarative Sentence

- A declarative or assertive sentence states a fact, opinion or idea.  
Most sentences are declarative. A declarative sentence is followed by a period (.).

Examples:

*He sold cakes to the class.*

**Imperative Sentence**

- An imperative sentence gives a command or a request.
- Imperative sentences do not have a subject as you is the implied subject.
- The imperative sentence is usually followed by a period (.). Very strong commands may be followed by an exclamation point (!).

Examples:

Go to your room now.

**Interrogative Sentence**

- An interrogative sentence asks a question.
- An interrogative sentence is followed by a question mark (?).

Examples:

- Have you ever seen a flying fish?

**Exclamatory Sentence**

- An exclamatory sentence expresses strong feeling. The exclamatory sentence always ends with an exclamation point.

Examples:

- That sounds incredible!

**Video Content / Details of website for further learning (if any):****Can be added as link**

<https://grammar.yourdictionary.com/grammar/sentences/types-of-sentences.html>

<https://www.studyandexam.com/clause-phrase.html>

**Important Books/Journals for further learning including the page nos.:**

**English for Technologists and Engineers by Mindscapes Page no : 34-39**

**Course Faculty**

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Rasipuram - 637 408, Namakkal Dist., Tamil Nadu



LECTURE HANDOUTS

L - 08

ENGLISH

I/I

Course Name with Code : Business English / 21HSS01

Course Faculty :

Unit : II - Grammar & Vocabulary

Date of Lecture:

## Topic of Lecture: Sentence patterns - GRE Vocabulary

### Introduction :

A sentence is a set of words that is complete in itself, typically containing a subject and predicate, conveying a statement, question, exclamation, or command, and consisting of a main clause and sometimes one or more subordinate clauses. It has its own kinds.

A sentence pattern is an arrangement of words. This arrangement needs to be in a grammatically correct structure. It means the placement of verbs and nouns should be correct to form a meaningful sentence.

Memorizing *vocabulary* lists is not the best way to improve your *vocabulary*. The best way is to read more and read more challenging material. ... Doing so will prepare you for the wide range of reading comprehension topics you will get on the *GRE*, *GMAT*, *MCAT*, and *LSAT*, and improve your *vocabulary* as well.

### Prerequisite knowledge for Complete understanding and learning of Topic:

- Sentence
- Simple
- Compound
- complex

### Detailed content of the Lecture:

#### Sentence Pattern

There are four basic **patterns** that are used when putting together a **sentence**: Subject + Verb (S + V) Subject + Verb + Direct Object (S + V + DO) Subject + Verb + Indirect Object + Direct Object (S + V + IO + DO)

There are four basic patterns that are used when putting together a sentence:

- Subject + Verb (S + V)
- Subject + Verb + Direct Object (S + V + DO)
- Subject + Verb + Indirect Object + Direct Object (S + V + IO + DO)

Subject + Verb + Subject Complement (S + V + SC)

- A subject is usually a noun or a pronoun, but it may also be a gerund, an infinitive, a clause, or a phrase.
- The verbs in these patterns are action verbs or linking verbs.
- It's important to consider that subjects or verbs are sometimes compound. That means there is more than one word serving as a subject or a verb in a sentence or question.
- It's useful to identify prepositional phrases before you decide which word is the subject, the verb, the direct object, etc.
- Many teachers tell students to draw parentheses around the prepositional phrases--if they

exist--before determining the pattern of the sentence.

For example:

- Bob works (at a shoe store) (in the mall).
- (In the middle) (of the room) there is a table.
- Most (of the students) **like the class**.
- In the first sentence, the subject is "Bob" and the verb is "works."
- In the second sentence, the subject is "there," the verb is "is" and the subject complement is "table."
- In the third sentence, the subject is "most," the verb is "like" and the word "class" is the direct object.
- It's easier to identify these parts of the sentence if you find the prepositional phrases first.
- The sentences that you learn about on this page are basic sentence patterns. T
- here are many, many different ways to form a sentence; however, you should learn these four basic patterns first.

### GRE Vocabulary

- **anomaly** - *noun* - something that is unusual or unexpected
  1. The student's poor performance on the latest test was an **anomaly** since she had previously earned excellent grades.
- **equivocal** - *adj.* - not easily understood or explained
  1. Politicians have been known to provide **equivocal** answers to reporters' questions.
- **assuage** - *verb* - to make (an unpleasant feeling) less intense
  1. A massage can **assuage** the soreness in your muscles.
- **erudite** - *adj.* - having or showing great knowledge
  1. High school students often struggle with novels that are more **erudite** than they are entertaining.
- **opaque** - *adj.* - not able to be seen through; not easily understood
  1. Medical jargon includes many **opaque** terms like macrosomic, which describes a newborn who weighs more than 4,000 grams.
- **prodigal** - *adj.* - wastefully extravagant
  1. The **prodigal** prince bought lavish gifts and planned expensive events.
- **enigma** - *noun* - a person or thing that is mysterious, puzzling, or difficult to understand
  1. Scientists continue to research cancer to solve the **enigma** of its primary cause, which will hopefully lead to a cure.
- **fervid** - *adj.* - intensely enthusiastic or passionate
  1. The child showed a **fervid** fascination for superheroes, pouring over comic books for hours.
- **placate** - *verb* - to make (someone) less angry or hostile
  1. A parent may decide to **placate** a baby with a pacifier.
- **zeal** - *noun* - a strong feel of interest and enthusiasm that makes someone very eager or determined to do something
  1. The great emperor's crusading **zeal** led him to conquer many lands.
- **abstain** - *verb* - to restrain oneself for doing or enjoying something
  1. Doctors encourage their patients to **abstain** from smoking cigarettes.
- **audacious** - *adj.* - a willingness to take bold risks / *adj.* - showing a lack of respect
  1. The new CEO pursued **audacious** initiatives to save the company from bankruptcy.  
/ The student's **audacious** remark earned her a seat in afternoon detention.
- **desiccate** - *verb* - remove the moisture from (something)
  1. The heat and energy from the sun can **desiccate** even the most hearty plants.
- **gullible** - *adj.* - easily persuaded to believe something
  1. The **gullible** little boy gave his older sister all of his allowance because she told him she would buy a pony for him.
- **laudable** - *adj.* - deserving praise and commendation
  1. Providing affordable healthcare for all citizens is a **laudable** goal.

- **pedant** – *noun* – a person who makes an excessive display of learning
  1. Professor Blackwell, a well-known **pedant**, required his pre-med students to speak in Latin throughout the entire semester.

**Video Content / Details of website for further learning (if any):**

Can be added as link

[https://www.learnamericanenglishonline.com/Orange%20Level/O26\\_Sentence\\_Patterns.html](https://www.learnamericanenglishonline.com/Orange%20Level/O26_Sentence_Patterns.html)

<https://www.kaptest.com/study/gre/top-52-gre-vocabulary-words/>

**Important Books/Journals for further learning including the page nos.:**

English for Technologists and Engineers by Mindscapes Page no : 20-25

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## LECTURE HANDOUTS

L - 09

ENGLISH

I/I

Course Name with Code : Business English / 21HSS01

Course Faculty :

Unit : II - Grammar & Vocabulary

Date of Lecture:

### Topic of Lecture: Prefix & Suffix -Synonyms - Antonyms

#### Introduction :

A **prefix** is a group of letters placed before the root of a word. For example, the word “unhappy” consists of the prefix “un-” [which means “not”] combined with the root (or stem) word “happy”; the word “unhappy” means “not happy.”

A **suffix** is a group of letters placed after the root of a word. For example, the word flavorless consists of the root word “flavor” combined with the suffix “-less” [which means “without”]; the word “flavorless” means “having no flavor.”

Synonyms are words with the same or similar meaning.

Antonyms are words with opposite meanings.

#### Prerequisite knowledge for Complete understanding and learning of Topic:

- Prefix
- Suffix
- Synonyms
- Antonyms

#### Detailed content of the Lecture:

PREFIX	MEANING	EXAMPLES
ante-	before	antenatal, anteroom, antedate
anti-	against, opposing	antibiotic, antidepressant, antidote
circum-	around	circumstance, circumvent, circumnavigate
co-	with	co-worker, co-pilot, co-operation
de-	off, down, away from	devalue, defrost, derail, demotivate
SUFFIX	MEANING	EXAMPLE
NOUN SUFFIXES		
-acy	state or quality	democracy, accuracy, lunacy
-al	the action or process of	remedial, denial, trial, criminal

-ance, -ence	state or quality of	nuisance, ambience, tolerance
-dom	place or state of being	freedom, stardom, boredom
-er, -or	person or object that does a specified action	reader, creator, interpreter, inventor, collaborator, teacher
-ism	doctrine, belief	Judaism, scepticism, escapism
VERB SUFFIXES		
-ate	become	mediate, collaborate, create
-en	become	sharpen, strengthen, loosen
-ify, -fy	make or become	justify, simplify, magnify, satisfy
-ise, -ize	become	publicise, synthesise, hypnotise
ADJECTIVE SUFFIXES		
-able, -ible	capable of being	edible, fallible, incredible, audible
-al	having the form or character of	fiscal, thermal, herbal, colonial
-esque	in a manner of or resembling	picturesque, burlesque, grotesque
-ful	notable for	handful, playful, hopeful, skilful
ADVERB SUFFIXES		
-ly	related to or quality	softly, slowly, happily, crazily, madly
-ward, -wards	direction	towards, afterwards, backwards, inward
-wise	in relation to	otherwise, likewise, clockwise

### Synonyms

- |                              |                                 |                        |
|------------------------------|---------------------------------|------------------------|
| • Afraid, scared, frightened | • Gloomy, sad, unhappy          | • Quick, fast, swift   |
| • Automobile, car, vehicle   | • Happy, glad, joyful, cheerful | • Quiet, calm          |
| • Big, large, huge           | • Hide, cover                   | • Rest, relax          |
| • Blank, empty, hollow       | • House, home                   | • Rock, stone          |
| • Bunny, rabbit, hare        | • Ill, sick, unwell             | • Rug, carpet, mat     |
| • Cap, hat                   | • Idea, thought                 | • Sack, bag, backpack  |
| • Center, middle, inside     | • Jog, run                      | • Sniff, smell, inhale |
| • Couch, sofa, divan         | • Listen, hear                  | • Strange, odd, weird  |
| • Evil, bad, wicked          | • Little, small, tiny           |                        |

### Antonyms



- Add - Subtract
- Above - Below
- After - Before
- Awake - Asleep
- Bad - Good
- Better - Worse
- Big - Little
- Birth - Death
- Boy - Girl
- Clean - Dirty
- Close - Open
- Cold - Hot
- End - Begin
- Dark - Light
- Day - Night
- Even - Odd
- Fail - Pass
- False - True
- Float - Sink
- East - West
- Fat - Skinny
- Hungry - Full
- Gentle - Rough
- Happy - Sad
- Hard - Soft
- Heavy - Light
- High - Low
- In - Out
- Last - First
- Laugh - Cry

**Video Content / Details of website for further learning (if any):**

**Can be added as link**

<https://www.myenglishteacher.eu/blog/prefixes-suffixes-list/>

<https://examples.yourdictionary.com/examples-of-antonyms-synonyms-and-homonyms-for-kids.html>

**Important Books/Journals for further learning including the page nos.:**

**J Basic Communication Skills for Technology, Rutherford , Andrea. Page no:5-9,45-47.**

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LECTURE HANDOUTS

L - 10

ENGLISH

I/I

Course Name with Code : Business English / 21HSS01

Course Faculty :

Unit : II - Grammar & Vocabulary

Date of Lecture:

## Topic of Lecture: Word Formation - Error Spotting

### Introduction :

In linguistics, word formation is the creation of a new word. Word formation is sometimes contrasted with semantic change, which is a change in a single word's meaning.

Spotting Errors. Spotting errors are asked in verbal reasoning. You need to spot sentences and error which are grammatically incorrect. This error can be anything. From noun to pronoun to singular/plural to word usage they can be anything.

### Prerequisite knowledge for Complete understanding and learning of Topic:

- Word Formation
- Error Spotting
- Sentence Correction

### Detailed content of the Lecture:

- In English language has a genius for the formation of expressive compound words. Common examples include **sun-stroke, pick-pocket, elbow-room, land-lord, humming-bird** etc.
- The two parts of a compound word are usually separated by a hyphen. However, in the case of many common compound words, the component parts have become so closely connected that they are now written as one word without any hyphen between them.
- Examples are: sunstroke, landlord, pickpocket, overload etc.  
And in the case of some other compound words, complete integration has been achieved by modifying one or both of the component parts.
- For example, **pass time** is now written as **pastime**. In the same way, **holy day** has become **holiday** and **prime rose** has become **primrose**.  
There are different types of compound words
- **Noun + noun**  
Examples are: master-piece, table-cloth, maid-servant, bread-winner, shoe-maker etc.
- **Noun + gerund**  
Examples are: wool-gathering, snake-charming, bull-baiting, sooth-saying etc.
- **Noun + adjective**  
Examples are: court-martial, knight-errant
- **Gerund + noun**  
Examples are: piping-hot, walking-stick, drawing-room, laughing-stock, skipping-rope etc.
- **Adverb + noun**  
Examples are: out-patient, over-load, fore-sight, under-tone, in-sight etc.

- **Verb + noun**  
Examples are: dare-devil, cut-throat, break-fast, spend-thrift, pass-port etc.
- **Adjective + noun**  
Examples are: short-hand, free-thinker, lay-man, hard-ware, strong-hold etc.
- **Present participle + noun**  
Examples are: humming-bird, flying-fish, loving-kindness etc.
- **Pronoun + noun**  
Examples are: he-goat
- **Possessive noun + noun** (In this case, the apostrophe is usually omitted)  
Examples are: sportsman, craftsman, statesman, hair's-breadth, stone's-throw.

**Error Spotting:**

1. **This laboratory of physics is (1) / not only equipped with (2) / all state of the art instruments (3) / but also with outstanding physicists (4) / No error (5)**

**Solution**

(2) Equipped not only with should be used in place of not only equipped with, with Not only... but also / Either .... Or ./ Neither ... nor we join two subject / objects/ verbs/ gerunds

2. **No method of making (1) / other people agree to your view point is (2) your view point is (3) / as effective as this method (4) / No error(5)**

**Solution**

(1) when we compare two things belonging to the same group, we use no other, whereas, when two things belonging to different grouped are compared we use no.

3. **I did not like his (1) / comments on my paper (2) / but I had no alternative (3) / as I had agreed to keep quite (4) / No error (5)**

**Solution**

(5) No error

4. **The report is candid in admitting (1) / that the investment by the government (2) / in health and family planning (3) have been eroded considerably (4) / No error (5)**

**Solution**

4. I live on a top floor (1) / of an old house (2) / when the wind blows (3) / all the windows rattle (4) / No error (5)

**Solution**

(1) The article the is used before physical place(Position) like top bottom etc, So we say the top, the bottom

5. **Had he not reached in time (1) / he would have missed (2) / a golden opportunity which comes (3) / once in a while (4) / No error (5)**

**Solution**

(5) No error

**Video Content / Details of website for further learning (if any):**

Can be added as link

<https://www.englishgrammar.org/word-formation-english/>

<https://examsdaily.in/error-spotting-examples-exercises-with-answers-pdf>

<https://www.testprepreview.com/modules/sentence-correction.htm>

**Important Books/Journals for further learning including the page nos.:**

English for Technologists and Engineers by Mindscapes Page no : 11-16

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LECTURE HANDOUTS

L - 11

ENGLISH

I/I

Course Name with Code : Business English / 21HSS01

Course Faculty :

Unit : II Grammar & Vocabulary Date of Lecture:

## Topic of Lecture: Idioms and Phrases

### Introduction :

An idiom is a group of words whose meanings in different from the meaning of the individual words. The words of the idiom have become fixed and they are unchangeable due to their consistent views.

### Prerequisite knowledge for Complete understanding and learning of Topic:

Word Analogy  
Idioms and Phrases

### Detailed content of the Lecture:

#### Idioms and Phrases:

- **at the drop of a hat** (without any hesitation / instantly)
  - The Chairman wants us to assemble in the Smart Hall at the drop of a hat, even when we have some important academic work.
- **to spill the beans** (reveal a secret)
  - My child spilt the beans about our surprise visit to USA.
- **to hit the nail on the head** (do or say exactly the correct thing)
  - We should not explain in a roundabout manner; we have to hit the nail on the head.
- **to cry over spilt milk** (complaining about a loss or failure)
  - All the valuables have been washed away by the recent flood. There is no use crying
  - Over spilt milk anyway.
- **once in a blue moon** (an event that happens occasionally )
  - They go to cinema once in a blue moon.
- **to burn the midnight oil** (to work late at night)
  - He burnt the midnight oil while preparing for the university exams.
- **to fight tooth and nail** (to fight in a very determined way)
  - The residents of the street were fighting tooth and nail to remove the 'Wineshop' shop in front of the school.
- **to beat around the bush** (avoiding the main topic, not speaking directly)
  - He will always beat around the bush and he will not speak precisely and directly to the point.
- **a wild goose chase** (a pursuit of something unattainable)
  - After two hours of wandering in the thick forest, I realized that we were on a wild

goose chase.

- **Hobson's choice** (a situation in which somebody has no choice)
  - The parents fixed a girl for their son and it was a Hobson's choice for him.
- **by leaps and bounds**- (by a large amount)
  - IT industry has expanded **by leaps and bounds** in the last 10 years.
- **castles in the air**- (day-dream)
  - We need not waste our time building **castles in the air**.
- **caught red-handed**- (caught with evidence)
  - He was **caught red-handed when** stealing a pen from the shop.
- **crocodile tears**- (false tears)
  - She always sheds **crocodile tears** in front of me.
- **cry a halt**- (stop)
  - He **cried a halt** to smoking.
- **cry over spilt milk**- (worrying about small accidents)
  - There is no use in **crying over spilt milk**; what is done cannot be undone.
- **cup of tea**- (favourite activity)
  - Dancing is not my **cup of tea**.
- **Keep your fingers on the pulse** - ( aware of the most recent developments)
  - An entrepreneur must keep his fingers on the pulse of the market to be successful
- **a bolt from the blue**- (a sudden and unexpected happening)
  - It was **a bolt from the blue** when we heard that Rajiv was killed.
- **in black and white**- (in written form)
  - Verbal agreement has no value, get it down **in black and white**.

**Video Content / Details of website for further learning (if any):**

**Can be added as link**

[http://www2.nlsd122.org/c/files/6314/5014/7267/Analogy\\_Notes.pdf](http://www2.nlsd122.org/c/files/6314/5014/7267/Analogy_Notes.pdf)

<https://www.smart-words.org/quotes-sayings/idioms-meaning.html>

**Important Books/Journals for further learning including the page nos.:**

**J Basic Communication Skills for Technology, Rutherford , Andrea. Page no:35-37**

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Rasipuram - 637 408, Namakkal Dist., Tamil Nadu



L - 12

## LECTURE HANDOUTS

ENGLISH

I/I

Course Name with Code : Business English / 21HSS01

Course Faculty :

Unit : II - Grammar & Vocabulary

Date of Lecture:

### Topic of Lecture: If Conditionals, Numerical Expressions

#### Introduction :

There are many occasions in which we need to describe an event or action that happened, and very often that includes repeating what someone said. Such occasions can include a social situation as well as in a work email or presentation. In order to describe what people said there are two different types of speech – direct speech and indirect speech (or reported speech) Conditional Sentences are also known as Conditional Clauses or If Clauses. They are used to express that the action in the main clause (without if) can only take place if a certain condition (in the clause with if) is fulfilled.

#### Numerical Expressions

You have likely worked with numbers since your preschool days. You started counting numbers, and pretty soon you were adding them using your fingers, Cheerios, or any other objects you used to help you count. Since then, you are now (hopefully) able to look at a piece of paper or computer screen and add, subtract, multiply, and divide small numbers in your head.

#### Prerequisite knowledge for Complete understanding and learning of Topic:

- Use of Conditionals
- Types of Conditionals and Usage
- When you look at a problem with numbers, you are most likely looking at a numerical expression. A numerical expression is a mathematical sentence involving only numbers and one or more operation symbols. Examples of operation symbols are the ones for addition, subtraction, multiplication, and division. They can also be the radical symbol (the square root symbol) or the absolute value symbol.

#### Detailed content of the Lecture:

##### Use of Conditionals

- We use conditionals to talk about imaginary situations in the past, present and future.
- We use conditionals for situations that might happen in the future, or situations that might never happen.
- We use conditionals for actions in the past that cannot be changed.

There are four types of conditional sentences.

- It's important to use the correct structure for each of these different conditional sentences because they express varying meanings.
- Pay attention to verb tense when using different conditional modes.
- Use a comma after the if-clause when the if-clause precedes the main clause.

Conditional sentences are statements discussing known factors or hypothetical situations and their consequences. Complete conditional sentences contain a conditional clause (often referred to as the if-clause) and the consequence. Consider the following sentences:

- If a certain condition is true, then a particular result happens.
- I would travel around the world if I won the lottery.
- When water reaches 100 degrees, it boils.

There are four different types of conditional sentences in English. Each expresses a different degree of probability that a situation will occur or would have occurred under certain circumstances.

- Zero Conditional Sentences
- First Conditional Sentences
- Second Conditional Sentences
- Third Conditional Sentences

### How to Use Zero Conditional Sentences

- ✓ Zero conditional sentences express general truths – situations in which one thing *always* causes another. When you use a zero conditional, you're talking about a general truth rather than a specific instance of something. Consider the following examples:
  - If you don't brush your teeth, you get cavities.
  - When people smoke cigarettes, their health suffers.

There are a couple of things to take note of in the above sentences in which the zero conditional is used. First, when using the zero conditional, the correct tense to use in both clauses is the simple present tense. A common mistake is to use the simple future tense.

- (Incorrect) When people smoke cigarettes, their health will suffer.

Secondly, notice that the words *if* and *when* can be used interchangeably in these zero conditional sentences. This is because the outcome will always be the same, so it doesn't matter "if" or "when" it happens.

### How to Use First Conditional Sentences

- ✓ First conditional sentences are used to express situations in which the outcome is likely (but not guaranteed) to happen in the future. Look at the examples below:
  - If you rest, you will feel better.
  - If you set your mind to a goal, you'll eventually achieve it.

Note that we use the simple present tense in the if-clause and simple future tense in the main clause – that is, the clause that expresses the likely outcome. This is how we indicate that under a certain condition (as expressed in the if-clause), a specific result *will* likely happen in the future.

Examine some of the common mistakes people make using the first conditional structure:

- (Incorrect) If you will rest, you will feel better.
- (Correct) If you rest, you will feel better.

**Explanation:** Use the simple present tense in the if-clause.

- (Incorrect) If you set your mind to a goal, you eventually achieve it.
- (Correct) If you set your mind to a goal, you'll eventually achieve it.

**Explanation:** Use the zero conditional (i.e., simple present + simple present) only when a certain result is guaranteed. If the result is likely, use the first conditional (i.e., simple present + simple future).

### How to Use Second Conditional Sentences

- ✓ Second conditional sentences are useful for expressing outcomes that are completely unrealistic or will *not* likely happen in the future. Consider the examples below:
  - If I inherited a billion dollars, I would travel to the moon.
  - If I owned a zoo, I might let people interact with the animals more.

Notice the correct way to structure second conditional sentences is to use the simple past tense in the if-clause and an auxiliary modal verb (e.g., could, should, would, might) in the main clause (the one that expresses the unrealistic or unlikely outcome). The following sentences illustrate a couple of the common mistakes people make when using the second conditional:

- (Incorrect) If I inherit a billion dollars, I would travel to the moon.



- (Correct) If I inherited a billion dollars, I would travel to the moon.

**Explanation:** When applying the second conditional, use the simple past tense in the if-clause.

- (Incorrect) If I owned a zoo, I will let people interact with the animals more.
- (Correct) If I owned a zoo, I might let people interact with the animals more.

**Explanation:** Use a modal auxiliary verb in the main clause when using the second conditional mood to express the unlikelihood that the result will actually happen.

### How to Use Third Conditional Sentences

- ✓ Third conditional sentences are used to explain that present circumstances would be different if something different had happened in the past. Look at the following examples:
  - If you had told me you needed a ride, I would have left earlier.
  - If I had cleaned the house, I could have gone to the movies.

These sentences express a condition that was likely enough, but did not actually happen in the past. The speaker in the first sentence was capable of leaving early, but did not. Along these same lines, the speaker in the second sentence was capable of cleaning the house, but did not. These are all conditions that were likely, but regrettably did not happen.

Note that when using the third conditional, we use the past perfect (i.e., had + past participle) in the if-clause. The modal auxiliary (would, could, should, etc.) + have + past participle in the main clause expresses the theoretical situation that *could* have happened.

Consider these common mistakes when applying the third conditional:

- (Incorrect) If you would have told me you needed a ride, I would have left earlier.
- (Correct) If you had told me you needed a ride, I would have left earlier.

**Explanation:** With third conditional sentences, do not use a modal auxiliary verb in the if-clause.

- (Incorrect) If I had cleaned the house, I could go to the movies.
- (Correct) If I had cleaned the house, I could have gone to the movies.

**Explanation:** The third conditional mood expresses a situation that could have only happened in the past if a certain condition had been met. That's why we use the modal auxiliary verb + have + the past participle.

### Exceptions and Special Cases When Using Conditional Sentences

As with most topics in the English language, conditional sentences often present special cases in which unique rules must be applied.

#### Use of the Simple Future in the If-Clause

Generally speaking, the simple future should be used only in the main clause. One exception is when the action in the if-clause will take place *after* the action in the main clause. For example, consider the following sentence:

- If aspirin will ease my headache, I will take a couple tonight.

The action in the if-clause is the aspirin easing the headache, which will take place only after the speaker takes them later that night.

#### "Were to" in the If-Clause

The verb phrase *were to* is sometimes used in conditional sentences when the likely or unlikely result is particularly awful or unthinkable. In this case, *were to* is used to place emphasis on this potential outcome. Consider these sentences:

- If I were to be sick, I would miss another day of work.
- If she were to be late again, she would have to have a conference with the manager.
- If the rent were to have been a penny more, they would not have been able to pay it.

Note that the emphatic "were to" can be used to describe hypothetical scenarios in the present, future, and past.

**Numerical Definition-**The term numerical means involving numbers.

The term numerical expression consists of two words, numerical meaning numbers, and expression meaning phrase. Thus, it is a phrase involving numbers. A numerical expression in mathematics is a combination of numbers, integers combined using mathematical operators such as addition, subtraction, multiplication, or division.

There are different forms in which the number can be expressed such as word form and numerical form.

A numerical expression is a mathematical statement that involves only numbers along with one or more operation symbols. Examples of operation symbols are addition, subtraction, multiplication and division. It can also be expressed in the radical symbol (the square root symbol) or the absolute value symbol.

### **Numerical Expression Example**

A numerical expression is formed by the combination of numbers including various mathematical operators. There is no limit to the number of operators that a numerical expression may contain. Some numerical expressions use only one operator between two numbers whereas some may contain more than one.

The only requirements for a numerical expression are that it only contains numbers and operation symbols. Some numerical expressions have only one operation symbol. Others have two or more.

### **Simplification of Numerical Expressions**

To simplify a numerical expression that has two or more operations, we perform the BODMAS rule. In this rule we have to solve operations like Division first, followed by Multiplication, Addition and then Subtraction. A standard result called BODMAS is followed for simplification of these operations.

The word BODMAS stands for:

B → Brackets

O → of means (Multiplication ×)

D → Division

M → Multiplication

A → Addition

S → Subtraction

### **Video Content / Details of website for further learning (if any):**

#### **Can be added as link**

<https://www.studyandexam.com/direct-indirect-speech.html>

<https://dictionary.cambridge.org/grammar/british-grammar/conditionals-if>

#### **Important Books/Journals for further learning including the page nos.:**

J Basic Communication Skills for Technology, Rutherford , Andrea. Page no:73-78

**Course Faculty**

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LECTURE HANDOUTS

L-13

ENGLISH

I/I

Course Name with Code : Business English -21HSSO1

Course Faculty :

Unit : III- Writing CV and Letter of Application Date of Lecture:

**Topic of Lecture: Writing for communicative purposes (Letters and Official and Personal letter)**

**Introduction :**

- A **letter** is a type of grapheme, which is a contrastive unit in a writing system.
- The contemporary English-language alphabet consists of twenty-six **letters** each of which corresponds to one or more sounds.
- **Letters** are combined to form words.

**Official letter**

- In general the letter that contains official information and message is known as official letter.
- This letter is generally written for conveying various official messages such as rules, regulations, procedures, orders, actions, reactions, opinions.

**Personal letter**

- A personal letter is a type of letter or informal composition.
- It usually concerns personal matters rather than professional concerns and sent from one individual to another.
- A letter deals with issues that deserve more than a minute of attention.

**Prerequisite knowledge for Complete understanding and learning of Topic:**

- Types of official letter
- Format of official letter
- Advantages of official letter
- Types of personal letter
- Format of Personal letter
- Disadvantages of personal letter

**Detailed content of the Lecture:**

**The main types of official letter are:**

- Government organization official letter
- Semi government organizations official letter
- Autonomous body's official letter
- Private organizations official letters.

**Format of official Letter**

In writing a formal letter, there are a few things to keep in mind as these need to follow a format that is different from other types of letters. They are

- For inquiry purposes
- Job applications

- Business proposals
- Reference letters
- Formal invitations

**The format of a personal letter:**

- Full name and address of the sender.
- Full name and address of the recipient.
- Salutation (usually including an endearment)
- A subject line (which can sometimes be optional)
- An introductory paragraph.
- Body paragraphs.
- A concluding paragraph.
- A signing-off note.

**Types of personal letter:**

- **Birthday Cards**
- **Duel Letters**
- **Letters of apology**
- **Letters of thanks**
- **Letters of congratulations**
- **Letters of farewells**
- **Welcome letters**
- **Letters of love**
- **Letters of friendship**
- **Christmas Letters**
- **Letters to Santa Claus**
- **Invitation Letter**
- **Letters of various subjects**

**The advantages of Official letter**

- A b letter can help to find the sources of a new product in home and abroad.
- By means of a business letter, a producer can easily create market of his product.
- Through goodwill messages and through circular letters existing market can be expanded.
- Another important purpose of business letter is, it helps to establish mutual relationship with the customers, suppliers and with the other interested parties.
- As a media of communication writing a letter is very cheap than those of others.
- The other forms of communication are too expensive for a small firm to bear.
- Business letters are also used to maintain documentary evidence.
- A business letter acts as a proof document which is completely absent in other means of communication.
- Letters can be preserved for future reference.
- A business letter maintains the secrecy of both the buyers and the sellers on business affairs.
- A business letter saves the valuable time of both seller or sender and buyer or receiver.
- Business letter is the easiest, safest and the most convenient means to transmit at any place.

**Disadvantages of Official letter**

- To follow the rules is a limitation of the business letter, because experience is necessary of the letter, as experience is necessary to write it.
- Business letter is an old written means of communication.
- Business letters may be missed. But it is impossible for E-mail, fax, telephone etc.
- In this modern era of communication, letter is considered as a slow-moving tool of communication.
- It takes more time than any other form of communication. But modern devices take no time to send written document such as e-mail, fax etc.
- Sometimes business letter fails to maintain business secrecy.
- In comparison to another form of the communication business letter is costly.
- There is no immediate feedback in business letter.

- Red-tap-ism, lack of flexibility etc.

**Video Content / Details of website for further learning (if any):**

<https://www.inc.com/encyclopedia/written-communication.html>

<https://www.indeed.com/career-advice/career-development/types-of-communication>

<https://www.quora.com/What-are-the-advantages-of-written-communication>

**Important Books/Journals for further learning including the page nos.:**

English for Business (Page no. 24-32)

Basic Business Communication (Page no. 36-42)

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LECTURE HANDOUTS

L-14

ENGLISH

I/I

Course Name with Code : Business English -21HSSO1

Course Faculty :

Unit : III- Writing CV and Letter of Application Date of Lecture:

Topic of Lecture: Messages/Notices, Reports

**Introduction:**

**Messages:**

A message is a short communication sent from one person to another or the central theme or idea of a communication.

**Notices:**

*Notices* are a means of formal communication targetted at a particular person or a group of persons. It is like a news item informing such person or persons of some important event.

**Reports:**

A report is a document that presents information in an organized format for a specific audience and purpose. Although summaries of reports may be delivered orally, complete reports are almost always in the form of written documents.

**Prerequisite knowledge for Complete understanding and learning of Topic:**

- How do you create an effective message?
- What are the types of notice?
- purpose of a notice
- What are types of report?
- What is good report ?

**Detailed content of the Lecture :**

**How do you create an effective message?**

- Think about the audience.
- Be selective in word choice.
- Consider the tone – The tone of the message can be just as important and the words used to craft it.
- Do the research – Look at brands and companies that target your audience

**What are the types of notice?**

- public notice (or legal notice),
- actual notice
- constructive notice
- Implied notice.

**purpose of a notice**

- A notice is a formal means of communication.
- The purpose of a notice is to announce or display information to a specific group of

people.

- Notices are generally meant to be pinned up on specific display boards whether in schools or in public places.
- Notices are a means of formal communication targetted at a particular person or a group of persons.
- It is like a news item informing such person or persons of some important event.
- This can be an invitation to a meeting, an announcement of any event, to issue certain instructions, make appeals etc.

#### **What are types of report?**

- marketing reports,
- financial reports,
- accounting reports,
- spectrum of other reports

#### **What is good report?**

- A good report is always a complete and self-explanatory document.
- For this, repetition of facts, figures, information, conclusions and recommendation should be avoided.
- Report writing should be always complete and self-explanatory. It should give complete information to the readers in a precise manner.

#### **Importance of report**

##### **Decision Making Tool:**

- Reports provide the required information a large number of important decisions.
- Taken on the basis of information presented in the reports.

##### **Investigation:**

- There is any problem, a committee or commission or study group investigates the problem to find out the reason behind the problem and present the findings with or without the recommendation in the form of a report.

##### **Evaluation:**

- Large scale organizations are engaged in multidimensional activities.
- It is not possible for a single top executive to keep personal watch on what others are doing.
- So, the executive depends on reports to evaluate the performance of various departments or units.

##### **Quick Location:**

- There is no denying the fact that business executives need information for quick decision-making.
- As top executives are found to be busy for various purposes, they need vital sources of information. Such sources can be business reports.

##### **Development of skill:**

- Report writing skill develops the power of designing, organization coordination, judgment and communication.

##### **Neutral presentation of facts:**

- Facts are required to be presented in a neutral way; such presentation is ensured through a report as it investigates, explains and evaluates any fact independently.

##### **Professional Advancement:**

- Report also plays a major role in professional achievement. For promotion to the rank and file position, satisfactory job performance is enough to help a person.
- But for promotion to high level position, intellectual ability is highly required.
- Such ability can be expressed through the report submitted to higher authority.

##### **Proper Control:**

- Whether activities are happening according to plan or not is expressed through a report. So, controlling activities are implemented based on the information of a report.

##### **A managerial Tool:**

- Various reports make activities easy for the managers. For planning, organizing,

coordinating, motivating and controlling, manager needs help from a report which acts as a source of information.

**Encountering Advance and Complex Situation:**

- In a large business organization, there is always some sort of labor problems which may bring complex situations.
- To tackle that situation, managers take the help of a report.

**Video Content / Details of website for further learning (if any):**

<http://www.slowwater.it/the-importance-of-report-writing-meaning/>

<https://yourbusiness.azcentral.com/importance-business-reports-5681.html>

<https://unilearning.uow.edu.au/report/index.html>

**Important Books/Journals for further learning including the page nos.:**

English for Technologists and Engineers (Page no. 43-51)

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**LECTURE HANDOUTS**

**L-15**

**ENGLISH**

**I/I**

**Course Name with Code : Business English -21HSSO1**

**Course Faculty :**

**Unit : III- Writing CV and Letter of Application Date of Lecture:**

**Topic of Lecture: Email , Advertisement**

**Introduction :**

**Email:**

- Short or "electronic mail," is one of the most widely used features of the Internet, along with the web.
- It allows you to send and receive messages to and from anyone with an email address, anywhere in the world.

**Advertisement:**

- Advertising is the action of calling public attention to an idea, good, or service through paid announcements by an identified sponsor. ...
- A simpler (and modern) definition of advertising can be a paid communication message intended to inform people about something or to influence them to buy or try something.

**Prerequisite knowledge for Complete understanding and learning of Topic:**

Seven types of emails  
Advantages of Advertising.  
Disadvantages of Advertising  
Advantages of Email  
Advantages of Email

**Detail content of the Lecture**

**Seven types of emails**

- Standalone Emails. ...
- Lead Nurturing. ...
- Transactional. ...
- Milestone Emails. ...
- Plain-Text Emails. ...
- Mobile Optimised.

**A. Advantages of Advertising** - 1. Promotion of Sales 2. Expansion of Production 3.

Enhances Goodwill 4. Large Turnover and Huge Profits 5. Information about Different Options and Comparative Prices 6. Creates Employment 7. Higher Standard of Living

**B. Disadvantages of Advertising** - 1. Adds to the Cost of Production and Product 2. Leads to Price War 3. Deceptive Advertising 4. Leads to Unequal Competition 5. Creates a Monopolistic Market 6. Promotes Unnecessary Consumption 7. Decline in Moral Values.

**Advantages of Email**

### **1. It's free!**

Once you're online, there is no further expense.

### **2. Easy to reference**

Sent and received messages and attachments can be stored safely, logically and reliably. It's a lot easier to organize emails than paper.

### **3. Easy to use**

Once you're set up, sending and receiving messages is simple. That goes for a host of other email functions. Data storage and contacts can be accessed quickly and easily.

### **4. Easy to prioritize**

Incoming messages have subject lines that mean you can delete without opening. How much time does that save compared to 'snail mail'?

### **5. Speed**

Message to send? Done, under a second! Email is as fast a form of written communication as any.

### **6. Global**

Web based email means you can access your messages anywhere online. Going overseas? Before you go, mail yourself a copy of your passport number, travel insurance details or your accommodation details.

### **7. Good for the planet**

Actually the advantages and disadvantages of email are clear here. Computers themselves aren't 'green', but email offsets some of the damage by reducing the environmental cost of contact.

### **8. Info at your fingertips**

Storing data online means less large, space taking file cabinets, folders and shelves. You can access information far quicker if you learn how to use email this way.

### **9. Leverage**

Send the same message to any number of people. Adaptations are simple, too. If you have a product or service to sell, email is an effective medium to get your message out.

### **10. Send reminders to yourself**

Used well, email really is a superb communication and productivity tool.

But you clicked to learn the advantages and disadvantages of email.

Here's the flip side...

## **Disadvantages of Email**

### **1. Emotional responses**

Some emails cause upset or anger. A reply in the heat of the moment can't be easily retracted, but it can cause lasting damage.

### **2. Information overload**

Too many people send too much information. They cover their backs citing 'need to know' as the justification. Learn how to use email effectively and you'll reduce time wasted on this.

### **3. Lacking the Personal Touch**

Some things are best left untyped. Email will never beat a hand written card or letter when it comes to relationships.

### **4. Misunderstandings**

Emails from people who don't take the time to read what they write before clicking 'send'. Time is wasted, either to clarify or, worse, acting on a misinterpretation of the message.

### **5. No Respite**

Your email inbox is like a garden; it needs to be constantly maintained. Leave it and will continue to grow. Ignore it at your peril!

### **6. Pressure to Reply**

Once it's in your inbox, you feel an ever increasing obligation to act on it. Procrastinating doesn't make it go away. Do it, dump it or delegate it.

### **7. Spam**

Having to deal with spam and spoofs is one of the worst avoidable time wasters online. Use some anti spam software.

### **8. Sucks up Your Time**

Over checking messages are so common, but it is time wasted on a low value, passive activity.

Better to check once or twice a day.

### **9. Too Long**

How long is too long? It's hard to say exactly, but the longer it goes on, the harder it is to take in. Email is suited to brevity - keep it short and sweet.

### **10. Viruses**

A virus could seriously affect your computer. If you want to know how to use email effectively, it's worth learning how to deal with these.

Okay, so now you know the advantages and disadvantages of email, you have a platform to know how use email as a time saver rather than a time waster.

### **Video Content / Details of website for further learning (if any):**

<https://www.merriam-webster.com/dictionary/e-mail>

<https://gradesfixer.com/free-essay-examples/what-is-email-marketing-and-why-is-it-so-important/>

<https://www.majortests.com/essay/Email-Marketing-607746.html>

### **Important Books/Journals for further learning including the page nos.:**

English For Business by Simon Sweeney (page no 43-46)

J Basic Communication Skills for Technology (page no 235-244)

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LECTURE HANDOUTS

L-16

ENGLISH

I/I

Course Name with Code : Business English -19HSSO1

Course Faculty :

Unit : III- Writing CV and Letter of Application Date of Lecture:

**Topic of Lecture: Application for Job**

**Introduction :**

Job application is an official form that employers ask all applicants for a position to fill out. You may fill out the application through a third-party job listing site or by visiting the website of the potential employer.

**Prerequisite knowledge for Complete understanding and learning of Topic:**

- How To Write A Job Application
- Tips for Writing a Job Application Letter
- Body of Application Letter

**Detailed content of the Lecture**

**How To Write A Job Application? (Step-by-step format)**

- Subject line - The subject line of your job application letter email should be catchy, brief, and to the point.
- Salutation - If you know the name of the person you are writing to, always address them by their name in the salutation.
- Introduction
- Second paragraph
- Closing paragraph

**Tips for Writing a Job Application Letter**

- Do not copy your resume.
- A cover letter is a sales pitch.
- The purpose of this letter is to convince the hiring manager that you're a strong candidate and to highlight your relevant experience and abilities.
- Your application letter should show how exactly your background makes you a good fit for a particular position.
- In contrast, your resume is a general record of your experience, education, and accomplishments.
- Tailor each application letter to the job.
- As mentioned above, emphasize in your letter why you are an ideal candidate for the specific job.
- This requires that you personalize each letter to fit the company and position.
- Match your qualifications to the job posting by highlighting the skills, experience, and requirements listed in the description.
- Application letters have a fairly rigid format – as hiring managers read your letter, they will expect to see certain information included in set areas.

- You have freedom within the structure to be personable, but it is important to stick to a certain level of formality.
- Pay particular attention to the professionalism of your salutation. You wouldn't, for instance, want to refer to the letter's recipient by their first name unless specifically requested.
- Follow business letter format. Use business letter format when writing your letter. If you're sending a typed hard-copy letter, be sure to lead with a paragraph containing your address, followed by the date, followed by the address of the recipient. If you're sending an email, you can omit the address and date sections.<sup>2</sup>
- Decide whether to send a hard copy or email. The main difference in formatting an email application letter is that you need to include a subject line that clearly lays out your purpose for writing, e.g. "Graphic Designer – Joe Smith." And, instead of placing your contact information at the top of the letter, as you would in a hard copy, you'll include it below your signature.
- Since your application letter will be accompanied by your resume, make sure the letter does not duplicate your resume exactly.
- Job Application Letter Format
- Use this formatting information as a guideline when writing your customized application letters, so you know what information goes where.

### **Contact Information**

Name

Address

City, State Zip Code

Phone Number

Email Address

### **Employer Contact Information** *(if you have it)*

Name

Title

Company

Address

City, State Zip Code

### **Salutation**

Dear Mr./Ms. Last Name, *(leave out if you don't have a contact)*

### **Body of Application Letter**

The body of your application letter lets the employer know what position you are applying for, why the employer should select you for an interview, and how you will follow up. See below for a paragraph-by-paragraph breakdown of the body of the letter.

#### **First Paragraph**

The first paragraph of your letter should include information on why you are writing. Mention the job you are applying for and where you found the job listing. Include the name of a mutual contact, if you have one. You might conclude by briefly and concisely saying why you think you are an ideal candidate for the job.

#### **Middle Paragraph**

It can be a single paragraph, or you can break it up into a couple of paragraphs. If the section gets lengthy, you may use bullet points to break up the text. Remember, you are interpreting your resume, not repeating it.

- Mention specifically how your qualifications match the job you are applying for. In this portion of the letter, make your case for your candidacy.
- It can be helpful to spend some time researching the company – this knowledge and insight helps you make an informed and persuasive argument for your candidacy.
- Use specific examples whenever possible. For example, if you say that you have lots of experience working successfully on team projects, provide an example of a time you worked in a group and achieved success.

#### **Final Paragraph**

Conclude your application letter by thanking the employer for considering you for the

position. Include information on how you will follow up.

- Complimentary Close (*examples*)
- Sincerely,
- Signature (*for a hard copy letter*)
- Typed Signature

Don't Make the Letter Too Long- Try and not make the application letter too long as it will cause the reader to lose interest in the content. Keep it succinct and to the point.

1. Avoid Usage of Jargon-  
Make sure you don't use flowery language in the application letter as it will make the application appear out place.
2. Tailor The Letter-  
Tailor the [application letter to the job](#) and company being addressed. This will help you express professionalism in your letter.
3. Check Spelling and Grammatical Errors-  
Don't rely on spell checker. Read the letter carefully and make sure there are no silly grammatical or spelling errors. A small mistake in the letter can lead to a bad impression.

**Video Content / Details of website for further learning (if any):**

<https://careerresumes.com/how-to-write-an-email-asking-for-a-job-opportunity/>

<https://targetstudy.com/letters/application-letter-for-any-position.html>

<https://zety.com/cover-letter-examples>

**Important Books/Journals for further learning including the page nos.:**

English For Business by Simon Sweeney (page no 55-63)

J Basic Communication Skills for Technology (page no 342-352 )

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LECTURE HANDOUTS

L-17

ENGLISH

I/I

Course Name with Code : Business English -21HSSO1

Course Faculty :

Unit : III- Writing CV and Letter of Application Date of Lecture:

**Topic of Lecture: Creative writing**

**Introduction :**

Creative writing is any writing that goes outside the bounds of normal professional, journalistic, academic, or technical forms of literature, typically identified by an emphasis on narrative craft, character development, and the use of literary tropes or with various traditions of poetry and poetics.

**Prerequisite knowledge for Complete understanding and learning of Topic:**

Types of creative writing

Songs

Poetry

Vignettes

Short Fiction

Novellas

Novels

Scripts

Plays

Personal Essays

Journals and Diaries

Memoirs

Letters

**Detailed content of the Lecture**

**Types of creative writing**

Poetry.

Plays.

Movie and television scripts.

Fiction (novels, novellas, and short stories)

Songs.

Speeches.

Memoirs.

Personal essays.

**1. Songs**

- You may think of [writing a song](#) as a purely musical form of creative expression, but if your song has lyrics, you'll also be doing some creative writing.

- Lyrics are similar to poetry in that they can have many forms, although some type of rhyme scheme is common.
- See examples of some of the most popular song lyrics at [Metro Lyrics](#).

Related Articles

[How to Improve Creative Writing](#)

[12 Musical Activities for Kids to Explore](#)

[List of Art Careers](#)

## 2. Poetry

- From [haiku](#) to sonnets, there are dozens of different poetic forms to try.
- In general, the key to [writing poetry](#) is to create evocative images and make every word count. You can write about anything, from nature to love to your [family](#).
- You can even write poems for specific occasions, such as a [wedding ceremony](#) or a [funeral](#).

## 3. Vignettes

- Vignettes are a short form of fiction or creative non-fiction that sets up a scene for the reader.
- There may not be a central conflict to drive the story forward, and there may not even be characters.
- Length can range from a single paragraph to a few pages.
- Generally, the entire piece takes place in one location. Ernest Hemingway's [In Our Time](#) features several examples of vignettes.

## 4. Short Fiction

- Short fiction offers more of a "story" than a vignette.
- It includes short stories and even modern fan fiction.
- [Writing a short story](#) is a great way to learn about how fiction is structured, including plot, characters, conflict, and setting.
- You can even [make money writing short fiction](#).
- A great example of this genre is [A&P](#) by John Updike.

## 5. Novellas

- Longer than a short story but not quite as long as a novel, a novella goes into great detail about all the elements of the story.
- It may or may not have chapters. Joseph Conrad's [Heart of Darkness](#) is a good example of a novella.

## 6. Novels

- Novels are perhaps the best known form of fiction, and you'll see them in many genres, including romance, [thrillers](#), and science fiction.
- In this long form of fiction, you have time to explore the plot, characters, and other elements more fully.
- [Writing a novel](#) is a huge undertaking and a great way to improve your skills as a writer.
- If you're considering such a project, look at what works in some of the [best novels of all time](#).

## 7. Scripts

- Scripts, for everything from TV commercials to radio programs and even movies, are another form of creative writing.
- The length can vary significantly, but the key is that the words you write will be recited by actors and recorded.
- An audience will view or listen to the piece later.
- [Find movie scripts](#) to review as examples of this form of writing.

## 8. Plays

- Like a script in that the dialogue you write will be recited by actors, plays are designed to be performed in front of an audience.
- They are usually divided into several acts, although short, one-act plays are also popular.



- [Writing a play](#) is a great way to see your story ideas come to life.
- Arthur Miller's [Death of a Salesman](#) is a good example if you're looking for inspiration.

### 9. Personal Essays

- Not all creative writing is made up.
- In fact, creative non-fiction comes in several important forms.
- One of these is the personal essay in which the writer explores his or her own life experiences or opinions.
- [Writing an essay on yourself](#) isn't always easy, but it's an important skill to have for everything from [college applications](#) to family history.

### 10. Journals and Diaries

- More than just a therapeutic exercise or a way to record the day's events, journals can also be a type of creative writing.
- This is especially true if you infuse your entries with your emotions and personal experiences. Take some time to read [journal writing prompts](#) and try your hand at this creative writing form.

### 11. Memoirs

- A longer form of the personal essay or journal, a memoir is a type of creative nonfiction that explores a person's life or experiences.
- You can focus on a single period or your entire life.
- This is different from an autobiography in that it includes feelings and thoughts - not just the facts of what happened.
- There are even [websites with examples of memoirs](#) and tips for writing your own.

### 12. Letters

- Because they contain more than a basic reporting of the facts, letters can also be a type of creative writing.
- This is especially true if they discuss emotion or opinion. Even [love letters](#) can be creative.

### Video Content / Details of website for further learning (if any):

<https://freelance-writing.lovetoknow.com/fiction-writing/types-creative-writing>

<https://www.writingforward.com/creative-writing/types-of-creative-writing>

<https://www.marketing91.com/10-types-of-creative-writing/>

### Important Books/Journals for further learning including the page nos.:

English For Business by Simon Sweeney (page no 66-72)

J Basic Communication Skills for Technology (page no 218-226)

Course Faculty

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# MUTHAYAMMAL ENGINEERING COLLEGE

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Rasipuram - 637 408, Namakkal Dist., Tamil Nadu



L - 18

## LECTURE HANDOUTS

ENGLISH

I/I

Course Name with Code: Business English / 21HSS01

Course Faculty :

Unit : III- Writing CV and Letter of Application Date of Lecture

**Topic of Lecture:** Academic Writing [ Paragraphs & Essays ]

### Introduction :

A **paragraph** is a series of sentences that are organized and coherent, and are all related to a single topic. Almost every piece of writing you do that is longer than a few sentences should be organized into paragraphs. Paragraphs can contain many different kinds of information.

An **essay** is, generally, a piece of writing that gives the author's own argument — but the definition is vague, overlapping with those of a paper, an article, a pamphlet, and a short story.

### Prerequisite knowledge for Complete understanding and learning of Topic:

- Paragraph Writing and Tips on writing paragraphs
- Essay Writing
- Four major types of essays

### Detailed content of the Lecture:

#### Paragraph Writing

- A paragraph is the smallest unit of prose composition. It may be defined as a group of sentences relating to a single topic.
- Every form of prose composition (e.g. letters, essays, stories) should be divided into paragraphs. A paragraph may be long or short. There are no rules regarding the size of a paragraph.

#### Tips on writing paragraphs:

##### Unity of thought:

- A sentence deals with just one thought. In the same way, a paragraph should deal with only one central idea. The ideas need to be developed in a logical order. They must flow neatly between the paragraphs.

##### Use linking words:

- Use linking words to achieve the effect of unbroken continuity. For example, the words hence, so, therefore, but, and, or and then will connect the sentences and make the paragraph a well-knit whole. Use expressions like on the other hand, on the contrary, nevertheless, but, yet and still to contrast ideas or present alternatives. The first sentence is the key sentence in a paragraph. It should introduce the central topic. The last sentence should round off the idea expressed in the paragraph.

##### Variety:

- Use varied sentence patterns in the sentence. There should be both long and short sentences. This rule of variety also applies to the size of the paragraphs. For example, put a short paragraph after a long one. It will afford variety and relief to the eye as well as to the mind.

#### Essay Writing

- An essay is, generally, a piece of writing that gives the author's own argument — but the definition is vague, overlapping with those of a paper, an article, a pamphlet, and a short story.

**The four major types of essays address these purposes:**

1. Narrative Essays: Telling a Story. In a narrative essay, the writer tells a story about a real-life experience. ...
2. Descriptive Essays: Painting a Picture. ...
3. Expository Essays: Just the Facts. ...
4. Persuasive Essays: Convince Me

To write an essay, you should generally: Decide what kind of essay to write.

- Choose the Type of Essay. ...
- Brainstorm. ...
- Research the Topic. ...
- Develop a Thesis. ...
- Outline Your Essay. ...
- Write the Essay. ...
- Check Spelling and Grammar.

**Video Content / Details of website for further learning (if any):**

<https://www.centralriversaea.org/curriculum/literacy/writing/text-types-purposes/>

<https://www.investopedia.com/terms/c/credit-denial.asp>

<https://www.toppr.com/guides/english/writing/paragraph/>

<https://en.wikipedia.org/wiki/Essay>

**Important Books/Journals for further learning including the page nos.:**

English For Business by Simon Sweeney (page no 73-85 )

J Basic Communication Skills for Technology (page no 188-194)

**Course Faculty**

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L-19

## LECTURE HANDOUTS

ENGLISH

I/I

Course Name with Code: Business English / 21HSS01

Course Faculty :

Unit : IV – Job Interviews and Recruitment Date of Lecture:

### Topic of Lecture: Job Interviewing- appearance and body language - Attending interviews

#### Introduction :

A **job interview** is an [interview](#) consisting of a conversation between a job applicant and a representative of an [employer](#) which is conducted to assess whether the applicant should be hired. Interviews are one of the most popularly used devices for employee selection.

**Appearance** refers to the state, condition, manner, or style in which a person or object appears; outward look or aspect. It is an outward show or seeming; semblance.

**Body language** is a type of a nonverbal communication in which physical behaviors, as opposed to words, are used to express or convey the information. Such behavior includes facial expressions, body posture, gestures, eye movement, touch and the use of space.

**Attending interviews** is an important one for the people those who are in need of job. In the current job market, you'd better have your act together, or you won't stand a chance against the competition. Be prepared to the best of your ability.

#### Prerequisite knowledge for Complete understanding and learning of Topic:

- Tips for the Interviewee and Interviewer
- Appearance and Body Language
- Some basic points for attending interviews

#### Detailed content of the Lecture:

##### Job Interviewing

- An interview means a face to face interaction between the interviewer and the candidate/candidates so as to obtain desired information from him/them. It can also be defined as a way of exchanging meanings between individuals by using a common set of symbols.
- Interviews generally need a preparation. Job interviews seem frightening, even if the individual is well prepared. Interviews have a definite structure. Clear communication should take place during an interview. All interviews have a definite purpose familiar to the interviewer and the candidate/interviewee.

##### Tips for the Interviewee:

1. The interviewee should be dressed formally, and not casually. Have a pleasing appearance as the candidate's personality is a significant part of the communication.
2. Always carry an extra CV, a notepad to write on, a pen, and all essential things required in an interview.
3. Practice, practice and practice in advance. Prepare and rehearse for the unexpected also.
4. Research a lot about the organization for which you are being interviewed.
5. As soon as the interview gets over, pen down the name of the interviewer, your strengths and weaknesses, answers to questions raised by you during the interview and the feedback of the interviewer.
6. Be punctual. Try reaching before time for the job interview.
7. Do not indulge in a fight or argument with the interviewer.

8. Answer the questions specifically, truly and undoubtedly.
9. Be courteous and sophisticated during an interview.
10. Just “be yourself”. Do not boast about yourself. The interviewer is smart enough to judge the candidate’s intelligence and aptness for the job.
11. Do not make negative statements or comments about your past employer.
12. Your body language should be positive during the interview, i.e., maintain an eye-to-eye contact with the interviewer, sit in well balanced and confident posture, do not lean on the table, do not yawn, smile when appropriate, etc.

#### **Tips for the Interviewer:**

1. The interviewer should be an active listener. He should not interrupt unnecessarily.
2. The interviewer should be considerate enough. Even if the interviewer does not agree with the interviewee, he must respect the latter’s feelings.
3. The interviewer should be friendly and understanding. He should begin the interview in a friendly manner, some friendly conversation and then show concern in family background, hobbies, etc. This will make the interviewee more relaxed and comfortable.
4. The interviewer should restrain to the time allotted. He shouldn’t indulge in arguments unnecessarily. He should try to be precise.
5. The interviewer must be thoroughly prepared for the questions that are likely to be asked. He should be a good planner.
6. The interviewer must focus attention on the interviewee. He should use positive gestures when conducting the interview.
7. Encourage/invite questions from the interviewee. Ensure that the interviewee clarifies the question he has. When selected a candidate should not feel he was not told about a certain aspect of the job.
8. Avoid distraction in the interview area. Ensure that there is no or minimal distraction where the interview is being conducted. A phone ringing all the time in the background can distract the interviewer and interviewee.

#### **Appearance & Body Language**

- Your appearance is the first thing a potential employer notices when meeting you for a job interview. You can make a good first impression by dressing professionally and being well groomed. Likewise, you can make a bad first impression by showing up in tattered, tight or inappropriate clothing.
- A professional appearance establishes you as someone who takes work seriously, while an unkempt look can give an employer the impression you are unprofessional and don't care about the image you project.

#### **Clothing Choice**

- Appropriate interview attire will vary according to job you are applying for. For example, an interview in finance or law requires a conservative business suit and dress shoes, while a lifeguard interview simply requires business casual clothing.
- If possible, visit the business or workplace before your interview to get an idea of what employees wear.

#### **Traditional Business Attire**

- You can't go wrong with traditional business attire for a job interview. For a man, this typically refers to slacks, a button-down shirt and tie, or for an executive or management interview, a suit and tie.
- For a woman, a blouse and slacks, business suit or tailored skirt or dress is appropriate. Men should wear dress shoes; women might wear conservative heels. Avoid excessively high heels and revealing or tight clothing.

#### **Personal Style**

- Everybody has a personal style, but while some choices are appropriate to exhibit in a workplace, others might not be well-received by a potential employer. For example, if you opt to have a usual haircut or color, visible body piercings or tattoos, use discretion in considering whether that style choice will be seen as appropriate for the job you're applying for.
- Even though your outward appearance is not necessarily a reflection of how you will perform job responsibilities, conservative business owners interested in projecting a certain image for their customers may consciously or unconsciously hold unusual appearances against you.

## Grooming

- Your grooming is just as important to your interview as the clothes you select. Being well-groomed means being clean and smelling good but not swimming in cologne or perfume. Wash, brush and style your hair appropriately and wear deodorant.
- Women should avoid excessive or gaudy makeup; apply it conservatively. Select simple jewelry and make sure purses, briefcases and shoes are scuff-free and businesslike: For example, don't carry a multicolored beach bag to a business meeting or sling a canvas backpack over a business suit.

## Attending Interviews

- In the current job market, you'd better have your act together, or you won't stand a chance against the competition. Be prepared to the best of your ability.
- There is no way to predict what an interview holds, but by following these important rules you will feel less anxious and will be ready to positively present yourself. Check yourself on these 10 basic points before you go on that all-important interview.

**1. Do your research:** Researching the company before the interview and learning as much as possible about its services, products, customers and competition will give you an edge in understanding and addressing the company's needs. The more you know about the company and what it stands for, the better chance you have of selling yourself in the interview. You also should find out about the company's culture to gain insight into your potential happiness on the job.

**2. Look sharp:** Select what to wear to the interview. Depending on the industry and position, get out your best interview clothes and check them over for spots and wrinkles. Even if the company has a casual environment, you don't want to look like you slept in your outfit. Above all, dress for confidence. If you feel good, others will respond to you accordingly.

**3. Be prepared:** Bring along a folder containing extra copies of your resume, a copy of your references and paper to take notes. You should also have questions prepared to ask at the end of the interview. For extra assurance, print a copy of Monster's handy interview take-along checklist.

**4. Be on time:** Never arrive late to an interview. Allow extra time to arrive early in the vicinity, allowing for factors like getting lost. Enter the building 10 to 15 minutes before the interview.

**5. Show enthusiasm:** A firm handshake and plenty of eye contact demonstrate confidence. Speak distinctly in a confident voice, even though you may feel shaky.

**6. Listen:** One of the most neglected interview skills is listening. Make sure you are not only listening, but also reading between the lines. Sometimes what is not said is just as important as what is said.

**7. Answer the question asked:** Candidates often don't think about whether they are actually answering the questions their interviewers ask. Make sure you understand what is being asked, and get further clarification if you are unsure.

**8. Give specific examples:** One specific example of your background is worth 50 vague stories. Prepare your stories before the interview. Give examples that highlight your successes and uniqueness. Your past behavior can indicate your future performance.

**9. Ask questions:** Many interviewees don't ask questions and miss the opportunity to find out valuable information. The questions you ask indicate your interest in the company or job.

**10. Follow up:** Whether it's through email or regular mail, the interview follow-up is one more chance to remind the interviewer of all the valuable traits you bring to the job and company. Don't miss this last chance to market yourself.

## Video Content / Details of website for further learning (if any):

[https://www.experisjobs.us/exp\\_us/en/career-advice/20-tips-job-interviews.htm](https://www.experisjobs.us/exp_us/en/career-advice/20-tips-job-interviews.htm)

[https://en.wikipedia.org/wiki/Body\\_language](https://en.wikipedia.org/wiki/Body_language)

<https://www.monash.edu/career-connect/ready/job-interviews/attending>

<https://www.monster.com/career-advice/article/boost-your-interview-iq>

## Important Books/Journals for further learning including the page nos.:

English for Technical Communication. (Page no. 32-55)

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LECTURE HANDOUTS

L - 20

ENGLISH

I/I

Course Name with Code : Business English / 21HSS01

Course Faculty :

Unit : IV – Job Interviews and Recruitment Date of Lecture:

## Topic of Lecture: Public Speaking - Overcome Nervousness-

### Introduction :

*Public speaking* (also called oratory or oration) is the process or act of performing a *speech* to a live audience. *Public speaking* is commonly understood as formal, face-to-face *speaking* of a single person to a group of listeners. Traditionally, *public speaking* was considered to be a part of the art of persuasion.

**Overcome Nervousness** - Many people get nervous before a big presentation, business meeting, or an upcoming date. Nervousness can get the best of us and can be hard to avoid for some, but with some practice anyone can overcome it. Follow a few simple steps to overcome nervousness about a big event or in daily life.

### Prerequisite knowledge for Complete understanding and learning of Topic:

- Public Speaking and Oral reporting
- [How to Overcome Nervousness](#)

### Detailed content of the Lecture:

#### Public Speaking

- Public speaking skills refer to the talent of effectively addressing an audience. Whether it is in front of a group of people you already know or a crowd of complete strangers, your ability to communicate to them with clarity and confidence is known as your public speaking skills.
- There may or may not be an opportunity for interaction between the speaker and audience. The basic difference, however, between a casual talk and public speaking is that the latter is more purposeful and meant for celebratory, entertainment, influencing, or informative purposes.

#### Importance of public speaking

Good public speaking skills can have a huge impact on your career for the following reasons:

- **Demonstrates your knowledge.** You are always at your best when you can articulate your thoughts clearly and effectively. Public speaking skills help you do exactly that. After all, the true worth of the knowledge you possess can only be realized when you can show and apply it.
- **Demonstrates your confidence.** Not only does public speaking increase your knowledge during the process of preparation but it also develops and demonstrates your confidence. Whether you are interviewing for a job or hoping for a promotion, your confidence is what will make you stand out among other candidates.
- **Helps you lead better.** The higher you climb up the career ladder, the greater will be the number of people you shall have to lead. As a result, the need for public speaking skills and the confidence pertinent to it also increases, making it one of the determining characteristic when considering someone for promotion.

**Following are some helpful tips for improving your public speaking skills:**



- **Prepare with practice.** Once you have prepared a presentation or speech by giving it a logical flow and making it more vibrant with the addition of examples, stories, and visually appealing props, only then your true preparation begins. If you are wondering what that means, remember that practice is the key to preparation. Practice your speech/presentation alone or seek to speak in front of other people until you can speak fluidly with confidence and comfort. This may sometimes require you to tweak your words during practice but it's preferable to do so in practice instead of doing so at the occasion where you intend to take the mike.
- **Accentuate your strengths.** Analyze yourself as a public speaker and identify your true strengths and weaknesses. Most of us tend to imitate other public speakers who are popular amongst the crowd. However, the best way is to be yourself and focus on your own strengths. For instance, you might have a good sense of humor that helps in grabbing attention of the crowd, you may be an interesting story teller, or you may be good at clearly explaining complex ideas. Whichever is your strength, utilize it wisely to keep your audience paying attention.
- **Keep your ears and eyes open to feedback.** Although, all sorts of public speaking do not involve direct interaction between the speaker and his audience, there are various ways in which audience is able to provide feedback. If the audience cannot speak their opinion out loud, as a speaker you should be able to look for nonverbal cues such as the body language or facial expressions of the audience. The feedback, thus, provided by the audience can prove to be a helpful guide in improving one's public speaking skills.

## Handling Nerve-Wracking Situations

### 1. Practice whatever makes you nervous.

- If you are nervous about public speaking, flirting on dates, or doing a good job at work practice can make you more confident and alleviate nerves. The more experience you have, the more used to the situation you will feel.
- If you are nervous about dating, try getting a friend to go on a practice date with you. Go to the place where you plan to have your date and practice having conversations and doing the activities you will do on the date.
- If you are nervous about public speaking, seek out opportunities to practice talking in public. Volunteer to talk in your class at school when there are opportunities. Attend a public meeting and voice your opinion. Join a public speaking organization. The more you get a chance to practice, the less nervous you will be.

### 2. Prepare in advance.

- Preparation for the specific task that makes you nervous will make you feel ready and self-assured.
- For a big meeting, plan out how the meeting will unfold and outline important information you may need so you can have it ready.
- For a job interview, do research on the company and the position so you can speak knowledgeably. Try to think of some potential questions that may come up and plan out your answers in advance.
- For a date, think about questions you can ask your date about themselves. If there are any lulls in conversation you can have an interesting question ready and not have to come up with things to say.

### 3. Think positively.

- Visualize yourself doing well and not being nervous. Walk through the event that makes you nervous in your head and imagine yourself calm and successful.
- For a date, imagine the date going well and that you both are relaxed and having a good time.
- For a big speech, visualize yourself in front of your audience. Think about yourself giving a relaxed and successful presentation. See your audience enjoying your speech.

### 4. Relax your body.

- Try to relax yourself ahead of time to reduce nervousness. Take a few minutes before situations that make you nervous and try to work out your nervous energy and get relaxed.



- Try sitting in a dark, quiet room to calm your mind.
  - Progressively relax your body. Tighten and then relax each of your muscles. Start at the top of your body and work your way down. Tighten your shoulder muscles then relax them. Tighten your arm muscles then relax them, and so on.
  - Go for a walk to get out some nervous energy and clear your mind.
- 5. Concentrate on your breathing.**
- Try to think about your breathing and take slow, deep breaths.
  - Thinking about breathing slowly not only calms you down physically, but can also distract you from your nervousness.
  - Take ten deep breaths while thinking about the air moving in through your nose, filling your lungs, and moving out through your mouth. This might make you feel focused and calm.
- 6. Reduce sweating from nervousness.**
- Use some simple steps to [avoid sweating too much](#) when you are nervous.
  - Wear cooler clothes.
  - Use a strong antiperspirant.
  - Avoid wearing hats.
- 7. Reduce nervous movements.**
- Even if you feel nervous try not to fidget around nervously.
  - Stand still instead of shifting your weight from side to side.
  - Hold your hands loosely at your sides instead of making nervous gestures.
  - Hold a pen in your hand if it helps you remember not to fidget.
- 8. Rationalize the situation.**
- Often, your thoughts about an upcoming event will be much worse than what will actually happen. Ask yourself why you are nervous and whether your feelings are really founded. Think about what could really go wrong and consider that the worst outcome you imagine would not be so bad.
  - Try to reframe your thoughts by asking yourself what is the worst that can happen. Picture that outcome, and ask yourself if you could survive should the scenario occur.
- 9. Remember that nobody knows you're nervous.**
- Others cannot tell how nervous you are so don't worry about appearing too nervous. Often people feel much more nervous than they appear.

## Handling General Nervousness

- **Get more exercise.**
  - Getting regular aerobic exercise is an easy and effective way to overcome nervousness. Exercise reduces physical tension in muscles, produces relaxing neurotransmitters, and burns stress hormones. Even 20 minutes of aerobic exercise can help burn off extra cortisol and reduce your stress.
  - Try meditation or yoga. These activities are based on relaxation and they are good sources of exercise.
  - Take up a sport.
  - Join a gym.
  - Go out for walks or bicycle rides.
- **Try journaling.**
  - Writing in a journal can help you overcome nervousness by making it easier to collect and confront nervous thoughts. If you think about what makes you nervous and keep track of it in your journal, you'll have a better sense of when and why you get nervous.
  - Journaling can also help you work out nervous thoughts head of time on paper so that you are less nervous in your actions.
  - Chronicling your nervous thoughts can help put them in perspective. Look back over things you were nervous about and think how well they turned out in the end.
- **Practice mindfulness.**
  - The more you are able to focus on the present moment, the less your mind will concentrate on "what-if" situations. [Practice mindfulness](#) in everyday situations by focusing on what is directly around you and clearing your head of noise and invasive

thoughts.

➤ **Drink less caffeine.**

- Caffeine is known to make people feel nervous and jittery. Try to avoid drinks with caffeine; especially before an event you are nervous about or late at night.
- Instead of coffee and caffeinated teas, try drinking a calming herbal tea.
- Avoid sodas with caffeine.
- Energy drinks are very high in caffeine.

➤ **Get more sleep.**

- Loss of sleep can be a major trigger for nervousness, so making sure you are well rested is important.

## Seeking Help

➤ **Seek help for more serious nervousness and anxiety.**

- If your nervousness prevents you from doing things you want to do in your daily life you may need to seek help from a therapist or psychologist.

➤ **Talk to someone.**

- Talk to a friend, parent, or mentor about your nervousness. Talking about what makes you nervous can help alleviate some of your anxiety. Your friend may share similar stories about nervousness and have some ideas on good ways to cope.

➤ **Speak with a professional.**

- A professional therapist or psychologist can help you overcome more problematic nervousness using medication or therapy. Some solutions to discuss with a professional include:
  - Medication to reduce stress or anxiety.
  - Techniques to be more aware of stress or nervousness.
  - Breathing techniques to reduce nervousness.
  - Relaxation strategies to reduce bodily symptoms of nervousness.
  - Techniques for how to think about your nervousness and confront it or distract yourself.
  - Managing nervousness through slow exposure to anxiety inducing situations.

### Video Content / Details of website for further learning (if any):

[https://en.wikipedia.org/wiki/Public\\_speaking](https://en.wikipedia.org/wiki/Public_speaking)

<https://chem.duke.edu/undergraduate/oral-reports>

<https://www.forbes.com/sites/rebeccanewton/2016/06/28/six-ways-to-overcome-your-nervousness-gremlin/#28d524e6644a>

<https://www.wikihow.com/Write-a-Speech>

### Important Books/Journals for further learning including the page nos.:

J Basic Communication Skills for Technology (Page no. 55-68)

Course Faculty

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LECTURE HANDOUTS

L - 21

ENGLISH

I/I

Course Name with Code : Business English / 21HSS01

Course Faculty :

Unit : IV – Job Interviews and Recruitment Date of Lecture:

## Topic of Lecture: Listening to different kinds of Interviews (Face to face)

### Introduction :

**Interviewing people refers** to an *interview* is essentially a structured conversation where one participant asks questions, and the other provides answers. In common parlance, the word "*interview*" refers to a one-on-one conversation between an interviewer and an interviewee.

The face to face interview is when the employer will decide if they think you're right for the job, and the right fit within their company. But it's also a chance for you to decide if you think you would want to work for their company.

### Prerequisite knowledge for Complete understanding and learning of Topic:

- A face to face interview is the perfect opportunity for you to show off your communication skills. Employers will be looking out for what you say, but also how well you answer their questions and how you communicate your response.

### Detailed content of the Lecture:

- Be yourself in a face to face interview
- My final top tip for interviews; you've made it this far because the company likes you and your experience, so it's really important to be yourself.
- It might also be the only time you meet those in the company face to face before starting the job, so you want them to buy into the authentic version of you, rather than a fake, interview-only version.
- Then, if you don't get on, you know it's not going to be the right job for you anyway - and there are plenty of other graduate jobs out there. Going into a face to face interview with this knowledge should help to reassure you that you don't have to try and be someone you're not; this is one of the most important tips for a job interview.
- Preparing for a face to face interview checklist  
If you've got to the face to face interview stage, you need to make sure you've done all your interview preparation. Read our interview preparation checklist & tips to a successful interview below:
- Make sure you know what type of interview it is - There are many different types of face to face interviews, and although it will usually be a sit down chat through your CV, it could be that you have to prepare a presentation, task, or interview with a panel. Ensure that you know how to master different types of interviews.
- Prepare your answers to interview questions - Make sure you've gone through all types of questions that could be asked, including thinking up questions to ask employers in a job interview
- Brush up on your graduate CV - It might seem obvious, but you need to know exactly what's on your graduate CV in order to talk about your skills & experience. If you need some help to

get started, you can always try out some CV templates. For every thing you've written on your CV, make sure you're able to speak in more detail about it in the interview.

- Dress for success - Pick out your interview outfit beforehand, so you're not stressing on the day. There are slightly different ways to dress depending on the type of interview - so again, do your research
- Plan your commute - The last thing you want to be doing on the day of the face to face interview is stressing about being late; so plan how you're going to get to the interview well in advance, and remember to account for rush hour!

**Video Content / Details of website for further learning (if any):**

<https://en.wikipedia.org/wiki/Telephone>

<https://www2.le.ac.uk/offices/ld/resources/presentations/visual-aids>

<https://www.monster.com/career-advice/article/100-potential-interview-questions>

**Important Books/Journals for further learning including the page nos.:**

**English for Technical Communication (Page No. 43-57)**

**Test your Business Vocabulary in Use (Page No. 26-39)**

**Course Faculty**

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# MUTHAYAMMAL ENGINEERING COLLEGE

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Rasipuram - 637 408, Namakkal Dist., Tamil Nadu



LECTURE HANDOUTS

L - 22

ENGLISH

I/I

Course Name with Code : Business English / 21HSS01

Course Faculty :

Unit : IV – Job Interviews and Recruitment Date of Lecture:

**Topic of Lecture: Listening to different kinds of Interviews (TV, radio)**

### Introduction :

If you want to know how to be successful in an interview, this starts with how well you communicate yourself, and demonstrate your relevant skills and experience. One of my top tips for interview is to make sure you speak clearly and try not to go off on tangents about things that aren't relevant. You want to convey enthusiasm, sound upbeat and keen on the job role that's being offered.

### Prerequisite knowledge for Complete understanding and learning of Topic:

The way you look and the impression you give have more impact than anything you say. So, dress somewhat conservatively. Your talking points should be the focus, not an interesting article of clothing.

### Detailed content of the Lecture:

#### TV interviews

- Try to have one point that you particularly wish to emphasise and aim to make it in your first answer.
- Answer the question, but focus on the points you want to make. Don't allow yourself to be taken off-track.
- Learn how to "bridge" so you can move from one subject to the message you wish to communicate. You can use such bridging phrases as: "Before we leave that topic, let me just add..." "It's crucial to remember this..." "Let me put that in perspective."
- Acknowledging the existence of an opposite view will make you appear more human and help your credibility.
- Professionalism, personal experience, authority and a sense of humour come over well. So does insincerity!
- And finally, remember you are not just aiming at a "one-off" interview. Always keep in the back of your mind that you may want to be invited back at another time.
  - The interviewer wants 10 questions from me. What do I send him?"
  - I helped Deb come up with compelling questions and we did a role play so she could practice.
  - Here are some of the tips I gave Deb:

#### Radio Interview

- **Think like your audience.** Who will be listening to the call? What will they most want to know? What will resonate most for them?
- **It's not about the book.** Focus on the information you have to offer to improve the lives of the people listening. Yes, you want them to buy the book, but you're on the air to make a difference. Book sales should stem from that.
- **Avoid generalities.** Tell a brief (and entertaining) story to illustrate your point.
- **Interviewers love sound bites and catchy phrases.** I had Deb use two phrases she coined, "2

minute volunteering” and “successful sabotage.”

- **Be succinct.** The most engaging interviews have an upbeat pace and the banter goes back and forth between host and guest. Hosts find it frustrating if you talk too long, especially if you’re not on point.
- **Write out your answers to your questions and have them in front of you.** This is your cheat sheet. Of course, because you’ll practice a ton before your first interview, you should know your answers inside out. But sometimes people get nervous, especially those who are new to interviews. It can’t hurt to have something in front of you in case you space out. And it may make you calmer.
- **Stand up.** Your voice and demeanor will naturally be more commanding and confident when you stand. Your audience will hear more energy in your interactions.
- **Have fun.** The more you enjoy yourself, the more your audience will, too. Don’t be afraid to use humor.
- **Be spontaneous.** Once you’ve prepared and practice, allow some room for spontaneity to take over. Be grounded and centered for the call so that you can really connect with your host and let your inner expert shine.
- **Don’t mention your book too often.** It’s the host’s job to talk about your book. Don’t overdo book mentions. On the other hand, if your host doesn’t mention the book at all, by all means, mention it towards the end. Most hosts are quite gracious, however.

**Video Content / Details of website for further learning (if any):**

<https://en.wikipedia.org/wiki/Telephone>

<https://www2.le.ac.uk/offices/ld/resources/presentations/visual-aids>

<https://www.monster.com/career-advice/article/100-potential-interview-questions>

**Important Books/Journals for further learning including the page nos.:**

English for Business (Page no. 35-42)

Basic Business Communication (Page no. 26-30)

Course Faculty

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L - 23

## LECTURE HANDOUTS

ENGLISH

I/I

Course Name with Code : Business English / 21HSS01

Course Faculty :

Unit : IV – Job Interviews and Recruitment Date of Lecture:

### Topic of Lecture: Telephone Interviews

**Telephone Interviews** is the transmission of speech over a distance either by electric signals propagated along conductors or by radio signals; a type of telecommunication. Telephone communication permits conversations to be carried on between people (subscribers) separated by almost any distance

### Prerequisite knowledge for Complete understanding and learning of Topic:

- How to make your voice better.
- Telephone conversation skills

### Telephone Interviews

- Communicative skills are very important. Communicating properly on the phone is especially important, as the person you are speaking to cannot see your facial movement or your body language.
- They rely completely on what you are saying, and how you are speaking, to understand you fully.
- As well as speaking clearly when talking on the phone, it is vital to use the right level of formality. If you are too formal, people might find it difficult to feel comfortable when talking to you. If you are too informal, they might think you are being rude!
- Generally speaking, when you are calling in a business context (making calls related to employment, finances, law, health or applications of any sort), you should show politeness by using words like:
  - *could*
  - *would*
  - *can*
  - *may*

when making a request. When you ask for something, or receive help or information, you should use:

- *please*
- *thank you*
- *thank you very much.*

It is also okay to use some of the informal features of the English language such as short forms, phrasal verbs and words like **okay** and **bye** – in other words, everyday English! So phrases like:

- *'I'm off to a conference, okay, bye'*,
- *'Hang on a moment, I'll put you through'*

are perfectly acceptable, as long as the overall tone of your voice is polite and friendly.

If it is more of an informal phone conversation (speaking to a friend, family member, close work colleague or even a friend of a friend), then a high level of formality is usually not required, but you should still speak with a polite manner, as it is seen as respectful.

It's fine to use less formal phrases in these conversations, such as

- *'thanks'*
- *'cheers'*
- *'bye'*
- *'okay'*
- *'no problem'*

Another useful thing to remember is, it's better to ask for help or clarification when you're having a telephone conversation, than to pretend you understand something that you didn't. It is absolutely fine to use phrases like:

- *'Could you repeat that please?'*
- *'Could you speak a little more slowly please?'*
- *'Would you mind spelling that for me please?'*

Using phrases like these will help you to have a more successful phone call, and may save you from any problems later on. You could always say:

- *'I'm afraid the line is quite bad',*

if you can't hear very well.

It also a good idea to practice words, phrases and vocabulary that you might need to use, before the call! So to help you out a little, here is a list of commonly used phrases:

### **Introduction / Making Contact**

If answering a business call, start by introducing yourself or if the caller fails to identify themselves, then you could ask them to state who they are by using the following phrases:

#### **Formal**

- *'Hello'*
- *'Good Morning'*
- *'Good Afternoon'*
- *'This is \_\_\_ speaking'*
- *'Could I speak to \_\_\_ please?'*
- *'I would like to speak to \_\_\_'*
- *'I'm trying to contact \_\_\_'*

#### **Informal**

- *'Hello'*
- *'Hi, it's \_\_\_ here'*
- *'I am trying to get in touch with \_\_\_'*
- *'Is \_\_\_ there please?'*

### **Giving more information**

This would probably be used in a business context mainly, but could sometimes be helpful in an informal conversation too. It is good to specify where you are calling from, if you feel it may be helpful to the person you are calling.

#### **Formal**

- *'I am calling from \_\_\_'*
- *'I'm calling on behalf of \_\_\_'*

#### **Informal**

- *'I'm in the post office at the moment, and I just needed \_\_\_'*

### **Taking / Receiving a Call**

You may need to use these if you are answering someone else's phone, because they are unable to answer it themselves, or if you are answering an office phone.

#### **Formal**

- *'Hello, this is \_\_\_ speaking'*
- *'\_\_\_ speaking, how may I help you?'*

#### **Informal**

- *'Hello, John's phone'*

### **Asking for more information / Making a request**

If you need to ask for a specific person, then phrase your request as a polite question, if you only have an extension number and no name, you can say so. If you're calling for a specific reason, just explain briefly what it is.

#### **Formal**

- *'May I ask who's calling please?'*



- *'Can I ask whom I'm speaking to please?'*
- *'Where are you calling from?'*
- *'Is that definitely the right name/number?'*
- *'Could I speak to someone who \_\_\_?'*
- *'I would like to make a reservation please'*
- *'Could you put me through to extension number \_\_\_ please?'*

#### **Informal**

- *'Who's calling please?'*
- *'Who's speaking?'*
- *'Who is it?'*
- *'Whom am I speaking to?'*

#### **Asking the caller to wait / Transferring a call**

If you are transferring a caller to someone else, you should let them know that you are doing so, just so they know what is happening, as the silent tone could be mistaken for a disconnected line! If you are the one being transferred, you will often hear the person use the following phrases:

#### **Formal**

- *'Could you hold on a moment please'*
- *'Just a moment please'*
- *'Hold the line please'*
- *'I'll just put you through'*
- *'I'll just transfer you now'*

#### **Informal**

- *'Hold on a minute'*
- *'Just a minute'*
- *'Okay, wait a moment please'*

#### **Giving Negative Information**

If you are the one answering a call, you might not be able to help the caller. You can use some of the following phrases in these circumstances:

#### **Formal**

- *'I'm afraid the line is busy at the moment'*
- *'That line is engaged at the moment, could you call back later please?'*
- *'I'm afraid \_\_\_'s busy at the moment, can I take a message?'*
- *'I'm sorry, he's out of the office today'*
- *'You may have dialled the wrong number'*
- *'I'm afraid there's no one here by that name'*

#### **Informal**

- *'Sorry, \_\_\_'s not here'*
- *'\_\_\_ is out at the moment'*

#### **Telephone Problems**

If you don't understand everything the other person is saying, be honest. Tell the other person immediately, otherwise you might miss some important information! Most people will appreciate your honesty, and will be happy to oblige.

#### **Formal**

- *'I'm afraid I can't hear you very well'*
- *'Would you mind speaking up a bit please?'*
- *'I'm afraid my English isn't very good, could you speak slowly please?'*
- *'Could you repeat that please?'*

#### **Informal**

- *'Sorry, I didn't catch that'*
- *'Say that again please?'*
- *'I can't hear you very well'*
- *'Sorry, this line is quite bad'*

#### **Leaving / Taking a Message**

If the person you're calling is not available, be prepared to leave a message. This could be a **voicemail**, (which is a digital voice recording system), or an **answering machine** (this records messages onto a tape). If you're leaving a message with another person, they'll either ask if you want to leave a message, or you could request to leave a message with them. Be sure to leave your number,

if you want the other person to call you back!

**Formal**

- *'Can I take your name and number please?'*
- *'Can I leave a message please?'*
- *'Could you please ask \_\_\_ to call me back?'*
- *'Could you spell that for me please?'*
- *'Can I just check the spelling of that please?'*

**Informal**

- *'I'll ask him to ring you when \_\_\_ gets back'*
- *'Could you tell \_\_\_ that I called please?'*
- *'I'll let \_\_\_ know that you rang'*

## Saying Goodbye

The easiest part of the conversation! Simply be polite, and speak with a friendly manner.

**Formal**

- *'Thank you for calling'*
- *'Have a good day'*
- *'Goodbye'*

**Informal**

- *'Bye!'*
- *'Talk soon'*
- *'Speak to you again soon'*

**Remember your manners!**

- It's very important to be polite on the telephone, use phrases like **could you, would you like to**, and to make requests, use **please**. Always remember to finish a conversation with **thank you** and **good bye**.

**Write it down!**

- If you're nervous about speaking on the phone in English, then it may be helpful to write a brief script or a few bullet points on that you need to say.
- If you will be speaking to someone you don't know, it helps to have things written down in front of you, to calm your nerves!
- If you have a brief outline of what you need to say, it will help to organise your thoughts beforehand, and to use it as a reference during the call, if you get confused.

**Video Content / Details of website for further learning (if any):**

<https://www.dailywritingtips.com/inquire-vs-enquire/>

<https://visihow.com/Politely Decline a Letter of Request Formally>

**Important Books/Journals for further learning including the page nos.:**

English for Technologists and Engineers (Page no. 46-61)

BEC 1, 3. Cambridge ESOL. (Page no. 34-48)

Course Faculty

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Rasipuram - 637 408, Namakkal Dist., Tamil Nadu



L - 24

ENGLISH

I/I

Course Name with Code : Business English / 21HSS01

Course Faculty :

Unit : IV – Job Interviews and Recruitment Date of Lecture:

## Topic of Lecture: Recruitment

### Introduction :

*Recruitment* refers to the overall process of attracting, shortlisting, selecting and appointing suitable candidates for jobs (either permanent or temporary) within an organization. *Recruitment* can also refer to processes involved in choosing individuals for unpaid roles.

**Asking for information** - Sometimes you want to ask English people for information. In English it is not very polite to start a conversation with a direct question.

**Asking for action** - A call to action (CTA) is a statement designed to get an immediate response from the person reading or hearing it. It's used in business as part of a marketing strategy to get your target market to respond through action.

**Orders** refer to a statement made by a person with authority that tells someone to do something. It is also an instruction or direction that must be obeyed.

### Prerequisite knowledge for Complete understanding and learning of Topic:

- Recruitment and Steps to Effective Recruitment
- Asking for information and Enquiring about people
- Asking for Action
- Orders
- Common ways of rephrasing an orders

### Detailed content of the Lecture:

#### *Recruitment*

- *Recruitment* refers to the overall process of attracting, shortlisting, selecting and appointing suitable candidates for jobs (either permanent or temporary) within an organization. *Recruitment* can also refer to processes involved in choosing individuals for unpaid roles.
- Managers, human resource generalists and recruitment specialists may be tasked with carrying out recruitment, but in some cases public-sector employment agencies, commercial recruitment agencies, or specialist search consultancies are used to undertake parts of the process. Internet-based technologies which support all aspects of recruitment have become widespread.

#### Steps to Effective Recruitment

- Before you start looking.
- Preparing a job description and person profile.
- Finding candidates.
- Managing the application process.
- Selecting candidates.
- Making the appointment.

- Induction

### Asking for information and Enquiring about people

- Sometimes you want to ask English people for information. In English it is not very polite to start a conversation with a direct question. For this reason we have a number of phrases.
- Following are the expressions for asking for information and enquiring about people:
  - ❖ Can you tell me...?
  - ❖ Could you tell me...?
  - ❖ I'd like to know...
  - ❖ Do you know...?
  - ❖ (Got / Have you) any idea...?
  - ❖ Could anyone tell me...?
  - ❖ (Do / Would) you happen to know...?
  - ❖ I don't suppose you (would) know...?
  - ❖ I wonder if you could tell me...?
  - ❖ I wonder if someone could tell me...?

### Asking for Action

Here are the primary action steps to take:

- Act as if you expect to get it. ...
- Ask someone who can give it to you. ...
- Get the other person's full attention. ...
- Be clear and specific. ...
- Ask from the heart. ...
- Ask with humor and creativity. ...
- Give something to get something. ...
- Ask repeatedly.

### Orders

- We can use **imperative sentences** to give orders.
- This is not very polite, though. Instead of using an imperative, you can use an introductory phrase.

Here are some common ways of rephrasing an order.

### Would you mind...?

This is the most polite form. Note that would you mind...? is followed by a noun or an -ing form.

- Would you mind waiting for an hour?
- Would you mind opening the window? (= Please open the window.)
- Would you mind moving a bit? (= Please move a bit.)

### I was hoping...

This is another expression that can be used to make a request or order more polite.

- I was hoping you could lend me some money.
- I was hoping you could spare me a few minutes.
- I was hoping you could help me with the homework.

### Do you think you could ... (+ infinitive without to)

- Do you think you could type these letters for me?
- Do you think you could tidy up the room?
- Do you think you could help me with the housework?

### I'd like you to...

This phrase is used to make a more direct request. It is more like an order than a request.

- I'd like you to type these letters for me.
- I'd like you to do the shopping for me.
- I'd like you to pick up the children from school.
- I'd like you to help me with the housework.

### I want you to...

This is the least polite of all these forms. It is used to issue an order.

- I want you to finish this report by tomorrow.
- I want you to wash the car.
- I want you to leave my house.

- I want you to wash the clothes.

**Video Content / Details of website for further learning (if any):**

[https://www.tutorialspoint.com/recruitment\\_and\\_selection/recruitment\\_process.htm](https://www.tutorialspoint.com/recruitment_and_selection/recruitment_process.htm)

<https://www.thoughtco.com/asking-for-information-in-english-1212031>

**Important Books/Journals for further learning including the page nos.:**

English for Technologists and Engineers (Page no. 55-68)

**Course Faculty**

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Rasipuram - 637 408, Namakkal Dist., Tamil Nadu



LECTURE HANDOUTS

L-25

ENGLISH

I / I

Course Name with Code : Business English / 21HSS01

Course Faculty :

Unit : V-Presentation and Grammar Usage Date of Lecture:

## Topic of Lecture: Presentation

### Introduction:

Presentation Skills are the skills you need in delivering effective and engaging presentations to a variety of audiences. These skills cover a variety of areas such as the structure of your presentation, the design of your slides, the tone of your voice and the body language you convey. It is typically a demonstration, introduction, lecture, or speech meant to inform, persuade, inspire, motivate, or to build good will or to present a new idea or product.

### Prerequisite knowledge for Complete understanding and learning of Topic:

- Presentation
- Structuring your Presentation
- Tools for Design
- Some tips to improve your presentation

### Detailed content of the Lecture:

#### Presentation

- It is the process of presenting a topic to an audience.
- a talk to a group in which information about a new product, plan, etc. is presented

#### Presentation design

- Presentation design is the process of planning, implementing, and coordinating every aspect of a digital presentation.
- It usually takes the format of a slide deck, through a program like Keynote or PowerPoint, and involves a combination of text, photos, graphics, animations, video, and sound.
- Presentation design touches every part of a presentation, from the introduction to the final slide.

#### Few Tools for Presentation

- Templates and Themes
- Fonts
- Color Themes
- Icons
- Shapes
- Tables

#### Structuring your Presentation

- A structure provides a logical flow so that you can provide the information that the audience needs to follow your presentation.
- The structure will help you become more comfortable following this flow.

- **Purpose**
- To determine your purpose ask "What are the main points I want my audience to take away from my presentation"?
- **Audience pre-assessment**
- It is important to identify the characteristics, knowledge and needs of your audience so that you are delivering the 'right' presentation to the 'right' audience.
- **Opening your Presentation/Bridge**
- This is also known as the hook. It is designed to grab the audience's attention and provide them with a reason to be interested in the presentation.
- **Body of Presentation**
- This is the major portion of the presentation. It is necessary that it connects directly to your purpose or bridge.
- **Closing your Presentation**
- This is the final impression that you will leave with your audience-make sure it is a strong one.

Some tips to improve your presentation

- Try to practice where you'll be delivering your talk
- Transform Nervous Energy Into Enthusiasm.
- Attend Other Presentations.-If you're giving a talk as part of a conference, try to attend some of the earlier talks by other presenters to scope out their presentation skills and get some context.
- Arrive Early-It's always best to allow yourself plenty of time to settle in before your talk.
- Adjust to Your Surroundings makes you more comfortable to present a topic
- Do your best to chat with people before your presentation. Talking with audiences makes you seem more likeable and approachable.
- Whether or not you're a Zen master, know that plenty of studies have proven the effectiveness of positive visualization.
- Smiling increases endorphins, replacing anxiety with calm and making you feel good about your presentation.
- Exercise earlier in the day prior to your presentation to boost endorphins, which will help alleviate anxiety.
- Don't be afraid to slow down and use pauses in your speech
- Don't Try to Cover Too Much Material.
- Actively Engage the Audience.
- Even if your presentation is packed with useful information, if your delivery bombs, so will your session.
- Remember That Most Audiences Are Sympathetic.
- Take Deep Breaths. Admit You Don't Have All the Answers.
- Practicing confident body language is another way to boost your pre-presentation jitters.
- Dry mouth is a common result of anxiety.
- Prevent cottonmouth blues by staying hydrated and drinking plenty of water before your talk
- Accept your fear rather than trying to fight it.

**Video Content / Details of website for further learning (if any):**

<http://tutorials.istudy.psu.edu/oralpresentations/oralpresentations5.html>

<https://en.wikipedia.org/wiki/Presentation>

<https://www.wordstream.com/blog/ws/2014/11/19/how-to-improve-presentation-skills>

<https://www.fiverr.com/categories/graphics-design/presentations-design>

<https://visme.co/blog/best-presentation-tools/>

**Important Books/Journals for further learning including the page nos.:**

English For Business by Simon Sweeney (page no 43-46,58-59 )

J Basic Communication Skills for Technology (page no 245-250,324-332 )

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Rasipuram - 637 408, Namakkal Dist., Tamil Nadu



LECTURE HANDOUTS

L-26

ENGLISH

I / I

Course Name with Code : Business English / 21HSS01

Course Faculty :

Unit : V-Presentation and Grammar Usage Date of Lecture:

## Topic of Lecture: Types and Importance of Presentation

### Introduction :

Importance of Presentation and Types of presentation shows your passion and connect with your audience. It focuses on your audience's needs to concentrate on your core message. Moreover Smile and Eye Contact with your audience keeps Strongly. They are nearly 10-20-30 rule for slideshows to express storytelling, how to use your voice effectively, use your body language and to relax, breathe and enjoy.

### Prerequisite knowledge for Complete understanding and learning of Topic:

- Importance of Presentation skills
- Few words for presentation
- Advantages of a presentation
- Six types of presentation

### Detailed content of the Lecture:

#### Importance of Presentation skills

- Good presentation skills are important in business, teaching and many other areas.
- Careful preparation is probably the most important part of giving an effective presentation.
- The better prepared you are, the less nervous you feel.
- Good preparation will make you speak with more confidence and look more professional.
- During you presentation you should also try to make eye-contact with your audience, smile, and speak slowly but clearly.
- The importance of presentation skills is having good presentation skills in the classroom or the workplace.
- Your body language, hand gestures and eye contact will improve better presentation.
- By speaking clearly, and getting your ideas and message across to people well, there will be less miscommunication in your life.
- Your time management will improve better result of presentation
- Give the audience what they want and focus on your key message
- To make a presentation fantastic start strong, create variety, speak clearly, try your best to be confident, speak at a good pace.

#### Few words that can be used when talking about presentations.

mannerisms - a person's particular way of talking or moving

cliché - a phrase or expression that has been used so often that it is no longer original or interesting

relatable - easy to get to know, understand; feel that you can relate to someone or something

gestures - a movement of part of the body, esp. a hand or the head, to express an idea or meaning

crucial - very important

exaggerated - to make (something) larger or greater than normal

lullaby - a song used to help a child fall asleep



fidget - to make a lot of small movements because you are bored or nervous

aftermath - the aftereffects of a big event

take advantage - to use something (such as an opportunity) in a way that helps you.

### **The advantages of a presentation**

- The presentation provides an opportunity to meet customers face to face
- Presentation makes it easier to engage the audience
- It provides flexibility to make changes in the content
- It provides an effective way to share your thoughts, product/service in front of the audience more clearly
- It is a versatile tool for communication that can be used in meetings and viewing the content more clearly on a laptop or computer

### **Six Types of Presentations:**

- **Providing information.** This format encompasses anything from a team meeting that gives updates on a project or upcoming event to a demonstration that shows product functions.
- **Teaching a Skill.** Your company just installed a new system or implemented a new process that requires people to learn how to use the new tool and apply the process.
- **Reporting Progress.** As you integrate the new system into your daily routine, your boss wants to know how it's working. You might schedule a divisional meeting or group off-site to share the progress.
- **Selling a Product or Service.** A briefing like this might include a recap of the product or service, next steps and action items, or a discussion of needs and improvements before the product is ready to sell.
- **Making a Decision.** It's time for the annual holiday party and ideas are being tossed around the office. When giving your input on the location, make sure to share the must-haves and nice-to-haves for the event. When it's time for the final decision, you can see how your idea stacks up to the other options.
- **Solving a Problem.** This could be in a panel setting or other meeting where the problem is identified, the facts of the problem are presented and a list of causes is generated.

### **Video Content / Details of website for further learning (if any):**

<https://www.ecenglish.com/learnenglish/lessons/business-english-presentations-vocabulary>

<http://tutorials.istudy.psu.edu/oralpresentations/oralpresentations5.html>

### **Important Books/Journals for further learning including the page nos.:**

English For Business by Simon Sweeney (page no 43-46,58-59 )

J Basic Communication Skills for Technology (page no 245-250,324-332 )

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(An Autonomous Institution)

(Approved by AICTE, New Delhi, Accredited by NAAC & Affiliated to Anna University)

Rasipuram - 637 408, Namakkal Dist., Tamil Nadu



LECTURE HANDOUTS

L-27

ENGLISH

I / I

Course Name with Code : Business English / 21HSS01

Course Faculty :

Unit : V- Presentation and Grammar Usage Date of Lecture:

**Topic of Lecture: First impression in presentation**

## Introduction

First impressions are significant, whether you are unsuspectingly meeting your future spouse on that first blind date, going to a job interview, or stepping onto a stage to give a presentation. People make a lot of assumptions about you in the first few seconds of seeing you – even before you open your mouth to speak. You can tilt the odds in your favor and present a favorable impression to your audience, by using these Franchetti tips to help make your first impression memorable and positive.

## Prerequisite knowledge for Complete understanding and learning of Topic:

- Importance of Presentation skills
- Appearance for presentation
- About Body Language

## Detailed content of the Lecture:

### Presentations: The Power of First Impressions

#### Be On Time

The fastest way to turn off your audience is to keep them waiting. They're busy, too. They took time out of their schedules to hear from you. Do them the courtesy of being on time and ready to begin. End on time as well.

#### Dress the Part

How you dress, and even more so, how well-groomed and polished you are, has a huge impact on how you are received by your audience. Sure, there are a few Silicon Valley types who get away with wearing hoodies and sneakers, but most of us need to dress professionally and more formally to make the right impression during a presentation.

#### Body Language Speaks Volumes

Your body language conveys more than you may realize. From nervous habits and tics that betray your nerves, to crossed arms and frowns that make you unapproachable, what you *don't* say may matter more than what you *do* say. Be open and relaxed, smile, and make eye contact with your audience.

#### How You Say It Matters

How you speak can impact how well you are received. You will lose your audience if you:

- Speak too quickly
- Mumble or speak too quietly
- Encumber your speech with ums and ahs
- Read your notes in a monotone voice without making eye contact

### **Be Prepared**

Practice your presentation until you can smoothly and effectively deliver your message. If you show up for a presentation and it's obvious you aren't prepared, your audience will resent you for not caring enough to put in the time necessary to make it worth their while to attend. You should also practice using the technical equipment that you'll need for your presentation. Arrive early to make sure that the equipment you'll be using is functioning properly and that you know how to use it ahead of time.

### **Be Enthusiastic and Engaged**

If you want your audience to care about what you're saying, you need to care, too. Be enthusiastic and passionate about your message. Be engaged both with what you're saying and with your audience. Be grateful to them for attending and taking the time to listen to you.

It is said that you only have a few seconds to make a good first impression. Make the most of those few moments.

### **Video Content / Details of website for further learning (if any):**

<https://grammar.yourdictionary.com/punctuation/what/fourteen-punctuation-marks.html>

### **Important Books/Journals for further learning including the page nos.:**

English For Business by Simon Sweeney (page no 43-46,58-59 )

J Basic Communication Skills for Technology (page no 245-250,324-332 )

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LECTURE HANDOUTS

L-28

ENGLISH

I / I

Course Name with Code : Business English / 21HSS01

Course Faculty :

Unit : V-Presentation and Grammar Usage Date of Lecture:

Topic of Lecture: Simple Present, Past and Future

## Introduction :

The Standards for Grammar is to check spelling, grammar, pronunciation, and vocabulary as acceptable wherever English is spoken. A standard language is a variety of language that is used by governments, in the media, in schools and for international communication. There are different standard varieties of English in the world, such as North American English, Australian English and Indian English. Although these standard varieties differ in terms of their pronunciation, there are few differences in grammar between them. In contrast, there are non-standard forms of a language that are used, for example, in different regional dialects and these non-standard varieties are different from each other.

## Prerequisite knowledge for Complete understanding and learning of Topic:

Grammar usage & sentence structure

## Detailed content of the Lecture:

- Verbs come in three tenses: past, present, and future. The past is used to describe things that have already happened (e.g., earlier in the day, yesterday, last week, three years ago). The present tense is used to describe things that are happening right now, or things that are continuous.
- Simple Present
- Simple Past
- Simple Future
- I *read* nearly every day.
- Last night, I *read* an entire novel.
- I *will read* as much as I can this year.

## Simple Present

In the simple present, most regular verbs use the root form, except in the third-person singular (which ends in -s).

First-person singular: *I write*

Second-person singular: *You write*

Third-person singular: *He/she/it writes* (note the -s)

First-person plural: *We write*

Second-person plural: *You write*

Third-person plural: *They write*

For a few verbs, the third-person singular ends with -es instead of -s. Typically, these are verbs whose root

form ends in **o, ch, sh, th, ss, gh,** or **z.**

**First-person singular:** *I go*

**Second-person singular:** *You go*

**Third-person singular:** *He/she/it goes* (note the -es)

**First-person plural:** *We go*

**Second-person plural:** *You go*

**Third-person plural:** *They go*

For most regular verbs, you put the negation of the verb before the verb, e.g. “She won’t go” or “I don’t smell anything.”

The verb **to be** is irregular:

**First-person singular:** *I am*

**Second-person singular:** *You are*

**Third-person singular:** *He/she/it is*

**First-person plural:** *We are*

**Second-person plural:** *You are*

**Third-person plural:** *They are*

## Simple Past

The simple past (also called past simple, past indefinite or preterite) is a verb tense which is used to show that a completed action took place at a specific time in the past. The simple past is also frequently used to talk about past habits and generalizations. Read on for detailed descriptions, examples, and simple past exercises.

## Simple Past Forms

The simple past is formed using the **verb + ed**. In addition, there are many verbs with irregular past forms. Questions are made with *did* and negative forms are made with *did not*.

- Statement: You **called** Debbie.
- Question: **Did** you **call** Debbie?
- Negative: You **did not call** Debbie.

## Simple Future

The simple future verb tense has two different forms in English, *will* and *be going to*. Although the two forms can sometimes be used interchangeably, they often express two very different meanings: *will* is used for offers and *be going to* is used for plans. Read on for detailed descriptions, examples, and simple future exercises.

## Simple Future Forms

The *will* form of simple future is made with **will + verb**. Questions are indicated by inverting the subject and *will*. Negatives are made with *not*.

- Statement: You **will help** him later.

- Question: **Will** you **help** him later?
- Negative: You **will not help** him later.

**Video Content / Details of website for further learning (if any):**

<https://dictionary.cambridge.org/grammar/british-grammar/standard-and-non-standard-language>

<https://dictionary.cambridge.org/grammar/british-grammar/adverbs/adjectives>

**Important Books/Journals for further learning including the page nos.:**

English For Business by Simon Sweeney (page no 43-46,58-59 )

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LECTURE HANDOUTS

L-29

ENGLISH

I / I

Course Name with Code : Business English / 21HSS01

Course Faculty :

Unit : V -Presentation and Grammar Usage Date of Lecture:

Topic of Lecture: Standard of punctuation

## Introduction

### The Standards Of Punctuation

- Punctuation is the tool that allows us to organize our thoughts and make it easier to review and share our ideas. The standards of punctuation are as follows: period, comma, apostrophe, quotation, question, exclamation, brackets, braces, parenthesis, dash, hyphen, ellipsis, colon, and semicolon. **Punctuation** (formerly sometimes called **pointing**) is the use of spacing, conventional signs, and certain typographical devices as aids to the understanding and correct reading of written text, whether read silently or aloud.

## Prerequisite knowledge for Complete understanding and learning of Topic:

- Commas
- Quotation
- Question and Exclamation? !
- Hyphen

## Detailed content of the Lecture:

- The most common punctuation marks in English are: capital letters and full stops, question marks, commas, colons and semi-colons, exclamation marks and quotation marks.

### Comma ,

- Commas are primarily used to aid in clarity and to join two independent clauses with a conjunction. They set off introductory phrases and set off series.

#### Examples:

I enjoyed the singers, and I loved the dancers.

### Apostrophe '

- Apostrophes are used to mark possession and to mark contractions. They are also used to denote a quotation mark in material that is already being quoted.

#### Examples:

It was James' car that the drunk driver hit.

"James said, 'If you come any closer I'll call the police.'"

### Quotation " "

- Quotation marks are used to inform a reader either of something that was spoken or something that is being directly copied from another work.

#### Examples:

Lydia said, "Is this my prom dress?"

Dr. Shruti claims, "The use of violence against women in India is on the rise."

### **Question and Exclamation ? !**

- Question and exclamation marks are used to note interrogative and exclamatory sentences. Neither of these punctuation marks are commonly used in academic writing.

### **Hyphen -**

- Hyphens are most commonly used to pair compound words. Throw-away, high-speed-chase, merry-go-round, user-friendly

### **Dash -**

- Dashes are generally not in common use but denote a tangent within a thought.
- There are two kinds of dashes, an "en" dash and an "em" dash.
- En dashes essentially are the same glyph as hyphens but fill a different purpose.
- Em dashes are longer, an easy way to remember is that an en dash is the length of an "n" and an Em dash is the length of an "m".

#### **Example:**

I think that my dog is a genius – but doesn't everybody think their pet is?

- Dashes are able to substitute for commas and semicolons in the right situation. They can replace commas to note non-essential information or semicolon to note an example.

### **Parenthesis (), Brackets [], Braces {}**

- Parenthesis note non-essential information that could be skipped without altering the meaning of a sentence.
- Brackets are most commonly employed in academic writing within a quotation where the writer is omitting or explaining something.
- Braces are used quite rarely and are employed to essentially make a list within a list.

#### **Examples:**

Cora (the woman who lives down the street from Jane) works as a paralegal. Professor Brown claims, "She [the novel's central character] is an example of a strong African-American woman." Before I go on vacation I need to pack my bags {clothes, toiletries and shoes}, unplug the TV, and close all of the windows.

### **Ellipsis ...**

- Ellipsis marks the omission of a word or words. If the omission includes the end of a sentence the glyph has four dots (...) instead of three.

### **Colon :**

- Colons make the statement: note what follows.
- whatever comes before the colon must be a complete sentence, your writing after the colon is not required to be.

#### **Example:**

The Bridgekeeper asked me three questions: what is your name, what is your quest, what is your favorite color.

### **Semicolon ;**

- A semicolon can be used to join two related main clauses.



**Example:**

James Left a mess at his desk after he left work; Sarah had to clean it up..

**Example:**

James left a mess at his desk after he left work; consequently, Sarah had to clean it up.

**Video Content / Details of website for further learning (if any):**

<https://www.grammarbook.com/grammar/subjectVerbAgree.asp>

**Important Books/Journals for further learning including the page nos.:**

English For Business by Simon Sweeney (page no 43-46,58-59 )

J Basic Communication Skills for Technology (page no 245-250,324-332 )

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LECTURE HANDOUTS

L-30

ENGLISH

I / I

Course Name with Code : Business English / 21HSS01

Course Faculty :

Unit : V- Presentation and Grammar Usage Date of Lecture:

Topic of Lecture: Subject-Verb Agreement

### Introduction :

Subject verb agreement simply means the subject and verb must agree in number. Even though grammar can be a bit quirky from time to time, there are 20 rules of [subject-verb agreement](#) that sum up the topic quite concisely. In English present tense of the verb changes to show agreement in the third person singular form by adding (HE, SHE, IT) pronoun s or es.

### Prerequisite knowledge for Complete understanding and learning of Topic:

- [Subjects](#) and [verbs](#)
- [Subordinate clauses](#)
- [Prepositional phrases](#)
- [object of the preposition](#)

### Detailed content of the lecture:

1. [Subjects](#) and [verbs](#) must agree in number. This is the cornerstone rule that forms the background of the concept.

The dog growls when he is angry.

The dogs growl when they are angry.

2. [Subordinate clauses](#) that come between the subject and verb don't affect their agreement.

The dog, who is chewing on my jeans, is usually very good.

3. [Prepositional phrases](#) between the subject and verb usually do not affect agreement.

The colors of the rainbow are beautiful.

4. When sentences start with "there" or "here," the subject will always be placed after the verb. Some care needs to be taken to identify each part correctly.

There is a problem with the balance sheet.

Here are the papers you requested.

5. Subjects don't always come before verbs in [questions](#). Make sure you accurately identify the subject before deciding on the proper verb form to use.

Where are the pieces of this puzzle?

6. If two subjects are joined by "and," they typically require a plural verb form.

The cow and the pig are jumping over the moon.

7. The verb is singular if the two subjects separated by "and" refer to the same person or thing as a whole.

Red beans and rice is my mom's favorite dish.

8. If one of the words "each," "every," or "no" comes before the subject, the verb is singular.

No smoking or drinking is allowed.

Every man and woman is required to check in.

9. If the subjects are both singular and are connected by the words "or," "nor," "neither/nor," "either/or," or "not only/but also," the verb is singular.

Either Jessica or Christian is to blame for the accident.

10. The only time the object of the preposition decides plural or singular verb forms is when noun and pronoun subjects like "some," "half," "none," "more," or "all" are followed by a prepositional phrase. Then the object of the preposition determines the form of the verb.

All of the chicken is gone

11. The singular verb form is usually reserved for units of measurement or time.

Four quarts of oil was required to get the car running.

12. If the subjects are both plural and are connected by the words "or," "nor," "neither/nor," "either/or," or "not only/but also," the verb is plural.

Not only dogs but also cats are available at the animal shelter.

13. If one subject is singular and the other is plural, and the words are connected by the words "or," "nor," "neither/nor," "either/or," or "not only/but also," use the verb form of the subject that is nearest the verb.

Either the bears or the lion has escaped from the zoo.

Neither the lion nor the bears have escaped from the zoo.

14. Indefinite pronouns typically take singular verbs (with some exceptions).

Everybody wants to be loved.

15. The exceptions to the above rule include the pronouns "few," "many," "several," "both," "all," and "some." These always take the plural form.

Few were left alive after the flood.

16. If two infinitives are separated by "and," they take the plural form of the verb.

To walk and to chew gum require great skill.

17. When gerunds are used as the subject of a sentence, they take the singular form of the verb. However, when they are linked by "and," they take the plural form. Standing in the water was a bad idea.

Swimming in the ocean and playing drums are my hobbies.

18. A collective noun, such as "team" or "staff," can be either singular or plural depending upon the rest of the sentence. Typically, they take the singular form, as the collective noun is treated as a cohesive single unit.

The herd is stampeding.

19. Titles of books, movies, novels, and other similar works are treated as singular and take a singular verb.

The Burbs is a movie starring Tom Hanks.

20. Final rule: Remember, only the subject affects the verb! Nothing else matters.

Jacob, who owns sixteen houses, is on his way to becoming a billionaire.

**Video Content / Details of website for further learning (if any):**

<https://grammar.yourdictionary.com/sentences/20-Rules-of-subject-verb-agreement.html>

**Important Books/Journals for further learning including the page nos.:**

English For Business by Simon Sweeney (page no 43-46,58-59 )

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