

DAY: 7

## LANGUAGE MATTERS:

### Importance of Communication skills for Engineers

#### \* The Power of Persuasion & Negotiation for Engineers

- Language decide if engineers sol<sup>n</sup> are accepted, funded or remembered
- Communication → bridge from ideas to impact
- Persuasion → influence via, reason, emotion, credibility
- Negotiation → mutually beneficial agreements through dialogue
- Without communication, technical skill is like an engine without fuel.

#### \* Why Language is a core Engg. Skill.

- Teamwork in engg. needs: clear, respectful, persuasive communication
- Long. simplifies complex technical ideas from audiences
- Engineers spend upto 50% of time, communicative (emails, meetings, presentations)
- Example: A great bridge design failed approval due to overly technical pitch.
- Key point: if you can't explain it, you can't sell it — and it won't happen.

#### \* Persuasion In Job Interviews.

- Goal: Convince interviewer you're the best fit
- Strategy:
  - Match achievements to employer's needs
  - Use STAR (situation, Task, Action, Result) to answer
  - Avoid fillers ('um', 'you know')
- Example:
  - Weak: "I worked in a team to build a project".
  - Strong: "In my 2nd sem., I led a 4-member team to design a smart irrigation prototype. This reduced water shortage by 20% in trials — a result I believe matches your company's sustainability goals."



## \* Interview scenario 1: Persuasion in Action

- Student solve IoT overheating Pbm switching battery type (Li-ion) → (LiFePO<sub>4</sub>)
- Used data to Justify ∴, model won 2nd Place at Tech fest

### Highlight:

- Explained challenge & soln clearly (Mention Tech challenges until mentioned clearly)
- Used evidence for persuasion
- Linked Result to role requirements

## \* Interview Scenario 2: Negotiation with Personel

### Professional Courtesy

- Candidate requests higher salary (₹10.8 LPA) citing experience and market avg.
- Opens with gratitude, stay professional
- Opens with appreciation — show respect
- use evidence (market avg, skills) instead of emotions
- Positions request as beneficial to performance
- Tip: Negotiate with facts, not demands, frame it as mutual gain, not personal win/loss



## Negotiation in Job Interviews

- Negotiation = aligning interests, not arguing
- Topics: salary, joining date, role, training, relocation
- Language tips:
  - Appreciate before Acting
  - Avoid demands — use collaborative phrasing
- Cultural Notes:
  - US — early stage negotiations → normal
  - Japan — wait until final offer → respectful.

## Class Room Presentation: Speaking to be Remembered

- persuasion in presentations = make audience care.
- structure: Hook → Background → Main Point → Evidence → Call to Action
- Tools:
  - Rhetorical Qs: — "What if ----?"
  - Signposting for transition: let's now move on to 2nd challenge---
  - Pause for emphasis
- Tip: Use vivid comparisons instead of raw data  
("eg. "40% drop in waste = 200 fewer garbage trucks/year")

## Persuasion in Presentation: Cultural Nuance

- In multicultural class settings, use inclusive examples/metaphors
- Avoid culture-specific Idioms/Slang.
- For clarity:
  - Use visuals
  - Explain complex points twice → technical + plain Lang.
- Example: AI: "It's like teaching a child until it can decide on its own".



## \* Funding Pitches: Language as a Selling Tool

- Persuasion Formula: Problem → Solution → Benefit → Evidence
- Focus on Benefit, not just features
- Example: Drone — flies 4 hrs (feature)  
→ monitor farmland to save crop (benefit)
- Use short, active, confident sentences.
- Inclusive ask: "With your support, we can ---" not  
"I need money for ---"

## \* Everyday Conversation as Negotiation

- Daily Persuasion examples: Share with cost,  
ask for extension, propose club.
- Long tips:
  - Say "We could" → shows shared benefit.
  - Use gratitude framing.
- Example: Replace "Please give us more time"  
with benefit-focussed request.

## \* Cross-Cultural Communication in Persuasion

- Shaped by culture + lang.
- Same verbs → diff. thing: "Let's table this" — Postpone (US)  
— begin discussion (UK)
- Non verbal cues: Eye contact = confidence in some culture, disrespect in others
- Practical tip: Learn basic greetings or courtesies in your audience's lang. — build instant rapport.