



Business English Co-teach Series 2

Module 2



General Guideline

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Co-Teach Electives

BUSINESS ENGLISH

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Techniques of Reading

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Reading

- Reading can be defined as an activity wherein the reader looks at a piece of written text and comprehends the message within.
- It is a process that helps us to decode, interpret and recognize the words in a message.
- Reading also helps the individual to articulate, to pronounce words, attach meaning to the text and thus pick up new ways of expressing ideas.

Importance of Reading

- A form of mind jog /strengthens eye muscles
- Improve language skills/ vocabulary/ communication
- Aids creativity and out of box thinking
- Practice helps improve speed/ concentration power
- An integral part of the corporate workplace

Techniques to Reading

1. Skimming - to understand the essence of the given topic.
2. Scanning - to find out the specific word/s or details.
3. Intensive Reading- to get specific details or information. It is usually slow reading done with concentration.
4. Extensive Reading – to read at leisure.

Skimming

This refers to a technique wherein the reader quickly skims through the given text. The purpose is more to get the gist of the information and not delve too deeply into its buried meaning. The reader will try to understand only the salient points of the message in the text. Word by word reading is not done here.

Some examples of Skimming:

Going through the newspaper in the morning
Reading the back cover of a book you intend to buy
A last minute revision before entering the exam hall

An example of Skimming

- You have been asked by your professor to refer to some textbooks in the college library and create your own notes for a specified topic. Your professor will mention the modules that have to be covered in your notes.
- How will you choose the required text books?

When to use Skimming?

- To quickly review long documents.
- To read a lengthy article to get an overview of the content.
- When you have lots of material to read in a limited time.
- To check if you find the topic interesting enough to read thoroughly.
- When you want to survey a text to get a general idea of what it is about.

Strategy to Skim

- Read the titles, sub titles, subheadings and illustrations.
- Read the first and the last paragraphs and headings and summaries.
- Read the first sentence (topic sentence) of each paragraph.
- You ignore the details and look for the main idea.
- Skimming is done at least 3 to 4 times faster than your normal speed.

Read the following passage

The back cover of a book:

Think of the 80 minute MBA as your reduced Shakespeare for business. A traditional MBA might get you in the door but it won't help you much once you are in. This book is for anyone in business who wants to get ahead without going back to school. A formal business education is great for one who wants to think in the same straight line as the next person. But you want inspiration; creative thinking and a set of dynamic approaches in less time than it takes most meetings. The authors have sorted the great business ideas and key issue from the rest, so you don't have to. They cover all the crucial topics including leadership, sustainability and ethics. This book will wake up your mind with fresh ideas and save you a bundle on getting ahead in business.

Question -What is your inference from the passage? What is the book about?

Answer: The book teaches you dynamic methods of doing business.
The book is on Business Management

Scanning

Scanning is a technique that is used when an individual is looking out for specific information in a given text. The purpose behind using this technique is to read the piece of information and deduce exact meaning out of it. In scanning, again the reader will not try to understand the complete meaning of the message but will focus only on specifics.

Examples of Scanning:

- Checking out the TV schedule for Sunday
- Looking out for a specific persons name in the directory
- Extracting the key points of a text for an abstract

An example of Scanning

- You have picked up two relevant text books from the library and brought them home to make the notes. As you go through a specific chapter you come across a word that you do not know. You pick up the dictionary to check the correct meaning of the word.
- How will you find out the word and its meaning, usage etc. from the dictionary?

Scanning

- This is a method wherein you read a particular list, sentence, paragraph, passage, or chapter with the intention of searching for specific facts related to a particular subject.
- When you scan a particular piece of written passage you are not actually reading the material line by line, but you are searching the passage for a particular piece of information very quickly.

When do you Scan?

- When you're looking up a word in the roster or the dictionary.
- When you're concentrating on finding a particular answer.
- To find a resource to help in answering your query. (for e.g. TV schedule)
- When searching the material for a specific piece of data very quickly.

Read the following passage

Read the passage in 15 seconds.

The term environment refers to the set of conditions, circumstances and influences surrounding and affecting the development and character of relations outside the human beings, the organizations, and institutions. It includes both external environments – economic, technological, social, legal, the financial institutions, the government policies and agencies, and the product markets and the internal – the technology of the workplace, the work force and their organization and the stockholders.

Find the word ‘includes’.

Intensive Reading

In intensive reading, the reader will have to stay focused on the text so that they do not miss out on crucial details. The purpose behind using this technique is delve deep into understanding the complete details of the information in the text. In this technique, it is important that they understand each word, number or fact.

Examples of Intensive reading

- Reading a report
- Reading for a test/exam

An example of Intensive Reading

- You have made your notes and have got it reviewed and signed by your professor. The next week, your professor announces a test and you have to prepare for the test from that notes.
- How will you ensure you are ready to take the test and score well?

Intensive Reading

- When you read shorter text like a speaker's keynote and you need to collect the key points, you would read slowly with concentration.
- When you read a book as a reference material for writing a thesis or when you read an article with the intention of writing a review on it.
- All the skills of reading i.e. skimming, scanning and extensive reading are used in intensive reading.
- We read the entire text since the complete piece is centrally relevant, and thus we get to understand and assess/evaluate its content in depth.

Read the following passage

From the CEO's desk

At Infosys, our focus has always been to sustain our relevance to our clients. Over the past three decades, we have consistently evolved as an organization to respond to their changing business needs – effectively and efficiently. Infosys 1.0 pioneered the Global Delivery Model making it the de- facto industry standard today. This was also the phase when we built the foundation on which this great organization was built – people, processes, technology and governance practices. With Infosys 2.0, we integrated the Global Delivery Model with Consulting, brought in vertical focus and expanded beyond Application Delivery and Maintenance. Recently, we have also put in place our organizational structure for Infosys 3.0, which aligns completely with our new strategy. Kris has already mentioned the contours and highlights of this new structure and also the investments we are making to execute our new strategy. This, we believe, will enable us to achieve our aspirations of becoming the next-generation global Consulting and Services corporation.

What are the key points in the CEO's message?

Extensive Reading

Extensive reading is reading at leisure and reading for pleasure. Here the content is something that interests the readers and they may take their own time to read it. In this technique quantity, in-depth comprehension or structure of reading may not be a key factor. Most often people read aloud with enjoyment and it helps develop fluency in reading.

Examples of Extensive Reading

- A novel
- Poetry
- Magazines

Tips

Remember to check the purpose of your reading and then use scanning, Skimming or intensive reading- either separately or in sequence-as required so that you achieve the purpose.

1	To check particular details of an incident reported in a newspaper article.	Scanning
2	To see whether a magazine article will be worth reading.	Skimming
3	To read the instructions for booking and paying for a journey on-line.	Intensive
4	To read a text thoroughly to understand and remember what you've read.	Intensive
5	To read a textbook chapter to revise a subject that you know well.	Skimming
6	To check the names of the research methods the author of a research report article has used.	Scanning

Quick Quiz

1. The 'What's On' section of the local paper
2. A novel
3. A newspaper
4. A chapter in class
5. A poem
6. The telephone directory
7. A train timetable
8. A recipe
9. A travel brochure

Answers

Scanning, Extensive, S/S/I, Intensive, Extensive,
Scanning, Scanning, Intensive, S/S/I

Read the passage and answer the questions.

1. In the changing world of today, business opportunities have become inseparably linked with advances in technology. At Infosys Labs, we believe that the preferred mode of innovation is one of co-creation. To enable the co-creation of new solutions, we have set up innovation centers with a number of our clients, university partners, technology partners and industry research consortiums. In these Innovation Co-creation engagements, we undertake New, Emerging, eXploratory Technology (NEXT) projects and research. This article is part of Infosys Labs' NEXT Case Study Series...
2. Among the most exciting trends that are set to impact the way businesses run is the concept of Big Data. With the rate of generation of data, both structured and unstructured, within and outside enterprises increasing exponentially, organizations are grappling with the need to manage petabytes of data.
3. Big Data manipulation using machine learning algorithms is a key research focus at Infosys Labs. To take advantage of the latest thinking across the world in this area, Infosys Labs has partnered with Cambridge University, one of the leading research universities in the world, to conduct joint research in areas of mutual interest.

Answer the following questions

1. From where is this passage taken from?
2. Who is the partner for Infosys labs according to the passage?
3. Which is an exciting concept set to impact the running of business?
4. Who are the members of the Innovation Centre?
5. Which is the preferred mode of Innovation for Infosys?

Read the passage and answer the questions

Organized by the Mysore Food Committee in association with Dolphin Bakes, a leading bakery in the city, the session saw over 220 Infoscions, across various units at the DC, mix around 200 kg of dry fruits including raisins and dates, along with tutti-frutti, ginger peel, orange peel, mixed fruits, caramel syrup, and cake essence.

The participants were divided into batches of 20, hand sanitized, wrapped in aprons and crowned with chef caps. The volunteers ensured that everything was well-coordinated, and anchor Gargi Banerjee (FSI) kept the fun factor at the event alive with her constant cheering.

The cakes that were baked can be savored at the Cake Carnival to be held at the Arena Food Court from Dec 24-31.

Answer the following questions

1. What is the passage about?
2. Where will the cake carnival be held?
3. How did the anchor keep the fun factor alive during the event?
4. Where was the event organized?
5. What does the word 'savored' mean?



THANK YOU

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