

**English Language  
and  
Technical Communication**  
(HU101)  
**WBUT-2012**

## About the Author

**Sutapa Banerjee** is an education maestro with a difference. She has spent the past 25 years in the pursuit of excellence in the Queen's language, with equal ramifications in pure and applied English.

The author exhibited a keen interest in English having acquired her *Bachelor's and Master's degrees from the prestigious Department of English, Jadavpur University, Kolkata*. In addition, she penned a debatable yet versatile study of characters in the novels of Emily Bronte and Jane Austen. This not only earned her a *PhD from Jadavpur University*, but also won her accolades from an international jury. Keen to realize the depth of our education system, the author concurrently acquired another Master's degree in English specializing in American Literature. Later, she also completed a postgraduation in *HR Management from ICFAI University*, in a successful bid to marry applied English and the uncharted world of Human Resources.

Dr Banerjee's vast teaching experience outdoes her immense educational qualifications. She has successfully and singlehandedly taught students majoring in English literature and students pursuing professional courses like engineering and MBA! This equips her with an in-depth comprehension of our country's education and the lacunae therein. Having taught mainstream English at *JD Women's College, Patna*, and *S S Jalan's College, Kolkata*, the author taught applied English at *Camellia Institute of Technology, Kolkata*, and *West Bengal University of Technology, Kolkata*. For the past decade she has taught MBA students at B-Schools of repute including *ICFAI Business School* and *IIPM*. She also heads English Examinations for West Bengal University of Technology and guides the university in curriculum modernization and redevelopment as a member of the board of studies.

Dr Banerjee realizes that being an IEC node is impossible without reaching out to students across our diverse geography. In expediting the same, she has authored widely acclaimed books on contemporary applied English for development of soft skills.

# English Language and Technical Communication

(HU101)

## WBUT-2012

**Sutapa Banerjee**

*Visiting Faculty*

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*For you,*

*Ma*



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# Preface

Much ink has been spilled to define communication, its role in the professional world, its place of importance and the way one can hone one's skill in communication.

This book however endeavors to highlight those important aspects that constitute an integral part of technical communication. The ethos of the book will uphold the adopting style one needs in order to be a skilful communicator in the highly competitive professional world.

Technical communication involves both written and oral communication. Written communication includes all kinds of technicalities involved in business, and professional correspondence and interaction. Whether it is an advertisement, tender notice, an electronic mail, an agenda or the minutes of a meeting, it entails subtle formal technicalities that are of prime importance and need to be taken care of.

The book is formulated in the structure of various modules that discuss in detail the style of writing one needs to adopt in order to make one's written communication more effective. Needless to say, it also takes into consideration the various aspects of oral communication too. But more space is given to a discussion on the way to improve and enhance one's style of writing. Examples of appropriate writing style are cited. Along with that worksheets are provided as exercises for students which they can practice by taking hints from those examples. In the book I focus on the various aspects of written communication, stating and discussing the ways to formulate a written document by maintaining the norms of technical writing.

There are separate chapters to deal with oral communication having an elaborate discussion on the salient features pertinent to the methodology and pedagogy of various modes of oral communication like PowerPoint presentations, group discussions and interviews. The chapters dealing with vocabulary provide the students with many of the contemporary technical jargons enabling them to know the true imports of those words. That will also familiarize them with the dynamism of the business environment. In a nutshell, the highlights of the book are given below:

- Up-to-date, complete and sequential coverage of the syllabus
- Presented in an instructive manner; suitable for self-study
- Chapters organized to provide holistic skill development—writing, reading and speaking

- Numerous and varied exercises interspersed in chapters to build understanding of key grammatical concepts, strengthen vocabulary, and especially develop technical writing and presentation skills
- Dedicated chapter on Language Laboratory to facilitate practice sessions

Chapters are divided according to the specifics of the various lesson modules of the syllabus. The details of the grammar are explained with examples to make the book more effective so far as the learning–teaching objective is concerned.

Comprehension is a part of the syllabus. Students are given an insight into understanding what comprehension of a text implies. Here the passages provided for them follow the trends of those given in the competitive examinations to test and evaluate the ability of a student to grasp the meaning of the text and answer the questions that follow. The passages for comprehension have relevance with current events and some significant issues. That serves the purpose of making them aware of the situations around them and updating them with current and contemporary events. Besides it will also evince interest in students and they will enjoy the experience of working out the passages.

In order to attain and acquire excellent command over English, or for that matter any language, one needs to read, write and speak the language. Keeping this view in mind, the book is designed to serve the purpose of reading, writing and speaking. Reading passages are provided for comprehension. Suitable topics, covering a wide span, are provided for technical and formal writing practice. Topics and titles pertaining to various spheres of life are given for the students to prepare presentations, thus utilizing the language laboratory practices. Taking cues from such topics, the facilitator can also provide more topics for the students to practice. Thus, within a span of one semester, students can develop their communication skill and make astounding progress.

The book follows the syllabus designed by West Bengal University of Technology. As such, it will help the students prepare for written examinations. Moreover, they will be benefited by adopting the suggestions and hints that are a quintessential part of technical communication. The exercises will help them improve their English and enhance their competence in achieving their career goals.

**SUTAPA BANERJEE**

# Acknowledgements

I am thankful to the various institutes where I have had the opportunity to teach. Those teaching stints have enabled me glean some valuable inputs and incorporate them in my book. Especially my teaching experience at IBS Kolkata and IBS Hyderabad have enabled me incorporate some of the relevant perspectives in Technical Communication.

I am thankful to West Bengal University of Technology for offering me an opportunity to teach the subject that comes under the domain of Language Laboratory. I also thank Sayantika Bose Chakraborty of Techno India College of Technology; Sharmistha Basu of Narula Institute of Technology; and Subhra Nath Maiti of Camellia Institute of Technology and Management for reviewing the manuscript.

I am grateful to my husband for giving me the moral support I needed during the tenure of my writing.

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**SUTAPA BANERJEE**



# ROADMAP TO THE SYLLABUS

This text is suitable for the following paper code —  
HU101: English Language and Technical Communication

## HU101: English Language and Technical Communication

**Introduction:** What is the necessity of learning English language and technical communication.

**Developing Writing Competence:**

*Correction of Errors in Sentences*—Fill in the blanks; Single word for a group of words

*Building Vocabulary*—Words and their meaning along with their application through sentences; Sentence structure and transformation

*Active and Passive Voice*—Difference between the two through examples and worksheets consisting of change of voice

*Direct and Indirect Narration*—Change of narration with examples

Go to

CHAPTER 1: INTRODUCTION

CHAPTER 2: DEVELOPING WRITING  
COMPETENCE

**Comprehension:** Salient features of comprehension and the objectives of comprehension as a mode of language learning; An analysis of the prescribed texts; Passages for comprehension

Go to

CHAPTER 3: COMPREHENSION

**Technical Communication:** Theories of communication; Scope of communication; Organizational communication; Relevance and importance of communication in the organization; Barriers of communication; Different communication models and strategies of effective communication; Non-verbal communication and the impact it has on communication; Strategies to be adopted to make an effective presentation and the skills that one needs to possess in order to be an effective and eloquent speaker; Topics for presentation; Technique of writing official letters; Analysis and explanation of technical reports (formal drafting); Business letters; Job application; Curriculum Vitae, etc.; Group discussions with special emphasis on dos and don'ts

Go to

CHAPTER 4: TECHNICAL COMMUNICATION  
CHAPTER 5: MASTERING TECHNICAL  
COMMUNICATION

Guidelines to conduct various lesson modules; Laboratory practices and final conclusion of relevance of technical communication

Go to

CHAPTER 6: LANGUAGE LABORATORY  
CHAPTER 7: CONCLUSION

## CHAPTER

# 1

# Introduction



## Chapter Overview

*Professionals need to communicate well in order to attain success in their professions. The importance of English in the field of communication cannot be overlooked today. It is an advantage to own expertise in the language, as most interactions in multinational organizations are executed in English.*

As a professional, you need to have strong command over the English language to enhance your communication skill, which in turn will help you execute your tasks competently. While you are in a profession, the technical knowledge that you have acquired helps you understand the operations and machineries of an organization. A sound knowledge of the technical aspects of the workings of various sections of your firm enables you to comprehend the details of the work procedure. But that is not all. When perceived from a slightly different angle, you see that you need something more than technical knowledge.

You require excellent communication skills to carry out continuous interaction with everyone you work with. Imagine yourself as an officer who has been given a responsible position in an organization. Your day starts somewhat like this: You enter the office and the first thing you do is greet your colleagues, subordinates or your boss. The language that you use is English. Why not your own mother tongue? The answer is that because

of the continuous expansion and outsourcing of human resources, most organizations today have a cross-cultural ambience. Hence, English being one of the most common languages used in various states and countries, it is obvious that English is used as the language of communication in such organizations. So, it is best to acquire competence in the language for smooth and excellent communication.

Perhaps your technical skill helps you analyze the problems that may crop up in your organization. However, when a specialist explains to you the technical snag pertaining to the work procedure, you need to understand it fully. What you require now is both technical know-how and communication skill. You have to own the competence required for you to interact, understand and grasp all that the technician says. You talk, you read the literature he/she may give you and you question him/her to understand the details of it. This sounds simple. Is it not? Nevertheless, when you think about it deeply, you realize that it is not as simple as it appears. Your understanding of the situation or problem depends much upon your familiarity with the language of communication used.

Let us simplify it. Suppose your company has decided to install a machine with the latest technology. The plant will be benefited if the machine is installed and the output of work will increase automatically because of it. However, the entire procedure of installing new gadgets involves a lot of communication. You have to send a proposal for the project. The proposal needs to be drafted in English. Once that is accepted, you go ahead with the next step in the procedure. Now you enquire for the details. This too calls for communication and interaction with the suppliers. The quotation is asked for and you have to sign a contract following the agreement. The clauses and the conditions in the written document, that is the contract signed by you, must be correctly interpreted. This too requires language skill. You need to have a clear grasp of the assurance given by the manufacturers while they bring out the terms and conditions endorsed by them in their promotional schemes. And remember, the language for communication all through is English. You correspond with them in order to purchase the machines you require for your organization. Then you follow it up by interacting with the various departments involved in the purchase and installation of the machine.

Here, we see a chain of successive interactions that you need to depend on. Needless to say, this interaction should be smooth and effective. It is only when you have smooth interaction that you can feel comfortable with the decision you have made. To understand any complications pertaining to the technology, operation and installation, you require both technical skill as well as communication skill. The technical skill enables you to understand everything in the secondary stage. The primary stage involves your ability to understand and comprehend minutely all that have been explained in the language of your communication. Whether it is written or oral, it all depends on your ability



to interpret and analyze the language. In this context, we need to remember that all interactions and documentations are verbal records in English. Hence, you need to enhance your expertise in technical communication.

The initial stage in organizational communication involves your ability to understand everything literally when decoded by you after receiving the message. Then you delve down a little. Now you note that you need another kind of interpretation of your message that involves technical knowledge. And when you have both, and you exercise your knowledge with your communication skill, you are able to understand the situation successfully. This precisely explains the importance of English and technical communication skill in the field of profession. We have discussed only one aspect of the many important roles played by communication.

There are yet other areas where we find communication playing an important role in an organization. When as a team leader you are working in cooperation with your colleagues, you need to possess very good communication skills. A lot depends on how you talk to your team-mates, how you react to their various levels of communication, how you appreciate and encourage their assignment or how in times of crises you reprimand them or console them. All the above actions involve communication.

When you encourage them to do their work, your medium is language. You may do it verbally and non-verbally. When you say it in appreciation, it is oral communication. When you do the same through a written message, it is written communication. In both, we use communication through language. Similarly, when in a reverse situation you find them falling short of your expectations, you have to resort to reprimand. Here too, you make use of communication for sending your message. In other words, to lead, to manage, to promote, to administer or to execute any task within the organization, you depend on communication. That explains why you need to give stress to communication. If you hone your skills, it is an advantage to you. Here, your communication skill and expertise will help you attain your objective.

### ***Why do you need to hone your communication skill?***

Professionals need to be endowed with good communication skill because they have to interact with people in their organizations all the time. Experts in any field need to impart information concerning any aspect related to their fields. When they do that they have to be clear and apt in conveying their message. Their clarity of expression, their appropriate use of words, their way of revealing the concept, all depend on their communication skills. When as a professional you acquire that skill, you are able to communicate successfully on any relevant subject pertaining to your domain. Communication skill enables one to interact successfully with anybody. You may have specialized knowledge in a particular domain. That is a skill you have acquired through intellectual exercise of

theoretical knowledge. But to explain everything to a person, you need to use language to communicate your information. How do you do that? Obviously, you take help of communication skill that can be honed with practice and cultivation of the application of language aptly.

Your ability to talk and write well and effectively depends upon your language skill. Often while talking or writing, we grope for the most appropriate words and their usages. In written communication, you have the advantage of deliberating a while and then you may pen down the thought. You may ponder a little and then write your message. The entire process involves an effort that costs you both time and energy. And after accomplishing the task, you may find it is not effective.

The situation becomes more critical when you are involved in speaking. You cannot possibly give time to pause and search for the right word frantically to convey your message. You need fluency and articulation in speech to be able to talk successfully. There you need a very good hold on language.

For both the above, you need to have command on the language and the expertise to say and write it in the most appropriate way. Therefore, it is wise and prudent to hone your language skill so that all the interactions you have within and outside the organization help you optimize your resources successfully.

Let me make these abstract notions clear and transparent to you through examples. Take two examples of Mr A and Mr B. Both possess the same qualification and perhaps the same tenure of experience. Yet we find that Mr B is an achiever, in the sense he gets more appreciation, admiration and recognition in his workplace; whereas Mr A does not get the same level of appreciation and recognition in his workplace despite the fact that he has the same qualification, experience and job proficiency. We are likely to be provoked with a question—why is it so? The explanation is that Mr B has excellent communication skill that helps him to devise the most appropriate way of imparting his message to everyone in the organization. In other words, he is endowed with an excellent power of organizational communication. This is an advantage he has reaped and that explains why he has an edge over Mr A.

Mr B has the following attributes that mark him as a distinguished personality.

- He is able to steer the organization successfully with full cooperation from all employees in the organization. This he can do because he has mastered the art of communication and knows the art of conversation that endears him to almost everyone.
- When he interacts with his superiors, he can easily and comfortably talk with them. His language proficiency helps him in clearly expressing his views. He does not suffer from any kind of scruple or hesitation since his language expertise has provided him with an unflinching courage to voice his views in apt words.

- When the same person talks with his subordinates, he knows how to deal with them so far as communication is concerned. He may be strict, he may be imposing; yet his communication skill will enable him define his motive in a subdued manner.

All these above qualities are lacking in Mr A. As a result, he suffers because he does not get what his partner Mr B gets. This has an adverse effect on Mr A. He feels demotivated and ultimately his performance declines.

It is obvious that a person in a workplace needs to interact with everyone. Besides, he/she has to talk to people outside who may be customers, lawyers, bankers, stakeholders and contenders. A person owning excellent skill in communication can easily interact with everyone whatever his/her social standing is.

Now, we have to consider yet another aspect. You may have an inherent quality of communication skill that helps you talk with anyone you come across in your native tongue in the most desirable manner. Yet when you have to communicate in English, you find it rather difficult or uneasy to speak or write fluently or flawlessly.

The reason is you are not conversant in English. To acquire the competence that is imperative for being a reasonably good speaker and writer in the language, you need to learn the language and practice it. Therefore, you have to practice reading English, writing English and speaking it.

The corporate sectors that operate globally retain a uniform stance of communication. The language used in such organizations is English. English is widely used in many countries. As such, operational transactions become smoother and effective when the employees are able to communicate in English. Hence, there is an absolute need to learn English. The medium of communication right from the beginning is English in these corporations and you have to adopt the corporate culture by developing and enhancing your communication skill in English.

When you apply for a job, you write your application in English. That is a mode of written communication. When you are called for the interview, you appear for it where the entire interaction takes place through oral communication. That too is conducted in English. Both the above examples of communication that we have cited are conducted in English. When you join an organization you converse in English, you draft all your official documents in English, you correspond with everybody for official purpose in English. Hence, it becomes essential to learn English and enhance the skill of writing and speaking English.

## CHAPTER

# 2

# Developing Writing Competence



## Chapter Overview

*Writing competence calls for well-structured sentences with correct grammar and punctuation. The application of appropriate verbs in their proper tenses is essential to write competently. To polish your language skill, you need to look at the various components of grammar and their correct usages. Vocabulary helps you acquire the richness that hones your expertise in writing skill.*

### 2.1 DEVELOPING WRITING COMPETENCE

**Writing** competence is as important as the competence one requires for oral or spoken communication. A business house needs all kinds of correspondence to be carried out. When it sets up operation, it has to formulate its rules, regulations and norms. It has to design its service rules. To fulfill this task, the company has to have written documentation of those injunctions. The firm has the onus of rendering its services to its customers, clients, stakeholders, investors, lawyers, financiers, etc., for the smooth functioning of the firm. This is achieved through gestures of courtesy that can be very well put into execution through letters and correspondences. For business purposes, advertisements and promotional schemes are all drafted in English.

In formal communication, you need to write effectively so that you can attain the objective that is your goal. Your goal can be to establish cordial relationship with your customers, so that they come to you again. It may be to gently remind a client of yours of the pending dues, so that he/she pays you the dues. It may be, on the other hand, a note of thanks that you send to your investor for the financial help that he/she has extended to your firm. On the other hand, the firm at one time or the other may be in need of advice and counseling from experts in various fields. For that too, you need to correspond with experts and delegates to come and train your employees.

Training and induction is a constant process in almost all organizations in the present era. All these involve written communication in several ways. Right from the beginning of a system, you find written documentation plays a vital role in organizational communication. Framing a letter of invitation, bringing out program details, preparing study and training materials and preparing handouts, call for writing competence. The entire program we see is communication based. And, the language is English.

Again, the sales and promotion of any commodity depend on advertisements. It is advantageous and beneficial to prepare attractive and catchy advertisements that the business house makes. When a new product is about to be launched, the firm needs to make people aware of its product. How will it execute the job? The corporation can adopt several methods. It may simply depend on advertisement. It may choose to invite some of the delegates from various sectors and the experts may be asked to deliver a presentation. Or letters may be drafted to be sent to the dealers for their consideration of the new product. Or advertising agents can be contacted to write appropriate slogans for the promotion of the product. Whatever stance the firm adopts, it depends on written communication.

That written communication has to be excellent. It needs to be catchy. The choice of words while formulating and designing the advertisement needs to be convincing and appealing. And what is the language of communication here? It is English. Any one of the above-mentioned methods that the company may be depending on is at one stage a written document. The writing style in each case needs subtlety and finesse.

Again, for any reason whatsoever, an organization may come across any critical situation when it may perforce take the help of law. There can be an in-house problem. It can have problems stemming from situations and circumstances of an external force. Any dispute arising from a breach of trust by a client or an employee or any deviation from the company's norm may lead to legal issues of serious dimension. In that case, the company may have to pursue litigation for a business cause. There can be misconduct from an employee and a memo has to be sent to him/her. All these are various forms of written communication. Hence, the need of written papers that must be worked out in apt and appropriate language and style to complete the task of litigation or memo or notice effectively.

Accountability and reporting of events and data call for systematic writing that must be precise, lucid and clear. Facts that you like to collate should be put in coherently, adhering to the sequential order. A letter, a report, or a proposal must follow the norms of technicalities. Whatever you write for official purpose must have a touch of formality. The formality refers to observing everything courteously. Extreme personal touch hampers the effect of technical writing. The style of technical communication demands *simplicity*, *precision* and *clarity*. To do this, you need to have command over English so that you can write English competently by choosing the right words for expressing your thoughts, structuring them in simple manner avoiding any form of ambiguity. Your writing should be precise and clear. It should follow the rules and norms of grammar as well.

You can acquire language competence by practicing and being careful in the subtle and appropriate use of vocabulary. Your reading habit will enable you to develop a strong hold in the language gradually. Once you possess that you will encounter no problem in talking or writing effectively. Rather, it will give you a strong foothold in the realm of organizational communication. By adopting the proper technical style of writing and polishing it with the needed competence, you will attain the expected goals of your company. That will help you attain success and your career goals too.

## 2.2 WRITING CORRECTLY

Grammar plays a pivotal role in sentence construction. To be able to write correctly, you need to possess sound knowledge of grammar. A sense of right usage of grammar enables you to construct your sentences correctly. Grammar is the foothold of any language. Naturally, to attain excellence in written communication, right usage of grammar is essential. This explains why one needs to have thorough acquaintance with the grammar of a language. Grammatical rules help us go by the nuances of communication and that enhances our competence. Hence, it is imperative that we lay emphasis on writing correctly to master the language. Illustrations will help you grasp the fact. Read the following situations, and try to understand why one is erroneous and the other is correct.

Y is in the classroom waiting for his friend X to come. When X comes, Y finds that he looks rather pensive. Y asks, '*What happened?*' In fact, Y wants to know the reason for his friend's worry or sorrow. However, he expresses himself in incorrect English. His friend is passing through that state even now. Y should have asked, '*What has happened?*' That would be the correct grammatical expression.

'*What happened?*' refers to something that took place quite some time before and there is no trace of action left in the present situation. And in this case, we find X is

still going through that state seeing which Y wants to know the reason. It is not that X has come out of it. It is therefore an example of wrong or incorrect use of verb by Y. Therefore, you need to be careful while using various grammatical aspects.

I give you a few more examples. This is a common error that is made by many non-native speakers of the language. The concept of present perfect tense and past tense needs to be clear. If one confuses the former with the latter then a mistake occurs. For example, Y is in the classroom sitting with the others. Suddenly the teacher walks in. Y tells his friends, '*Ma'am has came.*' Everybody looks at her and stands up to greet her. Y has made an error in grammar in the sentence he has uttered. It should have been: '*Ma'am has come.*'

Y says, '*Madam did not told us the project we need to do.*' Y's English is weak. He has made use of the wrong verb in the sentence. It should be: '*Madam did not tell us....*'

It is not only with verbs that confusion arises or mistakes are made. There can be errors in prepositions too. Misapplication of prepositions leads to grammatical errors. Notice the following sentence:

*'I knew him from his manner of talking'* is grammatically wrong. It should be *'I knew him by his manner of talking.'*

In order to speak and write grammatically correct English, you ought to use correct prepositions in your sentences.

The subsequent discussion will lead to more examples along with worksheets for you to understand how to make use of various parts of grammar correctly.

Grammar is an important component in the English language. In English, there are eight parts of speech which when used *correctly* make our writing acceptable. Then we can improve our skill in English by acquiring and enriching our *vocabulary* and learning more about the formation of words, sentence structures, phrases and idioms.

Let us begin with the parts of speech.

i. **Verb** referred to as a word denoting action has the place of prime importance in the language. That is why it is essential for you to know the various forms of verbs as they are used in sentences. The function of a verb is primarily to decide the tense or number (singular/plural) in which the sentence is composed. When you apply the various forms of verbs, you need to remember their functions in the sentences that you are making.

To begin with, you should focus primarily on knowing thoroughly the various forms of verbs according to their tenses. Especially since verbs in their past tense mostly assume different forms.



For example,

‘Spend’ in past tense becomes ‘spent’

Or

‘Make’ in past tense becomes ‘made’

The errors that the non-native speakers of English make generally involve incorrect usage of verbs. One important aspect is the tense of a sentence. The tense of the verb, as you know, plays a very significant role. The tense of a verb is associated with the time we refer to while we speak or write. For the right past tense of the verb that often changes its form, you ought to be familiar with the corresponding past tense of the verb you will use in your sentence. In the future tense, the addition of *will* or *shall* along with the present tense of the verb is required.

Thus, when you talk about the way you spend your days, you say:

*I spend my days in collecting reports from the consumers.*

And, if you want to talk about the day that is already past and over, you select the past tense of the verb and say:

*I spent that day at my friend’s house.*

In future tense, that is the work that will be done later, you add ‘will’ or ‘shall’. And you say:

*I will spend the day at my friend’s house.*

Another important aspect is the agreement of the verb with the subject. In this context, we have to remember that the subject in a sentence determines whether the verb should be singular or plural. When the subject is singular, the verb is singular; when the subject is plural the verb is plural. This is known as agreement of verb with the subject. Many errors are stemmed from the disagreement of the verb with the subject.

Thus, we say:

*Men love outdoor games more often.*

In the above sentence, we see the verb is plural following a plural subject.

Again in this sentence,

*Man loves outdoor games more often.*

We see a singular subject is followed by the verb that is singular.

Therefore, you remember the changes to be made according to the subject and adhere to the rules of grammar so far as choosing the correct form of verb is concerned.



Besides these, the right choice of the verb is also very important. You must enrich your vocabulary so that you can easily choose the most suitable verb that will imply exactly what you intend to in the sentence.

ii. The second-most important part of speech is the **preposition**. Errors in prepositions often lead to distortion of meaning. You should know the correct prepositions to be used in a sentence. You must also be familiar with phrasal verbs that are used to enrich the style of writing. Interestingly, if the prepositions following the verbs in the phrasal verbs are used incorrectly then the import or the meaning of the phrasal verb becomes entirely wrong.

The following examples will clarify this.

Look at the phrasal verbs used in these two sentences.

1. He decided to *call on* his friend tomorrow. (visit)
2. The authority decided to *call in* the police. (ask for help)

In the above two sentences, we see the verb is the same. However, in the first sentence, we see the verb 'call' is followed by the preposition 'on' whereas in the second sentence the verb 'call' is followed by the preposition 'in'. The first sentence means 'he decided to visit his friend' and the second sentence means 'the authority decided to take the help of police'. Thus, the two different prepositions followed by the same verb have two different meanings. The phrasal verb 'call on' means visit, and the phrasal verb 'call in' means ask for.

iii. The correct use of the **article** is also very important. An article is used before a noun or a pronoun. There are several rules that must be followed before using an article. Proper names never have any articles before them, excepting a few cases like in the following sentence:

*The Himalayas clad in layers of snow is a spectacular sight.*

Here 'Himalayas' is a proper noun. Yet it must be preceded by a definite article like 'the'.

Again, when we talk about a particular person, mentioning his name we say

*John is a very bright student.*

Here we do not use an article at all before the proper name. The words beginning with a vowel must be preceded by the article 'an'. As we say,

*An umbrella is essential during the monsoon.*

The definite article like ‘the’ is used when you intend to mention something or someone specifically. Like you say,

*The boy is rather obstinate.*

*Or*

*The watch is on the table.*

Here, what you mean is a particular boy you have in mind in the first sentence and a particular thing in the second that you talk about.

On the other hand, we use the indefinite article when we talk about anyone or anything in general. Like we say,

*A child is fond of chocolates.*

*A cracker is dangerous to play with.*

Articles vary according to the number denoted by the nouns they are used with.

iv. **Conjunctions** serve the purpose of joining two ideas or two sentences together. No sentence ends with a conjunction.

We say:

*Teachers care for their students and the students respect them.*

In the sentence above, two ideas or two sentences that could have been used separately have been put together in one sentence with the help of a conjunction.

v. Since **adjectives** describe a noun, it is only proper that you know the appropriate adjectives that can be used to convey the right sense you want to, to describe the noun. Read the sentence below:

*My friend is wearing an expensive shirt.*

The word ‘expensive’ describes the shirt. ‘Shirt’ is a noun and so the word ‘expensive’ is an adjective. Often you use adjectives to express your ideas. Your choice of appropriate adjectives will depend upon your vocabulary.

vi. So it is with **adverbs**. An adverb qualifies a verb. Correct adverbs should accompany the verbs. Choose the adverbs that are apt to express the meaning. The following sentence will give you an idea.

*My friend does all his work carefully.*

This chapter will comprise a section that will discuss how words are formed. That will give you an insight into adverbs and how adverbs are formed from verbs or nouns.

vii. **Pronouns** are used instead of a noun. Obviously, pronouns follow the nouns. What is important for you to remember is the gender of the noun while substituting it with a pronoun. 'He', 'him' and 'his' are used to denote males. 'She', 'her' and 'hers' are used to denote females. Non-native speakers, particularly the ones who are not accustomed to speaking the language, are likely to make errors while using them in sentences.

viii. **Interjections** are used in a sentence to reveal some kinds of emotion. Look at the following sentence:

*Oh! What a great mistake I have committed.*

Here, the word 'oh' is revealing the emotion of resentment. Similarly, we have a host of interjections to be used in sentences.

The worksheets given below consist of various components of grammar. You will get help from the checklist that follows every worksheet.

***Rewrite the following sentences by correcting the errors in each one of them.***

1. We heard that he has to pay a huge indemnity.
2. The faculty member came just now.
3. As my father came to my place I cancelled that program.
4. My cousins flying abroad would host a party next week.
5. Everyone feel that there is something mysterious behind the fact.
6. Neither of the boys know which way to go.
7. Professor Guha taught at this institute for the past seven years.
8. Mike stayed in this house for the last ten years.
9. The number of students in the college have increased to seventy five.
10. I went to the class but I saw the students have not come.
11. Our Director and Chairman was present.
12. A passenger must take care of their luggage.
13. It is not I who wants the list but the supervisor.
14. It is the students and not the librarian who is making a noise.
15. John told his teacher that he will submit his work the next day.
16. My aunt told my cousin that she will buy her a wonderful gift.

17. Not only Sam but his friends also enjoy trekking.
18. Never before there has been so many people in the lecture hall.
19. Rita ate her breakfast before she went to the gym.
20. As Penny called her friend she could not go out at that time.
21. She find it difficult to accept if other girls are shown favor.
22. I was a member of this society seven months ago.
23. Our manager told us he will take one month to complete the project.
24. Neither of the students have submitted their project.
25. Had you asked the boys they would tell you.
26. Whenever the child will be taken to the school it will cry.
27. The journalist who is associated with this newspaper would interview the minister next week.
28. Whenever his friends were there to cheer him up he gets frightened.
29. Three pounds of cake were bought for Christmas.
30. Mona rang her friend to know if her brother is there or not.
31. The police came to see if the convict has escaped from there.
32. They are hearing a loud noise coming from the garden.
33. I looked from the window.
34. Police was attacked by the furious mob.
35. They are more efficient than us to take up the responsibility.
36. The gesture of happiness as well as the cheerfulness in them were not noticeable.
37. Mr Jacob is aspiring to be a film star.
38. Whom do they regard him as?
39. The machine is quite sophisticated and we need to learn thoroughly how to operate them.
40. We know either of the boys have done this.
41. Bread and butter is expensive.
42. Several parts of the document is left with him.
43. Each one of the participants are invited to attend the show.
44. It is sad to know that Sony, the choreographer and dancer are dead.
45. His feelings regarding the issue is not perceptible.
46. The majority of the population want the vice president to be changed.

47. There are those people whom we know are always eager to attend the workshop.
48. Ashoke is taller than him.
49. Amitava is as good a player as him.
50. Each one of the group members have to perform excellently.
51. Helen tried to meet you since the last week.
52. The boys told their teacher that they will be late.
53. As they are in duty they may not come.
54. The cooks cannot be held responsible if the food are bad.
55. What happened? Why is she crying?
56. What are the determining factor that will make them qualify?
57. His long association with the firm had made him very upset after the firm has had a steep decline.
58. Nobody know where the tent will be pitched.
59. If my mother will fondle all the other kids she will not like it.
60. The caretaker told the gentleman that his wife will come in the evening.
61. She is one of my best friend.
62. He is one of the boys who has only taken the initiative to do the work.
63. I am sure they had come back from school a while back.
64. None of my parents know we are going on a trip.
65. The news have arrived that they are on a quest for this mission.
66. I feel there are problems that was taken care of.
67. Who knows how long he was waiting?
68. How often he comes here no one know.
69. Is there any chance of him coming here?
70. The mosque is built by Shah Jahan seventy years ago.
71. Many of them does not know that the circular has been signed.
72. It was difficult for us to locate him since so many people was there.
73. When he will come back I will go.
74. The girls were told that they will have to bring their summer dresses.
75. One of every hundred women in India suffer from malnutrition during child birth.
76. The men make all effort but failed to the amazement of all.

77. It is obvious that crises crop up on an organization.
78. Ten kilometers appear to be a huge distance to be covered.
79. Either you or the boy are to sign it.
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81. She went there but she does not know where to meet the Principal.
82. Everyone were present except you.
83. He has come late and did not know what to do now.
84. He will inherit his father's property when his father will die.
85. They do not want the driver since he drive slowly.
86. The purpose of their coming are not served as the registrar is absent.
87. For him the importance of his brother's career is as much as his.
88. Millions of people throngs the road.
89. His blessings is there for you to muster courage.
90. Who are those who came here?
91. They cannot understand what you were saying.
92. My neighbors came at my house last night.
93. Several people has put up in the same hotel.
94. Nine people among ten suffer from hypertension.
95. The ugly monster comes by the show every time.
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99. Knowledge illumine our minds.
100. He is an atheist and do not believe in God.

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97. Joey came rushing in but had forgotten to shut the door.
98. Both of them are held responsible for the mistake.
99. Knowledge illumines our minds.
100. He is an atheist and does not believe in God.

***Here are some more worksheets for you to gain the correct perspective of verbs.***

Choose the correct form of the verb from the ones provided in brackets and fill in the blanks in the following sentences:

1. Either I ..... correct or Amit. (to be)
2. He ..... a big house. (has/have)
3. Who ..... just now? (come)
4. What ..... wrong yesterday? (go)
5. .... I ever ..... you that I don't like it? (tell)
6. When he ..... tomorrow he ..... the details of the fact. (come, has/have)
7. They ..... the fact within a day. (discover)
8. The children ..... toys. (want)
9. Everyone ..... an ill notion about him. (has/have)
10. He would not do that even if you ..... him. (ask)
11. Come what may he ..... ( go)
12. There ..... the boys who wanted to talk. (is/are/were)
13. On the students ..... showered all the teacher's blessings. (were/was)
14. Who ..... whether he will come or not? (know)
15. There ..... not a morsel to be eaten. ( to be)
16. I ..... when he ..... (go, come).
17. No body ..... when he .....(know, arrive)
18. How many rooms ..... required for the guests? (to be)
19. The guests ..... up in the hotel. (put)
20. They ..... angry with the authority. (to be)
21. It ..... it ..... rain (seem, rain).
22. The teacher dictated fast so that he ..... complete the module in time. (may, might)
23. When the coach arrived we ..... the ground already. (reach)
24. The whole day ..... in a shopping spree. (spend)
25. John slogged so that he ..... fare well in the examination. (can)
26. My name ..... by the authority. (list)
27. Whose book ..... that? (be)
28. How .....it that he .....? (be, not know)
29. Was it ..... by him? (do)

30. There ..... some facts I need to ..... you. (be, tell)
31. The school ..... tomorrow. (open)
32. How many rooms .....required? (be)
33. Did they ..... you? (call)
34. The dealer ..... yesterday to .....the matter. (come, finalize)
35. The month of March usually..... hot. (remain)
36. Last year this time it..... much cooler than what it..... now. (be, be)
37. Not only the driver but the lady too..... .(kill)
38. He ..... to school by bus. (go)
39. She should..... there yesterday to meet Mrs Brown. (go)
40. They ..... keen on ..... what has happened. (be, know)
41. Several people ..... the same opinion. (has/have)
42. Oh! How beautiful the sky ..... ! (look)
43. Let him ..... what he wants. (say)
44. The cups ..... with tea. (fill)
45. .... he have anything to.....? (do, say)
46. This ..... by him last night. (tell)
47. My investment ..... in futile. (make)
48. Their flight ..... (delay).
49. The doctor's advice must be..... . (follow)
50. Who ..... you such an advice? (give)
51. .... you do me a favor? (can/could)d
52. Each of the patients ..... (quarantine).
53. The jury ..... the verdict five minutes ago. (give)
54. The members .....in the hall. (assemble)
55. You wait here, the councilor ..... (come)
56. We reached late because we ..... in the traffic snarl. (catch)
57. There.... not a single drop of water in any of the glasses. (be)
58. The child ..... wax crayons. (like)
59. The child has been taught to .....wax crayons. (like)
60. .... he gone to meet Mr Mike? (has/have)
61. Their coming here ..... on the availability of time. (depend)
62. Events as they..... now ..... rather complex. (be, seem)

63. Going to '*pandal-hopping*' ..... out of the question. (be)
64. The decisions that he generally ..... are appreciated by everyone. (make)
65. The board .... to keep the school open till 5.30 p.m. from today. (decide)
66. .... you him when you went there? (see)
67. They ..... tomorrow regarding the theft. (interrogate)
68. I see things ..... quite interesting as they ..... now. (be, appear)
69. .... she the next week or week after? (come)
70. My father ..... away last year. (pass)
71. The current situation ..... most conducive to his studies. (be)
72. He refuses to tell anything because he ..... to be disloyal. (not want)
73. They ..... as you instruct. (do)
74. Nobody..... an assurance since the matter is beyond control. (want)
75. They were expelled because they..... unfair means. (adopt)
76. The boys ..... home as their mother had called. (come)
77. Harry .....much on clothes generally. (not spend)
78. The girls ..... by the Principal. (call)
79. The song ..... by him was so melodious. (sing)
80. Sense of humor ..... so less in people. (be)
81. High hopes ..... by them. (cherish)
82. The twilight hour .... in as we entered the castle. (set)
83. Was that remark ..... at you? (aim)
84. Garbage ..... in front made the entrance so filthy. (dump)
85. Have you ..... my letter? (receive)
86. Don't ..... because you will never get it back. (cry)
87. Where ..... the notes you have kept so well? (be)
88. Honor and respect ..... with your manners and conduct. (come)
89. Brown and White ..... gone to Delhi. (go)
90. Whether anybody comes or not I..... to attend the function. (go)
91. Those flats ..... for the lower division clerks. (build)
92. Where ..... you last night? (put up)
93. He ..... his vision after the surgery. (lose)
94. He ..... all his money in the scam. (lose)
95. More money ..... to complete the construction. (require)

96. The professor ..... his students during his free time. (tutor)
97. On what basis are you ..... them? (nominate)
98. It is unfair to ..... the organization. (down-size)
99. They ..... tomorrow for seeing the landscape. (journey)
100. It needs to be..... as the students could not grasp it. (clarify)

### Answers

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52. Each of the patients was quarantined.
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### 2.3 BUILDING VOCABULARY

Vocabulary is the bulk of words we possess. The words we use to express our ideas continuously are taken from the vocabulary that we have. Hence, the need arises for us to increase and enrich our vocabulary. Professionals working in various fields adopt the terminology used in specific areas in technical communication. Consequently, their vocabulary includes those terms that are more often used as technical jargons. Of course it is not possible to prepare an entire list. You are given some more frequently used words associated with business organizations. They are more appropriately termed *technical words* that ultimately belong to the domain of technical communication.

Look at the following words and from the sentences provided, you can make out how the words have undergone subtle changes from the original dictionary meaning and occupy their rightful position in technical communication.

- *Aggressive* (dominating over others, often used as a strategy adopted in marketing): The huge profit that the company generated was because of its aggressive policy in promotional schemes.
- *Analog* (technology that records changes): The analog circuit in the digital camera is malfunctioning and needs to be repaired.
- *Branded* (bearing the company's name): The newly launched product has such an escalating sale because of its branded value.
- *Binary* (having two parts): The binary system in the device helps in rapid and fast operation.
- *Bluetooth* (system that helps to connect with a computer through radio waves): The manager asked the project leader to transfer the files from his cell phone to his desk top through Bluetooth.
- *Boot* (to start a program in a computer): Since my computer did not boot up, I had to call in the system analyst to look into the matter.



- *Burn* (recording images, music or other information with the help of a computer on a compact disc): Nothing could be retrieved of the documents that he was to burn on the CD.
- *Configuration* (the combination of equipments to enable the functioning of the computer): The company did not receive all the sets of computers with the mentioned configuration.
- *Cybercrime* (crime committed through Internet with the help of a computer): Since cybercrime is on the rise, one needs to be prudent in downloading electronic mails sent from an unknown source.
- *Coverage* (when something covers a wide area): The event received such media coverage that the player became popular in the industry.
- *Digitize* (storing information in digital form): The information pertaining to the network has been digitized.
- *Deliverable* (things that the company assures to have kept ready to deliver): The deliverable items that we placed order for have been dispatched already.
- *Downscale* (decline in quality): The firm's image was badly affected at the downscale of its product.
- *Dynamic* (always on the move): Organizations need to be revamped according to the changes brought about by the dynamic forces across the globe.
- *Elasticity* (flexibility): The elasticity of the work hours has increased the level of performance.
- *Encryption* (the code words that hide the true message): The encryption of the file in the computer made it difficult for them to explore.
- *Enterprise* (business venture): He has embarked on an enterprise that involves a huge sum of money.
- *Framework* (set of ideas that provide the basis): His hard work and risk-taking ability helped him build such an organization from this framework.
- *Hacker* (one who secretly enters into other's computers): Professional hackers are often hired to obtain information from the company's database.
- *Hardcopy* (the print-out of the information from the computer): The hardcopy of the manuscript was sent to the publisher.
- *Input* (information or contribution that is given): The input from the brainstorming session was tremendously effective.
- *Leverage* (to utilize a resource): Since economy is on the rise, we should leverage on this to expand our business.
- *Mackintosh* (a type of personal computer): My cousin abroad is more accustomed to Mackintosh and prefers that to any other brand.

- *Megapixel* (a million pixels): The corporation is going to launch a new version of the four-megapixel camera.
- *Mnemonic* (a poem or a sentence that help us remember a name, etc.): It is wise of you to make use of mnemonics to remember so many technical terms.
- *Output* (information or work produced): After the installation of the new machines in the plant, the output of the laborer has increased.
- *Optimization* (utilizing to make most effective): The new recruits have to be trained and inducted for the optimization of the pool of talents we have.
- *Port* (source to transport software/documents from one computer system to another): You use this port to transfer the files from your pen drive to the desktop.
- *Precedent* (an action that is referred to as a support for later actions, used in a court of law): The final verdict could be arrived on the basis of the precedent cited by the lawyer.
- *Proactive* (taking initiative in doing something): The new director is not at all proactive and has not been able to steer the organization through all odds.
- *Procurement* (getting something): The newly appointed officer is in charge of procurement of goods to refurbish the office premise.
- *Refresh* (to let the computer show the newly arrived information): After booting, I refreshed my computer to work with the data file uninterruptedly.
- *Resolution* (the power to produce clear visual effect): The screen of the machine has high resolution and the audience at every angle gets a clear view.
- *Recession* (having negative growth): During the recession last quarter, there was extreme apprehension in the minds of the shareholders.
- *Sync* (working together maintaining speed and time): I would request you to send the copy of the report to all the employees for them to sync.
- *Synergy* (two or more companies working to produce better performance): The able human resource has helped in the synergy of the firm's operations across the world.
- *Tipsy* (drunk): The tipsy employees may face the consequence later on.
- *Virus* (a set of instructions invading into a program to destroy information): The computer needs to be formatted as some of the files have been affected by virus.
- *Web* (system that allows us to receive information all over the world via Internet): The web designer was appointed to create a new site in the Web.

**2.4 SOME PHRASES AND IDIOMS IN THE TECHNICAL DOMAIN**

- *Bottom line* (that needs to be done urgently): Let us prioritize this project since it is in the bottom line.
- *Cover all directions of the compass* (to spread business in all the possible areas): They are making a thorough survey of the market to cover all directions of the compass.
- *Deep dive* (penetrating into the details): After the misappropriation of the money, the accounts manager decided to take a deep dive into the matter.
- *Drill down* (get into the entire details of a situation): Before developing the software, the developer drilled down the program related to the software he was to develop.
- *End-user perspective* (to consider the customer's thoughts about the product): We will get the end-user perspective from the market survey and bring about the necessary changes in the modified model of the product.
- *Headcount reducing* (retrenchment policy taken up by an organization): The reason for this headcount reducing is that the company is generating no profit since the past two years.
- *Land and expand* (strategically selling a small solution and consolidate the position among the clients): The new branch has decided to land and expand later on.
- *Long term* (continuing for long): The manager should be percipient and clear about his objectives to set up a long-term strategy for the organization.
- *Legal citation* (to provide examples related to legal procedures): Before preparing the papers for litigation, the lawyer considered the legal citations he would make use of.
- *Off the shelf* (finished product): The contractor wants to buy the product off the shelf.
- *Out of pocket* (non-reimbursable expenses): The executive was careful in spending as he knew this was out-of-pocket expenditure.
- *Paradigm shift* (the replacing of old ideas and ways with the new ones): The manager is deciding on a paradigm shift to have an edge over other players in the industry.
- *Power to the elbow* (extreme power): The automobile company has brought out a new automobile with power to the elbow.

- *Push the envelope* (cross the boundaries to achieve one's goal): The new employee is pushing the envelope in order to reach his target.
- *SWOT Analysis* (to analyze the strength, weakness, opportunities and threats): Before expansion, the company must have a SWOT analysis so that it can reap benefits.
- *Team player* (one who coordinates well with everyone in the team): He is a good team player and there lies the key behind his success.
- *Troubleshooting* (Beginning of trouble in the machine): I have to go through the user manual in case there is troubleshooting.
- *User interface* (how the program looks on screen and how the user uses the command): The user interface of the program designed by the program analyst has been highly recommended by the IT professionals all over.
- *Win-win solution* (a deal when both parties gain satisfaction): After two consecutive meetings, the management and the trade union leader came to a win-win solution.

## 2.5 WORD FORMATION

New words are formed from the original one by adding prefixes. Sometimes words are formed from the original one by adding suffixes. Nouns, adjectives, verbs or adverbs are derived from the word of origin by the addition of some letters. The word 'beauty' is an abstract noun. We say 'There is no beauty in the lawn.' When put in a different way, we may express the same idea thus: 'The lawn is not beautiful.' The addition of three letters at the end '*ful*' makes the new word 'beautiful' to be formed from the original word 'beauty'.

Likewise, we *form* a new set of words by adding a *prefix* or *suffix* with the original word. We have a number of words that can be *formed* into new words by joining a prefix or a suffix. Let us explore some of them. Below are words that are accompanied by sentences so that it becomes clear to you how the words are formed and how they are used. In the bracket at the end of each sentence is given the original word from which the *word* in the sentence is *formed*.

**1. The prefix 'un' provides us with the following words that have different meanings from the original words. Mostly they are negative in implication.**

- *Unflinching*: He remained unflinching and did not give up till the last (*flinch*).
- *Unmannerly*: His unmannerly behavior annoyed everybody (*manner*).
- *Unfaithful*: The unfaithful dog bit his master and killed him (*faith*).

- *Unbelievable*: The facts he narrated regarding the robbery were unbelievable (*believe*).
- *Unhappy*: The childless couple remained unhappy throughout their lives (*happy*).
- *Unleash*: If you unleash the dog he will run to the garden (*leash*).
- *Untold*: He suffered untold miseries after the death of his father (*told*).
- *Unlimited*: The unlimited indulgence spoilt the child (*limit*).
- *Unassailable*: The Turks were great warriors and were unassailable (*assail*).
- *Unspeakable*: They used such slangs that it was unspeakable (*speak*).

**2. The prefix ‘in’ when added to words, forms a different set of words. We shall discuss some of these here.**

- *Inexplicable*: His inexplicable ideas were difficult to deal with (*explicable*).
- *Inability*: His inability to visit the temple made all of us sad (*able*).
- *Incapable*: Joy is incapable of doing such a responsible job (*capable*).
- *Intolerance*: So much of intolerance can never be brooked by anybody (*tolerance*).
- *Insecurity*: The student suffered from a fear of insecurity in a foreign land (*secure*).
- *Inconsistent*: The writing was inconsistent and was not approved of (*consistent*).
- *Invalid*: The library card has become invalid as the expiry date is over (*valid*).
- *Indoor*: The children were made to play indoor games (*door*).
- *Insufficient*: There is so much of cold that this sweater is insufficient (*sufficient*).

**3. The suffix ‘ful’ is used to form an adjective from a verb or a noun like the following new words:**

- *Beautiful*: The girl in red is beautiful (*beauty*).
- *Colorful*: The garden looks so colorful with flowers in various shades in bloom (*color*).
- *Hopeful*: We are rather hopeful about the annual turnover this fiscal year (*hope*).
- *Mindful*: Please be mindful about your luggage in the train (*mind*).
- *Careful*: After your surgery you need to be more careful about your food habit (*care*).

- *Truthful*: His truthful nature has made him earn a place of respect (*truth*).
- *Faithful*: We can depend on him because he is a faithful servant (*faith*).
- *Wonderful*: The landscape in the fringes of the town is wonderful (*wonder*).

**4. The suffixes 'dom', 'ous', and 'fy' may be added to form new words. They form nouns, adjectives, and verbs. Let us consider the following:**

- *Kingdom*: The kingdom was vast and populous (*king*).
- *Boredom*: The boy began playing the flute to get rid of his boredom (*bore*).
- *Wisdom*: Long experience and age have given him strength and wisdom (*wise*).
- *Freedom*: The country had to struggle for a number of years to obtain freedom (*free*).
- *Joyous*: The festive spirit made the people joyous and happy (*joy*).
- *Ambiguous*: The statement is ambiguous and it is difficult to interpret it correctly (*ambiguity*).
- *Lustrous*: The bevy of beauties in the pageant had such glowing and lustrous skin (*luster*).
- *Frivolous*: Sometimes teenagers are so frivolous that they fail to do their work with seriousness (*frivolity*).
- *Luxurious*: The landlady is used to a comfortable and luxurious life (*luxury*).
- *Monotonous*: I am looking for a respite from this monotonous life (*monotony*).
- *Dangerous*: Driving down the steep hill was rather dangerous for the driver (*danger*).
- *Monstrous*: The boss had a very monstrous attitude towards his subordinates (*monster*).
- *Sensuous*: The apt words and epithets used in the poem evoke a sensuous appeal throughout (*sense*).
- *Perilous*: The encounter with the terrorists was extremely perilous, yet he did not yield (*peril*).
- *Clarify*: It was so kind of the teacher to explain the topic repeatedly to clarify every detail (*clear*).
- *Justify*: The teacher could not justify her actions to the students (*just*).
- *Simplify*: He explained everything in detail to simplify the matter (*simple*).
- *Beautify*: She has beautified the terrace to organize the party (*beauty*).
- *Glorify*: There is no need to glorify the crime (*glory*).

**2.6 SINGLE WORD FOR A GROUP OF WORDS**

While writing, we often feel the need of economy and style. To ensure that we write with competence, maintaining precision and brevity, we must own an extensive range of words that would serve both the purposes. Often while writing, we encounter the paucity of words that hinders our free flow of thoughts. We make use of a number of words to express an idea that could have been well explained by the help of a single word. So there is a need to know those words that can be made use of for the purpose of economy and richness of style.

To shorten up an expression with an appropriate single word, one requires the chest of vocabulary that would provide one with the exact substitute of single words for a number of words. Here you are provided with a list of words whose one-word expressions are juxtaposed with the corresponding group of words. Once you go through the list you may discover that often while writing you found it hard to get that word. Though it is not practically possible to provide a voluminous list, I have endeavored to use those words that you may need the most. By researching and probing the domain that professionals tread on, I have focused on that and collated the vocabulary relevant and useful for an individual in his/her profession. Let us have a look at the following list that gives us an insight into those single words that could be used instead of a group of words to imply the same intended meaning.

1. To say or do something that is against a religious belief: *Blasphemy*
2. Cherish a friendly feeling for others in a group: *Bonhomie*
3. One who boasts about what one has done: *Braggart*
4. The office that provides information: *Bureau*
5. Emaciated and unhealthy look: *Cadaverous*
6. Hiding by assuming a different appearance: *Camouflage*
7. An elderly person owning responsibility for someone young: *Chaperone*
8. A man who believes that his sex, community or country is better than another: *Chauvinist*
9. Relating to people belonging to the same group: *Communal*
10. An organization comprising people with the same political purpose: *Confederation*
11. Enterprizes having several different businesses and operations: *Conglomerate*
12. Someone who possesses a deep liking and appreciation for something such as art, food, or music: *Connoisseur*



13. Goods that are dispatched or sent to the buyer: *Consignment*
14. A group of organizations working together: *Consortium*
15. One who spends time to recover from an illness: *Convalescent*
16. Someone who is in charge of looking after something valuable: *Custodian*
17. A fashionable person: *Debonair*
18. The first public appearance of an artist in his artistic genre: *Debut*
19. Not to do something that one is supposed to do: *Default*
20. To assign duties to one who is in the lower hierarchy: *Delegate*
21. A political leader who imposes his views to influence others: *Demagogue*
22. One who uses power in a ruthless manner: *Despot*
23. One who does not possess money, food or shelter: *Destitute*
24. Journeying from one place to another taking a longer route: *Detour*
25. An order that is imposed on people: *Diktat*
26. The group of people who run an organization: *Directorate*
27. To spread information to people: *Disseminate*
28. Listening secretly to others' conversation: *Eavesdrop*
29. The people who have the right to vote: *Electorate*
30. To express something clearly and in details: *Elucidate*
31. Group of people representing the government: *Embassy*
32. To steal money from one's work place: *Embezzle*
32. Someone who leaves his country and settles abroad: *Emigrant*
33. To give the right to vote: *Enfranchise*
34. Supporting or favoring an idea: *Espouse*
35. A situation when many people leave an organization together: *Exodus*
36. Several groups merging together to form a single body: *Federation*
37. The place where people can publicly discuss a problem: *Forum*
38. The people who share a particular interest: *Fraternity*
39. One who makes himself elusive to avoid being caught by the police: *Fugitive*
40. Group of soldiers staying together: *Garrison*
41. The ability to decide what one should do: *Gumption*
42. To speak in a raised voice criticizing someone: *Harangue*
43. An unusual behavior or attitude: *Idiosyncrasy*
44. That which cannot be read: *Illegible*



45. That which cannot be reached through: *Impenetrable*
46. Doing something unconsciously or unintentionally: *Inadvertently*
47. That which cannot be understood or seen: *Indiscernible*
48. Not equal or just for every one: *Inequitable*
49. Statements or reasons that cannot be proved to be wrong: *Irrefutable*
50. That which cannot be corrected or rectified: *Incorrigible*
51. That which has no connection or use to a situation: *Irrelevance*
52. Related to young people who have not yet attained adulthood: *Juvenile*
53. The praises one receives for great achievement: *Kudos*
54. The deed that is permissible by law: *Legal*
55. Someone who attains excellence in a foreign language: *Linguist*
56. The means of earning money to live: *Livelihood*
57. Adopting immoral ways to get something: *Machiavellian*
58. Related to warfare and fighting: *Martial*
59. A process that changes something entirely into another thing: *Metamorphosis*
60. A man who hates women: *Misogynist*
61. Having complete control over an organization or institution: *Monopoly*
62. Doing more than one thing at a time: *Multitasking*
63. One who has begun learning some art or skilled trade: *Neophyte*
64. Eating something with small bites: *Nibble*
65. Related to wedding: *Nuptial*
66. A brief write-up on someone who has just passed away: *Obituary*
67. One who uses any opportunity to gain something: *Opportunist*
68. One who nurses hopes in every situation: *Optimist*
69. Driving away someone from a group or community: *Ostracize*
70. A foreign country that is across the sea: *Overseas*
71. An event where people wear gorgeous and beautiful clothes: *Pageantry*
72. One who helps and benefits an institution or skilled art to grow: *Patron*
73. Extreme fear or dislike of something: *Phobia*
74. An unusually large number: *Plethora*
75. Thinking deeply about something: *Ponder*
76. To think and view things rationally: *Pragmatic*
77. Something beyond natural: *Preternatural*

78. What appears to be true: *Prima facie*
79. The workers owning no property: *Proletariat*
80. Complain about insignificant things: *Quibble*
81. Money demanded for freeing an abducted person: *Ransom*
82. Writing down as dictated: *Transcribe*
83. Not willing to give up even at an extreme point: *Unflinching*
85. Bring out clearly that was hidden: *Unravel*
86. The formal way of saying goodbye: *Valediction*

## 2.7 SENTENCE STRUCTURE AND TRANSFORMATION

When we group words to form a meaningful sentence, we structure it. We need to group words to form sentences. The forming of sentences depends on certain structures according to the requirement. Structures in turn follow the syntax of the language. We structure a sentence when we connect the parts of the sentence to form a whole following the norms of grammar. The first stage of writing a good sentence involves the formation of the sentence that follows the grouping of words adhering to the structural pattern. Syntax refers to the arrangement of words. The arrangement of words should be according to the norms of grammar. The grammatical rules and norms help us to identify the syntax that the desired sentence must follow. Hence, it is important for us to study grammatical rules thoroughly to be able to write a sentence correctly. If required, we may transform the structure of a sentence to enhance the beauty and texture of the language. That is why we sometimes restructure a sentence to enhance its richness.

Transformation of sentences means changing the pattern or syntax of the sentences. The changes sometimes enrich the texture and intonation of the sentences. Transformation involves various changes like change of voice, narration, mood, tense and the syntax. Sometimes changing the pattern of the sentence elevates the structural quality of the language. For clarity of expressions, you often need to resort to different structures of sentences. If you learn the techniques involved in restructuring a sentence without deviating from the intended meaning of a sentence then you can write with ease and competence. Sometimes it may be difficult for you to construct a sentence that you intend to do in a particular pattern. It is then that you feel the need of bringing in a different structural pattern in the sentence so that you can express what you have in mind more effectively.

Here you are given sentences in the worksheet where you get the suggestive points to begin your sentence. Answers provided at the end will enable you evaluate your performance.

***Begin the sentence with the clues provided for each of the sentences:***

1. The incumbents had no idea that they would be asked such a question.  
*Begin: Little.....*
2. Although Harry was sick, he completed the assignment on time.  
*Begin: Sick as.....*
3. The attorney is dictating the letter.  
*Begin: The letter .....*
4. I must say clearly that I have lost all patience with you.  
*Begin: I am afraid.....*
5. It was beyond anybody's guess how the burglars escaped.  
*Begin: Nobody.....*
6. She is so meticulous in all that she does that everybody has great respect for her.  
*Begin: Her.....*
7. The guests demanded air-conditioned rooms as it was too humid.  
*Begin: It.....*
8. You carry on with your work or it will be impossible for me to organize everything.  
*Begin: Unless.....*
9. The commander is calling them.  
*Begin: They .....*
10. Bright has finished the painting.  
*Begin: The painting.....*
11. The dancers hugged each other, overwhelmed with emotions of joy.  
*Begin: The dancers were so.....*
12. John is a diligent boy and cannot fail in his attempt.  
*Begin: Diligent.....*
13. The work is so vast that it cannot be done by only three of you.  
*Begin: It will take.....*
14. Who has seen the murderer?  
*Begin: Nobody.....*
15. It is unfortunate of us to have lost him.

- Begin:* We are.....
16. Who knows where he has gone!  
*Begin:* Nobody.....
  17. Hardly had we entered when they called on us.  
*Begin:* No sooner.....
  18. Save for her little brother, Mona had no one left after the earthquake.  
*Begin:* Mona's .....
  19. My brother will come if the driver knows the way.  
*Begin:* My brother's .....
  20. In order to take up his venture, he has to choose between risk and security.  
*Begin:* Either.....
  21. Mom was upset and she sat for a while.  
*Begin:* Being.....
  22. Little did he realize that there would be so much of trouble!  
*Begin:* He did not.....
  23. Values are imbibed by you from examples.  
*Begin:* You.....
  24. Few of them did not turn up.  
*Begin:* Most.....
  25. They are so far away from us that it will be difficult for us to visit them.  
*Begin:* They being.....
  26. Good people abstain from moral aberrations.  
*Begin:* Those.....
  27. If rules are followed, accidents can be avoided.  
*Begin:* If one.....
  28. If you work hard then only will you succeed.  
Use 'provided' in the sentence
  29. John is not only a singer, he is a composer too.  
*Begin:* Besides.....
  30. Who cares for the poor and the deprived!  
*Begin:* Nobody.....
  31. What else could she have done all alone?  
*Begin:* She.....

32. They may try but how far will they be successful remains a question.  
*Begin:* Their success.....
33. Joseph has done these designs.  
*Begin:* These.....
34. Who has the courage to do this?  
*Begin:* Nobody.....
35. Despite his efforts, he could not save his nephew's life.  
*Begin:* Though.....
36. You should mix with him.  
Use 'avoid' in the sentence.
37. The cost of the things has affected him.  
*Begin with:* Not .....
38. The monsoon has not ended as yet.  
*Begin:* Not.....
39. He is the strongest in the group.  
Make use of a comparative degree.
40. The poor people do not get proper nutrition.  
*Begin:* Proper.....
41. I know they will come if they are invited.  
Use 'provided' in the sentence.
42. Money has less value to me than peace.  
*Begin:* Peace.....
43. Why is such a small place to be hired?  
*Begin:* One must.....
44. There is no hurry, you can do the work later on.  
*Begin:* The work can.....
45. We all aspire for comfortable living.  
*Begin:* We all aspire to.....
46. Bravery is a way to achieve glory.  
*Begin:* Glory .....
47. They fought together to win the battle.  
*Begin:* They fought together so.....

48. They deserve the praise.  
*Begin: The praise.....*
49. Having been born in a family of high status, he had no sympathy for the poor.  
*Begin: As he .....*
50. Even the worst situation could not dispel the idea he had.  
Use a comparative degree
51. The Ganges is worshipped as a sacred river in our country.  
*Begin: People.....*
52. She went to Huntsville with a mind full of fear.  
Use 'fearful'
53. The document was not up to my expectation.  
Use 'beneath'
54. The Rotary Club organized the function even though they had a low budget.  
*Begin: Despite.....*
55. All of them could not get the opportunity to speak.  
*Begin: Some.....*
56. It cannot be that he will not come today.  
*Begin: He.....*
57. Though he is old, he is not without hope.  
*Begin: His old.....*
58. Justice is often not meted out.  
*Begin: One often.....*
59. Either you go now or you miss the train.  
*Begin: If you.....*
60. Hard work has no alternative.  
*Begin: If one.....*
61. Prime time should not be wasted.  
*Begin: One.....*
62. I feel like going out.  
*Begin: I wish.....*
63. He has become so weak that he cannot stand.  
*Begin: His.....*

64. Great was his achievement; greater was the conducive situation though.

*Begin:* The conducive situation.....

65. So little patience she has that she cannot do the stitching properly.

*Begin:* She is too.....

66. Many people use cell phones in aircrafts.

*Begin:* Few.....

67. It is highly improper for you to reprimand him.

*Begin:* It is not.....

68. It rained incessantly and we could not stir out.

*Begin:* As it.....

69. The two sisters helped them complete their work.

*Begin:* It was.....

70. Try as much as you can, you will not achieve your goal.

*Begin:* Even.....

### Answers

1. Little did the incumbents think that they would be asked such a question!
2. Sick as he was, Harry completed the assignment on time.
3. The letter is being dictated by the attorney.
4. I am afraid that I have lost all patience with you.
5. Nobody can guess how the burglars escaped.
6. Her being so meticulous in all that she does makes everybody respect her.
7. It being too humid, the guests demanded air-conditioned rooms.
8. Unless you carry on with your work, it will be impossible for me to organize everything.
9. They are being called by the commander.
10. The painting has been finished by Bright.
11. The dancers were so overwhelmed with emotions of joy that they hugged each other.
12. Diligent boy as he is, John cannot fail in his attempt.
13. It will take more than three of you to do this work that is so vast.
14. Nobody has seen the murderer.
15. We are unfortunate indeed to have lost him.

16. Nobody knows where he has gone.
17. No sooner had we entered than they called on us.
18. Mona's little brother was all that she was left with after the earthquake.
19. My brother's coming depends on the driver's knowing the way.
20. Either he has to choose risk, or he has to choose security in order to take up his venture.
21. Being upset, Mom sat for a while.
22. He did not realize at all that there would be so much of trouble.
23. You imbibe values from examples.
24. Most of them were present.
25. They being so far away from us, it will be difficult for us to visit them.
26. People who are good abstain from moral aberrations.
27. If one follows the rule, one can avoid accidents.
28. You will succeed provided you work hard.
29. Besides being a singer, John is a composer too.
30. Nobody cares for the poor and the deprived.
31. She could not have done anything else all alone.
32. Their success remains a question even if they may try.
33. These designs have been done by Joseph.
34. Nobody has the courage to do this.
35. Though he put in his efforts, he could not save his nephew's life.
36. You should not avoid him.
37. Not that the cost of the things has not affected him.
38. Not that the monsoon has ended as yet.
39. He is stronger than anyone in the group.
40. Proper nutrition is not got by poor people.
41. I know they will come provided they are invited.
42. Peace has more value to me than money.
43. One must not hire such a small place.
44. The work can be done later on since there is no hurry.
45. We all aspire to live in comfort.
46. Glory can be achieved by the way of bravery.
47. They fought together so that they could win the battle.



48. The praise is deserved by them.
49. As he has been born in a family of high status, he had no sympathy for the poor.
50. Even a worse situation than any other could not dispel the idea he had.
51. People worship the Ganges as a sacred river in our country.
52. She went to Huntsville with a fearful mind.
53. The document was beneath my expectation.
54. Despite having a low budget, the Rotary Club organized the function.
55. Some of them got the opportunity to speak.
56. He will surely come today.
57. His old age has not deprived him of hope.
58. One often does not get justice.
59. If you do not go out now you will miss the train.
60. If one wants success, one has to work hard.
61. One should not waste prime time.
62. I wish I went out.
63. His weakness makes him unable to stand.
64. Conducive situation was greater than that of his achievement.
65. She is too impatient to do the stitching properly.
66. Few people do not use the cell phones in aircrafts.
67. It is not proper for you to reprimand him.
68. As it rained incessantly, we could not stir out.
69. It was the help of the two sisters that made them complete their work.
70. Even though you try so much, you cannot achieve your goal.

## 2.8 ACTIVE AND PASSIVE VOICE

**Active voice** is more often used in English than passive voice. In active voice, the subject is followed by the object. In **passive voice**, it is just the reverse. The subject follows the object. And sometimes a sentence in passive voice may not have any subject at all. In active voice you specify the subject. In passive voice, on the other hand, the action is denoted by the verb but you do not specify who is doing the work.

When we say '*The students are taking notes*', we use **active** voice.

Again, when we say ‘*Notes are being taken by the students*’, we use **passive** voice.

In simple lucid style, we use active voice. You may bring variations in your writing style by having recourse to passive voice. But when you read a text or you write an article you will see that the active voice is predominant in the writing. The reason being it is easier to communicate in active voice more lucidly.

Passive voice is generally used to evade mentioning the subject. Or it may be because the adequacy of the subject is not felt and passive voice is used. In many formal writings, we make use of passive voice. Sometimes for bringing in a touch of humor, we use passive voice. Again, when one wishes to say something sarcastically or in a mocking tone, one may use passive voice.

In conclusion we have to remember that the use of voice depends on the structure of the sentence we intend to construct. It is what we desire to communicate that is significant. That will lead to the appropriate use of voice. You will easily determine the suitable way to arrange your sentence and the voice of the sentence will automatically follow.

***Change the voice of the following sentences.***

1. I will do this work tomorrow.
2. James has arranged for our lunch.
3. High opinions regarding the institute prevail here.
4. I am sure this was not done by him.
5. Let them be independent.
6. The chargesheet was prepared by him.
7. They do not know which way to go.
8. I am facing some problems regarding the admission.
9. Do you have any questions to ask?
10. Nobody will be punished.
11. They own such a palatial house downtown.
12. Hardly there are books to be read in the library.
13. What are the requirements enlisted by them?
14. They are having ice-creams.
15. When will they start the show?
16. God alone knows whether he will be acquitted.
17. The shopping malls sell the trendy things.

18. He was doing the project in the morning.
19. Fun and sports are loved by students.
20. Don't worry, I will help you.
21. The girls on stage will give the speech.
22. The mob demonstrated their anger by pelting stones.
23. *Diwali* was celebrated with pomp and grandeur.
24. They prepared sumptuous meals.
25. Relief fund has been distributed among the victims by an NGO.
26. The minister has sanctioned the approval.
27. Who has written this article?
28. Mary possessed those pictures left by Mr Martin.
29. It is difficult for one to work it out.
30. My mother reared up her children so well.
31. The conditions laid down by them are too stringent.
32. This bus will not take you to the station.
33. Hundreds of pilgrims waited for the sight of the saint.
34. You will not get here the kind of food you like.
35. Save his life.
36. The way nature nurtures the tree so are we nurtured by our mother.
37. The sums are difficult for you to do.
38. Many writers were invited at the conference.
39. Dawn appears and the song begins.
40. Everybody is capable of taking up the responsibility.
41. Goldilocks is afraid of the bear.
42. He makes excellent clothes.
43. Nasty jokes cracked by him are taken as an offense.
44. They consume very little food.
45. You should not drink alcohol.
46. The steep hill will be difficult for us to climb.
47. Those moments we cannot forget.
48. They know the secret and will not reveal it to us.
49. Questions were asked but the answers were not received by them.
50. Arun has left his pen here.

51. This should not have been done.
52. Change the subject of the topic.
53. Few people can do this.
54. Jane felt lonely as the house was so far off.
55. He was driven by intellectual pursuits.
56. The robber was badly hit.
57. The journalist had a witness along with him.
58. Truth cannot be concealed in this way.
59. He parked his car in the backside of the house.
60. Money cannot make you happy always.
61. Leave will be granted by the government in lieu of overtime.
62. Two guards have been jailed.
63. You ought to have defended him.
64. Government has not done anything for the poor.
65. He has done the transcripts wonderfully.
66. Money has been spent by the artists unnecessarily on their clothes.
67. Why will you do this?
68. The sky will be filled with clouds.
69. The soldiers will fight till the setting of night.
70. 'Romeo and Juliet' was written by Shakespeare.
71. Nine people have been given blood by him alone.
72. The setting of sun made them grow more aggressive.
73. It is difficult to solve crossword puzzles.
74. Indian cuisine is appreciated by many foreigners.
75. Let this minor issue be overlooked.
76. Your friends know this better.
77. Garfield is known by everyone.
78. Correct usage of English is required to enhance language competence.
79. Children are playing chess.
80. Ground work for the competition has been done.
81. Chinese are overtaking the race.
82. I will try till the end.
83. He writes sketchy answers.

84. Even if one makes mistakes, it should be forgiven.
85. He gave a wonderful presentation.
86. Miranda wore a marvelous dress.
87. They have misunderstood us.
88. Kites are flown by the boys during this festival.
89. Some measures should be taken by the governing body.
90. They dislike Mr Ghosh, the new director.
91. Everybody should groom themselves up in soft skills.
92. Let us enjoy this summer camp.
93. I received the letter yesterday only.
94. They have closed the mission recently.
95. Hire a car if you want to reach fast.
96. Delay will not be entertained.
97. Plan out everything before you execute.
98. Cars are produced in huge numbers these days.
99. Neighbors spread gossip and scandalize them.
100. Does not your conscience prick you?

### Answers

1. This work will be done by me tomorrow.
2. Our lunch has been arranged by James.
3. High opinions regarding the institute are prevailed here.
4. I am sure he did not do this.
5. You make them independent.
6. He prepared the chargesheet.
7. It is not known by them which way to go.
8. Some problems are being faced by me regarding the admission.
9. Are there any questions to be asked by you?
10. I will punish nobody.
11. Such a palatial house in downtown is owned by them.
12. You will find hardly any book to read in the library.
13. What requirements did they enlist?
14. Ice-creams are being had by them.

15. When will the show be started by them?
16. It is known by God alone whether the court will acquit him.
17. Trendy things are sold by the shopping malls.
18. The project was being done by him in the morning.
19. Students love sports and fun.
20. Don't be worried, you will be helped by me.
21. The speech will be given by the girls on stage.
22. The anger was demonstrated by the mob by the stones being pelted.
23. They celebrated *Diwali* with pomp and grandeur.
24. Sumptuous meals were prepared by them.
25. An NGO has distributed the relief fund among the victims.
26. The approval has been sanctioned by the minister.
27. By whom has this article been written?
28. Those pictures left by Mr Martin are possessed by Mary.
29. It is difficult to be worked out by one.
30. Her children have been reared up so well by my mother.
31. The conditions that they laid down are too stringent.
32. You will not be taken to the station by this bus.
33. The sight of the saint was waited by hundreds of pilgrims.
34. The kind liked by you will not be got by you here.
35. Let his life be saved.
36. The way the tree is nurtured by nature, so are we nurtured by our mother!
37. The sums are difficult to be done by you.
38. They invited many writers at the conference.
39. The dawn appears and the song is begun.
40. Capability of taking up the responsibility is there in everybody.
41. The bear is being afraid of by Goldilocks.
42. Excellent clothes are made by him.
43. He cracks nasty jokes that everybody takes as an offense.
44. Very little food is consumed by them.
45. Alcohol should not be drunk by them.
46. The steep hill will be difficult to be climbed by us.
47. Those moments cannot be forgotten by us.

48. The secret is known by them but it will not be revealed to us.
49. They asked questions but did not receive any answer.
50. His pen was left here by Arun.
51. You should not have done this.
52. Let the subject of the topic be changed.
53. This can be done by few people.
54. Loneliness was felt by Jane as the house was so far off.
55. Intellectual pursuits drove him.
56. The police hit the robber badly.
57. A witness had been along with the journalist.
58. One cannot conceal truth in this way.
59. His car was parked in the back side of the house by him.
60. You cannot be made happy by money always.
61. The government will grant leave in lieu of overtime.
62. They have jailed two guards.
63. He ought to have been defended by you.
64. Nothing has been done by the government for the poor.
65. The transcripts have been done wonderfully by him.
66. The artists have spent money unnecessarily on their clothes.
67. Why will this be done by you?
68. Clouds will fill the sky.
69. It will be fought by the soldiers till the setting of the night.
70. Shakespeare wrote 'Romeo and Juliet'.
71. He alone has given blood to nine people.
72. They grew more aggressive by the setting of the sun.
73. Crossword puzzles are difficult to be solved.
74. Many foreigners appreciate Indian cuisine.
75. Overlook this minor issue.
76. This is known better by your friends.
77. Everybody knows Garfield.
78. One requires correct usage of English to enhance language competence.
79. Chess is being played by the children.
80. We have done the ground work for the competition.

81. The race is being overtaken by the Chinese.
82. Trials will be made by me till the end.
83. Sketchy answers are written by him.
84. One should forgive mistakes if it is made by one.
85. A wonderful presentation is given by him.
86. A marvelous dress was worn by Miranda.
87. We have been misunderstood by them.
88. Boys fly kites during this festival.
89. The governing body should take some measures.
90. The new director, Mr Ghosh, is disliked by them.
91. Everybody should themselves be groomed in soft skills.
92. Let this summer camp be enjoyed by us.
93. The letter was received by me yesterday only.
94. The mission has been closed by them recently.
95. A car should be hired if you want to reach fast.
96. I will not entertain any delay.
97. Everything should be planned out before they are executed by you.
98. Manufacturers produce a huge number of cars these days.
99. Gossip is spread by neighbors and they are scandalized.
100. Are you not pricked by your conscience?

## 2.9 CHANGE OF NARRATION

Narration has two forms. One is a **direct** form of speech where whatever is told or spoken is directly narrated by the narrator. Any oral communication may assume a direct form of narration when it is converted into written communication. Again when it is used by another speaker repeating what has been told by the original speaker then the direct form of narration will assume the form of quotation. The second form of narration is **indirect** form where whatever is told by an individual in a way of conversation is converted in an indirect mode by the narrator. It too can have both spoken and written form.

These two forms of narration follow two different patterns. In the direct speech since the speaker's words are quoted, the quoted part is separated from the main sentence by inverted commas and within the inverted commas the tense remains the same as was spoken by the original speaker. There is no variation in the quoted part as that is directly communicating the speech. On the other hand, when the quoted message is narrated by



another person then it is transformed into an indirect mode and the tense of the quoted part is changed according to the time that the speaker who is narrating indirectly speaks. And the first-person narration assumes a third-person narration in the indirect speech. There are other subtle changes that you need to do when you turn the direct speech in the indirect form of speech. Following are the exercises in the worksheet that will help you understand the rules of the grammar more precisely.

Look at the sentences below:

*The teacher said, 'Boys when will you complete your assignment?'*

It is an example of *direct* form of narration. Here we are quoting the teacher and whatever she said we have separated it with inverted commas.

But when we put it in *indirect* form of narration, we say:

*The teacher asked the boys when they would complete their assignment.*

In the indirect form of narration we change the tense of the quoted portion according to the tense of the verb denoting the time when the person narrating, speaks and we remove the inverted commas. Now you do the following exercises.

***Change the following sentences into indirect form of narration.***

1. 'Don't go there', said my mother.
2. The teacher said, 'Why are they playing now?'
3. The man called out, 'Who is there?'
4. Amy said, 'How beautiful it is!'
5. The little brother says, 'I don't want to study'.
6. The teacher shouted, 'I will detain you after the school.'
7. The singer said, 'I have a sore throat.'
8. The boys keep saying, 'Why are the lessons so difficult?'
9. The passengers said, 'Let us do it ourselves'.
10. They said, 'We will not do this kind of menial jobs.'
11. Ganges murmured, 'I will surely die of hard work'.
12. The coach said, 'Bravo you have done it.'
13. The teacher exclaimed, 'My God! How could you do it?'
14. His mother said, 'He does not study at all.'
15. The Principal said, 'I wonder whether they will come.'
16. The Minister said, 'Great are the responsibilities of the corporate leaders.'

17. His classmates said, 'Here are the books. Take them' and they went off.
18. The ladies cried out, 'We have reserved our seats.'
19. John has said, 'The train starts at 3.05 p.m'.
20. The king said, 'Go and find out the princess at once.'
21. The queen told him, 'Believe me, I know nothing of the matter.'
22. Rosy cried out, 'Please help me.'
23. 'They are all lazy', remarked Mr Brown.
24. They said, 'How handsome the groom is!'
25. As the train entered, everybody shouted, 'Here it comes'.
26. The commander said, 'Don't smoke here.'
27. Jane said, 'Brother cannot do it'.
28. The man says, 'I am fed up.'
29. The small girl said, 'Mom will I go with you?'
30. John said, 'Don't bother about it.'
31. The passengers said, 'We want compensation. Else we will revolt.'
32. The doctor said, 'Why do you eat those oily and spicy foods?'
33. The singer said, 'I am thankful to you all for this honor.'
34. The boy said, 'My dad knows it all.'
35. He said, 'My dad is the strongest.'
36. Mary said, 'O, I am so happy!'
37. John shouts, 'O, I am ruined.'
38. Noor cried, 'Who has done it?'
39. The boy said, 'I have done it, Madam.'
40. Walter ejaculated, 'What a method of defense!'
41. Granny told Alice, 'Don't go there.'
42. Mr Bose said, 'Yes I did it.'
43. The landlord said, 'How do you do?'
44. 'Keep your things properly', the matron said.
45. Hari said, 'Would you like to have coffee?'
46. The teacher said, 'May be it is so. I am not sure.'
47. Our parents always say, 'Listen to your elders.'
48. 'Do you often go to your aunt's house?' asked my friend.
49. They say, 'We must enforce discipline.'

50. 'No one is interested' he shouted.

### Answers

1. My mother asked me not to go there.
2. The teacher being surprised wanted to know why they were playing then.
3. The man called out and asked who there was.
4. Amy expressed her wonder at its beauty.
5. The little brother refuses to study, saying he does not want to.
6. The teacher shouted angrily saying that she would detain them after school.
7. The singer said that she had a sore throat.
8. The boys keep expressing their grievance complaining that the lessons are very difficult.
9. The passengers expressed a desire to do it themselves.
10. They declined saying that they would not do such a menial job.
11. Ganges murmured in despair saying that she would surely die of hard work.
12. The coach appreciated their performance emphasizing that they had done it.
13. The teacher exclaimed in surprise how they could do it.
14. His mother said in concern that he did not study at all.
15. The Principal expressed his surprise by saying that he wondered whether they would come.
16. The minister said that great were the responsibilities of the corporate leaders.
17. His classmates came and handed him over the books asking him to take them and they went off.
18. The ladies cried out in protest saying that they had reserved their seats
19. John has said that the train starts at 3.05 p.m.
20. The king ordered them to go and find out the princess at once.
21. The queen pleaded with him saying that she did not know anything of the matter.
22. Rosy cried out in despair asking everybody to help her in distress.
23. Mr Brown remarked disgustingly that they were all lazy.
24. They admiringly said that the groom was very handsome.
25. Everybody shouted in glee as the train entered saying it came.
26. The commander forbade them to smoke there.
27. John said that brother could not do it.

28. The man exclaims in distress that he is fed up.
29. The small girl asked her mother whether she would go with her.
30. John asked not to bother about it.
31. The passengers demanded compensation threatening that they wanted compensation or they would revolt.
32. The doctor asked why he ate all those oily and spicy foods.
33. The singer said that she was thankful to them all for that honor.
34. The boy said that his dad knew it all.
35. He said that his dad was the strongest.
36. Mary exclaimed that she was so happy.
37. John exclaimed that he was ruined.
38. Noor cried out demanding who had done that.
39. The boy said to the lady that he had done that.
40. Walter expressed his wonder saying it was a unique method of defense.
41. Granny asked Alice not to go there.
42. Mr Bose admitted that he did that.
43. The landlord asked how he did.
44. The matron asked them to keep their things properly.
45. Hari asked me if I would like to have coffee.
46. The teacher said it might be so, she was not sure of it.
47. Our parents always teach us to listen to our elders.
48. My friend asked me whether I often go to my aunt's house.
49. They said that they must enforce discipline.
50. He shouted saying no one was interested.

***Change the following into direct form of narration.***

1. He asked us politely to sit inside.
2. Garfield asked his master whether he would be going to town.
3. The boy happily declared that he had won.
4. The lady said that she would not come.
5. My sister always says she is not well.
6. Captain Spark agreed saying that it was absolutely correct.
7. He forbade him to go.

8. The teacher asked them to do the project themselves.
9. Raina requested him to write down the address.
10. The students said they found it rather difficult.
11. They answered in the negative when asked whether they knew it.
12. The man said that he had kept it in the drawer.
13. Grant said that he had not received the dispatched material.
14. The man told in grief that he wished he were dead.
15. The lady asked her if she would come to take the class.
16. The students replied that they could not complete the assigned job.
17. Gandhiji told that he had given up comfort on principle.
18. The people demanded that they wanted water.
19. He said he would go out for a while.
20. The lady said that her husband had gone for an inspection.
21. The people in the corridor asked which way they should go.
22. The principal was angry and asked them to come at once.
23. Diana was asking for help.
24. The General asked them to follow.
25. Her aunt asked whether she had finished her work.
26. The little girl said she loved chocolates.
27. The guitarist sorrowfully said that his ambition was not fulfilled.
28. His uncle promised him a watch.
29. The film star agreed to sign the contract.
30. The businessman exclaimed that he was ruined.
31. John was happy to say that he had done it successfully.
32. Mita said that nothing was there.
33. The composer boasted that he had composed it.
34. He said he could not do it.
35. Mother refused to take her.
36. The man asked where his son was.
37. Mr Hun asked if there was accommodation.
38. They said that they had seen such odd situations.
39. My father said he was not going to tolerate that kind of behavior.
40. They said that they did not hear anything.

41. Riya says she does not like music.
42. The girl said she could answer all the questions.
43. The man stormed in saying he was fed up.
44. The tailor said it was difficult a work.
45. Jerry said that he could not find it.
46. Robert said it did not matter to him.
47. The teacher asked the way to the classroom.
48. Children cried out saying they felt scared.
49. The monk said he was hungry.
50. The generous lady offered him alms immediately.

### Answers

1. He said, 'Please sit inside.'
2. Garfield said, 'Master will go to the town?'
3. The boy said, 'Oh! I have won.'
4. The lady said, 'I will not come.'
5. My sister always says, 'I am not well.'
6. Captain Spark said, 'Yes, it is absolutely correct.'
7. He said to him, 'Don't go.'
8. The teacher said to them, 'Do the project yourselves.'
9. Raina said to them, 'Please write down the address.'
10. The students said, 'We find it rather difficult.'
11. They said when asked 'No, we know nothing about it.'
12. The man said, 'I have kept it in the drawer.'
13. Grant said, 'I have not received the dispatched material.'
14. The man told in grief, 'I wish I were dead.'
15. The lady said, 'Will I go to take the class?'
16. The student said, 'We could not complete the assigned job.'
17. Gandhiji said, 'I have given up comfort on principle.'
18. The people said, 'We want water.'
19. He said, 'I will go out for a while.'
20. The lady said, 'My husband has gone for an inspection.'
21. The people in the corridor said, 'Which way should we go?'

22. The principal said, 'Come at once, I say.'
23. Diana was saying, 'Please help me.'
24. The General told them, 'Follow.'
25. Her aunt said to her, 'Have you finished your work?'
26. The little girl said, 'I love chocolates.'
27. The guitarist said, 'My ambitions are never fulfilled.'
28. His uncle said, 'I promise you a watch.'
29. The film star said, 'OK, I will sign the contract.'
30. The businessman said, 'Alas I am ruined.'
31. John said, 'Hurrah, I have done it successfully.'
32. Mita said, 'Nothing is here.'
33. The composer said boastfully, 'I have done it.'
34. He said, 'I cannot do it.'
35. Mother said to her, 'No, I won't take you.'
36. The man said, 'Where is my son?'
37. Mr Hun said, 'Is there any accommodation?'
38. They said, 'We have seen such odd situations.'
39. My father said, 'I am not going to tolerate that kind of behavior.'
40. They said, 'We did not hear anything.'
41. Riya says, 'I do not like music.'
42. The girl said, 'I could answer all the questions.'
43. The man stormed in and said, 'I am fed up.'
44. The tailor said, 'It is difficult a work.'
45. Jerry said, 'I cannot find it.'
46. Robert said, 'It does not matter to me.'
47. The teacher said, 'Which is the way to classroom?'
48. Children cried out and said, 'We feel scared.'
49. The monk said, 'I am hungry.'
50. The generous lady immediately said, 'Take these alms.'

## CHAPTER

# 3

# Comprehension



## Chapter Overview

*Comprehension implies understanding of a matter expressed in language. The chapter explains in detail what is meant by comprehension. The discussion is followed by a brief analysis of the stories from Fantasy giving subtle hints on how to enjoy reading stories. Passages for comprehensions cover a wide range of subjects to create interest and desire to work out the answers to the given questions for enhancing the skill of understanding and writing English.*

The word **comprehension** refers to understanding and grasping of any fact when presented orally or in a written form. Understanding any fact or information properly requires one's ability to understand the language in which the fact or the information has been presented. Your familiarity with a language helps you understand the message conveyed in the text you read or hear.

Therefore, to evaluate the level of your understanding of the language you may read a text in English. After that you see whether you have understood the substance of the passage you have chosen for comprehension. If there are dialogues, see if you follow them properly and understand them. Then write a brief summary of the passage and give to your guide for evaluation. The guide, who evaluates your summary, will find out whether you have understood the passage properly or not. How far you have grasped the matter of the text will be evident from the summary you have written. Once your



guide assesses your summary and gives you his/her statement, you know whether your comprehension of the text was satisfactory or not.

Your command of the language helps you understand the substance of the textual matter. You can penetrate deeply into the matter provided you understand the matter, discussed at length, in the passage. Sometimes for the purpose of examination, passages for comprehension are given that have questions following them. The objective here is to evaluate the examinee's ability to grasp the meaning of the given text. The examinee is required to answer the questions that follow the passages given for comprehension.

To comprehend a passage thoroughly, one requires a sound sense of vocabulary. One needs the ability to interpret the sentences both literally and figuratively. Every language has its own style of expression. You must be familiar with the style of writing and that will enable you understand what has been conveyed in the passage.

Sometimes you may know the meaning of the words used in the passage but you may find it difficult to understand the meaning as a whole. What you require now is an in-depth understanding and appreciation of the given text. For that, your own analytical skill and textual interpretation are required. With those you will be able to understand it thoroughly. Then you can explain it in your own words without any hesitation.

The passages that follow will help you exercise and assess your comprehension ability. Try to work out the questions and get them checked by your teacher. If you feel you have difficulty in clearly grasping the passage then take the help of an authentic source like a dictionary and try to delve down the passage. You will surely be able to get into the meaning and then answer the questions. Now try to evaluate your comprehension ability. Check your answers.

The **summary** or **précis** will enable you to focus on the central issue of the passage. Writing a summary of a passage or a text calls for thorough understanding of the entire passage and then identifying the main or core substance from that. The main idea or the central issue of the passage should be put into your own words to write a substance.

When you write a **précis**, you must reduce the length of the passage to one-third. The **précis** is the gist of what has been said in the given passage. The brevity that you maintain should depend entirely on how adept you are in language. Here comes the role of language command. If you select the right words and phrases you can express the central idea in lesser number of words thus making the passage less voluminous. Moreover, you must identify and distinguish between the redundant portions that are only used as supporting materials to bring home the main point or idea. Once you do that you are to express the main idea in brief maintaining the precision and simplicity of style.

Follow the same rule for the summary. The only difference lies in the fact that you do not reduce it to one-third of its length. You shorten the entire passage by giving in brief all that has been said, avoiding the elaborate details. To do so, you need a deft handling of language and an understanding of the text in detail. If you do not understand the text then you may miss out little details that apparently appear irrelevant to you but may have useful significance in the context of the central idea.

Comprehension of any text helps you understand it in its entirety. Sometimes one comes across written documents that may seem difficult to understand. That happens when one fails to interpret the meaning, either because one does not know the meanings of some of the words or because one is not familiar with the idiomatic expressions used in the text. It may so happen when one is not very familiar with the language, one cannot understand the matter even from the surface. To understand fully what is conveyed in the text you are dealing with, you read it more than once so that the second or third reading may help you understand the passage in detail.

The meanings of those words that you are doubtful about, you must look up the dictionary to know their meanings. That will help you understand the sentences clearly and you will be able to relate them coherently. Understanding or knowing the words will not suffice. You will have to know the meanings of the sentences in relation to each other to be able to grasp the whole thing. And that will help you in comprehending the whole text you are dealing with.

Let us now discuss the stories from *Fantasy* (a collection of short stories) from your course content.

### ***The Thief by Ruskin Bond***

The story is in the form of a first-person narrative. The story opens with the narrator's encounter with Arun, a person who is honest and apparently believes all that the narrator says. As the story unravels with the subsequent turn of events, we come to know more about the thief, that is, the narrator who has the vile intention to cheat Arun. It is only at the end that we come to know that the thief undergoes a transformation of mind. The story closes with the note of redemption that the thief goes through.

When you read the story the first thing that strikes a chord in you is the element of amusement blended with humor. Read it more than once for proper appreciation of the story. The dialogues will reveal some of the traits of Arun and Deepak that make their characters so lifelike. After reading the story, answer the questions that are given at the end of the story in your book. Also make two separate columns and write five adjectives in two columns—one that depicts the character of Arun and the other that depicts the character of Deepak.

***The Open Window by Saki***

The story is woven with humor on one side and elements of unfathomable innocence and gullible nature on the other. How Vera, the niece of Mrs Sappleton, simply beguiles Mr Nuttel by her incredibly fictitious version of the disappearance of Mr Sappleton and his brother through the French window is indeed amusing. The story revolves round two characters and when you read it, you can visualize the setting very well because the dramatic elements of description and conversation are mingled in the right proportion. Read the conversations well. Take cues from them and portray the characters of Vera, Mr Nuttel and Mrs Sappleton.

Answer the questions that are given in the book for comprehension.

With the words given for notes and meanings, make sentences so that you learn the applications of the words. Also remember the spellings of the words that you come across, may be, for the first time.

***Marriage is a Private Affair by Chinua Achebe***

The story breathes wonderful feelings of a father and a grandfather. The way it explores the subtle tender feelings blended with joy, affection and remorse of a grandfather especially at the end of the story is indeed captivating. The imageries used by the author juxtapose vividly the metamorphosis of human emotions and that of nature. You can learn the verbs as they are used most appropriately.

It is not only language skill or precision of writing that we look at. You also enjoy the story and develop a sense of appreciation that helps you in developing a critical view as well. Moreover, you enhance your writing skill by reading the story several times. Note the different verbs used. Underline them and look up the meaning if you do not know the meanings of some of them. The story brings out a social issue and reveals how a marriage between Nnaemeka and Nene causes a breach in the family. Nnaemeka's father cannot accept the marriage that defies social taboos and so he gives up all relationship with his son. He is so enraged that he repudiates the strong bonding between a father and a son. It is his daughter-in-law who at last is able to evince sympathy from her father-in-law and make him realize his mistake.

Here you have three characters. Portray the characters and make a list of adjectives that you can give to each one of them.

Answer the questions given at the end of the story in your own words. Remember that you read a story for amusement, yet you learn quite a lot from it.

***The Moon in the Earthen Pot by Gopini Karunakar***

This story is full of fantasies where the author's Guddava stories are woven replete with demons and Guddavva herself playing the role of a protagonist, the storyteller

to the author and her siblings. You cannot help feeling sad where the tale depicts the poverty-stricken life of Guddavva and the terrible state she was in when she became blind. However, she goes on with her stories as she is pestered by her grandchildren. The author narrates the story as it has been narrated by Guddavva.

The story gives you the conversations as they are narrated by the author. The conversations help you learn the conversational style. Read them aloud. Then try to change the direct speech into an indirect form of narration. There are questions following the story. Answer them.

The four stories you have read from the book are simply guidelines on how you can improve and practice various aspects to hone your language skill.

Read the other stories from the collection and work out the exercises for practice. Learn the new words to increase your vocabulary. Note the verbs as they are used in the sentences. Make your own sentences and you will find that they have become your own. According to the need you can use them in your communication rather spontaneously without much deliberation or thinking.

***The following passages are given for comprehension practice. Read them and answer the questions that follow.***

**1.**

The current generation is tech-savvy. Teenagers across the world are familiar and friendly with personal computers, cell phones, digital cameras, iPods, iPads and other sophisticated gadgets that have become extremely popular. Not only teenagers, any age group now has become absolutely dependent on gadgets like cell phones. The use of cell phones has become widely popular among all strata of society. When we talk of our country we find that people belonging to different kinds of socioeconomic backgrounds use cell phones. About three decades back, use of cell phones was restricted only to a certain segment of society. The scenario has gradually undergone changes. Now we see use of cell phones in a wider circle. We feel blessed that cell phones have enabled us transcend barriers of place and time and wherever we are and whenever we want we can communicate instantly with anyone from that place.

Be that as it may, there are certain perspectives that we cannot afford to overlook. It is a boon that we all use cell phones. But we need to consider how sensibly we use our cell phones. Let us take into account the various situations when we use our cell phones. Many of us have noticed that in the waiting lounge of a hospital premise or in an office, one uses his/her cell phone. The raised volume the speaker often indulges in gives the impression as though the speaker were in his own drawing room. The conversation goes

on at a pace where time does not pose a problem. Very rarely does the speaker go out of the audible zone to speak. Often in an office you catch excerpts of conversation. You notice someone using the cell phone without ever noticing who else is around. There is nothing wrong in using a cell phone in public places. But it should be used sensibly.

What one needs to remember is the volume level that one uses. It becomes really odd if one speaks in a high pitch much to the disturbance of others. Using the cell phone sensibly is much more desirable. One should consider what causes disturbance and distraction to others. Often the speaker or the receiver uses the cell phone without any consideration as to the place or venue. In a meeting there is always a protocol that needs to be followed. A delegate in a meeting may get a call. It is absolutely discourteous to take the call. Moreover, the cell phone should be kept in the vibrating mode or should be switched off so that if there be any call it may be registered but the ringtone will not disturb those present in the meeting.

Similarly, students should remember to keep their mobiles in the power-off mode while in the class when the teacher is teaching. If that is not done then a sudden ringing of the phone will divert everybody's attention thus creating a distraction in the class. Besides, one needs to adhere to the norms of decorum to create a desirable ambience. Sensible use of cell phones is essential for everyone. Even if an important call comes when one is in a formal gathering one must not use the cell phone to attend the call. That is very unethical and beyond the norms.

Imagine a situation when one is walking down the road plugging an ear phone and talking to someone or listening to music. He/She is crossing the road. The speeding car honks. Everybody moves, only that person remains obtuse and the car rams against him/her and he/she stumbles bleeding on the road. What ensues is anybody's guess. What is important here to remember is, sensible use of the cell phone perhaps would not have resulted in this kind of hazard and risk for the person's life. We learn about so many people meeting with accidents just because they were using their cell phones so insensibly. Life is more important and to lead a healthy, danger-free life we need to remember this again and again.

Too long and too frequent use of cell phones is detrimental to health as well. Some people use cell phones for a long time. The habit of listening to music on mobiles takes a formidable proportion. The consequence in the long run is harmful for the ears as well as the brain. It all depends on how sensibly we use our cell phones that determines whether we are going to be affected by it adversely or not.

Undoubtedly and undeniably, the cell phone is a boon to mankind. Yet in any situation one has to be careful and sensible enough to use it for our benefit without making it an instrument of danger and disturbance.

**Answer the following questions:**

***Choose the right options from the following:***

1. In the current times we find cell phones are being used by
  - (a) the ones who are highly educated
  - (b) the ones who are socially known
  - (c) those who are economically well off
  - (d) anybody irrespective of class and social positions
2. The word 'perspective' in the second paragraph refers to
  - (a) views that one has
  - (b) from the angle of an observer
  - (c) from various angles
  - (d) situations
3. The use of cell phones in public places
  - (a) is not proper
  - (b) is proper provided one follows the decorum
  - (c) is acceptable
  - (d) is entirely unacceptable
4. In a meeting if one may get a call
  - (a) one may take the call
  - (b) one should avoid
  - (c) if it is urgent and expected one should go out to receive the call
  - (d) one ought to have kept the phone in the switch-off mode
5. When one plugs in the earphones and crosses the road
  - (a) one fails to hear the people talking
  - (b) one cannot see well what goes on around
  - (c) one gets tripped and dashes against a moving vehicle
  - (d) one fails to hear a vehicle honking
6. Cell phones should be used sensibly.
  - (a) It means that one should consider where one is using the phone.
  - (b) It implies that one must not cause distraction to anyone else.
  - (c) It refers to the level of volume that one has set in his/her phone.
  - (d) It refers to all of these.

**Answer the following questions in your own words:**

7. Why have the young generations been referred to as 'tech-savvy'?
8. In what respect do you feel the cell phone is different from the land phone?

**Read the paragraph beginning with 'Imagine a situation...' and answer the following questions in your own words:**

9. How can one plugging the earphone get affected while walking down the road?
10. Why does the pedestrian fail to hear the moving vehicle?

**Write a précis of the passage focusing on how one can use the cell phone sensibly. Give a suitable title.**

### Progress Check

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|--------|--------|--------|--------|--------|
| 1. (d) | 2. (c) | 3. (b) | 4. (c) | 5. (d) |
|--------|--------|--------|--------|--------|
- 

## 2.

The term *ragging* receives various interpretations from individuals with different perceptions. The word creates in our minds a formidable image of torture and sufferance. We associate the word with victimization of students who are freshers in the college. It has become synonymous with bestiality.

Ragging has been rampant since a long time in college hostels. In Europe, there has been ragging in college hostels where ragging took the form of orientation. In academic institutes across the world that offer professional courses like engineering, medicine, law or management, ragging assumes a significant role. The idea originated from the fact that new entrants in the colleges must not feel homesick and seniors would try to induct them into the new life of college and the mature way of dealing with people. The first few days of homesickness that make a fresher feel low can be got rid of through ragging in the form of orientation.

In India, however we perceive ragging has become instrumental in creating fear and tension rather than being a source of a healthy way of orientation. The fresher apprehends the moment of meeting with a senior in the college. Rather than getting closer to the seniors eventually through the pranks played by them, they feel horrified at the thought of meeting them.

Ironically, the trend of ragging was set from the idea that life in the hostel away from home would certainly make students feel sad and uneasy in the midst of a new



ambience. It is precisely for this ragging was not unwelcome because the fun and pranks played on the juniors would keep them occupied for the first few days. And once they came out of homesickness, they would be able to concentrate on their work and take to hostel life comfortably. There was another side to it. Ragging made the juniors closer to the seniors, thus helping to create a bond between them.

Nowadays in some institutes in our country, we find bestiality in the name of ragging. The seniors begin with a feeling of superiority perhaps considering that it is their privilege to torture the juniors as they are new arrivals in the college. They put undue mental and physical pressure on freshers. They sometimes ask them to do something seemingly impossible. They ask questions to the freshers that are often obscene and derogatory. If by any means the juniors decline to act according to the dictates of the seniors who come to rag then the ragging turns into bestiality. The seniors simply torture them, the reason being the juniors' refusal to listen to them.

We come across various incidents where juniors are subjected to inhuman torture by seniors. Sometimes the seniors would even physically assault the juniors if the latter refuse to obey their commands. The extent to which the torture would go is incomprehensible. There are examples when students have been induced to commit suicide being tortured by ragging. Excessive mental pressure in those cases has been the cause of such tragedies. It is obvious that students with high intellect get admitted to some of the highly reputed institutes. Their aspirations and dreams brought them there. And the potentials they had were nipped in the bud in the name of ragging.

We see such abhorring examples of ragging year after year despite the fact that the government has taken stern measures on the injunction from the Supreme Court. The formidable proportion that ragging has assumed has been a matter of concern for all. The young entrants feel scared at the thought of ragging. Even in institutes of world-wide repute, some stray cases do happen where for some students, ragging has been the cause of trauma and tremendous setback. Asking students to rigorously follow some obscene and indecent dictates turns out to be a horrifying experience. The juniors sometimes protest that triggers off the annoyance of the seniors and they become more harsh and vile. Beating them ruthlessly or telling the juniors things that are indecent create an unhealthy ambience for the juniors. Constant threats and fear push them aside and they lose the courage and morals to brave these tortures. Even after qualifying in the entrance examinations where there is a huge competition by dint of their extraordinary merit, they are at times impelled to discontinue their studies in those dream institutes.

The juniors who have been ragged bear the brunt and become spiteful. The practice is repeated and this practice of the cruel form of ragging continues. The transformation of a mild form of ragging that can be called an orientation thus takes on a fearful and abhorring shape that may be termed bestiality. It remains a question who is going to take



the initiative to stop and prevent this bestial form of ragging—the students themselves or an external force subjecting them to coercion for removing this form of bestiality.

The students are our future. They are the backbone of a nation. They are intelligent enough to judge this sensitive issue and I have firm conviction they themselves will be able to solve the problem and make ragging a form of orientation where the fresher will be ushered by the seniors into the world that would be congenial, full of fun and protection.

**Answer the following questions:**

*Choose the right options from the following:*

1. Ragging has assumed a formidable form. It means
  - (a) the practice of ragging is fearful
  - (b) students rag their juniors in such a manner that it creates fear in their minds
  - (c) ragging is to be condemned
  - (d) ragging is not encouraging
2. The fresher apprehends the meeting means
  - (a) they hate the meeting with the seniors
  - (b) they are curious and inquisitive
  - (c) they fear the encounter
  - (d) they wait patiently to meet the seniors
3. The idea of ragging spawned from the idea of
  - (a) orientation
  - (b) training and induction
  - (c) familiarisation with the new set-up
  - (d) the prerogative of the seniors
4. Ragging nowadays is more associated with
  - (a) physical torture
  - (b) moral torture
  - (c) mental torture
  - (d) all of them
5. The extreme form of ragging leads to
  - (a) insults and humiliation
  - (b) fear and anger

- (c) death and disaster
- (d) revenge and retaliation

**Answer the following questions in your own words:**

6. Who has taken up the responsibility to remove ragging?
7. Discuss how the fear of ragging has affected students.
8. Why has ragging become an 'instrument' in creating fear in the minds of students?
9. In what ways has ragging taken the form of bestiality?
10. With what expectations does the author end the passage?
11. Write a summary of the passage in your own words.

### Progress Check

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|--------|--------|--------|--------|--------|
| 1. (b) | 2. (c) | 3. (a) | 4. (a) | 5. (c) |
|--------|--------|--------|--------|--------|

### 3.

There are wealthy people all over the world. Wealth gives power and status. Industrial tycoons or celebrities of remarkably high status possess uncountable wealth that their future generations will not be able to use up. These owners of wealth often exhibit their generosity by philanthropic activities. They distribute a bulk of their wealth to charities. The name of Bill Gates at once comes to our mind. There are other wealthy people belonging to various parts of the world whose names are associated with several charitable activities. Yet when we consider the wide gulf existing between the rich and the poor, we find philanthropy among the wealthiest is not palpable.

In India there were kings and ministers who were known for their charities. The emperors and kings patronized art, culture, literature, music and their patronage and charities helped the nation prosper. It sustained the growth and development of art, architecture and splendor of cultural sphere. In fact, wealth is meant to be enjoyed but when one has billion times more than what one requires, one bestows one's wealth for the development of individuals, organizations or nations. However, the glorious heritage of wealthy kings that India could boast of in the past is on the wane. We have the names of some Indian tycoons enlisted among the richest in the world. The opulence of their wealth however hardly reflects any trace of philanthropy.

When the issue of charity or donation arises, we find wealthy Indians of the present day do not exhibit philanthropy. Their western counterparts uphold better social responsibility and magnanimity of heart by their acts of charity and philanthropy.

In a developing country like India, acts of charity by the rich and wealthy will help develop community. Various sectors like education, health, sports, urban and rural development involve expenditure. If the rich distribute a fraction of their wealth for the noble cause of the development of their country's and community's welfare then that would benefit the nation as well. There are large areas that can be tapped for leveraging the resources to help our country advance and grow exponentially. For example, in the fields of urban development, a lot has been done by the government. Yet a lot more has to be done. May be in the spheres of education various scholarships and funds raised by individuals who are wealthy would pave the way for more scholars in the making. To develop literacy among dwellers in remote parts of villages, initiatives can be taken by the rich who can extend financial help to organizations who take the literacy drive. Sometimes financial constraints may limit those organizations to persist on their missions. If they receive donations from the philanthropic rich, they can pursue their developmental work with more zest.

Sports and athletics hold a prime place in any developing nation. Lack of sponsorship and funds often pose a problem for many athletes. Lack of proper training, insurance coverage and security are some of the aspects that sportspersons may find an impediment in choosing a career in the field. The fear and worry generated from the lackadaisical attitude of the authority are often rather demoralizing for athletes. Here is what generous donation of wealth can help achieve. The rich and wealthy may come forward to donate money to create funds that would provide support to athletes and make the country proud of their achievements. Sometimes, the athletes may come from very humble backgrounds. To practice and maintain their requisite exercises they need proper nutritional diet. They need monetary security as well to be in the field. They may not afford to continue in sports if they are not provided assistance. In some cases they are impelled to give up their pursuit despite the potentials they may be having. It is for them that donations and monetary assistance can be of great help.

Painters and sculptors also require monetary back-up. To encourage and providing incentive to these people, the rich can always lend a helping hand. The rich heritage of the country is borne by the sculptors, painters and artists belonging to different genres of art. They often find it a financial constraint to live up to their means. The artists in their growing stage may not earn adequate enough to provide them security. As a result they may be hesitant in pursuing their work of art as a full-time profession. This hesitation calls for lessening of standards as well as loss of interest in the field. The money donated for a good cause by the rich may come for a great help to these artists who need financial security.

All over the world, many rich people donate money that contributes to the help and assistance of ones in dire need. An act of generosity by one person means so much for many. Philanthropy is noble and such nobility spells happiness and joy for all.

**Answer the following questions:**

***Choose the right options from the following:***

1. Wealthy people, according to the author, are always
  - (a) generous
  - (b) kind hearted
  - (c) knowledgeable
  - (d) powerful
2. The wealth donated by the rich can be used in
  - (a) building houses
  - (b) building stations
  - (c) community development
  - (d) raising funds
3. People belonging to the following professions sometimes find it difficult to pursue their profession owing to a feeling of insecurity.
  - (a) Music
  - (b) Sports
  - (c) Film
  - (d) Freelance writing
4. The one who carries the tradition of the country's cultural heritage through their profession is the
  - (a) painter
  - (b) athlete
  - (c) newsreader
  - (d) industrialist
5. The organization that can improve their work effectiveness is
  - (a) the one working for literacy drive
  - (b) the one helping music composers
  - (c) the one giving relief fund
  - (d) the one helping the physically impaired

***Answer the following questions in your own words:***

6. How do wealthy people in western countries show their philanthropic activities?

7. How did Indian kings exhibit their generosity during their reigns?
8. What generally impedes a sportsman or a painter in pursuing his/her career?
9. Do you think the rich should donate some part of their wealth for the cause of developing a nation? Why?

### Progress Check

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|--------|--------|--------|--------|--------|
| 1. (a) | 2. (c) | 3. (b) | 4. (a) | 5. (c) |
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### 4.

MBA is just a craze. The hankering for doing MBA is growing in leaps and bounds. There is a demand in all organizations for qualified managers. And so is the demand for pursuing MBA. Students coming from various backgrounds flock into B-schools to acquire their degrees. And the B-schools flourish. It is infectious among students to pursue MBA. The prevailing notion is if one possesses an MBA then there will be no dearth of job offers. The prospect of a job and lucrative compensation package lure students to do Masters in Business Administration. That explains why there has been the ever-increasing desire for pursuing MBA.

This in fact has become a craze. It is not always the aspiring mind who looks at it from the point of view of a job that enrolls for pursuing MBA. An analysis from a closer perspective gives us quite a different picture. In India currently there is the same craze for doing MBA. And the students come from various economic backgrounds. Many of them come from the business community. Their fathers have their own enterprises. They are not under compulsion to take up a job. May be they want to learn the technique of running an organization in a structured and systematic manner. The MBA program gives them a theoretical background and offers them an insight into the ways to become a successful entrepreneur. Their motivation is different from the majority of the students. Yet they are there. And they want an MBA. Sometimes it may be that an MBA will make them a more desirable partner in tying the nuptial knot.

For some it is just a feather added to their caps. One already with a professional degree needs an MBA to get a better prospect in the job market. Engineers from an IT background will be in great demand and showered with opportunities from IT and IT enabled services if they possess an MBA degree. Their starting salary would be more than what otherwise they would have got. Again, for those who have job experience, an MBA will enhance and boost their demand and they will have better opportunities in the field. For them too, MBA is a must. They will have a salary hike along with a boost in position in the organizational hierarchy. The fresh MBA graduates join an organization

as management trainees. That is a kick start of their dream careers. So we see that MBA is the cry of the day as the dream of getting a very good offer from corporates, banks and even rising service sectors like health and tourism prompts almost everyone to do an MBA.

The more the demand for MBA, the more is the craze. Whichever discipline one is a graduate in, one can opt for doing MBA. The prevailing notion is that an MBA will enable one to get a job, whatever be the background. This notion in fact prompts the majority of students to do MBA. It is a fascination that is governed by the desire to get a lucrative offer from a company that offers them the job. The simple temptation to earn a heavy pay package is irresistible for many. Even though many of them do not have the adequate capability to run an organization, they come out with the degree or diploma that makes them eligible for applying for an advertised post.

There is yet another consideration. So many institutes have come up like mushrooms that offer MBA programs that one does not have to cross much hurdles to get admitted to many of these institutes. And one ponders: 'Let me get my MBA, and I will have no problem in getting a job.' Is it that an MBA is mandatory for getting a job? This question haunts the new generation of employees. Even after securing a good job one opts for MBA. The idea that prevails is an MBA adds a feather to your cap. That helps you in getting a jump in your salary. Everything seems to be in tune. The more the number of institutes offering an MBA program, the more the number of students and so is the rising demand for pursuing MBA. The job profile gets better with an MBA certification. This craze is seen all over the world.

As technology advances and enterprise and ventures in the capitalistic society expand horizontally, the management of global operations requires efficiency and acumen that needs proper orientation. This paves the way for demand of MBA and that accounts for the craze that MBA has lent.

For obtaining admission into a B-school there is no limitation bound by the academic field one comes from. A student belonging to any discipline of study can join MBA. The admission criteria for MBA are graduation in any subject that the university offers from where the student has graduated and the requirement of the score in the entrance test demanded by the B-school where the student seeks admission. Since the MBA program does not demand students' having a background of a specific academic discipline, it invites a wide range of pupils. The open choice is also another determining factor of the craze for doing MBA. Had the choice been restricted to students belonging to specific academic disciplines then perhaps the huge number of MBA aspirants would have been less. Globally seen, MBA has its demand still now and the demand is suitably supplied by the intense desire of the students. The craze is prompted by the ambition and dreams that the young minds cherish.

**Answer the following questions:**

*Choose the right options from the following:*

1. B-schools are mushrooming in number because
  - (a) the demand for MBA is more
  - (b) the students are more in number
  - (c) the students are eager to pursue the program
  - (d) there is downscaling in the standard of MBA program
2. The students coming from a business background seek MBA because
  - (a) they want to get married
  - (b) they want to learn the basics of business
  - (c) they have simply the desire to study
  - (d) they have nothing else to do
3. The idea that is in the air is
  - (a) an MBA is a must for a job
  - (b) one gets a hike in salary if one has an MBA
  - (c) any job requires an MBA
  - (d) one becomes a manager if one is an MBA
4. Students opting for MBA come from
  - (a) wealthy families
  - (b) various social backgrounds
  - (c) elite class
  - (d) middle class
5. One of the criteria for admission to MBA is
  - (a) the student should be a science graduate
  - (b) the student should be able to converse well
  - (c) the student must qualify in the entrance test
  - (d) the student must have work experience

*Answer the following questions in your own words:*

6. How can an MBA help a student coming from a business community?
7. What role do technology and capitalistic society play in the students' having an MBA?

8. In your own words write a précis of the given passage adding a suitable title to it.

**Progress Check**

1. (a)                      2. (b)                      3. (b)                      4. (b)                      5. (c)
- 

**5.**

All of us are dependent on computers and we are all familiar with the phrase 'cyber crime'. Wherever you go you find people working with computers. Telecommunication has made life faster and smoother. The trend of using e-mails has assumed a significant role in our life. We use Internet to communicate with people, to acquire information and give information. When we need information about any organization, we use the Internet to reach the concerned website that enables us to collect the relevant information.

Suppose we want to go somewhere that is in a distant place. We decide on what would be the mode of our travel. Accordingly, we need to find relevant information regarding the availability of bus/train/air tickets, the cost involved, the date and other details. In this regard we depend on the Internet to find this information. And after settling on the mode of journey and our budget, we can buy the ticket online through the Internet. It is so convenient to sit in your room and with the click of a mouse you get to know all that you intend to know. But if we were to go to the railway reservation counter or flight-booking counter to purchase the ticket then it would have been so much of a botheration. The entire process might take us a few hours. If we were to go to the organization physically and get the information over the counter then it would have taken us much more time. The procedure would have been more stressful. Considering the time invested and the physical tiredness involved, one would definitely appreciate the facility extended by the advanced technology of computer. We require less of time and energy and the whole process is cost effective too. This is the beneficial aspect of Internet that we perceive. However, there is a darker side too that we cannot overlook.

There are people who secretly enter into anyone's computer through the Internet with a set of instructions programmed in such a way that they destroy the information already existing in that computer. And this secret invasion into another's computer is a crime. It is what we call cyber crime. It is through the Internet that one can commit such crimes deliberately. Sometimes one can crack the password of a concerned person to log in and enter into his/her personal computer and steal information that is utterly confidential.



The procedures involved are multifarious. One can be entrapped by the lure of prize money. It can be a lucrative offer of a job reaching the mail account holder inviting him/her to provide details that may prove disastrous later on. Everyone uses personal computers for their own beneficial work. You can have a plethora of activities carried out through the Internet. However, there can be many Internet users who are involved in unlawful operations. Many websites are open sources and not proprietary. They can be chosen spots for executing illegal operations if one so desires.

The perpetrators of cyber crime can destroy all the important information stored in your data file. So we need to be careful in the use of Internet. Especially if you know your machine has some important information stored in it, you must adopt some precautionary measures to desist any virus to enter your machine and corrupt your files.

While using the Internet you need to be careful enough. While going through your mail account, you must be careful. Sometimes we receive mail from unknown persons. It may be a congratulatory message for winning a lottery. It may be from an individual claiming that he/she is the head of an organization and asking you to collect the prize saying that the details is in the attachment following. He/She asks you to send the details pertaining to your account number in the bank, your contact number, your residential address. If the senders have any evil intention they can very well swindle you by unlawfully making use of your personal details. You may receive a mail from a well-known advertising agency assuring you of a job with your profile. It may be from the advertising agency's portal where advertisers are seeking incumbents with a profile that matches yours. You feel elated at the offer via e-mail and immediately decide to mail back giving the details that have been asked. Ultimately you discover that you have been duped.

If your account contains a spam mail and you download it to see the contents then the system in your machine may get affected by a virus and the machine will malfunction or may crash. You may lose all your data. What malicious intention the sender has we can hardly conjecture. It may be unintentional. Yet you face the evil consequence. Of course, not all mails from unknown sources are spam.

But whatever spam mail comes to anybody's account, it is through the Internet that one gets it. Since there is no foolproof method of discriminating the genuine from the spurious, it is better that you avoid downloading mails from unknown persons. Such mails are to be avoided since these may be spam mails, carrying viruses that may eventually destroy all your information. Or your machine may even crash and the files may get destroyed on account of the software program getting disrupted because of the virus that has come via mail.

In a larger operation, cyber crime may be disastrous. It may create havoc as we have examples in the history of telecommunication. Terrorist activities culminating in

hazardous consequence are linked with cyber crime. The network through which the activity is planned out and executed is the Internet. Information pertaining to crime is obtained through various sources via Internet. Sometimes the open sources in the website enable one to design malicious programs through the Net. There are even hackers who unlawfully enter into others' computers and steal information that help them in planning the strategy of a crime. They crack the password of the account holder and enter into his/her account to tamper with it. They do this to use the information for someone else's benefit.

Most organizations try to maintain top secrecy to safeguard the interests of their operations. Yet we know that cyber crime can outdo and surpass that. For personal computers one ought to be very careful. Since most of the viruses enter the machine through mails that carry the virus, one should be wary before downloading a mail especially if it is from an unknown source. The spam mails generally carry a tempting subject like offer of a job, lure of money won in the lottery, or some other beneficial offer that provokes one to find out what exactly it is. It is not that anyone does it intentionally. Hackers do all kinds of unlawful offences just for the sake of fun, creating problem for users. So when we receive mails inviting us to visit a website, we need to be cautious in dealing with such mails. Whether we accept the offer or not is immaterial here. What should be the prime concern here is whether we download the mail from the Web or not. If the mail is from an unknown source, we may be cautious in our approach. We may not have anyone around us with a malicious design to cause harm to us. And we are likely to think that we cannot get our computer affected. So far as the machine is concerned, if it is affected by a virus it may be formatted and we may have the application functioning normally. But what about the loss of data, important and confidential accounts and documents that you have stored in a folder in your office desktop that may be destroyed by the virus thus borne eventually proving detrimental to an organizational system?

**Answer the following questions:**

*Choose the right options from the following:*

1. Telecommunication helps us lead a
  - (a) life that moves rapidly
  - (b) life that is devoid of hassles
  - (c) life full of ventures
  - (d) life that is full of expenses
2. Cyber crime refers to
  - (a) burglary committed by burglars
  - (b) crime committed by Internet service provider

- (c) knowledge provided by Internet users
- (d) crime committed through the Internet
- 3. Your computer gets affected if you have
  - (a) virus that may come through deleting a file
  - (b) frequently using your computer
  - (c) downloading a mail that may carry the virus
  - (d) a spam mail in your inbox
- 4. Cyber crime is known to have affected
  - (a) countries
  - (b) personal life
  - (c) organizations
  - (d) all of the above
- 5. There is a likelihood of getting our personal computer affected by virus if we
  - (a) boot on our computer
  - (b) delete a folder
  - (c) download a mail
  - (d) upload new software

**Answer the following questions in your own words:**

- 6. 'Telecommunication has made life faster....' What are some of the ways telecommunication has made life faster?
- 7. What is cyber crime? How can you adopt a method that would save you from any harmful consequences?
- 8. Write an essay on the advantages and disadvantages that Internet can have.

### Progress Check

1. (a)      2. (d)      3. (c)      4. (d)      5. (c)

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### 6.

An ocean in its vastness and imperceptible horizon looks like a wonder. We gaze at it and cannot fathom its volume and expanse. But when the waves lash against the rocky shores we find drops of water in the wet sand and rock. That evokes in us a feeling of

astonishment. We feel how these little drops of water are mingled in the great water body, contributing their strength and share to form that mammoth shape and might.

Human life is akin to those drops of water that make an ocean. We are born with our potentialities. As we grow, we make use of our hidden attributes to do something worthwhile. Our effort in doing something noble is a contribution to society. In fact, the good deeds that we do in our lifetime are our achievements and that remain as our contribution to the world. The writers, the scientists, the social reformers, the preachers, the lawmakers, the doctors, the artists, the creators in any field are all contributing to society by their precious deeds. Surely everybody is not born to be a writer, scientist or a doctor. Many more are born to lead a humble life. Yet their contribution to this world is no less. An act of kindness or a gesture of nobility is inspiring and admirable. All of us in fact can be like little drops of the ocean. Let me tell you a story in this context:

Geeta is an eight-year-old girl. She has three younger siblings. Her mother is ailing and there is no one else in the house to look after her brothers and sister. Her father is very upset and is worrying whether he would go to office at all. Little Geeta at once assures her father saying, 'Daddy, don't worry about us. I will cook for them and look after them.' Her father is taken in. He goes off. However, he returns quickly from the office taking a leave. He is surprised to find Geeta having cooked lunch is waiting for her brothers and sister to come back home from school. And she herself has not gone to school because there will be no one to look after her ailing mother.

What is important here is that even being so young, Geeta shows exemplary courage and sense of responsibility. Her concern for her parents is her contribution to them. Anybody can derive inspiration and try to follow her example. Even though she is so young she does what many people older than her would not have been able to do. We cannot neglect this tiny girl whose grave concern for everyone in the family has moved her parents. Even her neighbors are full of praise and appreciate Geeta's gesture highly.

It is indeed our work, our way of life, the values that we leave behind that contribute to the society we live in. We need to remember that none of our good work is insignificant. Often we think we are no good and we are not born to do anything great. It is not that we need to be popular, famous or wealthy to contribute to the world. If we do an act of generosity or deed of hardship, toil and perseverance then too we are giving our service to mankind.

You may plant a sapling and water it every day to give it nourishment so that it grows into a big tree. The tree will remain there for years to come. It will give shade, fruits and cool breeze to all. Nobody will remember your name perhaps. But the tree will stand there evidencing that it is the fruit of your labor and that is your graceful contribution.

So we see any noble gesture, however little it may seem, is of value to humankind. That is how like little drops of water we can contribute to form a mighty ocean of strength, power and hope.

**Answer the following questions:**

*Choose the right options from the following:*

1. There is a great resemblance of human beings to an ocean in
  - (a) the way human beings make use of their comforts
  - (b) the way human beings seek solace
  - (c) the way human beings make use of their inherent qualities
  - (d) the way human beings move around
2. Only writers or scientists are the ones who contribute to the society.
  - (a) This is partially true.
  - (b) This is partially false.
  - (c) This is absolutely true.
  - (d) This is absolutely false.
3. The word sibling refers to
  - (a) brother
  - (b) brother and sister
  - (c) sister
  - (d) mother and sister
4. Geeta promised to
  - (a) cook food
  - (b) send her brothers to school
  - (c) look after the house
  - (d) look after everything
5. Geeta's example tells us that
  - (a) we can do such noble deed
  - (b) we must not try to do things we cannot
  - (c) all of us are not capable to do great deeds
  - (d) only the fortunate ones can do such deeds

*Answer the following questions in your own words:*

6. What attributes can you give to Geeta?
7. What did she do for her siblings?
8. What is it that makes us remembered by posterity?
9. How does one contribute to this world even if one is not capable of doing anything great?
10. Write a précis of the passage and give a suitable title.

### Progress Check

- |        |        |        |        |        |
|--------|--------|--------|--------|--------|
| 1. (c) | 2. (d) | 3. (b) | 4. (d) | 5. (a) |
|--------|--------|--------|--------|--------|

### 7.

Across the globe there are many entrepreneurs who have attained the status of celebrities because of their unique achievement and performance. A high-performing entrepreneur is one who takes his/her enterprise to such a level that it creates a benchmark for other players. Those entrepreneurs are endowed with some rare qualities that help them achieve tremendous success. The high-performing entrepreneurs keep high goals, plan out their strategies and work out according to the strategies. They work in collaboration with others. In the midst of all odds they steer their organization judiciously and carefully.

High-performing entrepreneurs are those who begin from scratch and take their organization to an unprecedented height. It is their dream, managerial skill, ability to analyze and speculate that help them attain their goal despite all odds and adverse situations they may encounter from time to time. An organization cannot be isolated from the social and environmental milieu. Whatever ups and downs there are in the external forces like social, economic or technological changes, they are bound to affect an organization. After all an organization is an integral part of these. It depends largely on the entrepreneurs how they encounter the problems they face. Their rightful decisions prompt them to work with zest and energy. They gather inspirations from the slightest opportunity and try to make best use of it. Their indefatigable spirits keep them going.

Even when they reach a goal, they look forward to reach yet another. Setting a goal means to plan and organize well, keeping in view the pros and cons of the plan. There may be lots of impediments obstructing the smooth flow of administration. High-performing entrepreneurs do not yield to any obstructions. They remain unassailable. When they see success they do not get overwhelmed easily. They try to learn from their experiences as much as they can. In India we can always look upon some such

exemplary entrepreneurs with awe and respect. The names of Dhirubhai Ambani, J R D Tata, L N Mittal, N R Narayana Murthy, and a host of others come to our mind. When we trace back their stories of success we tend to notice that these entrepreneurs are all unique in their own ways.

They had visions, courage, confidence, integrity, commitment, humility and motivational spirit. They could reengineer their organizational mechanism according to the changes of time. They adopted the cultural changes as and when required. That precisely explains why they could reach the pinnacle of success.

The spirit to accept change that works as an external force is one of the prized qualities that a successful entrepreneur must possess. He/She is unscrupulous in undertaking risks in order to introduce change to keep pace with the dynamism of time and environmental change. Information technology has brought about a radical change all over the world. In a developing country, it is rather difficult to introduce technological changes all of a sudden since that may demand revamping human resources as well. That would also mean jumping into the new technology that would replace the old system and the sunken cost involved in the procedure. Despite that the entrepreneur introduces new technology to make his/her organization grow and keep pace with the current time.

Successful entrepreneurs are also concerned with total quality management. They ensure there is no compromise in quality of their product and services. In Japan, the enterprises rigorously follow this. Quality is the main focus and a successful entrepreneur never compromises quality. To sustain the reputation of the firm, a successful entrepreneur abides by this and ensures his/her firm has an edge over others by sustaining quality control management.

An enterprise is a part of society. The social responsibility that a corporate has cannot be ignored by an entrepreneur. An enterprise has to deal with so many people. There are employees working for the enterprise. There are individuals who help in the thriving of the companies. There are clients, shareholders, lawyers, bankers, financiers, etc. The corporation is liable to own some responsibility to these people. It must have some commitment to them. A successful entrepreneur ensures that his/her firm does not fail in its commitment to society.

Ethics is also another important aspect. Successful entrepreneurs must be ethical and should not give up their ethical values. All their business transactions are for the purpose of their enterprises. Hence, they should be cautious in dealing with them. Any legal procedure or business transactions that involve money must be executed with honesty and ethics. A successful entrepreneur tries to adhere to this. If they call a meeting, they adhere to the time and are punctual and on time. With clients their dealings are honest and they do not compromise on that. They remain honest, truthful and morally upright to live up to their reputation. With employees they conduct as they ought to. Their

judgmental perceptions and views are free from any prejudices. They do not harbor any biased views related to gender, caste or community. For them all employees are same so far as dealings are concerned. They are keen on accepting the views of others without being prejudiced or orthodox in outlook.

Successful entrepreneurs possess the virtue of adaptability. To make their visions to be realized they adapt themselves to the changes that are needed. They are percipient enough to adopt those mechanisms to reengineer the organization for it to have an edge over others.

Patience, forbearance and passion for creativity make one successful in an enterprise. One who has a creative mind can break away from tradition and make oneself flexible for innovations and creativity for bringing organizational success. Patience fosters in him/her the spirit to struggle persistently for a good cause that benefits the employees as well as the organization. In an organization some people use manipulative skill so much that others may find it repulsive. That may give rise to organizational conflict. It is the onus of successful entrepreneurs to plan and organize the Human Resource department that ensures peaceful ambience and cheerful work culture in an organization. Their zeal for creativity propels them to accept others' views that bring innovations in the organization. They are an epitome of forbearance. They endure ups and downs with a brave heart. With employees too they display the same forbearance to establish rapport with them and to work unitedly.

A successful entrepreneur needs to be calm and poised. Patience, determination and strong will power enable him/her achieve many things. However, we have to remember it is not merely the discussed attributes that make a successful entrepreneur. There are other aspects that need to be considered.

Every successful person is unique in one's own way. So it is with an entrepreneur. All successful entrepreneurs have their own unique qualities that make them what they have become or will be. Health and beauty have taken a significant role in today's world. We see lots of products and services successfully launched by entrepreneurs who have made themselves known and achieved remarkable feats by running their beauty parlor, spa, gymnasium and consultancy services.

**Answer the following questions:**

*Choose the right options from the following:*

1. According to the author, successful entrepreneurs begin from
  - (a) middle stage
  - (b) advanced stage



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- (c) nascent stage
- (d) absolutely nothing
- 2. A successful entrepreneur to begin with needs
  - (a) vision
  - (b) ideas
  - (c) money
  - (d) people
- 3. A successful entrepreneur keeping pace with the environment incorporates
  - (a) technology
  - (b) human resource
  - (c) organizational change
  - (d) incentives
- 4. Sense of ethics prompts a successful entrepreneur to be
  - (a) loyal
  - (b) obedient
  - (c) sensitive
  - (d) punctual
- 5. Manipulative skill is used by some employees to
  - (a) help others
  - (b) have a scuffle
  - (c) influence others
  - (d) show sympathy

***Answer the following questions in your own words:***

- 6. 'High-performing entrepreneurs take their organizations to an unprecedented height'. How do they do that?
- 7. What role do ethics play in the life of a successful entrepreneur?
- 8. How does creativity work as a driving force for a successful entrepreneur?
- 9. Why is it important for an entrepreneur to implement change in the organization?
- 10. Write a summary stating the virtues that a successful entrepreneur needs to possess.

**Progress Check**

1. (c)

2. (a)

3. (c)

4. (a)

5. (c)

**8.**

Emergence of multiplexes and shopping malls has radically changed the social milieu. The raising of multiplexes at every significant corner of the town with their glam and glitter attract all kinds of buyers belonging to any age group. From wee kids to old—everybody gets attracted and feels the temptation of visiting shopping malls that are simply alluring. One very important thing we cannot overlook is that shopping malls have definitely an advantage over groceries, stationeries and other stores. The reason is obvious. Shopping malls offer you everything under the same roof. Once you get into a shopping mall, you shop all that you have in mind. In the midst of your shopping spree, you can relax in the lounge if you feel tired. You can step into an eatery and taste some of the mouth-watering snacks, soft drinks or beverages. The car-parking facility at the basement of the mall is the bonus added to other such advantages that malls offer.

There has been a latent feeling that general stores have suffered a jolt at the emergence of shopping malls. People have a predilection and natural tendency to visit malls at weekends and do the shopping in a place that is sprucely decked. Moreover, one gets everything under a single roof. That paves the advantage that shopping malls have over groceries in the market. As a consequence, the sales of the vendors selling fruits, vegetables and other raw materials here have had a steep decline and their business has been affected as people would prefer the spic and span shopping malls rather than the open markets bearing filth and stench.

The consumer's satisfaction lies in another aspect. There is not a conspicuous difference in price range in the two set-ups. Had there been a remarkable difference in the two then consumers would have given it a serious consideration. A minor difference makes the consumer accept it without feeling the pinch. Maybe you have to pay a little more in the multiplex stores. And you are to shop in a shopping mall in a comfort zone where in the centrally air-conditioned market you do not tire out easily. The stark contrast of the open market or the bazaar that we term it does not have the same appeal. The facility, the ambience, the infrastructural appearance allure the consumers to go to the multiplex for every bit of shopping. It is a place where children can be allowed to move around freely and the fear of them being lost is not there. The close circuit TV in multiplexes helps in recording the activities going on in the market. It also puts a check on criminal activity.

The present-day situation keeps people busy with work round the clock. There is hardly any time for working wives to go shopping from grocers and vendors in the market. Maybe while returning from office, one gets down at the multiplex and does the necessary shopping. That seems a better option for many consumers.

In the current era of high technology, it is obvious that people will seek better options where automation and computerized system provide better and faster service. The chain suppliers too prefer a location in shopping malls as that gives them more business. Youngsters often choose malls as their frequenting places. Nevertheless, the increased number of visitors in the mall paves the way for better consumerism and abiding satisfaction.

Shopping malls, entertainment forums, spas, and gymnasiums are some of the features that create attraction for multiplexes all over. They are thriving on account of that. The facilities extended are multifarious. One does not have to grope for the particular store one wants to visit. There is a directory that guides visitors. The digitized board displays the details of the stores, eateries and the rest of it. For example, if anyone wants to buy warm clothes one gets the direction of those stores only that sell winter wear. And one does not waste time by looking for the shop one wants to go to. With the help of the direction given in details one can easily get to the place one intends to go to. That is an advantage that multiplexes have over traditional shops. Moreover, there are other advantages. In a multiplex there is everything that you may be looking for. Not only shopping stores, there are doctor's chambers, beauty parlors, restaurants and theaters as well.

The beautified area with shops designed in a magnificent way allure consumers. It creates an ambience where everybody wants to move about. In a country with the greater part of the year being summer the air-conditioned multiplex has a special attraction. People find it a pleasure to shop. It does not seem a botheration to them. Rather it serves as a good experience. Mostly families come and shopping becomes a pleasant experience. Because of the spruce and marvelous appearance, multiplexes create an attraction that seems irreplaceable.

It creates a lot of difference when we think of the ordinary market and multiplexes. The multiplex serves a better purpose as people are in a more comfortable situation, getting the convenience of shopping for more varieties in the same venue. Indian markets are generally very crowded in the hours when people go for marketing to buy their foodstuff and other ingredients. Compared to that, a multiplex offers the scope of moving about freely since there is wide space in between and the infrastructure is designed in a planned and organized manner for the ease of the consumer. It is consumer-centric and that is why it attracts people belonging to various levels of socio-economic conditions. Considering the comfort zone, the convenience of buying anything from

the same place with proper direction being provided, the cleanliness all around and the price not differing much, consumers find it better to shop in a multiplex than in an ordinary shop.

Whether the emergence of shopping malls and multiplexes have affected the business of ordinary retail stores is a debatable issue. The fact is that multiplexes will definitely reap an advantage over ordinary retail shops because of the very basic consideration that human beings are always eager to embrace the change for good. And that brushes other debatable considerations aside and makes us infer that multiplex will perhaps take over the place of the retail shops that are still to be found at the corners of the lanes.

**Answer the following questions:**

*Choose the right options from the following:*

1. 'milieu' in the first paragraph means
  - (a) climate
  - (b) performance
  - (c) condition
  - (d) ambience
2. The shopping malls are alluring. This means
  - (a) good looking
  - (b) tempting
  - (c) high-rising
  - (d) likeable
3. Technology has brought about a difference in introducing
  - (a) automation
  - (b) beautification
  - (c) glorification
  - (d) variety
4. The difference in prices in consumer goods between the stores in multiplexes and ordinary ones is
  - (a) negligible
  - (b) huge
  - (c) none
  - (d) quite a lot

5. A multiplex has a special attraction for the
- (a) old people
  - (b) students
  - (c) small kids
  - (d) all age groups

*Answer the following questions in your own words:*

- 6. Read the line beginning with 'In the midst of your shopping spree.....' What are the ways one can relax in the midst of a shopping spree?
- 7. Read the line beginning with 'It creates a lot of difference when we think of the ordinary market and multiplexes.' What are the differences do we notice between the two?
- 8. What benefits do office-goers get while shopping at a multiplex?
- 9. Write a précis of the above passage adding a suitable title to it.

### Progress Check

- |        |        |        |        |        |
|--------|--------|--------|--------|--------|
| 1. (c) | 2. (b) | 3. (a) | 4. (a) | 5. (d) |
|--------|--------|--------|--------|--------|
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### 9.

Reality shows have attained unprecedented popularity at present. A number of TV channels present reality shows throughout the year. These shows comprise many contests. And the reality shows create a great platform for contestants to come up with their talents. The shows provide them an opportunity to prove their worth and come to the limelight. Some really very talented people get an avenue to embark on their dream career. The youth and teenagers often have an opening that is very challenging. Perhaps without being in a reality show they would not have been able to perform the way they do in the show and later on in other forums. The contests in reality shows makes performers better trained in their work of art and they imbibe the spirit of competition and cooperation.

A reality show gives the participants and actors an opportunity to enrich and better their latent potential per se. It is a launching pad that opens the doorway to a bigger show world. The participants get an exposure to the glamor industry where some of the better performers reap the advantage of having an entry to the world of film and music. The little bit of popularity they attain through these shows are enjoyable indeed for them.

A reality show teaches participants something more. They have value addition not only in respect of the talents they have, but they also imbibe the values they need to have in order to survive in the world of competition. The ability to accept failure and success with the same stride boosts up their moral courage. In a reality show, the participants receive lots of praises or may be criticism for their performances. This is good for the participants. But how far they are able to take it is a question. We know some participants get affected by the negativity of the remarks given to them. If they are corrected or their shortfalls are pointed out they feel disheartened and they quite often reveal their emotions on the screen.

A reality show is very entertaining for viewers. People belonging to any age group can get entertained because there are several channels airing different programs that cater to the tastes of people with diverse interests. For young viewers, reality shows that feature contests for children and youth are a source of inspiration. There are some reality shows that are exclusively meant for women. Women who are relatively free and are housewives get an opportunity to take part and enjoy. Reality shows on television have paved the way for people from all walks of life to take part. As a result, we find reality shows of variations where people are taking part and that include both males and females, children and adults, young and old.

But many reality shows that invite participation from young talents are having adverse effects on those young people. Sometimes their failure to achieve the expected level causes emotional outbursts in them. Their mind gets affected. It becomes a time-consuming hard work for them. Sometimes they cannot attend their schools or colleges and their studies are hampered. The competition being tough, it puts pressure on their mind and health. The reality shows expose them to the world of viewers so widely that they remain under pressure and they feel they have to attain that glorious success. But everybody cannot get it. Those who miss it at the penultimate turn more often than not feel defeated and lose their moral spirit. This is harmful for young minds. Their tender minds are yet immature to accept truth and reality. The young talents need to realize that they have to work with perseverance in order to achieve outstanding standards.

A reality show has its disadvantages in the sense that participants at times may be prompted to react rather vehemently over the judgments given after their performances. Those who are precocious in this matter may accept the views posed by the jury in an amiable manner. The gap between the actual celebrity and the one in the making is immense. Hence to accept any view with poise and pragmatic stance is sometimes found missing among participants of reality shows.

Children need to complete their elementary school education. Continuous practice for reality shows ebbs them of their energy and time. They miss their regular classes in school as long as they remain participants in the show. That is one reason why children

need to be discouraged from taking part in reality shows even though a show is meant for the children.

Reality shows are amusing for viewers. Rich in flavor and variety, reality shows are indeed entertaining. The popularity of some of these shows is so intense that organizers run the show for a pretty long time. Talented actors, scriptwriters, choreographers, music composers, dancers, and singers get an entry into the film industry and music industry. Their dream career becomes a reality from the reality show. We cannot belittle the cardinal role played by reality shows all over the world in unraveling the outstanding potentials and hidden talents that are discovered through these shows at the primary level.

**Answer the following questions:**

*Choose the right options from the following:*

1. A reality show provides
  - (a) opportunity to students in selecting their careers
  - (b) certificates for their participation
  - (c) entry to the film industry
  - (d) money to participants
2. A reality show teaches participants
  - (a) endurance
  - (b) tolerance
  - (c) value of hard work
  - (d) impartiality
3. Young participants accept the judgments with
  - (a) enthusiasm
  - (b) happiness
  - (c) an upset mind
  - (d) emotional reactions
4. The word 'precocious' means
  - (a) intelligent
  - (b) dull
  - (c) mature beyond age
  - (d) immature

5. In the contest those who miss being the topper at the last moment generally
- (a) retain their cool
  - (b) become over-emotional
  - (c) praise the judges for their verdict
  - (d) become critical of unfair judgment

*Answer the following questions in your own words:*

- 6. What does a reality show teach the participants?
- 7. How do children get affected if they take part in a reality show?
- 8. ‘...participants at times may be prompted to act rather vehemently.’ What are those acts that the author speaks of?
- 9. Write a précis of the passage focusing on the significance of reality shows.

### Progress Check

- |        |        |        |        |        |
|--------|--------|--------|--------|--------|
| 1. (a) | 2. (c) | 3. (d) | 4. (d) | 5. (b) |
|--------|--------|--------|--------|--------|
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### 10.

Pocket money for teenagers has become a scolding issue these days. The idea of giving pocket money to teenagers was not so rampant around three decades back. A teenagers would have a meager amount of pocket money, irrespective of the financial background he or she belonged to.

But nowadays, teenagers receive a heavy amount of pocket money. It does not matter whether one's parents can afford it or not. Pocket money for them has become quite mandatory. Sometimes parents are concerned about the sensitivity of their children. They feel that if their children get less than their friends, then that would cause peer pressure and will have undesirable reaction. To avoid any such misgivings taking place, parents often give a good amount of pocket money to their kids. The parents have no qualms about it and they remain contented.

Teenagers too may not understand that their parents are doing beyond their affordability. The consequence is that teenagers sometimes spend more on extravaganzas rather than what is absolutely essential. Middle-class parents have moderate incomes and they have to be thoughtful about the pocket money they give to their kids. When they give less to their kids as compared to the amount that affluent parents give to



their kids, they feel that their kids may suffer from complexes arising from a feeling of inferiority. And for that precisely they often maintain giving the amount of pocket money to their kids that they ill afford.

Be that as it may, whatever be the amount, the pocket money is well spent as there are several ways. With so many shopping malls here and there, the continuous use of cell phones, frequent visits to cyber cafés and endless modes of amusement that were not there a few years back make it difficult for today's teenagers to resist their temptations. They are a part of the trendy generation where it is difficult for them to isolate them from the mainstream. Hence, pocket money plays an important role for teenagers.

The question that plagues us is the amount of pocket money that the teenagers receive. Pocket money is essential in so far as meeting with situations of need and emergency are concerned. That can be calculated by the parents and given to the wards. But pocket money nowadays has taken a different proportion. The teenagers have to cope with different realistic situations that were not there even a decade or two back. Students move out of their town or state to pursue their studies. They may have to put up in a rented flat as a paying guest. Here they have to cope with lots of difficulties that their uncles or grandfathers did not have to face. When they feel hungry they need to eat to appease their appetite. The availability of fast food at every nook and corner drains their pocket. Having no alternative they have to buy what is available. That too they purchase at a high price. That explains why the teenagers these days need pocket money so much.

Some of the trendsetting situations in the present day make pocket money so imperative. The trend of celebrating birthdays in hotels or restaurants has become so obvious these days. Besides, there are often celebrations for getting a job offer or getting an excellent performance score. One who is celebrating needs money to arrange for the party that one hosts. Earlier these trends were limited to the affluent class. But nowadays this has become rampant among the middle class as well. Again the ones who are invited need money to buy gifts and accessories to give. So the youth these days have a different lifestyle and accordingly they need to spend money.

The film industry has its role to play in this respect. The youth are exposed to the glam world through various channels and media. In the shopping malls and multiplexes, various production houses come and conduct shows. Teenagers feel the necessity of taking part in the shows. What attracts teenagers is the glamor part of it. The inclination to dress according to the latest trend, to wear a hairstyle that is the latest and to stay fit and trim is profound. All these require money. Pocket money helps them satisfy those inclinations. The handset that they use for their cell phone needs to be the latest. Peer influence is tremendous these days. Whatever the friends are doing they too need to do that. Hence pocket money plays an important part in their lives.

Modes of entertainment have palpably increased. There are entertainment parks that are frequented by the teenagers occasionally. The high costs involved in enjoying the rides and various sources of amusement make teenagers look for some extra dough. That has to come from their pocket money.

The living costs have increased. Students need accessories for their studies. When they are away from home to pursue higher studies they have to cope with those expenditures as well. Technology has brought about so many things for comfort and enjoyment. At the same time, the expenditures incurred for them have shot up. The complications of life have become manifold. Great are the hopes and expectations of people in whatever they do. Teenagers are more ambitious than their relatives thirty years ago. Changes come over with the economy and social ambience. Outlook, values and mindsets keep changing. The teenagers are but a part of society. Hence, their values and temperament are in tune with the changes all around in this era of globalization. So they need to keep pace with the moving time. They need to spend money. That is why they must have an adequate amount of pocket money.

Of course, using pocket money extravagantly is not a wise idea. The teenagers should be given proper guidelines so that they spend money wisely according to requirements. That will also help them in future to deal with savings and expenditure rather calculatingly. After all they too have to cope with sundry other expenditures in later life when they have a family life like giving pocket money to their kids.

**Answer the following questions:**

*Choose the right options from the following:*

1. The practice of lavishly spending pocket money among teenagers
  - (a) is a recent trend
  - (b) was there earlier
  - (c) is not there at all
  - (d) has been there throughout
2. The parents who cannot afford to give much pocket money give more than they can because
  - (a) their children want it
  - (b) they want their children to flaunt
  - (c) they don't want their children to suffer among peers
  - (d) the children react if they are not given as much as their friends get

3. Teenagers who go to study away from home need more pocket money
  - (a) to buy electronic gadgets
  - (b) to buy food
  - (c) to enjoy movies
  - (d) to spend on friends' birthdays
4. Teenagers who stay at home require more pocket money these days because
  - (a) there are various modes of amusement
  - (b) there is a fear of accidental expenditures
  - (c) the recent trends in society
  - (d) all of these
5. Teenagers these days prefer to celebrate various occasions
  - (a) at home
  - (b) at hotels and restaurants
  - (c) at friend's houses
  - (d) in the college campus

**Answer the following questions in your own words:**

6. 'The film industry has its role to play in this respect'. How has the film industry been playing its role? What is meant by 'in this respect'?
7. How do 'trendsetting situations' make teenagers need more pocket money?
8. Discuss some of the modes of entertainment that call for high expenditures.
9. Why do you think teenagers need to have more pocket money nowadays? Elucidate your view.

### Progress Check

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| 1. (a) | 2. (c) | 3. (b) | 4. (d) | 5. (b) |
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### 11.

Facebook is a site in the World Wide Web that provides an opportunity to be known and discovered by people around the world. When one becomes a member of Facebook his or her details posted in Facebook enable others who might have been old acquaintances or friends to discover and know about him or her. Once one becomes a member, one can log on to Facebook and can easily begin friendships, or maybe when one posts one's details he or she can be discovered as an old pal by someone staying far off. It is a wonderful way of making new friends and also resuming long-lost friendships.

Net-savvy individuals harbor a strong fascination for friendly chats and communication over the Net. The Facebook friend posts his/her details in Facebook seeing which someone from any distance can communicate with him or her. New friendships can also develop among people.

Facebook offers an entirely different way of making friends. It offers an opportunity for social networking through the Internet. Without ever confronting each other face to face, two individuals can become friends. Maybe the posted pictures give an imaginary vision formed in each others' minds. In future if they happen to meet they can recognize each other through this vision that they have formed in the mind.

One can easily get rid of boredom and monotony by building friendships through Facebook and interchanging one's ideas and views. It is a unique way of spending time when one gets bored and life becomes monotonous. Facebook creates a venue for one to open up and speak out one's mind. It is a medium of socialization. The recent pictures of one may differ a little from what one looked earlier. The friend who is discovering his or her old friend may get surprised by looking at such pictures. School friends who have been away since a long time appear in Facebook and it is a matter of joy to see them and know the details about their current whereabouts. One need not meet physically. Through Facebook one can easily interact with a friend. From a long distance, a friend can interact as though sitting in one's drawing room. A student may pass out from a college and lose track of his/her friends. Once he/she is on Facebook, he/she gets in touch with some of them who may be on Facebook. In fact, you can resume a friendship that was lost for some time for some reason. You don't have to make any effort to do that. You may just discover your friend and you begin. You may get a new friend who shares some common interests with you. And that way you develop connections with so many people just through Facebook.

However, this type of socialization through the Net may prove to be a bane for some grave reasons. There have been a number of cases when Facebook has spawned a family feud and has been the cause of embittered relationships. Facebook gives an opportunity to give vent to one's feelings. It may so happen that an aggrieved person may write something against his/her spouse without ever sensing or imagining the consequence it may reap. The members of Facebook who are acquaintances of this couple may pour in some comments that may further worsen the situation. The husband may be the one to have begun the tussle and the medium of socialization leads it to an extreme end and thus causes the relationship to end in bitter conflict perhaps.

Friendship that begins on a mild note in Facebook sometimes grows into a deep intimacy thus breaking up a family. What happens precisely is that one writes many things about oneself, reading which anyone else may get interested and try to begin a friendship. Gradually, this friendship may intensify and it may grow into an unlawful relationship between two persons.

Social networking expands the horizon and makes this world a village. Information technology has helped us explore various modes of entertainment. But sometimes these modes of entertainment may lead us to trouble. Social networking thus works as a mode of socialization. Yet sometimes this form of socialization may turn out to be a bane for some.

The connectivity and bonding lead to happiness for some. The ones who are far from each other find it a very good medium to be in close interaction that does not cost much either time-wise or economically. The Internet has done this wonder to us. We can be in touch with our acquaintances and friends that really bring us closer to each other. The feeling of joy and pleasure in meeting our old pals is immense. And we feel blessed that telecommunication has given us this wonderful opportunity.

We continuously update our profile that we post in Facebook. Yet when we consider some of the negative aspects like the nasty dealings of some people in Facebook, we are induced to harbor some unfavorable opinion against Net socialization. There is another aspect that we cannot totally neglect. Sometimes we are duped by the profile that is posted. Someone may intentionally use a friend's picture and write things about himself or herself that are incorrect and are prevarication of facts. Even when others go on believing that, there is no effort or intention on the person's part to reveal the truth so that the illusion that his/her falsehood has created in the minds of his/her Facebook friends can be removed. This is deception and sometimes people even swindle others in the pretext of an intimate emotion like love.

**Answer the following questions:**

*Choose the right options from the following:*

1. Facebook is found in
  - (a) newspapers
  - (b) journals
  - (c) Internet
  - (d) television
2. Facebook helps develop connections with
  - (a) new friends
  - (b) life partner
  - (c) long-lost friends
  - (d) anyone who is interested

3. Facebook provides one with
  - (a) respite from boredom
  - (b) sources of information
  - (c) knowledge about others' activities
  - (d) satisfaction
4. Socialization through the Net with Facebook has
  - (a) its ill effects
  - (b) its far-reaching effects
  - (c) no impact whatsoever
  - (d) been observed as useless
5. Facebook allows one to
  - (a) discover some important person through their profile
  - (b) know about a friend's latest whereabouts
  - (c) encroach into others' territories
  - (d) mar a long-time friendship

*Answer the following questions in your own words:*

6. How does 'connectivity' affect one?
7. Discuss in detail how Facebook can be a source of joy.
8. How can Facebook affect family relationship?
9. Make a précis of the above passage adding a suitable title to it.

### Progress Check

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| 1. (c) | 2. (d) | 3. (a) | 4. (b) | 5. (c) |
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### 12.

Management programs offer us an insight into the qualities one must imbibe in order to become able managers. The knowledge students derive from the orientation conducted through management programs certainly endows them with adequate skill and competence to become good managers. They learn a lot about leading an organization. Yet a manager is not always a leader. Managers lead their organizations truly. But quite often they may have the paucity and want of traits that an excellent leader needs to have.

A leader has certain qualities that differentiate him with others in the team he/she is working with. Leaders possess traits that enable them to understand the need, the desires,

hopes and expectations of their team members. When leaders engineer an organization they must move around and know each and every individual working under them. It is their commitment that propels them to know each and every one. Then only they can steer their organizations with goodwill and cheerfulness all round.

Many disputes trigger off owing to some misunderstanding that surfaces only after a conflict takes place. A leader possesses the keen insight to foresee some of the impending indications that may turn out to be negative for the organization. And he/she endeavors to prevent such unwanted situations to crop up. Leaders have empathy. They perceive situations from the perspective of an employee. If an employee is in predicament they try to find ways to solve his/her problem. It may not always be possible for leaders to help physically but if they extend their moral support then also they will be helping the employee. The leader's empathetic attitude will prevent ill force to work and subdue problems that may trigger up.

Able leaders listen to the problems of every one. Before taking any decision they study and analyze situations. They have the inclination to listen to everyone. A leader lends a patient hearing not only for showing sympathy to others. He/She listens to others to accept their suggestions too. Often in an organization the leader is faced with a crisis. It is at this juncture that an able leader calls for a brainstorming session and tries to imbibe the inputs contributed by everyone and then finalize the decision he/she ultimately takes with the consent of others. Able leaders thus make their decisions in cooperation and coordination with their team-mates.

Leading means working in a group. Hence, able leaders always work in coordination with their group mates. They give respect to everybody's contribution and extends their cooperation to everyone. That also makes everybody else coordinate and sync properly. The joint effort of everybody's participation in proper coordination enables a group to reach the target. The leader needs to extend his/her coordination and has to ensure that each one in the organization or the team coordinates with others properly for the smooth functioning of the administration. Leadership skill demands expertise in ensuring obstacle-free interaction among all team members.

Leaders who are able and competent place their confidence and trust on every one. It is their trust that they place on everybody that make them successful as leaders. Everybody likes them and regards them with awe and respect. The respect that they earn from their people is generated from the trust that they have on people around them. Trust also helps in creating a sense of belonging. Everyone feels that one belongs to the organization. That feeling in turn inspires and prompts them to accomplish any task according to the best of their abilities. Securing good feelings among people is what able leaders aim at. And they get it by adopting all that people want to see in them as leaders.

Able leaders are good at adapting themselves to any culture. They can accommodate in any surrounding with people belonging to various cultures. They are unhesitant in giving up their own views if they have to do that for the sake of accepting others' cultural values that may be good for the organization. Culture varies from place to place. As a leader the ability to adopt multicultural values spells success for a leader. It is then that he/she can command respect and make the people obey and follow him/her. A leader may have to work in various places with people coming from different parts of the country or different parts of the world. It is therefore deemed necessary that an able leader should adapt to various cultures and make the people feel that he/she is one of them.

Managers have to play the role of leaders since they have to manage the organization. The offices they work in need to be well looked after. The cardinal role that management plays is to lead the organization to short-term or long-term goals. 'Manager' is the hierarchical position that one holds. But the task that is delegated to him or her as manager is the task of leading the organization. Hence, a manager is successful not by the dint of his or her designated title but by the leadership ability and competence that he or she displays.

**Answer the following questions:**

*Choose the right options from the following:*

1. Management programs foster in
  - (a) the spirit to be a leader
  - (b) the competence to be an able manager
  - (c) the competence to make improvements
  - (d) the desire to expand the organization
2. An organization runs well if
  - (a) the leader knows his/her people
  - (b) the leader works hard
  - (c) the leader works in coordination with others
  - (d) the leader has profound knowledge and expertise
3. An able leader is willing to
  - (a) develop intimacy with everyone
  - (b) trust everyone
  - (c) give everything
  - (d) follow others



4. People in an organization like to see
  - (a) their leader happy
  - (b) their leader doing his/her work
  - (c) their leader respecting their cultural values
  - (d) a leader always on the move
5. A manager can be successful if
  - (a) he/she believes in respecting others' sentiments
  - (b) there are lots of resources
  - (c) he/she has the skill to communicate
  - (d) he/she owns leadership skills

**Answer the following questions in your own words:**

6. Why does an able leader listen to others?
7. How does he/she earn respect from others?
8. How do able leaders adapt themselves to various situations for the good of their organizations?
9. Write in your own words the way to become a successful manager.

### Progress Check

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| 1. (a) | 2. (c) | 3. (b) | 4. (c) | 5. (d) |
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### 13.

A woman manager is no more a wonder today. We have a host of names flashing across our minds when we talk of women managers. The question often arises whether women are capable of leadership and whether they are efficient in running an organization. These issues remain controversial and invite various opinions.

When we consider women with careers, we concentrate on a particular section of society. After all, there are not many women seeking careers in our country. Our judgmental views are formed on what we see in our everyday life. We feel women are the ones to look after the house and rear up children. Their role as homemakers is precisely the one we look at.

When we consider women as employees in an organization, we have the natural inclination to compare them with their male counterparts. Be that as it may, women

have always proved their ability and efficiency in delivering results and performance. In any profession, women have proved to be equal to the male workers and sometimes have even proved to be better than their male colleagues. A few generations back, women were deprived of getting into top-notch positions even if they owned the capability. However, in the corporate sector nowadays that barrier has been transcended. The so-called glass-ceiling effect has been removed and women get to hold the position of managers and leaders in their organizations.

Women seeking careers is a recent development in our country. Earlier, the role of women has long been associated as homemakers. Even the most advanced nation in the world did not have women at par with their male counterparts a long time back. However, there has been a gradual change in social set-ups all over the world. Now we find women at every sphere working rather competently and successfully. Their efficiency and competence in the work field cannot be questioned. Of course there may be exceptions. Yet on the whole it has been found that women have in general certain attributes that enable them achieve outstanding feats in whatever they pursue. The elements of patience and endurance perhaps help them work with diligence and tenacity. Moreover, homemaking for women has been an assumed and assigned role that is perpetually executed by them. Perhaps for this, women have a more challenging task than men.

The outstanding ability of a woman in various spheres of life can never be belittled. As a professional, an entrepreneur or an executive leading an organization, her competence as an achiever is at times incomprehensible. Indra Nooyi, Chief Executive of PepsiCo; Chanda Kochhar, Managing Director and Chief of ICICI Bank; Shikha Sharma, Managing Director and Chief Executive of Axis Bank; Vinita Bali, Chief Executive of Britannia Industries; Lynn De Souza, Chairman and CEO of Lintas Media Group; Kiran Majumdar Shaw, Chairman and Managing Director of Biocon or for that matter, Elisa Steele, Executive Vice-President and Chief Marketing Officer of Yahoo come to our mind. The above names are only a small pie among the myriads of names of women achievers all over the world.

Apart from being an achiever, we see a woman successfully working in an organization as an ordinary employee too. It is not always that we get to see a woman in the top position. Even if she works in an organization in the middle category, she executes her task efficiently and with competence. We can perceive the truth of the statement when we step into any service sector like academic institutes, research centers, banks, hospitals, or health centers. The proficiency with which the ladies at the counter work deserves mention. In fact, the women staffs at times seem faster and more adept in their specialized fields than their male counterparts.

Women work with efficiency, tenacity and with efforts. They do not lack the capability that men have in performing the job they are to do. Sincerity, perseverance and responsibility are some of the prized virtues that we find in women too. Hence, why should they be any less than men as far as their aptitude and abilities are concerned? When women employees in an organization are trained and inducted properly, they perform and deliver the results that are expected from them. That explains why many organizations recruit women employees and have no inhibitions with regard to choice of incumbents. In fact, many organizations assign the entire responsibility to women employees to run the office. Had women been less reliable in handling responsible posts, they would not have been given the opportunity to do so.

Looking at it from another dimension, we have to admit that women have the same sense of rationality and prudence to work efficiently while applying their intelligent thinking and industrious effort in attaining their goals. So why do we think differently about women? There are other considerations that we cannot neglect. Women are endowed with certain qualities that give them an added advantage over male counterparts. They have strong power of endurance that lends them an opportunity to work with persistent efforts to reach their goal. And this is why we find women are capable of striking a fine balance between home and work. In fact, that also helps them in doing their work with better capability compared to their male peers.

Judging from a psychological point of view, we have another perspective to consider. Women have not seen many generations of working women before. Their grandmothers and great grandmothers might not have gone out to work and so they feel privileged to be able to do so. And this precisely explains their tremendous zeal and effort to work proficiently to prove their ability.

**Answer the following questions:**

*Choose the right options from the following:*

1. Women have proved their ability by
  - (a) performing competently in their workplace
  - (b) doing household jobs well
  - (c) being good scholars
  - (d) working with diligence
2. Women could not reach the top hierarchy earlier because
  - (a) they did not possess the requisite competence
  - (b) they were apprehensive of holding responsible positions
  - (c) they were subjected to glass-ceiling effect
  - (d) there were few women employees in an organization

3. The following attributes make women better performers in organizations:
  - (a) Leadership skills
  - (b) Tolerance and patience
  - (c) Hard working ability
  - (d) Ability to balance work in the workplace and home
4. Women employees share the following with their male counterparts:
  - (a) Endurance and skill
  - (b) Perseverance and responsibility
  - (c) Vision and intelligence
  - (d) Powerful thinking
5. Organizations recruiting women employees
  - (a) want to benefit from the competence of women
  - (b) have absolutely no bias against women
  - (c) judge women from the perspective of their eagerness
  - (d) disregard the glass-ceiling idea

**Answer the following questions in your own words:**

6. Why do we tend to think of women as homemakers? How does it affect our thinking?
7. How does a woman employee benefit an organization?
8. What gives women the capacity to work outside as well as maintain the home successfully?
9. Write a précis of the above passage and add a suitable title to it.

### Progress Check

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| 1. (a) | 2. (c) | 3. (b) | 4. (b) | 5. (b) |
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### 14.

There has been lots of debate on the issue of rearing up a child. Educationists dealing with child pedagogy all over the world have their views and ideologies built on varied experience and observations. However, we cannot ignore and belittle one old adage in relation to this. The saying *spare the rod and spoil the child* holds true in spite of all the theories that educationists generate. From childhood, the child needs to be disciplined. As such, too much of indulgence may make him/her wayward. That spoils the child and

curbs the growth of his/her mind. Children may be demanding, they may be obstinate, they may throw tantrums, they may cause problems to parents being prompted by whims and unending desires. In order to discipline a child, we may have to resort to some kind of punishment that is symbolic of the rod that is referred to in the maxim. To bring up a child healthily and with care we need to be strict at times. Of course that does not imply we use corporal punishment or beat the child for disciplining him/her. The rod stands for strictness to be observed in relation to bringing up a child.

What kind of strictness? You are prompted to ask. The answer is that we must be firm in dealing with the child. The child's sentiment has to be respected. Yet if we feel that the child is acting on an impulse then he/she should be made to understand the value of rational and sensible behavior. Since a child is not capable of understanding that, we are at a loss as to how we can execute the task. The rod is the answer. It does not necessarily follow that we have to beat the child with the rod. The rod is there to enforce discipline. The rod does not symbolize corporal punishment but a certain amount of imposition of restrictions that is extremely important to bring up a child, a child with a healthy mind and right values.

We come across various controversial situations when we are faced with a dilemma as to what ought to be the method of correcting a child when he/she does something wrong. Our rational and sensible approach will help us arrive at a conclusion. Initially, when we find a child doing something punishable we need to explain to it why what he/she is doing is an offense or wrong. When we explain the child learns to analyze and see things from a sensible point of view. However tender a child's mind is, a rational approach to everything will help him/her imbibe the qualities that are important for formation of the child's mind. And the child may repeat the mistakes once or twice even after explanation. Then we need to scold the child. This is what is meant by using the rod. We should let him/her understand that repetition of such conduct or act will result in punishment of this sort.

One important consideration is what should be the punishment for a mistake a child does despite being forbidden. There cannot be any doubt that a child must be made to see the distinction between an acceptable mode of behavior and an unacceptable mode of behavior. He/She should know the mark of distinction in order to be disciplined in life. The most important thing in life is discipline. In order to lead a peaceful life, one needs discipline. To attain success one requires discipline. To achieve anything in life one needs to discipline oneself to be able to work with tenacity and perseverance.

Too much of indulgence by sparing the rod, will only make a child undisciplined. A healthy person needs to be disciplined in life. Whether one is a teacher, scientist, doctor, lawyer, or a film maker, one needs to be disciplined in order to obtain the goals of life. The professional or an amateur, the doctor or a patient, the teacher or a student,

everyone has to abide by rules and disciplines. To lead a life of contentment and happiness, discipline is a must. To inculcate discipline sometimes the need of the rod is felt. If as an adult we feel the rod should be spared and the child may do whatever he/she wants to do then we do not do justice to the child for we do not fulfill our responsibility in the proper upbringing of the child. It is only a person without discipline who can resort to an unhealthy way of life. It is such individuals who can commit a sinful offense without a scruple. Had they been disciplined in life they would have had qualms about doing anything unpardonable or undesirable.

So we see for proper development and upbringing of a child one needs to control the child's mind and manners. The initial period of childhood is very crucial and significant. The tender mind of the child is shaped and formed during this time. A lot depends on what the child imbibes at this stage. Hence, it is absolutely essential for a child to grow up with proper ethics and the sense to be able to discriminate between what should be done and what should not be done. The values that we inculcate in a child through rigid disciplinary actions help him/her develop into a healthy citizen who contributes positively to the society.

In conclusion, we must say that the rod signifies positive reinforcement through discipline and not allowing the child to indulge in waywardness of any sort. Making use of a rod does not mean corporal punishment. It means restricting a child from doing any and everything he/she wants. We do that by creating a distinguishing mark. If we decide to allow the child whatever he/she wants then the child may not know what is acceptable and what is not acceptable. In future, the child as a youth or as an adult will develop inhibitions that will curb his/her personality. He or she may not be able to give importance to things that are to be done and things that should not be done. To help develop a child along the righteous path is very important. That is what true education is. And in order to do that we have to make use of the rod so that the child is not spoilt and grows up to be a healthy citizen in future.

**Answer the following questions:**

*Choose the right options from the following:*

1. Educationists build their theories based on
  - (a) knowledge they have derived from books and journals
  - (b) experience derived from various sources
  - (c) whatever they have felt is right
  - (d) whatever they have seen

2. A child needs to be
  - (a) scolded from time to time
  - (b) given indulgence
  - (c) pampered
  - (d) monitored
3. Children should be inculcated with
  - (a) punctuality
  - (b) nobility
  - (c) honesty
  - (d) discipline
4. When we rear up a child we should be
  - (a) careful not to sensitize
  - (b) strict in our dealings
  - (c) considerate about the child's health
  - (d) provide him/her with pleasurable activities
5. The most important thing in life is
  - (a) to educate oneself
  - (b) to become famous like a lawyer or a scientist
  - (c) to become disciplined
  - (d) to do things properly

**Answer the following questions in your own words:**

6. What is meant by 'too much of indulgence'?
7. What role does discipline have in one's life?
8. Does 'rod' signify corporal punishment? Explain.
9. What are your views after reading the above article? Justify your views.

### Progress Check

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| 1. (d) | 2. (a) | 3. (d) | 4. (b) | 5. (c) |
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### 15.

Mind is the very source of our joys and sorrows, health and happiness. When we get mentally affected we suffer from some symptomatic physical illness too. Mental disturbance often triggers of headache, body ache and nausea. Amit returned from school one day and said to his mother: 'Mom I am not feeling well. I have a terrible headache.'

His mother told him to rest. At night Amit woke up from sleep still complaining of headache. His mother immediately called the family physician, 'Doctor Banerjee, Mrs. Guha speaking, my son is having a persistent headache. What will I do?'

The doctor prescribed a painkiller. Amit's mother gave him that. The next morning Amit felt slightly better. 'How do you feel, my son?' asked Amit's mother. 'The pain is not there. But I feel weak, Mom.' His mother decided not to send him to school. Amit felt relaxed because now he had time enough to do his project that he was to submit. Here we see that Amit's mental strain caused him the headache. He was worried about his project and the deadline. That triggered off his headache.

Our mind has an important part to play in our lives. When we are under too much of pressure, we are vulnerable to all kinds of physical illnesses. Corporate life is governed by pressures and targets. It is target oriented. And the target set by the organization looms formidably large for the employees to create unnecessary pressure in their minds. In order to get respite from the persistent worry, one may resort to excessive smoking and drinking. This is a temporary solution to get rid of worries.

The worries we face can hardly be overcome by resorting to temporary solutions like smoking and drinking. So far as adults are concerned, they are vulnerable to work pressures. A child too at times faces pressures while coping with heavy schedules. Children go to school. They return from school and most of them go for tuitions. That deprives them of extracurricular activities they ought to do after school. They do not get adequate physical activities as a result of which they too feel that work is a pressure.

The mind needs to be in coordination with the body. Many of our ailments germinate from our mind. Stress or mental strain lead to stress-induced headaches, body aches, stomach upsets, insomnia, etc. All these can be got rid of if one has a mind free of tension and pressure. Tension is directly linked with the mind which gets disturbed owing to tension and pressure. The consequence is one cannot sleep properly and because of lack of adequate brain rest that sleep gives us, one is likely to fall sick after a period of time.

Seeing it from another perspective, we find that children too, get bogged down by only doing mental activities. Less of physical activities are the reason for their not keeping sound health in general. For children, there has to be a proper balance between mind and body. They need to exercise, play, run, swim and do plenty of other outdoor activities. That keeps them cheerful, active and healthy. So it is with adults. They too need to have some mental rest and physical activities. Working with computers for a long time, frequent use of cell phones or iPods taxes the brain and they tell upon the health as well.

In the modern set-up we find several diseases related to headaches, severe and intermittent pain in the body to be very common. The reason is obvious. Excessive use



of electronic gadgets, pollution in the environment, work pressure and competition, humming of machines all around have made modern human beings vulnerable to the symptoms of mind and body. We all need to be a little more careful regarding this. We can pay a little more attention to our body by doing regular exercises and physical activities to maintain the balance between mind and body.

We need to take out some time from our busy schedule to devote time in doing activities that give us joy and pleasure so that we do something for our mind as well. That way the mind too gets rest from persistent worry and pressure of meeting our deadlines so far as work schedules are concerned. Those who love music can listen to music or pursue any musical lessons or play an instrument or can sing. These may give them respite from the drudgery of the same routine day in and day out. They will remain healthy and will not develop any disease of mind and body. Those who love to read books can spend some time in the library by reading books. Budding writers may pen their thoughts to give vent to their pent-up emotions and feelings. Thus, by pursuing some of the above activities one can do something for the mind as well. And that is how we can keep a balance between the body and the mind.

Children must be encouraged to play in the open ground with greenery all around. The metropolitan cities offer very little scope for that though. Even then, children should be taken to parks in cities to meet the demand. Children need to play for their development. If they are deprived of that they build up pressures in their minds and that is detrimental to their growth.

The housewives or homemakers too need change from the daily schedules they have to follow. Their life becomes less monotonous and more enjoyable if they get an opportunity to keep themselves occupied in their free time with some mental activities that they have a predilection for.

**Answer the following questions:**

*Choose the right options from the following:*

1. Mind is the root of all
  - (a) trouble
  - (b) danger
  - (c) illness
  - (d) sorrow
2. Amit woke up one day and complained of having
  - (a) nausea
  - (b) stomach ache

- (c) fever
- (d) headache
- 3. Tension is created due to
  - (a) lack of sleep
  - (b) inability to cope with situations
  - (c) work pressure and deadlines
  - (d) neglecting physical activities
- 4. We are surrounded by circumstances that are unhealthy. One of them is
  - (a) pollution
  - (b) accommodation
  - (c) global warming
  - (d) unhygienic environment
- 5. In order to lead a healthy life free of tension, one needs to
  - (a) eat nutritious food
  - (b) do physical activity
  - (c) watch games
  - (d) stay comfortably

**Answer the following questions in your own words:**

- 6. How does mind affect our health?
- 7. What are some of the reasons of getting headache and pain in the body?
- 8. What can we do to stay away from such health problems?
- 9. How can a child lead a healthy life?
- 10. Write a précis of the passage and give a title suitable to it.

### Progress Check

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|--------|--------|--------|--------|--------|
| 1. (d) | 2. (d) | 3. (b) | 4. (d) | 5. (b) |
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### 16.

Media have assumed a very significant role in our lives. With the rapid growth of media we find our lives are embedded with them and for the slightest stir in any corner we make ourselves a part of them. If there is any stirring sensational news, it is through media that we satisfy our curious mind. Among media, television has the maximum

impact on people's minds. It is not merely for news that we watch television. It is also for viewing entertainment programs that one likes to watch television.

In a family comprising members of various age groups, television provides the means of entertainment to all. The ones who are interested in only information and news all around can spend time to watch news channels that telecast news throughout the day with certain intervals. Children have various programs to watch in multiple channels. They watch cartoon films, reality shows and several entertainment programs. For housewives, there are shows that are particularly aired at the time when they are relatively free and the programs cater to their interests and demands. Students derive knowledge and information by watching some channels like BBC entertainment, Animal Planet, Discovery Science, CNBC, and so on.

Apart from television, radio and newspapers have equal impact on humankind. Despite so many audio-visual media of news and entertainment, we find newspaper still has mass appeal. Can we imagine ourselves not reading the newspaper in the morning? Any anticipated news, any stirring message related to any aspect of life makes us peer over the newspaper to read it. May be in the morning before going to office we read the newspaper hurriedly and after returning from the office, some of us would like to go through it thoroughly to relish and enjoy some of the more interesting areas.

Retired persons can well afford the luxury of reading the newspaper, taking time and devouring it according to their liking. Newspapers too, provide us with materials of varied interests. As a result, we find it successfully caters to the interests of so many around us. Those who are interested in reading about the details pertaining to the world of sports can get them in the pages in the newspaper that are particularly devoted to it. The movie buffs can digest news related to films. Connoisseurs of music or literature too have their items to be enjoyed in columns devoted to the specific subjects of their choice.

Newspapers sometimes are a source of pleasurable reading. Reviews of films, music or books invite an appreciative reading. They appeal to those who are interested in different genres of literature, music or films. So far as entertainment, amusement and knowing facts are concerned, this medium of communication satisfies the curious and thirsty mind of readers too.

There is yet another aspect that cannot be totally ignored. Newspaper serves the medium of advertisement as do the other media. If one wants to gather information related to some important issues like purchasing a flat or buying a plot of land, one can do it from the newspaper. One who has completed one's education and looks for a good placement can get it from the advertised posts in the newspaper. While leafing through the newspaper, we come across various advertisements that remain in our mind.

According to requirement, we call up those advertisers and decide whether to purchase the items or not.

There is a tremendous role played by Internet, another medium of communication that is more social in nature since there is a plethora of activities that can be done through this medium of telecommunication. The Internet offers us various portals of information. One can gather information related to umpteen things. That enables one to transact for a business, for social cause, for exploring the world of knowledge, for mere information pertaining to some day-to-day affairs. Communication between individuals has been made easier owing to the medium served by the Internet. Whether it is a business deal or tying a nuptial knot or closing a bank account, one can do all sorts of operations through the Internet.

The Internet has been the most penetrating medium for people across the world. In countries like India you do not get too many Net users though. Everyone does not have access to the Internet. Nor do many people own personal computers. As a result, we find the radio and the newspaper are the most frequently used media of communication in this country. Yet when we consider the issue globally, we find that Internet is the most popular and intensely used medium for telecommunication.

The role played by media is extremely important. Media being the most dependable mode of communication, people in general depend on newspapers and weekly journals published by the newspaper or for that matter radio, television and even the Internet. The Internet too, undeniably, has a great impact on the civilized world.

Any sensational news pertaining to recognition of a merit or prodigal achievement in any specific field gets highlighted in newspapers, the Internet and television. The first thing that we come to know about a glorious deed of a person is through the newspaper. The reverse too is true. Any heinous and offensive deed committed by anyone receives equal media hype. And we know of that through various forms of media.

A newspaper does not provide us with animated visuals that are fulfilled by the television. Quite naturally, television has taken over that place. Since visual effect invites us with a special appeal, television has quite successfully assumed the role of communicating to us all those stirring events. Media ushers us into the threshold of a plethora of information. Through newspaper and television we get all the news. The events that are soul stirring provide us with overwhelming emotions by visuals accompanied by audio tracks. Hence, among the media, television plays a major role. The newspaper too gives us details of any happenings around us by its comprehensive news from various perspectives.

However, considering all these, we find Internet serves the purpose of telecommunication and information provider in the most convenient and suitable

manner. The news bulletins in the Internet works as a substitute for the newspaper. Hence, this among the media, undoubtedly holds a place of paramount importance in our life.

Whether it is the newspaper, television, radio or Internet, we depend on media almost throughout the day. Our activities pertaining to any field have direct link with media.

Apart from these, we have other forms of media that entertain and amuse us. They are film, books and theater. They too provide us with enlightenment and enjoyment. And they too cater to the needs and requirements of individuals. We all have our fascinations and love for a medium of communication. Many people have intense liking for books. The world of literature offers us ample choice to select the genre we develop fascination for. Reading books can be a way of deriving pleasure. Similarly, someone may be fascinated by television and becomes glued to the box whatever programmes are telecast. The majority of young people love to surf the Internet and that becomes their favorite medium of communication. Whether it is emailing or chatting through the Internet, the net-savvy people can spend hours on end immersed in that.

We see media assume an integral part in our life. Whatever be the form, people have their numerous choices to depend on. Whether it is newspaper, magazine, journal, television, Internet, film or theater, one seeks both amusement and necessity from it. The role of media is immense in our lives and so is the tremendous impact that cannot be belittled.

**Answer the following questions:**

*Choose the right options from the following:*

1. There is the craze for watching
  - (a) news on television
  - (b) serials on television
  - (c) films
  - (d) all of these
2. The greatest impact that media have on us is when
  - (a) there are advertisements
  - (b) sensational news
  - (c) lots of entertaining features
  - (d) lots of information

3. There are various forms of media. They are
  - (a) institutes
  - (b) Internet
  - (c) clubs
  - (d) advertisers
4. The role of Internet is to
  - (a) provide us with spam mails
  - (b) provide us with information
  - (c) give details of diseases
  - (d) give insurance benefit
5. One can spend hours on end in
  - (a) writing
  - (b) surfing the Net
  - (c) talking on various things
  - (d) watching people
6. Internet is not only a medium of information provider but a
  - (a) mode of word processing
  - (b) device of telecommunication
  - (c) device of hearing programs
  - (d) restoring data

**Answer the following questions in your own words:**

7. How does television spread its influence on us?
8. How does each medium of communication help people of different tastes?
9. What are the frequently used media in India? Why?
10. Write a précis of the passage, giving a suitable title.

### Progress Check

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|--------|--------|--------|--------|--------|--------|
| 1. (d) | 2. (b) | 3. (c) | 4. (b) | 5. (b) | 6. (b) |
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### 17.

Partying is a very popular mode of entertainment. The idea of partying in India even two decades back was confined and limited to a certain section of society. Currently, party is a very common event that has entry into various segments in society. It is more so with the youth and teenagers. Birthdays, getting a job offer, migrating to a foreign land,

wedding anniversaries, and celebrations of any exciting event are some of the occasions when one hosts a party. There are hotels and discos that offer the forum. Teenagers and youth love to party at discotheques. The disc jockeys make the venue more appealing and mesmerizing by their innovative mixture of beats and melodies that truly create a trancelike ambience for partygoers.

At home, corporate executives host cocktail parties for celebrating special occasions. It is an indirect impact of globalization when we have so many multinational companies having their operations in our country. The executives enjoy accommodations provided by the companies that have lounges or gardens to arrange parties. It is a respite from their weeklong work and stress that they go through while at work.

Many a time, the clubs are the venues for parties. Students and teenagers enjoy partying at clubs. Various organizations have their own clubs where parties are arranged occasionally and sometimes the parties are exclusively meant for employees and their spouses. Of course, bachelors and spinsters too are there to attend. But children are not allowed. Whatever the venue, parties wear more or less the same look. The girls drape themselves in latest fashions and boys too appear in their smartest outfits to suit the occasion.

Young people in a party often revel a lot. One is taken in by the attractive sight of the young people gathered at the party. Putting on beautiful garments, the ladies wear a charming look. The men too attire themselves in their most trendy outfits to be at par with the ladies. The party at a disco has a different vibe altogether. Even nightclubs create a different ambience.

But when it is a party for the youngsters, it often turns out to be revelry. The youth in their intoxicated state sometimes become unruly and indulge in undignified and indecent conduct. They misbehave with anyone around them; they pick up quarrels and tiffs with them thus vitiating the situation. The impatience and hooliganism manifested thus very soon takes a horrifying turn. The ones in their senses do not endure such misdemeanor. This often leads to scuffle. At times things go out of proportion and the intervention of the police is called for.

That is why reveling in a party is what one fears. Partying with friends in a discotheque sometimes gives rise to tiffs over petty issues and may lead to serious scuffle.

Party and reveling is not entirely distasteful. Sometimes reveling in a party is just a way of celebration of some happy event in life. So long as one is able to put a restraint and limit oneself to enjoyment it is gratifying to everybody. The mind looks forward to a break from the repetitive work that one does throughout the week. Normally, a party is hosted at weekends. One finds it a place for relaxation from the drudgery that one goes through. At home or outside while partying, one is in a gay mood. Maybe at times

it extends to the state of revelry. As long as it is not detrimental to the ambience, it is really welcome.

Of course, hosting a party at home means preparations beforehand. The entire arrangement concerning the place, food, music or games has to be well thought out. The neighbors should not get disturbed. The host/hostess has to keep this in mind. The food should be planned and well organized. The decoration of the venue and all the paraphernalia related to it should be given equal priority.

And the party becomes a success when everybody enjoys it. For children, birthday parties are a frequent phenomenon. Mostly those parties are hosted at a club or a hotel. There the children enjoy fun games, music and food of their choice.

A party for teenagers is more than just being together. It offers them a scope for revelry and mirth. Teenagers like to be away from their parents and elders while they are engaged in an enjoyment like a party. Naturally, they sometimes are so swayed by their feelings that they indulge in unlimited revelry. There is no one to stop them. Their movements and merriment are not put under reign. That is why some of them may fail to realize where they are to put a check.

Considering all these, we may conclude by saying that there is a social aspect that cannot be overlooked. Partying, merrymaking or revelry sometimes may appear abhorring especially in a social context. Yet when we think of friends being together and the element of amiability that one experiences, we feel partying is always welcome though revelry is not.

**Answer the following questions:**

*Choose the right options from the following:*

1. Partying in India a long time back was a popular mode of entertainment
  - (a) among teenagers
  - (b) among middle-aged people
  - (c) among the wealthy class
  - (d) among all classes of people
2. The occasion for party can be
  - (a) the celebration of parents' success in career
  - (b) getting an offer of a good job
  - (c) a friend's leaving an organization
  - (d) making up for a mistake



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3. Young people generally party at
  - (a) home
  - (b) clubhouse
  - (c) garden house
  - (d) discotheque
4. Revelry in a party often leads to
  - (a) extra expenditure
  - (b) negative profile
  - (c) scuffle
  - (d) crime
5. Hosting a party at home means
  - (a) lots of preparation to be done
  - (b) consider the neighbor's wellbeing
  - (c) make a list of invitees
  - (d) select the music to be played

*Answer the following questions in your own words:*

6. What can be the adverse effect of revelry?
7. Discuss in details the various occasions for throwing a party.
8. How has the idea of party become more and more acceptable?
9. Write a précis of the above passage.

### Progress Check

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|--------|--------|--------|--------|--------|
| 1. (c) | 2. (b) | 3. (d) | 4. (c) | 5. (b) |
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### 18.

The world of Information Technology ushered in the dotcom market that boomed in 1990s. Microsoft, IBM, Oracle already had endeavored in building web servers. The research and development sectors of IT communities gradually paved the way to designing new software. The Internet had been instrumental in opening up venues like open source where one could easily contribute to the knowledge pool and even reap benefits out of it. Lots of information poured in and there was exchange of ideas and views one was interested in.

The pivotal role of Information technology has been to bring nations and people closer. The expansion of trade and enterprise spawned from the idea of outsourcing and offshoring jobs. And all these became easy because of the rapid growth of Information Technology.

The Internet is able to take such a place because it is active and allows the user to participate whereas other media of communication like television or radio are static and listeners/viewers have no participation in it. Since the 1980s, American companies like GE began outsourcing its jobs in India. The Internet and the emergence of fibre-optic cables lent an opportunity for a different kind of collaboration that led to outsourcing jobs to other countries where there is a pool of talents and labor is cheap. So, India being one of the countries, producing a bulk of the engineering talent became the chosen spot for outsourcing. Y2K demanded computer remediation as the computers were built with internal clocks that rendered dates with the last two digits for the year. The coming of the year 2000 created a problem in the sense the computers failed to display the date as 01/01/2000 and would begin from 01/01/1900. There was an immediate need for this mammoth task to be executed. And to execute this job there was huge demand for professionals in the field, and India being one of the countries producing engineers in large numbers became easily the chosen destination for America to outsource the job.

With the advent of the Internet, any service pertaining to call centers, operations of multinational firms or knowledge work that could be digitized can also be sourced and done anywhere across the globe wherever cheap labor and efficient professionals are available. India having engineering professionals and technocrats in large numbers could be one of the service providers to some of the leading US firms. And it became the destination for outsourcing jobs that benefited the mother organization as well as for the country where business operations were outsourced.

Outsourcing some of the functions of American companies to another country, especially where the IT firms are showing exponential growth like India, became profitable for both countries. Outsourcing implies that a firm assigns some specific functions to another organization having similar operations, and then it reintegrates the assigned work. These assigned works depend largely on telecommunication. The fast growth of personal computers, the Internet and fibre-optic cables have made this possible and countries like India have been benefited in the sense that there have been lots of opportunities created for budding engineers and skilled technicians to work in firms that needed more and more programming to be done.

With globalization and open market came foreign investors. The nations who signed with the World Trade Organization were at ease now since the tariff regulations of the countries made it easier for business operators of one country to expand their operations across the globe. Collaboration became easier too because of the rapid advancement of

telecommunication. And this led to off shoring as well. Off shoring is when a firm takes its factories to other countries where it can produce its commodities at lower rates. The reason may be cheap labor, lower taxes and lower fringe benefits and compensation package given to employees as compared to that of the mother organization. Off shoring began with various industries expanding their operations like manufacturing auto parts, textiles, or electronic gadgets. China became one of the most important destinations for off shoring.

Off shoring led to more competition because the goods produced by foreign companies were traded and players of the same industries had to face competition. That meant more and more importance was attached to total quality management. That led not only to produce quality products but also to retain the standard.

Both outsourcing and off shoring are the impact of telecommunication and globalization. There was a growing change in global economy and developing countries like India and China have shown indications of steady improvement in various fields. America needs engineers and India produces engineers. So the two countries have developed a strong business rapport.

There are jobs pertaining to medical transcription that need very fast operation. With the help of satellite and digitized text files, the task can be performed in the shortest possible time. A doctor from America would dictate his/her notes to any personal computer with a voice card that would digitize the voice and that could be downloaded by anyone else in the world and transcribed. Since there is a huge difference in time in India and America, transcription can be done in India when it is daytime here and be sent immediately to America while it is still night-time there. The following morning the hospitals can have the text files that were dictated only the previous evening.

All these can be possible owing to advanced telecommunication systems. Telecommunication, with its rapid growth, has turned the globe into a small village. And globalization has helped all nations reap benefits out of it in their own ways.

**Answer the following questions:**

*Choose the right options from the following:*

1. In the beginning of nineties the epoch-making event was
  - (a) emergence of websites
  - (b) ushering of a new era
  - (c) booming of Internet
  - (d) booming of dotcom market

2. The expansion of trade resulted from
  - (a) open source
  - (b) exchange of ideas
  - (c) off shoring
  - (d) Internet
3. Open market is the key concept of
  - (a) globalization
  - (b) everything is found everywhere
  - (c) things are sold at lower rates
  - (d) telecommunication
4. Telecommunication helped in
  - (a) rapid movements
  - (b) faster collaboration
  - (c) getting jobs
  - (d) manufacturing raw materials
5. When a company takes its unit to another country, it is
  - (a) integrating
  - (b) outsourcing
  - (c) off shoring
  - (d) capitalizing

***Answer the following questions in your own words:***

6. How does the emergence of fiber-optic cable contribute to the growth of technology?
7. How did the year 2000 create a problem for computers?
8. How did outsourcing help countries?
9. What is outsourcing and what is off shoring?
10. Write a brief summary of the passage.

**Progress Check**

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1. (d)	2. (c)	3. (a)	4. (b)	5. (c)
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**19.**

Where the mind is without fear, any work can be done smoothly. For any mammoth task or responsibility, one may have to encounter lots of hardships, troubles, obstructions, or strain. In such situations one needs to be undaunted and fearless. Strong desire to do a work successfully will inspire a person to defy anything that may prove to be an impediment to the task ahead. Sometimes a task may stem up queries and opposition. Sometimes it may be physical strain that make one bereft of energy and strength. It may so happen that others working along may stop cooperating. At that time one must depend on one's inner courage that will provide him/her with power and vision to proceed forward.

History is replete with examples where we see great statesmen, politicians, freedom fighters and patriots having insurmountable courage and intrepidity who ultimately won the goals they dreamt of. There are even examples of unsung tales of human beings where fearless minds that worked with sheer determination achieved unparalleled success and fame. Fear refers to cowardice. We see sometimes a feeling of cowardice and idleness makes one shun work that calls for responsibility and hard work.

Nobel Laureate Rabindranath Tagore said in his poem *Where the Mind is Without Fear* that people should not feel afraid of doing a noble deed even if it involves physical pain, humiliation, or sufferance. Those who are weighed down with fear may be contemplating over the hard work they have to do in order to accomplish success in a particular field. And because they feel afraid of hard work they do not make any attempt to do that work. As a consequence, they give up and never become achievers of their goals. Rather they feel discontented with life when they see many around them accomplishing what they cannot do themselves.

Many people have fear of taking risks. Risk taking in doing a great task that may cause well-being to the society is praiseworthy and exemplary. In history we come across numerous such examples. Raja Ram Mohan Roy had to embark on a tremendously challenging task when he espoused for the cause of widows, protesting vehemently against the burning of widows and favoring the remarriage of widows. He was undaunted and fearless despite the fact that he encountered lots of opposition. Defying all odds, he fought for his cause and remained true to his cause and ultimately could bring about a noble change in society. He upheld the noble path and was an eye opener. This is an example of a mind without fear.

Poverty sometimes may make someone fearful. Persons coming from a humble backgrounds are often subjected to feelings of fear and hesitation to talk freely on any issue that may cause stir among a group of affluent people. Although they may be correct in their views, they may feel hesitant to speak out their minds fearing that others will disapprove.

In the current phase of liberalization, we are in a world that is horizontal with more and more of exchange and sharing of ideas. The domain of knowledge sharing is technology. Enterprise and management also hold significant places. In order to do anything new or begin a venture, one needs to be bold enough to take risks and despite all odds one needs to put in efforts and struggle without being scared of failure or insecure future.

When we tread on the glorious past of our nation, we learn about so many eminent personalities who always held their heads high whatever the situation would be. In order to achieve independence or to retain their self-respect, the freedom fighters went ahead with their noble mission and never withdrew or crouched back in fear of being opposed.

Let us take the wonderful example of Swami Vivekananda. He was supported and asked by his disciples in South India to embark on a voyage to attend the Parliament of the World's Religions at Chicago held in 1893. He was not an invited delegate of the country who was to attend the congregation. Neither did he have the official documents, nor did he have the money to go on a voyage. Yet he was determined to attend the meeting. And he drew inspiration from within his soul and the Almighty's blessings instilled in him the determination and courage to proceed on this unknown journey. And the support and the desire of the disciples inspired him to take a decision that was really impossible and unfathomable. Yet he did not fear.

Like an intrepid monk with a noble desire, he embarked on a project that was too difficult and challenging a task for him. The entire mission involved courage of test and patience. Without the help of a professor from Harvard University he would not have been able to take part in the parliament of the world's religions. But that too he had to achieve through lots of effort. The professor realized and understood the immense power Swamiji was endowed with. So the professor decided to help in arranging for his participation in the event. The subsequent events we know about. The help came to him because he was confident, convincing and could impress the professor by his vision that he had harbored so boldly in his mind. As a consequence, he could participate in the parliament of the world's religions. And he did. The eventual incidents of success tell us how his determination, courage, and undaunted spirit helped Swami Vivekananda accomplish his noble mission of spreading the message of love and tolerance, the essence of Hinduism.

We know about Mahatma Gandhi who showed exemplary courage and boldness in devising his mission to drive his countrymen with patriotism. He was not afraid of the consequences of revolting against the unjust treatment meted out to Indians by the British, the then rulers of India.

Keeping his head held high, Gandhiji went on with his mission of making his country free from the clutches of the British. And his insurmountable courage and fearless spirit

helped him attain what he wanted to. Though he endured lots of hardships, he could achieve success because of his intrepidity, honesty, and truthfulness. He was not afraid to face the consequences and his fearlessness in his noble mission inspired him to do the rest.

So whenever we are on a noble and honest mission we should not be hesitant about the impediments that may come our way. With our head held high we should persist on our mission, and our honest approach and hard work will reach us to our goal.

There are examples of struggle against social pressure, taboos and inhibitions. And we have seen how one defies such situations and works with zeal and inspiring drives. Women in our country often face circumstantial oppositions in their married life to pursue higher studies or any entrepreneurial work they would like to pursue. Many of them are hesitant and apprehensive of the opposition they may have to face. Few have the courage to defy the oddities and adverse situations that crop up. They may have the desire but lack courage to move with their noble mission and consequently they give up.

But we perceive on the other hand women who pursued their mission defying the adverse situations achieved their goal at last. We can cite the examples of women writers like Ashapurna Debi or Virginia Wolf who defied all odds to achieve their goal, or the queen of Jhansi, Lakshmi Bai, the epitome of bravery, who fought against the British for a just cause, in this context.

Whatever we do in life, if we are inspired by high ideals and honest objectives then we should not think of the adversity that we may have to face. Rather we should stick to our ideals and proceed on without fear and apprehension.

**Answer the following questions:**

*Choose the right options from the following:*

1. What are the obstacles that one may face while doing a great deed?
  - (a) Hardship
  - (b) Want of financial resource
  - (c) Want of guidance
  - (d) Lack of time
2. For successful completion of any work, one needs
  - (a) money
  - (b) power
  - (c) inner courage
  - (d) sense of prestige

3. The word 'undaunted spirit' in the passage means
  - (a) great spirit
  - (b) fearless mind
  - (c) strong desire inspiring the spirit
  - (d) defying mind
4. In the world of enterprise, one has to
  - (a) invest lots of money
  - (b) try out new technology
  - (c) take risks
  - (d) change oneself
5. The queen of Jhansi is known in history for her
  - (a) writing skill
  - (b) bravery
  - (c) patience
  - (d) tolerance

**Answer the following questions in your own words:**

6. Why does a person hailing from a humble background is apprehensive in speaking out his/her mind?
7. How did Swami Vivekananda ultimately reach his goal?
8. Why do women sometimes give up their mission?
9. Write a summary of the above passage in your own words.

### Progress Check

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| 1. (a) | 2. (c) | 3. (b) | 4. (c) | 5. (b) |
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### 20.

A flower perfumes the hand that crushes it. There are people who may come to your life doing you little good. They may try to harm you. Suppose you are quite successful in your career. Someone among your colleagues may try to pull you down by spreading false reports against your activities to denigrate your name and reputation. Suppose this happens, what could be your normal reaction? You will feel angry, extremely unhappy and try to find out the reason. And then suppose you discover that he/she has done it out



of envy and malice, you have a tendency to spite back. You may not be as mean as he/she has been to you. Yet you may resort to some actions that will be unbecoming of you. What if you be like a flower that perfumes the hand that crushes it?

Some people may be malicious in nature. You understand that they try to harm you. Yet you ignore that knowing full well that they are jealous of you or have some grudge against you. If you try hard to remain unaffected despite the negative things they say and do then you are doing a noble deed not only to them but to yourself as well.

We have a tendency to get affected by the people who wrong us. The affected mind seeks revenge. As long as we remain affected, we do not get peace. Our mind is plagued. We frame something to spite back. The emotion of anger, disgrace or humiliation provokes us to do the same. We forget that by being revengeful and having recourse to similar actions we degrade ourselves. That in fact does not add value to our lives. We do not become mightier or more powerful by spiting back. Nor do we prove ourselves weak if we refrain from showing vengeance. Rather it is strength of character if we remain calm, unaffected and amiable to the person who has been malicious to us.

It is difficult to endure calmly the wrongs or offenses done to us. However, if they are pardonable then they must be forgiven and forgotten. If we are governed by the ideal of perfuming the hand that tries to crush us, we will set examples for them to change. If we do not exhibit our negative feelings even when we encounter misconduct or undesirable behavior, we help those responsible for such misconduct to realize their mistakes. They also learn to resent their disgraceful behavior.

If many of us follow this and practice it then we will definitely help make this world a better place to live in. We will have less of disputes, fights, rivalry, jealousy and disasters. It is a wonder indeed to think of a world that will be like a garden and human beings like flowers to perfume generously the hands that monstrously crush them.

All religious scriptures teach us to have forbearance. It is only when we have forbearance that we learn to cope with the malice borne by others. And that instills in us the quality of spreading the message of love and tolerance for others.

When we glimpse the annals of great and eminent personalities, we come across this attribute that is exhibited by them. We know by their examples that they never suffered being tormented or being ill treated by others. Rather their calm acceptance or submission to the ill treatments meted out to them had an impact on the mind of the tormentors. That teaches us how to remain unaffected despite being hurt. If we do that the one who hurts us will get embarrassed. At least that will be an eye opener to the one who wrongs us. Besides, others will learn to be tolerant and endeavor to follow suit.

A flower is an amazing and marvelous creation by God. It is beautiful in look and splendid in fragrance. When flowers are in bloom they spellbind us by their lovely spread

of colors and whiff of delicate scent. It is surely not meant for a hand to crush a flower. Yet some ruthless hands may do that without ever thinking of the wonderful appeal flowers have for all. However, the flower will not be revengeful. Quite on the contrary it will only leave behind its breathtaking smell in those cruel hands.

Hands are given to human beings by God for making use of them. We do all our activities with the hands. Right from childhood when we are toddlers, we try to hold our elders' hands with those of our own to have a grip lest we fall. And this way we grow up making use of the two little hands to hold the spoon to eat, to hold the pencil to write and color. Painters use their hands to give to the world beautiful paintings in their canvasses for everyone to see and enjoy. Pianists use their hands to play melodious tunes in the piano for the world to enjoy. Masons use their hands strenuously to erect wonderful buildings with architectural splendor. What about the hands that unhesitatingly crush a flower?

The latter is in stark contrast to that of the previous ones. The owners of the hands who perpetrate such an offence remain without repent and perhaps do not hesitate to repeat such actions in future. And ultimately you will see that the apparent victory makes them happy. But conscience never gives them peace. Rather it is the one who perfumes the hand like a flower who remains contented and being without qualms remain peaceful.

Let me conclude with the quotation from our reverend leader Swami Vivekananda's utterance:

What though if love itself doth fail,  
Thy fragrance strewed in vain;  
What though if bad o'er good prevail,  
And vice o'er virtue reign---  
Change not thy nature, gentle bloom,  
Thou violet, sweet and pure,  
But ever pour thy sweet perfume  
Unasked, unstinted, sure!

From *Swami Vivekananda In The West, New Discoveries, A New Gospel* by Marie Louise Burke, Volume (6).

From the above it is clear that we can remain detached and unaffected even if anyone wrongs us. In fact, one can spread one's fragrance like a flower by being noble, kindhearted and tolerant and having resignation to accept all the harshness that anyone shows.

**Answer the following questions:**

*Choose the right options from the following:*

1. The word 'crushes' in the passage means
  - (a) destroys
  - (b) tears
  - (c) throws
  - (d) plucks
2. People sometimes may try to harm you. They are
  - (a) malicious
  - (b) evil
  - (c) dishonest
  - (d) unhappy
3. By being revengeful we
  - (a) do harm to the person who wrong us
  - (b) lower ourselves in the eyes of others
  - (c) become a better human being
  - (d) forget all past misdeeds
4. Religion teaches us
  - (a) to be revengeful
  - (b) to be patient
  - (c) to be tolerant
  - (d) to be obedient
5. If we endure the offense done to us by someone then
  - (a) we help him/her to become more malicious
  - (b) we do no good to him/her
  - (c) we help him/her to change
  - (d) we allow him/her to remain what he/she is

*Answer the following questions in your own words:*

6. In the first sentence of the passage, whose hand does the author refer to?
7. How do people use their hands to contribute to the happiness of mankind?
8. Explain the two stanzas quoted by Swami Vivekananda.
9. Make a précis of the passage and give a title to it.

**Progress Check**

1. (b)

2. (a)

3. (b)

4. (c)

5. (c)

**21.**

The prevalent examination system in postcolonial era in our country has been the cause of debate for quite some time. The examination system at any level follows a traditional method. Examinations conducted at the primary, secondary, and the tertiary level adhere to the rigid method of written examination and viva voce or oral examinations. Of course there are deviations from the traditional method in some cases where innovations have taken place.

But examinations conducted by boards and universities that give affiliations to the various schools and colleges in India are written examinations taken by the students after the completion of a course in the curriculum. Here rises the question as to how far this system of examination is viable. It is undeniable that the education system cannot be static. It needs to be changed to keep pace with the dynamics of time. Hence, the traditional method of examination that demands answering of questions in the scripts in a written form within a stipulated time may not be effective in the present situation. The traditional method of answering questions is likely to give a stereotyped pattern that barely leaves room for students to make use of their will to explore. Questions demanding long essay-type answers sometimes may hinder the absolute test of a student's merit and knowledge base.

In context with the above situation, it has been pointed out that the question pattern often suggests how feasible the examination pattern is. In fact the written examinations conducted at the end of an academic year demand the entire course contents to be remembered during the time of the examination. It is here that the examination system seems to be ineffective. The reasons are not far to seek. We can identify the ineffective and sloppy trends involved in the entire procedure in some examination systems where the students' merit is not evaluated properly. Even the ways the examinations are conducted are not proper yardsticks to measure the students' capability in academics.

There are different patterns of examination systems in the various levels of education. In the primary and secondary level, the national boards that conduct the examinations lay emphasis on the last two years' curriculum. The examination pattern defines the objective of the examination at this level. Throughout the academic year, the student is assessed over a period of time and the final examination that is conducted by the board has a uniform pattern of questions and a uniform marking norm. The transcript of the evaluation that the students receive displays both marks and grades. This enables the

students to get admission into various colleges according to the performance level in the school-leaving examination.

The next stage is the entrance tests conducted by many colleges for admission into graduate schools. Many graduate colleges do not put entire credit on the grades obtained by students in the school-leaving examinations conducted by boards. They merely consider the students' passing the examination. They devise their own examination for entering the college in a particular discipline. Hence, they give more stress on the entrance tests that they conduct. These entrance tests are designed in such a way that they test the knowledge and application level of a student to assess whether he/she should be considered as a deserving candidate for admission to the college and the course he/she opts for. One interesting fact that strikes us is that the examination system for testing the ability of the students to get admission into the college that offers the course of an examinee's choice is definitely appropriate and the way the examination is conducted is also commendable as they leave no room for the viability of the test in question.

In the tertiary level that is in the graduation and post-graduation levels, the examination is conducted at the completion of a semester. There the university under which the college is affiliated conducts the examination by settling dates, setting question papers and nominating examiners.

Here too, lapses and shortfall may be seen. It is not that there has been no effort to revise the system for the attainment of the objectives and purpose. Yet some aspects like the laxity in the rigid rules and regulations pertaining to the evaluation process or the ignorance of dishonest methods adopted by students during the examination explain why the objectives are not attained in their entirety.

To ensure the examination system offers an opportunity for the students to take their examination in a healthy manner without any recourse to unfair means, the authority holding the examination needs to be more concerned and strict. The students should uphold moral values like honesty and truthfulness so that they feel and realize what honesty implies. They themselves will shirk from any dishonest means to pass the exam. If they remain honest and sincere in their approach, they will not have the inclination to adopt any unfair means to fare well in the examinations. The students are the future citizens of the nation and the world. Examinations are just a part of education and education instills in us the right values and morals. So to introduce a system of examination that will be effective and a fruitful measure to assess and evaluate the students' merit, it has to be an integrated system where education, pedagogy and the examination itself will comprise the salient components.

The examination system in our country is quite well designed at each and every level. And we cannot say that it does not provide us with the right parameters to assess the

merit of students. It does definitely. The semester system in the undergraduate and the post-graduate levels make the examination system quite structured and well defined in its objective. So it is with the secondary and middle levels in schools.

What we deduce from this is to have an effective system of examination we need to put stress on all the aspects related to it so that the country can produce students with knowledge, skill and competence of high grades and merits. The onus lies with both teachers and students to inculcate the right values and to imbibe them for practicing those in real life. The teachers, the experts in the specialized fields, and the examination authority should decide on the course content of various levels and then frame the examination pattern to make it fruitful and effective. When it comes to holding an examination, everybody concerned should uphold and adhere to the right morals, truth, and honesty. There should not be any provision for biased views, adoption of unfair means, and discrepancy of any sort in the method of evaluation and grading norms. One can always point a finger and be critical about the existing system but even when some significant changes are made for making it better and more effective, the onus of implementing the regulations lies with all of us—teachers, students and the authorities concerned.

**Answer the following questions:**

*Choose the right options from the following:*

1. The examination system follows
  - (a) modern method
  - (b) online method
  - (c) traditional method
  - (d) question–answer method
2. The feasibility of the examination system can be observed by
  - (a) evaluation systems
  - (b) the system of question patterns
  - (c) the system of marking norms
  - (d) the system of teaching methods
3. An entrance test is held to find out
  - (a) the ability of a student for the course he/she opts for
  - (b) the level of intelligence a student has
  - (c) the level of a student's appreciation for the subject
  - (d) the interest of a student for the course

4. The tertiary level refers to
  - (a) classes 11 and 12
  - (b) undergraduate class
  - (c) post-graduate class
  - (d) the level before Class 10
5. The examination system in our country
  - (a) is not effective and recognized
  - (b) is not structured properly
  - (c) is formulated well
  - (d) is without flaws

*Answer the following questions in your own words:*

6. Have there been any changes made in the prevailing system of examination in our country?
7. How are examinations conducted at the secondary level?
8. What are the ways we can make the examination system more viable and effective?
9. Write a précis of the given passage.

### Progress Check

- |        |        |        |        |        |
|--------|--------|--------|--------|--------|
| 1. (c) | 2. (b) | 3. (a) | 4. (b) | 5. (c) |
|--------|--------|--------|--------|--------|
- 

### 22.

It is money and not ethics that seems to rule the world of business, profession and enterprise. Several opinionated minds would definitely concede that it is the mercenary drive that mostly governs the mind holding a responsible position in society. Education, power of discretion, moral strictures imbibed since childhood, consideration or compassion are all pushed to the background when one deals with career opportunities. Here we consider both opportunities as well as monetary transaction. How far one is governed by ethics can very well be estimated in relation to the choice of alternatives one has in hand.

Let us take the example of someone who holds a high position in his/her organization. The owners or managing directors of companies are sometimes induced to compromise ethics for the sake of the company's benefit. The top-notch professionals of companies

may prioritize their career rather than their sense of ethics. Even if they feel that one of their policies conflicts with their morals and ethics, they may continue unflinchingly. For them, the career goals are most important and there cannot be any compromise on that. Their moral values take a back seat and material goals spurt their prioritization. They perhaps value the company's profit and the shareholder's benefit and so they do not suffer from any moral scruple while doing something unethical. Here one should give a thought to consider which one inclines to choose. If one finds there is nothing wrong in doing something for the gains of the company then they may resort to unethical means to accomplish their task.

An individual's sense of ethics is imbibed from various sources. Their indoctrination in moral values since childhood plays a cardinal role in developing the ethics that they carry with them. The values that individuals develop influence their thoughts and ideas in life. That is why we find so much of differences in the way of thinking between one person and the other though the two persons may have the same academic background and may belong to same socio-economic surrounding. And similar is the difference in attitudes and outlook between one person and another in an organization. One may feel uneasy to leave one's workplace before time whereas another would not bother about the commitment that they have for the organization and may go off from the office half an hour before the stipulated time. This difference in outlook and way of thinking depends on the values and ethics one cherishes.

Whether anyone should compromise on ethics or not for the sake of money and success depends on the individual. There are individuals who go on doing things out of the way for the sake of their rise in career. And there are people who remain adhered to their principles come whatever may even if that obstructs their career goal.

The heads of organizations are sometimes prompted by mean and nasty desires of victimizing their women subordinates. They indulge in unethical comments and actions to satisfy their personal desires. This is most unethical on their part and one should be cautious in dealing with such interactions. Such unethical attitude is improper and those who are propelled by such desires do not have proper ethical values. They do not hesitate to give up their ethics for the sake of personal satisfaction. Even one who is encouraging such behavior may be doing it for her rise in career. And may be the indications of her encouragement go on to prove that she is motivated by her mercenary desires rather than her sense of ethics. In these cases we see that both the persons concerned are goaded by personal desires of temptations of one sort or the other when one does not live up to one's ethics.

There are examples of officers taking money under the table to allow certain unlawful deals to be made. The officers' sense of ethics does not prevent them to adopt dishonest means at the cost of ethical values. Rather the monetary gains they would have make them look forward to this kind of deal with a sense of satisfaction.



At whatever level one may be, one must not be driven by mercenary or selfish pleasures of life. That may tempt one to compromise ethics for getting some extra monetary benefit that is not due to him/her. There are professional persons who are respected in society for the noble profession they have. They may be doctors, lawyers, teachers, or artists. They may excel in their respective professions. But when it comes to ethical values, some of them seem to be devoid of those. Doctors in their profession deal with the human body. They are vowed to do their best for saving human lives by applying their knowledge and skill. However, there have been cases when money becomes the driving force for them and not the nobility of the profession.

Some artists belonging to the glamor world are tempted to compromise their sense of ethics in order to climb the ladder of success not by dint of talent but by adopting some immoral stance. It is absolutely one's personal decision whether one should do so or not.

Teachers who hold responsible positions are sometimes delegated some confidential task. If they misuse their position and enter into any unethical move then the education system gets affected. After all, teachers are the ones to show the path of righteousness to students. Students are the future citizens of the world. For them, the teachers are the role models.

Lawyers may sometimes be governed by temptation of making money and fame and recourse to false statements while defending their clients. A banker being too greedy may be provoked by lust for money and relinquish his/her ethical values and resort to forgery.

In fact, whatever profession one may be in it is not money but ethics that should prompt one to lead an untainted life of success, prosperity and happiness.

**Answer the following questions:**

*Choose the right options from the following:*

1. The world of profession or enterprise seems to be
  - (a) ruled by money
  - (b) ruled by unethical persons
  - (c) governed by greed
  - (d) motivated by temptation
2. A top brass in the company sometimes becomes unethical for
  - (a) the temptation of getting bribes
  - (b) his/her career benefit

- (c) the irresistible greed he/she has
- (d) his/her company
- 3. One should be ethical or not depend on
  - (a) one's teachings
  - (b) one's choice
  - (c) what others say
  - (d) the place where one works
- 4. People in noble professions
  - (a) are always unethical
  - (b) are not unethical at all
  - (c) sometimes think nobly
  - (d) are sometimes unethical
- 5. The reason for compromising ethics is
  - (a) position
  - (b) money
  - (c) power
  - (d) revenge

***Answer the following questions in your own words:***

- 6. How does one get one's values and ethics?
- 7. How are professionals affected by the lure of money or success?
- 8. Discuss whether everybody is governed by their sense of ethics.
- 9. Write a précis of the above passage. Give a title to it.

**Progress Check**

- 
- |        |        |        |        |        |
|--------|--------|--------|--------|--------|
| 1. (a) | 2. (b) | 3. (b) | 4. (d) | 5. (b) |
|--------|--------|--------|--------|--------|
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## CHAPTER

# 4

# Technical Communication



## Chapter Overview

*The chapter tells you what communication is, how to overcome the barriers that crop up and the advantages of effective communication in relation to organizational communication, the way to make your communicative effective. The discussion revolves round the strategies of effective public presentation and it provides you with some topics for presentation at the end.*

### 4.1 THEORY OF COMMUNICATION

*Communication* means sharing a message. The message is sent from one person to another. Everything we share or exchange in the form of information or knowledge is communication. The process of communication involves two or more persons. When two people are talking then it is a communication between two persons. Again when one person is talking and several people are listening, it is a communication involving more than two persons. We can take the example of a teacher in communication with the whole class. Here, she is talking and the rest of the class is listening to her. Sometimes one or two students may ask her a question or want her to clarify some of the things she has said. This also involves communication between two or may be more than two. When you say something to someone, it is a process of communication.

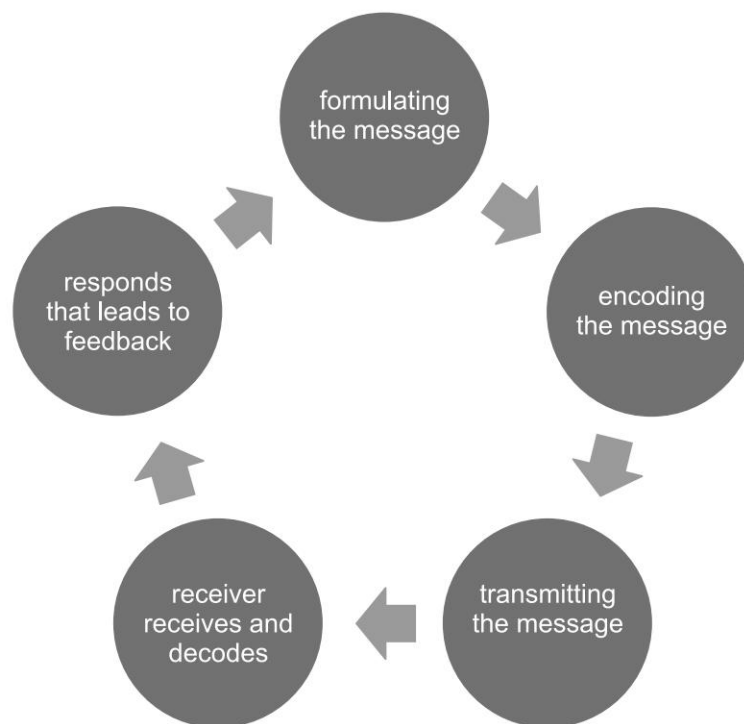
Sometimes it may so happen that you are at the receiving end. You pick up the receiver at the tinkle of a phone. The speaker from the other end talks to you. You do not see each other but you talk and both of you share the message that each gives to the other. In fact the process of communication involves a sender and a receiver. The **sender** is the one who talks or sends the message. And the receiver is the one who receives the message. In the above examples, the teacher and the caller on the phone are the senders of the message. The **receiver** in the first example is the entire class. In the second example, it is you who have received the telephone. So you are the receiver in the second example.

Thus, we perceive the process of communication needs a sender, a receiver and also a **medium**. The medium is language. Language helps us express ideas that are generated in our mind. It is by **encoding** the ideas into appropriate words that we formulate our message for communication. Then that **message** is sent to the one it is meant for. The receiver then interprets the message and responds. Thus, we see communication involves a process. The process has many aspects. We shall consider them one by one.

Let us first consider language as a medium of communication. We need to send our messages through language that serves as the medium of communication. To begin with there has to be a **sender** of the message. The sender of a message must have an idea or a thought to send. To do that the sender has to encode the message. The **formation of idea** or **thought** that the sender has is the first stage of a communication process. The second stage involves **encoding** the message. The ideas or thoughts have to be put into words. Language plays a crucial role here. The sender has to formulate the ideas into language. The choice of words and phrases must sync with the receiver's level. Then the message will be received in the desired manner by the receiver. The encoding of the message is very important when we communicate. The receiver has to be kept in mind while formulating the message. The target receiver's profile gives the indication as to how the message has to be encoded. After encoding the message, the sender **transmits the message** through language. This stage is known as **transmission**. The message is often accompanied by body language as well. Once the message is transmitted, the **receiver** plays the major role in the communication process. The transmission of the message is the third stage of communication process. The mode of transmission can be oral expression. It can also be a written one. It can be merely body language where gestures and facial expressions play a pivotal role in delivering the message. Here too encoding of the message is required. You are to think of how you are going to express your message through your body language. Once you transmit your message, the receiver receives the message. The fourth stage of communication begins with the **decoding** of the message by the receiver. After receiving the message, the receiver understands and interprets the message by decoding it. He/she understands the meaning implied in each and every word. The moment the receiver understands the message he/she responds to

it. The fifth stage of the process of communication is the receiver's decoding the message. And the last stage involves the **response** he/she gives. That leads to the **feedback** of the communication. Body language is non-verbal communication where you are not making use of language or words. Any gestures or facial expressions that is tantamount to convey the message is communication. And the receiver responds in the same way by decoding the message that is conveyed through body language. And his/her response may be conveyed through either body language or through verbal communication. This makes the communication process complete.

The diagram below demonstrates the communication process.



**Fig. 4.1** Communication can be divided into two categories: Verbal and Non-verbal

**Verbal Communication** involves language. Whatever is said or written with the help of words spoken or written is called verbal communication. When you speak to your friends you use some words to convey your message. And they too are involved in speaking when they answer to you whatever you tell them. Here, you are having a verbal communication. Similarly when you write a note to your friend you are using words to express your ideas and thus you impart your communication through writing and that too is an example of verbal communication.

However, it is not only verbal communication we make use of while conveying our message. In oral communication we make use of non-verbal communication accompanied with verbal communication.

**Non-verbal** communication is the gestures, facial expression or body movements that are sent with verbal communication. Our oral communication is never complete without non-verbal communication. In fact, non-verbal communication comes rather spontaneously and reveals a part of our communication. Can you imagine your teacher standing straight like a statue just moving her lips to utter the words that she says without ever moving her hands and turning her face and revealing some relevant facial expressions while delivering her lectures in the class? Even when you observe two persons talking at a distance from you, from their facial expressions you can make out whether they are talking of some serious matter or not. May be you do not know exactly what they are talking about but at least you can understand the mood or the temperament involved in their discussion. This you can understand on the basis of the non-verbal language that they have. Their gestures and facial expressions help you understand vividly the kind of conversation they are having though not the contents of the communication.

As we see from the discussions above, verbal communication and non-verbal communication go together and one should be compatible with one another.

## 4.2 BARRIERS OF COMMUNICATION

Communication is said to be effective only when the desirable response and feedback eventually follows the message that is imparted. The sender sends the message with a view to receive a response. For example, you ask your friend, 'Hi Suman, when do we have to submit the project file?' You intend to hear a date from your friend as to when you are to submit your project. And when your friend replies, 'By 15<sup>th</sup>', you are satisfied because you have received your desired answer. The communication process involved between the two of you is effective. Suppose your friend had not replied then the communication would have been ineffective. Suppose if he were to tell you something different other than giving you the information regarding the date of submission then the communication would have been ineffective and the feedback would have been unsuccessful. It would be ineffective in the sense you would not have got the answer you were seeking.

We communicate with an objective. It is to share, to know or to say something for the audience to respond effectively. When we do not get the response then we know that there has been some obstruction in the process, the consequence being we do not receive the desired response. The response is not in sync with the intended feedback because of a barrier that has caused an obstruction in the free flow of communication.

How the barriers impede our free flow of communication can be well understood when we take a look at the causes of barriers.

### ***Semantic Barrier***

Barriers can be caused by the misinterpretation of words. The sender may use words and phrases that may not be understood by the receiver. The receiver's ability to grasp the meaning may not be effective. He/She may not be able to understand and decode what the sender has conveyed through the message. As a consequence, his/her response will be misdirected. The objective of the communication will be nullified. The sender might not have studied his/her target group profile. He/She might have taken it for granted that his/her receiver will be able to decode and understand the message. And thus a barrier, known as semantic barrier, will take place.

The example of a teacher teaching in the class will illustrate the matter clearly. A teacher needs to explain the lesson in the class. She may have in-depth knowledge pertaining to the subject. But she has to make her explanations understandable enough for the class. Her choice of words, phrases and designing of expressions matter considerably whether her communication will be effective or not and whether her students will understand what she says. In order to make her communication effective, she has to choose words that would be appropriate for their understanding. If she uses a style of communication that generally is above the level of the students' knowledge or maturity then the students will fail to understand and her objective of communication will be frustrated. That will give rise to a semantic barrier and she would not be able to impart the lesson successfully.

We have to keep one thing in mind. A semantic barrier can stem up from both sides. The receiver's failure to grasp may depend on his/her not being acquainted with the subject that he/she ought to have otherwise been acquainted with. Hence, though it seems the semantic barrier has stemmed from the sender's not choosing the right word or expressions that could have perhaps made the receiver decode it for proper understanding, the sender could do little about it if the receiver is totally ignorant about the subject matter. It is so because the receiver has such knowledge level that the sender's effort to encode the message in a simple way too fails to reach out to her receiver. When the doctor explains the diseases that the patient, who happens to be a rickshaw puller or may be coming from an illiterate background, is suffering from, the latter may not follow the doctor's communication because of the semantic barrier caused.

### ***Poor Vocabulary***

Effective communication depends on the use of apt words to convey the implied meaning. Hence it is imperative to make use of right words and expressions to make your communication effective and successful. To be able to use the right word and

expression, one needs to have an enriched vocabulary that some people may not have. If one expresses one's message incorrectly then receiver cannot understand what has been said. If the sender of the message does not know the meaning of a word and uses it wrongly where it distorts the meaning then the message will be misinterpreted. Similarly, as a receiver too, a person can misinterpret or fail to understand a message if he/she has poor vocabulary.

English is not our native tongue and many users of English find this communication barrier owing to poor vocabulary. And the communication becomes ineffective when it takes place between those having poor vocabulary. The sender while encoding her message chooses the wrong words or phrases that if decoded properly convey a different meaning that is implied. The use of right vocabulary is essential for the sender to encode her message. This happens mostly in application of wrong prepositions following a verb. It may so happen that the receiver has a poor vocabulary and interprets a phrasal verb erroneously. For example, if someone says to '*My teacher did not give in despite the students' protest*', the receiver may not at all understand the meaning of '*give in*' and associate the meaning with the verb '*give*'. Hence, the message will be misconstrued. Suppose a student demonstrates a project that he has done. While explaining it or facing a viva voce if the student cannot express his subject matter in the correct words then he will not be clear to his audience or teacher. The teacher will be confused and will not understand what the student says. The audience will also not understand and remain in the dark. So it will be absolutely a disaster for the communicator to be not able to use the apt words to convey his message because of his lack of stock of words that can be used according to requirement. You cannot transfer your ideas into words if you do not know the word expressing the meaning of that idea. So as a sender you suffer as you grope for the right words, especially to be able to send your message in a meaningful way. Similarly, when you are at the receiving end, you suffer in the same way if you fail to understand the meaning of the words that are used by the sender to formulate the message that he/she has sent you. Since English is not our native tongue, it may happen that we are ignorant of many English equivalents of various Indian words that we may need while formulating our ideas so that we can transform those ideas correctly into English. Both as a sender and as a receiver, we may face problems because of not having a sound vocabulary to facilitate smooth flow of communication. The problem becomes acute when a student fails to answer questions in an interview because of poor vocabulary and that hinders his/her communication and makes it unsuccessful and ineffective. When one lacks a proper stock of words and does not know the meanings of several English words, one fails to communicate effectively in the language. Neither can he/she send information correctly nor can he/she receive information correctly.



**Barriers Caused by Psychological Causes**

Often there is a barrier caused by psychological causes. All of us have certain mindsets that may be pertaining to individuals or ideas or preconceived notions. When these preconceived ideas or mindsets work as a driving force while we are involved in the process of communication then our communication suffers a jolt. There is a failure in the flow of communication and the barrier caused by the preset notions is a psychological one. There are situations that may cause such barriers. Most employees while apprehending an encounter with their bosses cannot communicate with him/her smoothly because they have a preconceived idea that the boss will ask them too many questions or he/she will ask them everything related to their office work. And eventually they may feel hesitant to carry on their interactions spontaneously with the boss. Perhaps this hinders free conversation and their apprehension causes barrier. It obstructs the smooth flow of communication. In this case an employee's mind has been blocked by the preset notions regarding the boss's way of asking questions. This is an example of a barrier caused by psychological impact.

Sometimes feelings bred from complexes and prejudices may cause barriers. Some persons in an organization may be too proud. They harbor an idea that they know their work better than anyone else. When they communicate with others they use such airs that their words are misinterpreted even though they may mean something simple. For example some people have a prejudiced view that those who study science are more intelligent than the ones having opted for liberal arts. And their communication is automatically biased and gets reflected when such prejudices work as barriers.

Excessive emotions too may cause barriers in the free flow of communication. When one comes under the influence of excessive emotions, one is likely to fail in communicating effectively. If one is too angry or upset for a personal reason, one may remain under the spell of anger or the feeling of being upset in the workplace too. Often the aftermath of such pent-up emotions is terrible. Those emotions are reflected in communication and in interactive manifestations. He or she betrays his/her emotional manifestations while communicating in a natural situation with anyone. In the workplace one is supposed to be balanced and poised especially while dealing with others. But when overcharged with emotions, one may fail to control and restrain them and the trace will be borne in the communication. And it is sent to the receiver. The receiver of the message thus imparted may not get the message properly.

Organizational communication involves lots of intricacies. Obviously, if out of excessive annoyance for some personal reason, a supervisor rages at an employee without any rhyme or reason then that will certainly have a different impact. The employee will fail to understand whatever has been said by his/her boss. The words as well as the boss's body language borne by the message will convey a wrong implication.

Word will spread around that the boss behaves rudely and does not talk to his/her subordinates respectfully. The employee will fail to grasp the meaning in its fullest. The communication will remain ineffective.

It is observed that an individual too swayed by emotion fails to talk articulately. The various indications in such cases are the person cannot pronounce the words properly. He/She may stammer or may repeat a part of sentence twice or thrice, thus making everything sound confused and inarticulate. This happens when one is too nervous on account of any unforeseen situation or circumstance. The recipient of the conversation will have difficulty in making out what he/she has been told. This takes a very serious proportion if the message is imparted over the phone. What happens is that the sender is not seen and as a result the receiver only depends on the message that he/she gets to hear through his/her ears. The body language that is the sender's gestures or facial expressions being absent in this case, the receiver will have not much inkling as to what has been said in indistinct and inarticulate words caused due to nervousness or fear. And the communication will not be effective.

### ***Barriers Stemming from Cultural Differences***

Cross-cultural communication often leads to communication barriers. This happens mostly when one person belonging to one part of the country has to go and stay in another part of the country where people may have different cultural practices and values. We know that culture and language are interwoven and naturally if one is not familiar with the culture prevalent in a particular place one is likely to communicate ineffectively with any one belonging to that place, giving rise to barriers generating from cultural differences. That is why we find people are not able to communicate successfully when they go to a foreign country. It is not the language that poses the problem. The problem lies in the difference in cultural background that affects the communication style and creates a barrier. This happens mostly in communication between two persons belonging to two different countries that have totally different cultures. A Japanese and an American while communicating may encounter barriers arising out of cultural differences.

### **Ways to Overcome Barriers**

#### ***Semantic Barrier***

When you communicate with anyone you must keep in mind who you are talking to. The person's knowledge level and his/her background so far as education is concerned should be taken into consideration. This is important because then you will know what he/she will understand and what he/she will not. Even if you happen to use the language that is used by people with whom you are communicating, they may not possess the same

level of understanding that you have because of their educational or social background. In that case they may not correctly interpret the meanings of your message because your language has the specificity and the refined texture that is not familiar to them. So to overcome the semantic barrier that makes communication between you and those persons ineffective, you need to use such words that will bridge the gap between you and the receivers of your communication.

We can take the example of a leader working for the country. When the leader confronts people belonging to rural areas where the masses are illiterate, he/she should purposely avoid the communication style he/she adopts while addressing crowds in towns and cities where most people are literate and educated and belong to various professions. A teacher when she teaches at various levels needs to consider the level she is going to interact with. Accordingly, she should communicate to make her teaching objective successful because if the communication process is not smooth then the target will not be reached. So she has to formulate her language and communication style in such a way that there will be a smooth flow of communication between her and her students and no barrier occurs to hinder the understanding of the lesson.

### ***Barriers Caused by Poor Vocabulary***

Communication can never be effective when there is a barrier caused by poor vocabulary. The sender must have good vocabulary in order to compose his/her message. When you are not a native speaker, you are likely to be unfamiliar with many expressions of a language. In order to avoid the barrier caused by your lack of vocabulary, you need to know the meanings of the words. Increase your vocabulary so that you can have no problem in encoding the message you would like to send. Similarly, if you are at the receiving end you may have a problem in understanding the message if you have poor vocabulary. So to increase your vocabulary you must read and learn extensively, listen to good English and learn the meanings of the new words and try to apply them correctly. Keep yourself abreast with the new words that are finding their way to English. After all, language is dynamic and the way to keep yourself updated with the current vocabulary is to read and listen to good English. That will help you increase your stock of words and you will possess good vocabulary to help you communicate effectively.

### ***Barrier Caused by Psychological Problems***

To overcome barriers stemming from psychological problems, one needs to be guarded from the mindset that makes one see things from a different perspective that hinders the smooth flow of communication. Once one discovers the reason for such psychological mindblocks, one can try to overcome them so that the smooth flow of communication does not get hampered.

Again, you must avoid excessive emotions intervene in your communication process. That also makes your communication ineffective. Naturally, to have a smooth communication process, you must put a check on your emotions and avoid emotional outbursts in any situation in the organization to maintain the protocol that is to be observed in the corporate governance. Even if you can control your emotions elsewhere while you communicate, it will help you in communicating successfully.

One must free oneself from prejudices, gender bias or any other inhibitions. To solve any organizational crisis, try to remain unbiased and perceive the situation from an objective point of view. That will not create any barrier and you can carry on your communication well and successfully and win everybody's hearts.

### ***Barrier Caused by Cultural Differences***

You will never face a communication barrier issuing from cultural difference if you familiarize yourself with the culture of the people where you are located for your profession. As we have seen, cultural difference interferes with communication, especially with non-verbal communication. One has to read about and know about the culture of a nation if and when he/she is located at a different place. A thorough acquaintance with the culture of the people belonging to the place where you are located will enable you communicate successfully without having any barrier to impede the smooth flow of communication.

## **4.3 DIFFERENT COMMUNICATION MODELS**

Communication can take place in multi-dimensional ways. Considering from various perspectives, we see all kinds of communications have at their core a single element, that is **transmission**. Transmission of message or information takes place in various forms. Accordingly, there can be various channels of communication and when perceived they loom as different models.

In organization networks, communication plays a leading role. Communication flows almost in every direction. There can be communication flowing from upper to lower level or vice versa or in the same level. They are named according to the directions of communication.

When communication flows downward from the upper hierarchy to the lower hierarchy then it is downward communication. When communication flows from lower hierarchy to upper hierarchy then it is an upward communication. This is also known as **vertical communication**. If the chairperson of the organization sends a notice to the managers of all the divisions, it is an example of downward communication.

The objectives of downward communication can be many. If an organization decides to bring about any change in the policies related to any particular aspect of the firm, the management sends a note to all the employees via mail. The current management strategy believes in a flat organization. Consequently, communication has attained a new level of importance in the sense much importance is given to upward communication. The employees belonging to any level can communicate freely with any one belonging to the upper hierarchy. This has been done with the aim of letting the top brass know exactly what is happening. This also helps in grievance handling and helps make the organizational ambience cheerful. Any form of query pertaining to the delegated task is at once entertained and the employee can communicate directly with the boss whenever he/she wants. The same is true about downward communication when the boss can communicate with his/her subordinate as desired according to the exigencies.

Official get-togethers, social meetings or general meetings lend an opportunity for vertical communication. Vertical communication, as perceived from the point of view of management, is advantageous for the organization. But if the communication is not direct, there may be intervention at one level and the communication may get distorted when it ultimately reaches the top hierarchy. Similarly, it can happen in case of downward communication too. And in such cases unsuccessful communication will defeat the purpose of the communication and may even lead to organizational conflict.

Communication can flow in the same direction too in an organization. One individual communicating with another belonging to the same hierarchy is **horizontal communication**. This flow of communication is rife at higher level. The managers of different departments or units are often involved in oral communication through meetings or discussions. The effectiveness of horizontal communication lies in the fact that lots of brainstorming sessions take place that eventually result in new ideas and plans that are germinated right then. The interactions among officers belonging to various departments of the same level sometimes become fruitful in resolving conflicts. This flow of communication is also known as **lateral communication**. Like vertical communication, horizontal communication can be written as well. It can be in the form of invitations, official mails, intimating facts or notices.

**Grapevine** is an informal flow of communication that can flow in any direction. The name has been so given because when pictorially represented, it resembles a grapevine. In fact, it has no fixed direction and can follow any direction. It is identical with gossip. The greatest disadvantage that this type of informal communication has in an organization is that information related to important areas may pass unofficially. The consequence may turn out to be really adverse. It may affect the ambience of the organization and create hindrances in the smooth functioning of the administration of the organization. That is why it is essential for the higher authority to be careful and they should communicate with trepidation. It is seen that information passes from them to the lower hierarchy

through the grapevine. The employees must remember to give priority to their values and morals and should stay away from such gossip. By adopting this stance they can keep their organization unaffected and free from any disturbance.

Within the organization there are various forms of communication. Outside the organization we have yet different models. Oral communication can follow any of these models like speech where there is a sender, transmission of information and receiver. **Workshop** and **conference** are organizational communication models and they assume a slightly different look because they are knowledge based. Even **seminars** are organized with a view to exchange ideas and participants come prepared to speak. The delegates present contribute their views to illumine the minds of the audience. We use **video conferencing** through telecommunication system and this extends the opportunity to people positioned at a different place to take part in the conference held somewhere else.

**Radio** and **television** are models of communication where information pertaining to any aspect are broadcast and telecast to the people. Even advertisements are models of communication that are aired in both these forms of communication. **Internet** is the latest technological mode of communication where users use communication for socializing, collecting information and even entertaining themselves by navigating the various websites, reading e-books or columns posted in the blogosphere. Skype is also a model of telecommunication. **Telephone** too serves the purpose of oral communication between two persons. These models of communication are oral communication where transmission of message, information and knowledge take place through various channels.

**Journals** and **newspapers** still reign over all other media of communication because of their easy accessibility. The various sections of a newspaper provide us with facts. Journalists and columnists perform an incredible job by bringing the world to us. Newspapers are used extensively by all classes of people. That is one way reporters and columnists communicate to us. Similarly, a journal too serves the purpose of written communication. Journals are issued periodically and we wait eagerly for the arrival of the subsequent issue as we finish reading the current one. Newspapers and journals also enlighten us by their style of communication. *Consumer forum* allows grievances to be revealed by a sender and thus he/she communicates with the offender.

**Books** and **pamphlets** are also models of communication. Books belong to various genres. Whether it is fact or fiction, books are always a treasure house of enjoyment and enlightenment. Pamphlets have a different purpose altogether. Pamphlets offer us information and we come to know about many trivial things through them.

Whatever be the model of communication, the purpose remains the same. It is transmission of a message imparted from the sender to the receiver.



#### 4.4 EFFECTIVE COMMUNICATION (VERBAL)

How can we make our communication effective? There are certain parameters that we must consider in order to make our communication effective. An excellent communicator has an advantage over others in many respects. The two aspects of communication can be dealt with separately.

Let us first consider **verbal communication**. Verbal communication is communication dealing with language. When we communicate we use language to express ourselves. Hence, language plays a pivotal role in communication. To make our communication effective we need to have language competence. The right expressions, and apt words and phrases are required to hone our language skills. We need to brush up our language skills to make ourselves competent. It will enhance our communication competence and help us in effective and successful communication.

To acquire language command one needs to give stress on two areas, grammar and vocabulary. Both these have been discussed in the previous chapters. How we can improve our vocabulary has been discussed in detail. Needless to say, we have to keep ourselves abreast with the current trends and make ourselves conversant with the terms that are associated with the specialized fields of science and technology. Moreover, there is a constant influx of words in English. To make our communication effective it is imperative that we upgrade ourselves by being familiar with those new words and phrases that have infiltrated into the language. English is used in countries other than native speakers of English. Lots of words from other languages have been incorporated in English. As a matter of fact, many Indian words like *bazaar* have had their entry into English. They are acceptable and are to be found in *The Concise Oxford Dictionary*. To make our communication effective, we need to be thorough with the way the expressions are to be applied according to the situations.

You may have sound vocabulary but you need to know the application of the words so that you can use them in the most appropriate manner. That is why we make a thorough study of the application of words. One word can be used in two senses. For example, the word 'brook' can be used as a noun or as a verb. In the sense of a verb it means 'tolerance' and in the sense of a noun it implies a 'small river'. According to the sense we use the words. And that explains why we should cultivate the habit of looking up the meanings and learn the applications of words from the right source. Effective communication calls for use of right words, applying them correctly and understanding the meaning implied by those words.

You may know the meanings of the words and their applications and comprehend the meaning implied by those words. You are adept in so far as vocabulary and applications

of words are concerned. You have mastered that. But that alone will not help you achieve everything.

You need something more to make your communication effective. That is, you require a polish in your **non-verbal** communication as well. You should adopt the right intonation to convey your message. When you are communicating either orally or in writing, you ensure that the intonation of your message has the positivity that lends it the effectiveness that you look for. Positivity implies the expressions of ideas in a positive manner. When you say something to your subordinate to point out some of his shortfalls you say it in such a manner that it does not sound vile to the person. Here your stock of words or grammar or sentence structure is not everything. You need more than all these. You need to adopt the proper intonation and way of saying things. One idea can be put in several ways. The technique of saying the right thing in the right way is of utmost importance. That is what is meant by positive way of communication. In normal situations you find that many people communicate in a very positive way. Their conversations leave behind an impact on the mind. Whereas the reverse is equally negative. If someone talks or writes in a language that carries negative intonation then people around him/her take it in a negative way.

To make an impression you need to be a polite speaker. When you talk or deliver a lecture on a subject you need to adopt the correct intonation. Writing and speaking go together. But while speaking you cannot spend time in thinking. You have to be careful enough to make use of the right words that would be suitable for conveying the message. The time spent on deliberating over the choice of words and expressions while writing cannot be had while talking. Hence, to be a good oral communicator you need to be endowed with strong hold in language. Let us discuss in detail how one can achieve that.

- In the tertiary level, while acquiring language efficiency we need to consider some subtle issues that cannot be totally ignored. The first among them is *time constraint*. The time that you can afford to spend is about three months. Within that time you have to acquire the proficiency level. It is a fact that there is a difference in the proficiency level that each one of you needs to own. Judging the level you have, you are to decide the area you are to put special stress on so that you can improve and better your English language that will ultimately enable you to communicate most effectively. Suppose you are reasonably good and you feel you must brush up your skill in such a way that you attain the level of excellence. You can do that too. Again a handful of students may feel they need to learn the language right from the beginners' stage in order to attain the average level when they will be comfortable enough to communicate in the language. They too can attain that within this time.



- The second is to lay emphasis on certain areas of grammar that need to be given priority over other parts.
- The third is to enrich your vocabulary that will help you in expressing yourself effectively while communicating.

After considering all these we explore into the methodology that you can adopt in order to learn and better your English. After all, your competence in English will help you freely communicate not only in the workplace but anywhere you are placed across the globe.

For beginners, it is advisable to make a regular practice of self-expression either through written communication or through oral drilling. How can you do that?

- Write on any topic in the form of a composition every day. While doing so, refer to the dictionary to be sure of the usages of words. If any assistance is required, ask your teacher.
- To enrich your vocabulary, make use of different words used in different contexts while writing.
- While writing, try to develop your thoughts consistently. Proper consistency between thought processes and appropriate expressions help you write effectively.
- Once you have thought what you will write about you systemize your ideas according to the well-laid thoughts you have and then formulate them in language.
- Now comes that part of your written communication where you need to deliberate upon the choice of words and sentence pattern to make it effective. However, one advantage written communication has over oral communication is in the time. While talking you hardly have time to think over and speak. In fact your thought process and speech go together. And you need to have the words coming spontaneously to be able to speak fluently and correctly. Whereas in writing you can at least have time enough to think and then frame your ideas.
- Read in English anything that interests you. Reading the newspaper will help you know what is happening all around you. Read the articles and the editorial columns so that you come across various words in English and your vocabulary increases. Of course you have to know the meanings of the new words that you come across. For that you need to take help of the dictionary from time to time. To begin with, you may have to use the dictionary very frequently. Later on you will discover that you do not need it so frequently and reading anything in English will be a pleasure for you. Gradually develop the habit of reading extensively anything that you have an inclination for.

Listen to news and watch any entertainment show in English. That will help you improve oral communication.

## 4.5 EFFECTIVE COMMUNICATION (NON-VERBAL)

Oral communication has two aspects, verbal and non-verbal. To make verbal communication effective we need to possess language command, fluency and articulation. But verbal communication will not be effective entirely if it is not accompanied by appropriate **non-verbal communication**. Non-verbal communication is equally important and contributes largely to make communication effective. Non-verbal communication includes **gestures, posture, facial expressions, proximity** and **voice**.

Non-verbal communication relates to **gestures**. Gestures are the movements of hands and head. While talking you make movements of your hands. You do that to explain clearly what you intend to convey. It is through gestures we convey a lot what we want to say. When a person is positioned at a distance in a crowded bus you are travelling in and you happen to know him you feel a desire to talk to him. You know him and you want to talk to him. Of course you cannot talk loudly to call him. You beckon him through gestures. You raise your hand and wave it so that he notices. And with the movements of your hand and head you can say many things. You can ask him to come or you can send a note of okay just through your gestures. The acquaintance of yours understands the message. Though there has been no exchange of conversation or verbal language, a message has been sent and received. Even when we talk we make movements of our hands, head and shoulders. This we do to make our communication effective. Can you ever imagine you are a speaker giving a speech in a public gathering without making the slightest gestures? Or can you visualize your friend narrating something interesting to you without making any movements of the hands or without nodding his/her head? You cannot. The reason is without gestures, that is non-verbal communication, our communication is ineffective. We can never complete our communication if our verbal communication is not accompanied by our non-verbal communication.

**Posture** is the way one stands or sits. One can have a standing posture or a sitting posture. When we communicate by standing we assume a standing posture. We convey a lot even through our postures. Suppose a friend of yours enters the classroom and stands in front of your table. From the standing posture of the person you know whether he/she has come to ask for a favor or simply to wait for you to finish the work that you are doing. If you stand straight and have the correct posture of standing it will carry an impression that you are smart and confident. You have seen how postures are often associated with verbal communication to impart the characteristic traits in a movie or a

play. The characters by their postures, gait and even gestures convey a lot although they may not be talking. Similarly it is with real life. Our manner of walking, standing and sitting reveal much of our inner thinking to the viewers. You must remember this while you appear for an interview. Your walking in, sitting posture and even your gestures will manifest what you are thinking and feeling. To make an impact on others with your communication you need to pay attention to these aspects of postures so that your non-verbal communication helps in making your communication effective.

Even when you sit you have a posture. Different sitting postures reveal different sets of expressions. From the sitting posture of an individual you can form some ideas about that person even if he/she does not talk. So it is with our gait and standing posture. **Gait** implies the manner of walking. One can communicate a lot about oneself by one's gait and standing posture even if there is no verbal communication.

Our **facial expressions** carry lots of emotional messages. When you meet a person and ask him how he is, from the facial expression that he bears you can get the message that something has happened though he may answer that he is fine. And may be as the conversation proceeds you will discover that there has been some good reason for him to be slightly upset on account of something. Here we see facial expressions are common and are related to what we say. This can best be illustrated by taking examples from movies. A scene may show just the movements of lips without any audible conversation and we as viewers rightly guess the direction towards which the conversation is heading.

**Proximity** or nearness in non-verbal communication plays an important role. The distance that you maintain is very important while communicating. This is more relevant in public speaking. Proper physical distance has to be maintained in order to make communication effective. You must remember that this aspect of non-verbal communication is very subtle and is mostly related to an individual's perception.

In oral communication you have to make use of your **voice**. The way you modulate your voice, pitch and intonation will determine the effectiveness of your communication. When a person is angry with someone, he or she may raise his or her **pitch** and address that person. Here the verbal communication may not be as intense as the non-verbal communication that is the raised pitch of the voice. From the pitch of the voice we can understand that the person is angry. In oral communication, **modulation** of the voice too plays a role. When one gives a talk, one modulates one's voice according to the need. To enhance the effectiveness of one's oral communication one needs to be articulate. Whatever one says needs to be clearly pronounced. One word should be distinct from the other and that will make oral communication **articulate**. Thus, our oral communication becomes effective when we train our voice properly.

## 4.6 PRESENTATION/PUBLIC SPEAKING SKILLS

In an organization you meet lots of people. This meeting may be between you and some of your colleagues. You may have to have a meeting or confrontation with a big group and that group does not belong to your organization. As a professional you need to participate in seminars, conferences, and even address people through media. Public speaking calls for confidence, thorough knowledge of the subject matter, and excellent communication skills. If you need to be a successful speaker you need to possess all these.

**Confidence** gives you the inspirational drive. When one has confidence one does not suffer from nervousness. Stage fright may sometimes mar one's entire performance. So to have confidence one needs to overcome stage fright. When we probe deeper and go through proper analysis we find that the fear in our minds while addressing a big audience is generated mainly because of the following two reasons. The first reason is the speaker does not have the *competence* in communication skill. In order to acquire excellence in communication skill one needs to possess whatever we have discussed earlier. The second is the *knowledge* that the speaker has on the subject he/she is talking on is not adequate enough to give him or her confidence.

### Strategies for Presentation

Presentation refers to delivering a presentation with the help of PowerPoint slides. Presentations need to be well **organized**.

### Organizing a Presentation

For organizing your presentation you need preparations. When you are to give a talk in a seminar or any public gathering you are given the topic beforehand. The presentation needs *planning* and *preparation*. To perform well you need to plan out your presentation that requires contemplation on what you are going to say. Once you decide upon the area and the matter you are going to incorporate, you have to glean the right information from the right sources. Here begins your preparation. Whatever be the source you also have to keep a detailed record of the sources you are utilizing for getting the matter. This is because you have to mention the sources at the end of your speech while you acknowledge the help you have received and express your thankfulness.

After you plan out you prepare the draft that will help you in preparing the PowerPoint slides as well. While preparing your slides you remember the important points pertaining to the preparation of the slides.

- Make six to seven slides at the most.
- Give only the main points in the subtitle box.
- The slides should not be filled with a lot of text.
- Incorporate animation or soft music only if it suits the purpose.

Now you will concentrate on the preparation of the *speech*. While preparing for the speech, you refer to the slides. You must *remember* the points to be talked about as your visuals in the slides display. While preparing and doing your homework you remember thoroughly all the points related to your speech. There should be proper synchronization between what your slides display and what you say.

Also you must make your fundamental concepts related to the assigned topic very clear. After you deliver your speech you will have an *interactive session* with the audience. At that time you may have to answer various questions that your audience will ask you. And you should be always in a position to answer them with precision and accuracy. That will establish you as a good speaker. If you know your subject thoroughly then you will not feel nervous. And you need to hone your communication skill to create an impression in the minds of the audience. When you have both you are full of confidence. You need to remember the following points to be a good speaker.

- It is a disadvantage to learn by heart the entire speech since there is a chance of forgetting in the middle while you face the audience.
- It is absolutely imperative for you to know very thoroughly what you are speaking about.
- You must have fluency and proper body language while you speak.
- You must look cheerful.
- You must have eye contact with your audience.

If you learn by heart and forget in between you must not stop. The natural tendency is to stop and stammer and try desperately to recall. While doing that, you expose yourself and reveal by your facial expressions and body language that you do not remember. That will only increase your nervousness and you will spoil the game. So you have to have a strategy of overcoming stage fright and be an eloquent speaker. To attain that you need to know the matter precisely so that even if you forget the memorized part you can go on with the speech by framing the points in your own version without the slightest hesitation. Not only that, you also require fluency of speech. Whatever you say you have to say it fluently to sustain the interest of the audience. To adopt that, you need rehearsals for the speech.

While on stage you must be sure that you *have all the things that you need*. The hand-outs, if required, can be distributed before the beginning of the speech. Before your

turn comes you should check whether the gadgets are working properly or not. The desktop that you will use or the laptop that you will carry should be compatible with the projector that will be required to project the PowerPoint slides. Everything should be checked beforehand.

### Speech

Try to begin with a *question* or *something striking* so that the audience's attention is arrested. To arrest the attention of the audience is one of the indications of a good speaker. While you speak, remember to change the slides as your talk progresses. If you remain engrossed in your speech facing the audience and forget to remove the slides then there will be no link between your talk and the slides. Again you must not turn yourself so much to refer to the slides that your back is turned to the audience. Keep yourself positioned in such a way that you can easily handle the mouse to move the slides and also face the audience.

Your facial expressions should carry a cheerful disposition. You must feel comfortable and look at everybody among the audience so that it gives the feeling that you are talking to them. Generally when one is not very confident one looks straight at the wall making it rather conspicuous that one is shaky about the whole thing.

After the completion of the speech you invite your audience to ask questions. Answer them properly explaining the part that seems to raise doubts among the audience. When you are asked a question that may be a bit challenging or aggressive in nature try to retain your calm and give the answers. It is not right to betray any negative emotions whatsoever. Thank your audience at the end.

**Public speaking** requires the same skill as making a presentation. But if you are speaking to *media* then you need to be more careful in what you say and how you say. You will not have any direct communication with the audience and so you need to be very *prudent, careful* and say everything with *discretion*. Sometimes it may happen that as the top person in your organization, you may be invited for a television interview for any reason related to issues concerning your profession or organization. Or it can be just a public address in a meeting where media persons may be present. Whatever the venue, if it is outside the organization, you as an employee of your organization need to safeguard its interests. In such public speeches you must not make any mistake regarding facts and figures. It has to be hundred percent correct. If you mention any numerical figures it needs to be absolutely right. There should not be any anomaly between what you say and the real facts.

You must end your speech by thanking the audience for giving you a patient listening.

***The following topics may be used for presentations.***

1. The impact of Bluetooth technology on cell phones
2. E-books are no substitute for printed materials
3. Health Industry is booming in India
4. Role of information system in investigation process
5. India as a developing nation
6. Role of technology in ecological imbalance
7. Online examination and its advantages
8. The relevance of cryptography
9. Internet's role in globalisation
10. Medical transcription as a mode of communication

## CHAPTER

# 5

# Mastering Technical Communication



## Chapter Overview

*The technique of writing business correspondence and formal documents involves certain special features that need to be adopted and practised. The style and the format of technical writing have been discussed along with exhibits of the various genres of such formal writing. The chapter includes a close analysis on Group Discussion and the strategies to be followed for effective Group Discussion.*

### 5.1 TECHNICAL REPORT

A technical report is a formal report written for a purpose and submitted with an objective. The purpose may vary according to situation. After the submission of the report the objectives attained are also different. The objectives differ according to the nature of the proposed objectives. That is why report writing involves formalities that a writer must follow in order to make it official. The technicalities involved are subtle and various kinds of reports must adhere to the subtleties involved in the process of writing the kind of report one is dealing with. The term '**Technical Report**' refers to the formal or official report that one writes for the purpose of an organizational objective. Reports



are official documents that are retained as records for future references. Reports can be divided into different kinds according to the structures they adhere to. Those structures pertain to **time**, **volume** and **format**.

**Time** involves the frequencies with which the report is submitted. A periodical report can be one that is published annually or half yearly or may be quarterly. Many organizations bring out an annual report that covers various aspects of the organization's activities. It features several aspects pertaining to the organizational performances. The unique achievements, phenomenal success, collaboration and tie-ups with big clients, employees' outstanding feats, annual turnover or the company's decisional changes are some of the important areas that the report may focus on. Such reports are annual reports. The reports that are submitted after every quarter to the organizational head by the various departments are quarterly reports submitted for updating the management about the output of their performance at various levels. There can even be monthly reports submitted to the headquarter for reviews of work progress at its various zonal offices. All these reports are periodical because they are brought in the interval of a period.

Apart from organizational reports that come out periodically, one may have to write a report on any incident that takes place all of a sudden. Any incident that is irregular in feature may have to be reported. This report is not a periodical report. This kind of report is written as and when required. It is written with a purpose of intimating the organization about the event that needs to be documented and restored in the data file. There can be a pilferage or a disaster like fire that might have taken place once in a span of thirty years in an organization. This is a report that is not a periodical one as it depends on a single occasion when one such incident may take place. But the report has to be submitted detailing the entire event or disaster.

There are other forms of reports as well. The *confidential* report that is written by the senior employee for his junior colleague is absolutely confidential in nature. When as a research scholar one works with a project, he or she has to submit a report after the completion of each phase of the research work. That report is different in nature.

Technical-report writing follows different **formats**. The volume of the report depends on the length of the matter. As a professional you accept the report that is submitted to you. As a student in a professional school you submit a report of the project that has been assigned to you. All these reports maintain different lengths. Structurally, however, they adhere to the norms that are generally followed in technical-report writing.

There are structured formats of reports. They are in the *printed* forms that are filled up to report some information. This is the way organizations gather confidential reports of their employees. There may even be printed formats to collect data of all the employees for Performance Appraisal. There may be printed formats for collecting information

that is documented as reports of some major areas of business. For example, when we consider consumer satisfaction or consumer's choice, we may collect data through this kind of a printed format and the report of related information can be obtained.

A report can have various data pertaining to several specific areas. It may relate to the progress of the company, it may be related to the general health conditions of the employees or it may be to keep a record of the new policies and new strategic stance that the corporation has introduced and implemented. The trainees of an organization are sometimes sent to attend a training and induction program. After the program the trainee submits a report of the program.

So we see whatever be the ultimate objective, report writing is essential and required for many purposes in various places. That explains why they differ from each other in length. When as a research scholar you submit the final report of your findings in the form of a PhD dissertation, you have it in a huge volume. But the report that a trainee or an employee submits after a period of training or attending a conference is much less voluminous.

The **format** of a report determines the type of report it is. There is a *printed format* that is already prepared by an organization with relevant details. These details pertaining to various data are to be obtained through a questionnaire. It can also be in the form of simply putting questions so that the answers received will be the report or details of documentations that can be recorded as the report of relevant data pertaining to the specified area of consumer behavior or human resource or infrastructural requirements.

When a report is submitted in a huge volume comprising around a hundred pages or more it is regarded to be in *manuscript format*. Manuscript format, as the name suggests, is akin to a book or journal. Since a very big compass is covered, the report becomes voluminous with lots of data-based experiments, observations and findings that ensue.

There are also *simple formats* that are neither printed formats nor manuscript formats but adhere to the structural details of report writing.

### Style

A report must consist of three main parts—introduction, main body and the conclusion. It is wise and prudent to prepare a rough draft after collating all the relevant data and findings on the basis of experiments or survey and observations. Then formulate all these in the draft you prepare. While writing you must ensure that your language is not cryptic. It should be clear, precise and lucid in style. There should be proper coherence in the **three** parts of your report. The **introduction** should state clearly the aims and objectives of the report. The **body** has the most important components. It should state

the methodology taken up for getting the relevant matter comprising the report. The persons involved in preparing the report should be mentioned if it is a report on the findings of an investigation of a committee. The **conclusion** must focus on the summing up with the findings and measures that could be adopted. If it is a project report then it must state the benefit that the project will give.

For any formal report it should state the objective, methodology, the findings and recommendations. If it follows the letter format then it should conform to the style of a letter and address it to the person the report is to be submitted.

It is advisable to prepare a rough draft before preparing the final draft. The rough draft enables you to contemplate the organized structure. The initial stage involves in developing the outline. You keep in mind the points that you have to include, and the supporting materials like **graphs** and **charts** that are to be incorporated to prepare your report.

Graphs and charts are used to display figures and numerical data. You need to develop an outline based on the relevant data collected. Your graphical display will make the report authentic and viable. It will provide the numerical details that will make the report more precise and comprehensible. There are various kinds of charts that you may take help from. There are **pie charts**, **bar graphs**, or **excel sheets** you can use according to your requirement. These will clearly display your data and make everything clear and transparent.

When a **newspaper** report is prepared, you use **quotations** for the sake of authenticity. Even in any other technical report you may use quotations if they are feasible and have a link with your inferences and findings. Like graphical display, it too carries authenticity. Before you quote you should be certain of the quoted portions and verify their authenticity.

If your report is very detailed and comprehensive and covers a wide span then you may have to depend on several secondary sources. In that case you are to include as a supplementary part as an **appendix** and **bibliography**. An appendix shows those materials that you have been taking help of as an indirect source. You may have to depend on some relevant materials from a journal or book. Include the title of the book or journal, the author and publishing details. That is your bibliography. The information should be enlisted in an alphabetical order.

**An example:** Write a report as a software engineer as to why engineering institutes need to groom their students to provide better professionals for corporate houses.

**Report on**  
**The Need for Competent and Skilled Professionals**

Submitted by  
**Amitava Guha**

The objective of the report is to make engineering institutes aware of the fact that they should concentrate more on the quality and competence of their students to endow them with the job proficiency in the corporate houses.

Frequent visits in the colleges for seminars and workshops have exposed the fact that the students are not groomed enough to explain and talk on the various projects they do for assignments. They even face tough time when they join an organization as a professional.

A survey was conducted from April 2010 to January 2011 in some corporate houses like IBM, TCS, WIPRO and COGNIZANCE. The data was collected by a junior engineer, Mr Sujit Majumdar. A detailed survey included individual interaction with the newly hired professionals by Mr Majumdar. The interactions were recorded and the soft copy is stored in the data file for future reference. After the individual interaction, a one-day seminar was conducted with the aim of finding out the reason of these professionals' lacuna in communication skill and technical knowledge.

From the seminar the information that was collated gave the following findings: (Please refer to the attached graphical representation displaying the data)

1. The professionals lack in-depth knowledge of their domain area.
2. They are incompetent in communication skill.
3. They need adequate grooming in soft skills.

It is therefore imperative for colleges offering professional courses like various streams of engineering to consider this intensely. The All India Council of India should take this matter seriously and make it a policy for such colleges to ensure that students are admitted on the basis of merit only. Once they are admitted they should receive thorough grooming in soft skills and technical communication. This will then help the corporates to reach their goals successfully.

Since India is a developing economy, it is expected that proper grooming of the professionals will help improve the socio-economic condition of the country.

## 5.2 BUSINESS LETTERS

While in an organization you need to write business letters. Correspondence related to business conforms to certain norms. The format is simple and the style demands **clarity, courtesy** and **precision**. Business letters can be divided into categories like letters placing an order for products or services, sales letters, complaint letters or claim letters, adjustment letters, etc. All categories follow the same style.

Your business letters should be clearly written. The salutation should maintain courtesy. The letter must have three paragraphs. The *first* will refer to the objective of the letter. The *second* will deal with the details pertaining to the objective for which the letter is written. The *third* will be the conclusion. You need to be courteous all through and in this part you must express your good wishes.

A business letter should adhere to the following norms:

- It should be composed in a **letterhead** that bears the organization's name, logo, and address.
- It must have the **address** of the **recipient** with the proper designation stated.
- It must be **dated**. Without a date a business letter is never authentic.
- It should have a proper **salutation** in the beginning and a **complimentary close** at the end.
- There should be **content** in the **body**.
- The letter should be followed by a **signature**.

All business correspondence should have an intonation of courtesy and politeness all through.

## 5.3 JOB APPLICATIONS

Writing an application for a job is an art. It is an art in the sense you have to apply with the aspiration of getting an offer and that calls for the three salient points that you need to make use of with the deft strokes of an artist. Those three points are **brevity, precision** and **highlighting the strength of your profile**. The letter for job application consists of two parts—the cover letter and the curriculum vitae. The cover letter should comprise the application that need not be more than a page. The letter must be dated and signed.

**Brevity** in a job-application letter refers to the brief nature that your application must have. Brevity in writing implies the competence of writing the relevant details very briefly in apt words and expressions. So while drafting your job application you must concentrate only on the relevant details that have a direct link with the job profile you are writing the application for and choose the most appropriate words to write about it.

Whatever you write it should be very precise. **Precision** implies stating the points and it should not be coupled with any kind of elaborations. One thing you must keep in mind is who your audience is. There will be numerous applications and obviously there will be an element of speed during the phase of considering the applications. The details that are there can be saved for the time being. You will have occasions to talk about it perhaps in the interview if you get the chance.

You **highlight your strengths** pertaining to job description and only state the points briefly. You must be able to convince them why they should hire you. You convince them on how your strengths as a person endowed with certain attributes will be prized when you are in the organization. Write with a tone of conviction that if they hire you they will be benefitted. But never magnify the proportion of your attributes. It should state the facts and reality.

The following is an example of a draft of an application. It will give you an idea about how you can draft yours. And there are a few more examples given for you as a guideline to compose business letters. Remember, they are mere guidelines. You can follow the examples but whatever you write should be absolutely your own. No two letters are exactly the same even if they are written for the same purpose. You adopt your style while writing a letter.

***Look at the following illustrations:***

**1.** Write an application in response to an advertisement in *The Times of India* for the post of an IT professional for Atlanta Telecom Pvt. Ltd.

The Chairman,  
Atlanta Telecom Pvt Ltd.  
B F 30, Sector 2, Salt Lake  
Kolkata 7000090

08.06.2011

*Sub: Application for the advertised post of an IT professional*

Dear Sir/Madam

This is in response to your advertisement published in *The Times of India*, dated 07.06.2011, for the post of an IT professional.

I am certain that you will find in me the suitable candidate for the advertized post. I have the requisite qualification and have keen interest in my domain area. I completed my B. Tech in Information Technology in 2011 and secured good grades. My final-year project on Library Management System was awarded the Best Project of the year.

Since I am a fresh graduate I do not have any experience. But I have faith and conviction that I will be able to prove my worth by my dedication, skill and competence if I am offered the opportunity.

Regards

Anil Kumar

Encl: CV

## CURRICULUM VITAE

Name

Address

Contact Number

Mail Id

Professional Summary

Objective

Special Skills and Achievements

Academic Background (The latest degree awarded should be mentioned at the beginning)

Work Experience

Strengths

Extracurricular Activities

References



2. Write a letter to the Manager (Sales Division) for placing an order of 10 Voltas ACs to be installed in your office.

Mr. Haneman Dutta

Manager

Capital Electronics

7, E M Gardens

Kolkata 700012

09.08.2011

*Sub: Quotation for AC for placing the order*

Dear Sir,

I would like to place an order for 10 ACs, (1.5 ton) for our office at Mandeville Park, Kolkata.

Kindly send the quotation with the relevant details so that we can send the proposal for the purchase of 10 ACs to our Head Office. And as soon as we get it sanctioned we will place the order for an early delivery and installation of the above.

I feel you will have no problem in sending the quotation at the earliest. Since your showroom enjoys a very good reputation we would like to be your customer and I sincerely hope you will extend your cooperation to our company.

Regards and Thanks

Ajay Mathur

Manager, Purchase Division

Jalan Electronics Ltd.

**3.** Write a letter of complaint to the Municipality for lifting the car-parking zone from the front of your office since it affects your business.

Mr. Shib Shankar Banerjee,

Zonal Manager

Bidhannagar Municipality

Kolkata 9000064

11.03.2011

*Sub: Request for lifting car parking from the front of the office premise at Bondel Road*

Dear Sir,

This is a request to you to ensure that car parking is lifted from the front of our office premises.

The cars are parked right in front of Bond Financial Institute blocking the entrance to the office. The cars of our employees are parked in the basement and as such there can be no problem. However, the front of our office is not a parking zone. Yet some unauthorized people are making money by allowing cars to be parked there. It creates a bottleneck during office hours and our dealers and customers express dissatisfaction in coming to our office. We have good reputation in the market but soon we will face adverse situations resulting from this acute problem.

I would request you to take up this matter and ensure that car parking is lifted immediately so that we can have smooth functioning of our organization.

Regards

Amit Biswas

Operations Head

Bond Financial Institute

**5.4 ORGANIZATIONAL COMMUNICATION**

In organizations you need to communicate with your colleagues belonging to the upper hierarchy as well as the lower hierarchy. Communication may be written communication. When you write anything and communicate, it has to be formal and official. For the purpose of official communication, you follow technicalities that you do in other forms of technical communication.

In organizational communication you need to make use of the following:

**memo, notice, circular, agenda, minutes**

The word **memo** derives from the word *memorandum*. Memorandum is a technical communication that is in the written form that serves the purpose of reminding one of something. A memo is a short note sent to the recipient to remind him/her of some offense or default that he/she might suffer for, later. It also serves the purpose of intimating some information to someone. It is a downward communication. It comes from the boss to the junior employee. It is a private and confidential intimation and no one else is able to know of it. It has the element of absolute confidentiality between the sender and the receiver.

The following is an example of an interoffice **memo**:

**AXIS BANK****DN 32, Sector 5, Salt Lake**

14 April 2011

To: Manager Administration

From: Deputy General Manager

Subject: Refurbishing the premise before the Annual Day

You may remember the Annual Day is to be organized on 25th April' 11. Some of the works related to refurbishing the premise are yet to be done. Ensure the work is completed before 23rd so that we can go for inspection. The Accounts Manager has endorsed the budgetary allocation for the above work.

I will visit the premise to discuss the matter with you in details.

S. Majumdar

A **notice** is an official intimation of some important matter that is put up in the board or sent via mail to the ones concerned. It can be any important matter that is written for everybody to know. The details pertaining to the information must be there. When you draft a notice it must carry your signature. The notice should bear the two important elements: *signature* and *date*. Copies of the notice should be put up in various venues where the people who are to be informed have their cabins or chambers. People belonging to different floors of the office premises will see the notice if it is put up in the notice boards of all the floors. If the notice is sent via mail then CC should be given to all concerned. It is regarded as an official document and the hard copy of the mailed notice is kept as a record.

The following is an example of the style of drafting a **notice**.

Sub: Annual General Meeting on 10th May' 11

Dear Colleagues,

Please note that the Annual General Meeting will be held on 10th May'11 at Ashoka Hall, Max Techno Private Limited, Karol Bagh, New Delhi. The meeting will be chaired by Shri Asheem Saxena, Managing Director. All senior officials are to attend the meeting. Following are the details:

Time: 10 a.m.

Date: 10.5.2011

Venue: Ashoka Hall, Max Techno Pvt. Ltd. Karol Bagh, New Delhi

Regards

General Manager

V K Singh

A **circular** is a document that is akin to a notice. It contains information that has to be circulated among the concerned people. That is why it is termed as a circular. Whoever is shown the circular has to sign the circular. That will also indicate the persons who have read it. A circular within an organization needs to be signed by the ones who receive it and read it.

Circulars can also be in the form of advertisements that can be circulated among anticipated prospective customers for the information regarding a product or a service. It is always circulated in a printed form.

Here is an exhibit of an official **circular**:

All employees of the organizations are requested to maintain punctuality and strictly adhere to the service rules for maintaining discipline in the organization. The employees are to reach at 9.30 a.m. Any employee failing to reach on time for two consecutive days in a month will be taken note of and it will affect the concerned employee's performance appraisal.

By order

General Manager

When a **meeting** is held or planned, whoever convenes the meeting decides on certain issues that are to be discussed in the meeting. These issues are listed as items and delegates are invited to attend the meeting. Now these delegates are given those listed items along with the invitation to attend the meeting. These listed items are called **agenda**. Whenever a meeting is conducted, the one who conducts the meeting sends an invitation to the delegates who are to attend the meeting. In that invitation there must be included the following details: the names of all the delegates, the name of the person chairing the meeting, the venue, the date, time and the list of items that are to be discussed. This is called the agenda of the meeting. The agenda arrives before the meeting takes place. The agenda helps in getting the attendees prepared for the discussion in the meeting. If a member has some relevant matter related to the agenda, he/she can come prepared and raise the issue when the occasion arises. The meeting becomes effective when discussion is thoroughly done. There lies the importance of an agenda in the meeting.

Here is an example of the agenda of a meeting that is going to be held:

The following are the agenda of the meeting to be held on 15th May'11:

1. Review of the last meeting's minute
2. Briefing of target given by the headquarter for the next project assigned
3. The names of the coordinators for the assigned project to be announced
4. All the senior officers are invited to attend the meeting to be held at Ashoka Hall, Max Techno Pvt. Ltd. on 15th May, Friday.
5. The meeting will be from 10 a.m. to 12 p.m.

**Minutes** of a meeting are the important points discussed in the meeting and the decisions taken or the conclusion arrived at in the meeting. There is always a person in the meeting who takes down all the relevant and salient points that are discussed and any important decisions taken are also included in the minutes. The minutes of the meeting are circulated to everyone invited for the meeting. It also lists the members who were present and those who were not present are also noted.

Minutes are kept as an official document to be referred to in the next meeting.

An example:

Following are the Minutes of the Annual General Meeting held at Ashoka Hall on 15th May:

- The meeting was chaired by Shri Asheem Saxena.
- All the delegates were present.
- The date set for the completion of the project on MIS with the Usha Martin Group is 16th November 2011.
- Mr A Mitra, Ms R Tiwari, Mr B Jalan, Mr N Mustafi, Mr S Gupta, Ms A Taneja and Mr H Jaiswal have been nominated as coordinators of the team and they were specifically asked to report the progress of the assigned project on Fridays.
- Mr B Jalan raised the issue of extending the date of completion of the project.
- The Chairperson, however, did not approve of that.
- The meeting ended at 1.15 p.m.

S Malik

## 5.5 GROUP DISCUSSION

Group discussion is a tool to measure the competence of an incumbent while working in a team. This yardstick assesses an individual's contribution to the discussion that is held on the basis of certain parameters. It estimates an individual's knowledge level, his or her team spirit, his/her competence in organizing and coordinating and his or her communication skill. Let us discuss in detail how you can successfully conduct a group discussion.

The group discussion is held among a group. This must be remembered that though it is a group discussion, you are assessed as an individual. Naturally, all the parameters on the basis of which you will be judged will be taken note of. So you need to be aware of this.

Before the group discussion begins, the panel decides on the number of candidates that each group will have. Usually, it is seven to eight members in a group though the number varies according to the exigencies and other determining factors of the recruitment board. After deciding the group members, they call the groups according to their serial order. It is only when you are inside the room that you will be given the topic

for discussion and two minutes to think over before you are to begin. The discussion time generally is around seven to eight minutes for the entire group. Remember the following points to make your group discussion effective.

1. The topic may be just in the form of a problem and through the discussion you are to arrive at a conclusion. It may be a controversial topic. Whatever be the topic, you have to **understand** and **interpret** the topic well. Whatever you say should have a link with the topic. Any irrelevant point that has no significance with the topic should be avoided. If it is a controversial topic you can be one-sided if you feel so. However, what you say should be **logical** and your points must have an element of conviction. You must be **assertive** but not **aggressive**.
2. While talking and discussing, follow the **decorum** and **codes of conduct**. When someone talks, try to listen well. It is most improper for you to intervene in the middle. Since time is a constraint to all of you it is obvious that you should make an effort to participate in the discussion. Even then, **don't talk simultaneously**. You may ask **politely** for permission to speak to incorporate something. And it is that person's responsibility and courtesy to let you talk. If he/she does not then he/she will be noted by the panel. After all, your ability to work in **coordination** with others is also an important trait that the management will try to find in you. It should not be that you continuously talk and do not allow others to speak harboring an illusion that you will prove yourself to be a leader. Rather, it may go against you. **Formulate** your ideas with **coherence** and try to **be brief** and **precise**. Invite others to talk if you see someone has tried and not got an opportunity. **Lending a helping** hand is a good trait in a human being and proves one's ability to work in cooperation and coordination with others.
3. In a group discussion you have to be careful about your **body language**. Maintain the correct sitting posture and have **eye contact** with everyone. It being a discussion everybody has a role to play. Even if you do not support someone's view, **do not oppose** it vehemently or reveal it through your **facial expressions of annoyance** or **disgust**.
4. Lastly your ability to speak well also matters. If you have the competence of **communication skill** then you can say the right thing in the most appropriate manner maintaining brevity and precision. Even if you talk once or twice it is more than adequate. Of course you can in between extend the opportunity to others who have not yet participated. That way you show your **team spirit** and **leadership skills** as well.

The group leader emerges from the group by dint of his or her merit. Whoever begins undoubtedly has a role to play but other parameters are there to determine leadership skills like **coordination** and **cooperation**. At the end you must **sum up** the

entire discussion. The end can also lead to a solution to a problem or a crisis depending on the topic for discussion.

### Strategies and Techniques for Group Discussion

Let us explore how you as an individual can participate effectively and how successfully you can contribute to a group discussion.

**Topic** When you get the topic, think over it for some time. While contemplating on the topic, you should relate it to your thoughts very minutely. The points you formulate in relation to the discussion must be absolutely *sensible* and *logical*. They should not be vague and inconsequential. Whatever you say must have relevance to the topic. So while thinking of the points you may jot them down on a paper that you are permitted to use. But while talking you must not look at that paper. Be sure you speak and look at your group members rather than looking at your paper.

**Behavioral Attitude** While talking, you ought to be polite and courteous. Even if you have to say something contradictory, say it with assertion and with logic. Your manner of speaking must reflect that you respect and value everyone's feelings. So your body language and behavioral attitude that must be very civil and courteous. Take note of that very thoroughly.

**Beginning** If you begin the discussion, greet everybody by wishing them a good day. Beginning a discussion reveals that you are taking the initiative. That is quite commendable. However, if you do not begin the discussion and speak after one or two members, it does not matter.

**Time** Time is very important in a group discussion. You must speak and participate in the GD. Due to time constraint, try to speak your points in brief making them precise so that your contribution is noted by the panel. If you wait for others and think you will speak later you may not get time at all and the given time will be over.

**End** If you end the discussion, conclude well by focusing on the idea or points that transpire from the discussion. It should more or less be in the form of summing up the discussion in a single sentence.

#### ***Avoid the following:***

**Intervention in Somebody's Talk** It is not desirable that you abruptly start talking while someone else is. You should apologize and seek permission from the member who is speaking if at all you have to intervene for something that you need to bring up while another group member is speaking.



*Typical Postures and Gestures* Don't tap your fingers on the table unmindfully. Sit properly and do not swing your legs. Many of these habits are difficult to get rid of. But you must ensure and practice so that you do not do so. Do not raise your eyebrows and frown to express your annoyance or disapproval. If you are in disagreement with your group member on any point don't exhibit that by your gestures. Your movements of body and hand should conform to the decorum expected in a formal gathering. Whatever you have to say, express it in language appropriate to the occasion.

*Cross Talk* It is improper to talk while someone is already talking. Wait for him/her to stop and then begin. If two or three people talk together to refute an idea then the discussion leads to chaos.

*Repetition of Points* You must not repeat a point that has already been discussed. It may so happen that you have got the same point in mind already. In that case frame the point in different words and give it a slight variation in style. Don't make your sentences too long with the same words and expressions being repeated.

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## EXERCISE

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1. Write a technical report as a student of WBUT to be submitted to the Vice chancellor of the University about the program organized by ISI where you were a participant.
2. You were sent to attend a seminar organized by TCS. After the program you are to submit a report on the program that mainly focused on training and induction to the head of your branch office. Write a report on that.
3. Write a letter in the form of a proposal to the director for refurbishing the office premises, stating how the refurbishing will enhance entrepreneurial goals and also create a proper ambience in the office.
4. Write a letter of complaint to the manager of the bank where you have your office transaction for giving you a wrong statement detail of your office account.
5. Write a letter to your CEO in the form of an e-mail with CC to all the members of your organization inviting him to come for a seminar to be organized by Hyundai on the recent development of automobile industries in the developing nations.

6. Write a letter to the principal of your college requesting him/her to give you a No Objection Certificate in joining a crash course to be conducted by NIIT. State the details of the course.
7. Draft a report to be included in the college annual magazine covering all the cultural activities that took place last academic year.
8. Write a proposal to be submitted to the registrar of the college for a college canteen that would help the students in getting healthy food at a subsidized rate.
9. Write a letter to the head E-Zone for sending a person to your office for fixing up the interior décor with proper furnishings.
10. Draft a speech of about 10 minutes on the occasion of launching a new segment of automobile from Tata Motors. You are the Marketing Executive.

## CHAPTER

# 6

# Language Laboratory



## Chapter Overview

*The chapter is a guideline for the objectives of Language Laboratory and how the lab can be utilized by the facilitator to help improve communication skills of the students. The various components of lesson modules that can be structured by the teacher have been discussed for the attainment of our goal.*

A laboratory is set up with the objective of allowing the students to practice and learn the theoretical input they glean from books and classroom teaching through experiments. That is why a laboratory has the accessories required for practicing the experiments that help us show the result of the experiment about which we read in the books or are told in the class. In other words, a laboratory facilitates the practical orientation for permanence of the knowledge gained theoretically.

The Language laboratory serves the purpose of honing language skills of students in the specially designed and equipped laboratory that extends facilities for improving oral and written communication. In the classroom, the different areas like vocabulary, grammar, comprehension, etc., have been taken up for discussion. The Language Laboratory will provide opportunities to the students to practice the various components of language they have learnt and need to brush up to make their communication effective.

There is specially designed software with the purpose of guiding teachers to conduct the language laboratory and implement the methods with precision and fruition. In fact, it is with the use of such wonderful technology that the linguistic skill of the students can be enhanced. In the software, there is a virtual recorder. It provides the facility of knowing the script. It helps in building and improving the intonation of the speaker. The technology assists in improving the pronunciation of the students by playing the model pronunciation and the students' response. To overcome the difficulty involved in any particular exercise, the students can make use of the 'bookmark' facility and use the 'loop facility'. In the loop facility, a selected portion will be repeated for the students to practice and exercise. Numerous areas like vocabulary, grammar, spelling, pronunciation, comprehension and the like can be tailored for the drilling and exercises with the help of this technology. If this technology is not available then the language laboratory must be designed in the following way.

The laboratory needs to be a large hall with seating arrangements for students. It needs to provide computers for students to work with individually. The laboratory should also have a podium and proper acoustics so that the speaker is audible from all around. Among the other paraphernalia, there need to be arrangements for the students to practice and use: an LCD projector, a computer to use the PowerPoint slides that the students use for presentations, a board and a microphone. A handycam and an audio system are required for video records and aural activities. The video shots can be displayed with the help of the projector to facilitate the students to see and hear themselves in various interactive modes. That will enable them to find out their flaws and mistakes so that they will try to rectify those and improve themselves. That includes both verbal and non-verbal communication.

## 6.1 OBJECTIVES OF LANGUAGE LABORATORY

The objectives of Language Laboratory are very specific and result oriented. The language Laboratory aims at building and improving the language skills of students by enabling them to drill in oral communication. In fact, the objective of the Language Lab is to facilitate the students with the right equipments and ambience that will help them practice in a proper ambience to enhance their speaking skills and ability. All activities are conducted individually at one level. That is done with the objective of identifying individual needs and thus determining what remedial measures are to be adopted to make necessary improvements.

The audio system is necessary. It enables the facilitator and the students to hear various audio tracks in the form of compact discs or cassettes. It also helps in recording some of the oral exercises if required and when necessitated.

Now we have to consider how to divide lesson modules. Lesson modules have to be structured in such a way that proper prioritization is given to areas that need more attention and drilling. The students' needs have to be identified. The first session should be devoted to identification of the areas where the students have lapses. Accordingly, the classes can be allocated.

Language laboratory classes can conveniently be divided into different sessions based on the lesson modules that will be taken up for the Interactive English classes. The lesson modules must comprise the areas that need to be focused for adequate improvements to be made in the language. They are mainly pronunciation, intonation, voice modulation, stress, and phonetics.

Grammar and vocabulary that students improve through written communication and reading need to be applied here while they speak. Aural comprehension can be practiced in the Lang lab with the help of an audio device. Students can give presentations using PowerPoint slides that they prepare.

These are the specific areas that can be improved upon by drilling them in the language lab.

### ***Tone and Pronunciation***

Variation and modulation of tone is essential for the spoken language. With the help of the audio recorder, a teacher can identify the mispronounced words. Those words can be taken in isolation for correct pronunciation. The audio system enables one to listen to a mispronounced word and the difference in the correctly pronounced words and by repeating this, one can rectify oneself.

### ***Reading Skill***

The students can be given exercises for improving their reading skills. The teacher may provide texts for loud reading and it can be compared with the model practice exercises for the same texts. This needs to be prepared beforehand with the help of the audio system that enables one to prerecord a text that can be the model exercise. The model exercise will be used only after the student reads aloud from the written text and gets his/her voice recorded. After that the prerecorded model text will be played for the student to decipher the changes he/she needs to bring about so far as intonation and pronunciation is concerned.

### ***Using a Text Track***

Reading aloud from a text helps students to improve their reading skill. As one listens to his/her voice while he/she reads, one develops his/her sense of language. Reading aloud helps in remembering what one reads. And that helps in acquiring language skill as well. The sense of punctuation and intonation can be developed through reading.

Following punctuation properly while reading any text helps one learn to give proper pause in between sentences. It also helps to develop the intonation that is associated with the syntax and punctuation as well. The difference between the question, statement and exclamations are well brought out by the intonation of the spoken sentences. How one asks a question, or exclaims at an idea in a surprising tone or expresses wonder at anything amusing or captivating are manifested through the tone and the way one utters the words used in the sentences. The elements of surprise, annoyance, joy, query or dictation can be imparted through the right choice of words and punctuations in written communication. But in oral communication, you need to put proper intonation to convey the sense. Even pronunciation plays an important role in oral communication. This precisely explains the function and role of the Language Laboratory.

Note the following sentences when they are read out:

*How do they go there?*

*They usually go by bus, I guess.*

*It is a wonder how they go there!*

For each of the above sentences (in various forms), we note a difference in punctuation and a difference in meaning as well. When they are used as oral communication, that is when they are spoken, they bear three different intonations to convey the meanings of each. This can very well be demonstrated when the teacher or facilitator reads them out and the students follow later on. Thus, reading with proper intonation will better and improve their reading skill. Reading texts may comprise various interesting articles chosen from the newspapers, journals or magazines that rouse their interest and attention and encourage them to take part in the drilling exercise. Whenever they read, it should be an individual exercise. That is, one should read singly and aloud. And that should be recorded. After the recorded track is played and the necessary corrections made, the same student will be asked to read the same passage once again for the second recording. Two or three repetitions may suffice. However, it depends on the individual performance. The repeated versions later on may be heard and evaluated by the teacher/facilitator to assess the progress made. The teacher can maintain a progress chart in a spreadsheet in the following manner:

*Report on Performance Status of the Students attending Language Laboratory Class*

<i>Names</i>	<i>Lesson module</i>	<i>Date</i>	<i>Grades</i>	<i>Performance status</i>
<b>Shreya</b>	Pronunciation	<b>05.02.'12</b>	<b>C</b>	Needs improvement
<b>Priyanka</b>	Pronunciation	<b>05.02.'12</b>	<b>B</b>	Improved
<b>Animesh</b>	Pronunciation	<b>05.02.'12</b>	<b>D</b>	Must work hard
<b>Barun</b>	Pronunciation	<b>05.02.'12</b>	<b>C</b>	Needs improvement
<b>Nitin</b>	Pronunciation	<b>05.02.'12</b>	<b>A</b>	Improved

The above chart gives you the assessment done on 2nd February. The grades they have scored are based on the performance of the present day's class. The remark on performance status however has been given as a comparative assessment of the previous day's performance and that of the present day's. In fact everyday's performance should be recorded and the graphical representation will give us a clear picture of the progress made by the student or whether no progress has been made at all. It is individual comparison of a student's performance in the subsequent sessions he or she attends. Since it is not a comparison between any two students, we will find in the report the discrepancy in the lines of comparison drawn between the grades and the performance status of two students. In the above report, we see the grades of Priyanka and Nitin are different. Yet the remarks on both their performance statuses are same.

This is the most important point that the facilitator has to keep in mind. We need to maintain a regular report on performance status of the students attending Language Laboratory classes. It gives a proper insight into the steady improvements the students make in their performances. The students need to see the noticeable difference they make in their communication while making an effort to improve. That will be inspiring for them and fosters in them the desire to work hard on the specific areas where they need more drilling.

The speakers who do not have English as their native tongue may at times find it quite difficult to pronounce certain words correctly. This happens when the mother tongue intervenes in the process and the intonation of one language interferes with that of the other. The predominant phonetic sounds in the mother tongue often affect the pronunciation of the words used in English.

In India many of the users of English find it difficult, may be initially, to pronounce some of the words correctly as they have not used English as the medium for communication previously. For them it is next to impossible to pronounce correctly some of the words in English that have two or three syllables in them. There are certain words that are used with special stress on a particular syllable. Suppose '*globalization*' or '*liberalization*' have to be correctly pronounced. The facilitator can break the words into syllables and guide them the way to pronounce the words correctly. That is why it is imperative for the students to utilize the laboratory facility. Repetition with the model pronunciation will help in achieving successfully the objectives of pronouncing the words correctly and also in speaking with correct intonation.

For pronunciation and intonation, extensive use of compact discs can be procured. Those recorded versions should be played for the students to hear. Listening to those speeches in the digitized version will help them in developing their ear for the language as it is spoken. They will incorporate them in their own speech when they speak.

**6.2 LISTENING SKILL**

The language Laboratory offers a scope for the students to drill in the listening skill. The sound system can be used for the students to hear spoken language. The recorded version will help them to hear English as it is spoken. A careful listening will give them an idea of the pace they are to observe while speaking. The speed, the pitch and intonation can be picked up by listening to attentively. Even the facilitator can read out an extract from the newspaper or any interesting article that may invoke interest in them. And let them hear. The main idea behind this is to differentiate the pitch, the speed, the intonation, the pronunciation and the way they speak and the way English should be spoken.

There are various lesson modules that can help the students achieve the desired level of confidence while listening. It goes without saying that one picks up a lot in language by listening. So lesson modules can easily be divided into sections so that the students have the learning opportunity from various kinds suited to their purposes.

***Passage Reading***

Reading aloud a passage helps one listen to one's voice. The reader can read and listen to what he/she reads. In the class there are others who will also listen. While a passage is read, one listens to the entire passage as it is read. The facilitator may take note of the pronunciations of words and any deviation from the correct pronunciation can be pointed out by her. She can make use of similar words that are not used in the passage and pronounce them to help students know and learn the correct ones through this process of listening. She herself must pronounce the word and let the students listen. The one who has been reading will correct himself/herself immediately by repeating what the facilitator says. And simultaneously the others who have been listening to the passage being read will learn the correct pronunciations just by listening and by following the class attentively. So listening helps one learn the correct pronunciation in this way.

Listening helps us follow and understand the language that we do not use very frequently. Audio playback can help students listen to English being spoken by native speakers. Any audio or video clip will make the students keen on listening to. Here the facilitator can run the track for them to hear and later ask them questions pertaining to that. How far the students have grasped can be understood by their answers given to questions asked by the teacher. Listening will thus help them follow the language and glean the main imports of the language. The intonation of a language can very well be picked up by listening to the audio playback. Attentive listening will help in forming and developing the proper intonation. Since English is not our native tongue, we need to listen to the language spoken by the native speakers and thus we imbibe those elements of the language that are essential and most characteristic of the language.



Listening skill should be developed to be a good speaker. We emulate consciously or unconsciously many of the words, phrases, dictions simply by listening. The language Laboratory provides the students the opportunity to cultivate the listening skill. During a Group Discussion, the members are supposed to listen carefully to what is being said. When one person says something the others must listen to him or her so that what they say later has coherence with the previous member's views. Moreover, to form one's ideas in a convincing manner, one needs to listen carefully to the entire discussion. If we listen carefully and with proper attention then only we can understand what one says. If we get distracted and start thinking of something else while the discussion goes on then we are not able to comprehend the entire discussion. It puts us into a disadvantageous situation and we fail to draw a line with coherence and consistency.

### 6.3 CONVERSATION SKILL

The language Laboratory gives students the scope to converse so that they hone their conversation skill. The conversation skill can be developed and enhanced by practicing and also by hearing. The facilitator can provide them with a subject pertaining to events that are commonly seen or felt. Let two students begin a conversation on that. A while later, let two more students take part in the conversation. Let the others hear. Conversation makes them ask questions, express astonishment, wonder and even add a touch of humor. Conversations involve various regular and irregular discussions. That lends an opportunity to make use of different verbs in different tenses according to the discussion. In fact, conversations are interesting and teach how to interact with not only words but also non-verbal communication, that is gestures, properly. The facilitator can give them some interesting topic to begin a conversation and then the conversation can shift to sundry other topics according to the flow of conversation. Conversation can be prolonged so that there is chance for the students to practice. In a GD or presentation, the mistakes cannot be corrected till the discussion or the speech is over. In conversation practice, the speakers can be instantly corrected. That will not be an intervention in their practice. Rather, the immediate correction would be a real help in improving their communication skill as the students are likely to remember those that are at once pointed out and rectified and they repeat it just afterwards.

### 6.4 GD PRACTICE

Group discussion practices can successfully be conducted in the language laboratory. Topics pertaining to relevant areas can be given by the facilitator to the group for discussion. All the students in the group should be encouraged to take part. The students

already know the principles they should follow. Let them practice now keeping in mind the decorum they have to follow. If the performance of the group is captured by making use of the handycam and shown after their performance then they will be able to see and hear themselves performing. A group comprising six to seven students will be adequate enough to practice. When they end their discussion, the video shot can be displayed. Here they will watch their sitting posture, their gestures related to the movements of hands and the way they talk. They also hear their views and points related to the discussion and judge whether the point was relevant or not; whether they repeated the points or simply said something that was not coherent at all. Thus, the language laboratory offers the scope for improving their GD skills by making them observe themselves in the captured versions and becoming self-critics in order to discover the areas they can or need to improve upon.

## 6.5 READING SKILL

Reading aloud a passage is helpful in improving pronunciation, stress, articulation, and voice modulation. Let a student read a portion of a text aloud. The others will hear. Reading aloud will help the reader follow proper punctuation and implement them through intonation and pause. When there is a question, the reader asks the question in the style adopted to ask a question, putting proper stress on the word according to the meaning that is conveyed. The facilitator can demonstrate and the student will follow so that he/she picks up the style of putting the right stress on the word while pronouncing it.

**Pronunciation** is the area where many students may need drilling. Since English is not our native tongue, we are likely to be influenced by our mother tongue while pronouncing many words. This needs thorough practice that may initially be rather difficult. To remove the ingrained practiced wrong pronunciations and to bring in lieu of them something else is quite time consuming. Yet if the students are inspired to improve their communication skill, they can do it successfully.

The following are the areas where there may be problems among students. ‘S’ sound when it is single (‘s’) or double (‘ss’) generally gives the hissing sound or the ‘z’ sound. Facilitators need to take help of the phonetic symbols to explain these as given in the following words:

*His* (it is z sound)

*This* (it is s sound): If required this ‘s’ sound should be demonstrated to point out the difference that lies between ‘sh’ sound and ‘s’ sound.

*Miss* (it is ‘s’ sound)

*Vision* (it is ‘sh’ sound)

*Mission* (it is sh sound)

*Case* (it is 's' sound)

*Just* (it is 's' sound)

There are a number of words that can be taken up as examples and then according to lesson modules, they can be considered whenever the occasion comes. In this context, we need to remember that the components of various lesson modules in the Language Laboratory classes are overlapping and can be utilized one in another class. That way the learning and facilitating process become more effective and result oriented.

Pronunciation needs to be thoroughly checked and preferably with recorded soundtrack it can be rectified. The dominating influence of the phonetics of mother tongue of the non-native speakers sometimes creates havoc especially with s, sh, th, g, j, z sounds. Look at the words below and pronounce them.

*Giraffe, geology, zoology*

**Extended vowel sounds** in the words where students get confused should be taken up for discussion. See the following words:

- *Sheep and ship*: The first one should be pronounced with an extended vowel sound whereas the latter should not be.
- *Feet and fit*: So it is with this pair of words.
- *Sleep and slip*: Here too we find the two words that should be pronounced with the difference of extended vowel sound and short vowel sound. Lots of examples of these sorts can be found.

In this context one has to remember that much depends on how one pronounces the words. In oral communication, it is your pronunciation that carries the meanings of the words pronounced. So you need to be careful about how you pronounce your words. Ask your facilitator and consult a dictionary for guidelines.

When you find it difficult to pronounce a word that is big, like '*community*,' you break it up in syllables and then pronounce the word. That will help you to learn the pronunciation of the new words and make your pronunciation articulate as well. Some words may appear phonetically identical to you. For example, some of you may have a problem in pronouncing distinctly the two words '*committee*' and '*community*'. The ideal way to adopt the correct pronunciation would be to break the word up in syllables. You need only to go by the vowels that are used in the word. Then according to the vowels, you break it up like these following words:

- Community ..... com/mu/ni/ty (we have four syllables here and accordingly you pronounce the word). Here the stress should be given in the first syllable, that is on *com*.

- Committee ..... com/mi/ttee/ This word has three syllables and the word can be pronounced with the help of the syllables correctly.

**Stress** is the emphasis given on the syllable of the pronounced word. Giving proper stress on the correct syllable is essential.

When there are two syllables, generally stress is given on the first syllable. Like in: *laugh/ter*, the stress is on *laugh*.

Or in: *rain/ing*, the stress is on *rain*.

Reading aloud helps one understand the application of **voice modulation**. One has to learn how to modulate his/her voice according to the context of the meaning implied in the communication. Modulation refers to the change of voice with pauses in between while talking. Modulation in the voice enriches and impacts largely oral communication. When one delivers a speech, one needs to modulate one's voice in order to create the required impact. Reading aloud a passage helps students learn and practise voice modulation.

Even reading aloud helps one listen to his/her **pitch**. This is also a component of the voice that needs to be attended too. Pitch refers to the scale in higher or lower range.

## 6.6 WRITING SKILL

Students in the Language Lab class can be made to write something to acquire the writing skill, maintaining the expertise they have attained in the various domains like grammar, vocabulary, and sentence structure. They should be encouraged to do the written work in loose sheets of paper that can be kept in a file. The first set of work must be checked thoroughly with proper explanation following the correction and changes suggested by the facilitator. The student must understand and know why what he/she has written is wrong. Whether it is grammar, punctuation, spelling or misapplication of words and phrases, the facilitator must explain clearly why that is wrong and not acceptable. The corrections must include **spellings** and **punctuations**.

Here we have to take a note of the fact that spellings of some words have undergone changes and are accepted as they sound phonetically. Especially the changes are to be strictly adhered to when processed through words while they are fed in the computer.

Using correct punctuation is a must. Otherwise written communication remains ineffective. Students need to know the significance of punctuation and they must be shown this through demonstrations on how the meaning changes with the wrong placing of punctuation.

## CHAPTER

# 7

## Conclusion

English has assumed a significant role as the language for international business. It is the language for Business Communication. Since globalization has spawned the shift of business operations across the world, there is a convergence of cultures that directly impacts the language for international business operation. That is why we see English is the most dynamic of all languages in adoption of style and words from other languages. And it is English that is the language used in business operations all around the globe. Online transactions in the digitized and computerized world are mostly conducted in English. So it is perforce necessary that professionals use English for the purpose of communication to successfully run an organization. When we consider English that is used in India as a second language, we perceive the different dimensions of difficulty that these non-native speakers of English face. It is precisely so in some other countries too where English is used as a second language. And these non-native speakers of English often face problems while using the language for communication. The corporate houses adopt English as their medium of communication. Hence, comes up the absolute necessity of learning English for improving and enhancing communication skill. English is definitely going to rule the world of business and enterprise as do Dollars and Euro. To be able to carry on successfully as a professional you need to be thoroughly conversant in English. Of course there will remain subtle differences in accent, pronunciations and sometimes in the lexicon as well. However that will never create obstructions to understand English spoken by people belonging to the USA, England or Australia. If one knows English then there will be no problem in communication in the language. Since English is used in India as a second language in the course curriculum right from the primary level, students are familiar with the language. Definitely for them it is not completely what a foreign language should be.

English is definitely going to rule the world of business and enterprise as do dollars and euros. To be able to carry on successfully as a professional, you need to be thoroughly conversant in English. Of course, there will remain subtle differences in accent, pronunciations and sometimes in the lexicon as well. However, that will never create obstructions to understand English spoken by people belonging to the USA, England, or Australia. If one knows English then there will be no problem in communication in the language. Since English is used in India as a second language in the course curriculum right from the primary level, students are familiar with the language. Definitely for them it is not completely what a foreign language should be.

You, as a student, have been using English as one of your subjects. But what level of proficiency you have acquired is a question. When you find it difficult to express yourself while communicating, it means you are not comfortable with the language. Then you need to work hard on it so that you attain the required standard to understand, talk and write the language well. There are several phases of life when you will feel the dire need to hone your communication skill. To attain that you need to read, write, speak and listen to English. Whether you are a student, or an interviewee or a professional working in an organization, you will find you are at an advantage when you communicate well in English.

During the recruitment process, panelists ask questions in English and they expect the answers to come spontaneously and promptly. Without having command over the language it is difficult for you to gain confidence and answer smartly. Everything goes well if you possess communication skill. Without having that you feel shaky and nervous. Even if you are ready with the answers, you will find it difficult to answer because you lack communication skill.

As a professional, you will have to interact with so many people, both in the organization as well as outside the organization. It is obvious that being in the corporate house, you will interact with almost everyone in English. You will derive satisfaction when you are able to communicate fluently and effectively. When you cannot speak a language fluently, you have a general tendency to avoid speaking lest you feel uneasy and the other person comes to discover your weakness. So in both cases, as a student or a professional, you need to acquire the proficiency level that is expected. In countries where English is not used as a second language, there has been a gradual change coming over. They have felt the necessity of knowing English since English is the most extensively used language for trade and commerce. These countries too are introducing English not as a curriculum but as an optional language like a foreign language so that professionals can get a chance to learn English if they so desire and are able to carry on successfully in international firms. At least in this regard, Indian students have an advantage over other international students in that they learn English as one of their

course curricula. So what you require is brushing up the skill. However, you have to remember that learning a language to enhance your communication skill is to be done at the tertiary level within the time constraint. So you need to be methodical and put in your efforts so that you reach your goal.

Read and write English. Listen to the programs telecast by the British Broadcasting Corporation (BBC) aired on television. Read English newspapers and make it a habit. That will help you know the difference that you need to bring about in your style of communication. And listening to correct English helps you in achieving the desired result. You too learn to speak correct English. You will also understand it better. There will be no difficulty in following English spoken by either native speakers or non-native speakers. You will grasp every bit of it. Your communication skill, both oral and written, will be bettered and that will boost your confidence level.

When as a student you speak and write reasonably good English, you find yourself at an advantage. That helps you in understanding and following the subject matter when the teachers explain the various topics belonging to your domain area. Following the class thoroughly means you enjoy the course that you pursue. If you fail to grasp the lecture delivered by your teacher you gradually lose interest and that affects your studies. You are subjected to peer pressure in the sense you grow a feeling of inferiority as you compare your ability with that of your classmates and peers. It is not always that they are endowed with more intelligence or perseverance. It is their good communication skill that makes them more adept and more able to make faster progress in the intellectual pursuits they are in.

When you prepare yourself for interview and group discussion to be selected and absorbed by a company, you reap an advantage over many if you possess excellent communication skill. You will have to answer the questions in English and conduct the group discussion in the same language. You are not expected to speak any language other than English. No monosyllable in your mother tongue can you utter while you are interviewed. If you fail to get through your interview successfully because of your inability to communicate in English you feel miserable and repent.

You may be asked a question that demands some subtle complex analysis pertaining to your specialized field. You are technically very sound. That is, your knowledge level and understanding may be absolutely correct and fabulous. Yet when you have to analyze that very precisely you find barriers hindering your communication. This would not happen if you are very good in speaking English and know-how to speak reasonably well. You will have no difficulty in explaining things to your interviewer. But if you are not that competent then you will endeavor desperately. However, you cannot go on and on trying to give the answer clearly. The interviewers will not have the patience to listen to you if you stammer and pause unnecessarily to make a desperate effort to explain in



English the matter they have asked you. After all, the interviewers are subjected to time constraints. So you have to successfully make an impact by the knowledge and smartness that you have. And both these can be imparted through excellent communication. When you have excellent communication skill you can express yourself very briefly and precisely much to your interviewer's satisfaction. And the rest you know.

Even after a successful interview when you join an organization as an employee, you see the difference that you have when you master communication skill. You reap an advantage over others undoubtedly.

If you know English well, you will have lots of benefits. It is not that you are to neglect your mother tongue. You must know your mother tongue thoroughly. At the same time you develop your interest and predilection for the language. That will always help you. English has always been a second language in our country. So it will be. What you need is to explore the language so that you can delve deep down in it for making yourself a master in the language.

As Jeanette Gilsdorf says in her essay *Standard Englishes and World Englishes: Living with a Polymorph Business Language* (*The Journal of Business Communication*, Volume 39, Number 3, July 2002.)

“Like any other language, English is used for art, for play, for venting of emotion, for philosophical abstraction, and so on. To be sure, the pragmatic purposes of English in international business do not typically call for the same breadth of lexicon and grammar as some of these other activities.”

What is evident from the above view of the author is that English used for the purpose of business communication is more flexible since that is used by people belonging to both sides of the Atlantic. What we should aim for is Standard English that will be acceptable to people using the language all over the world. If you are not able to use the correct pronunciation, correct grammar and appropriate vocabulary then you will not be understood by your employer and clients across the world. You should use English according to the Standard English as it is accepted all over the world. Technical communication is analogous to business communication since the subtleties that are there in the former entail it to own a place of paramount importance in the world of business and profession. Hence, the relevance and need for honing your communication skill so that you can interact with everyone successfully in your professional life and rise to the zenith of your career by your in-depth knowledge of technology and excellent skill in English language and communication. You will then contribute fantastically to your organization, to your country and to the world.