

ENGLISH FOR CAREER

(SHORT NOTES)

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Module 1

What is communication?

The Oxford Advanced Learner's Dictionary Defines communication as 'The activity or process of expressing ideas and feelings or of giving people information'.

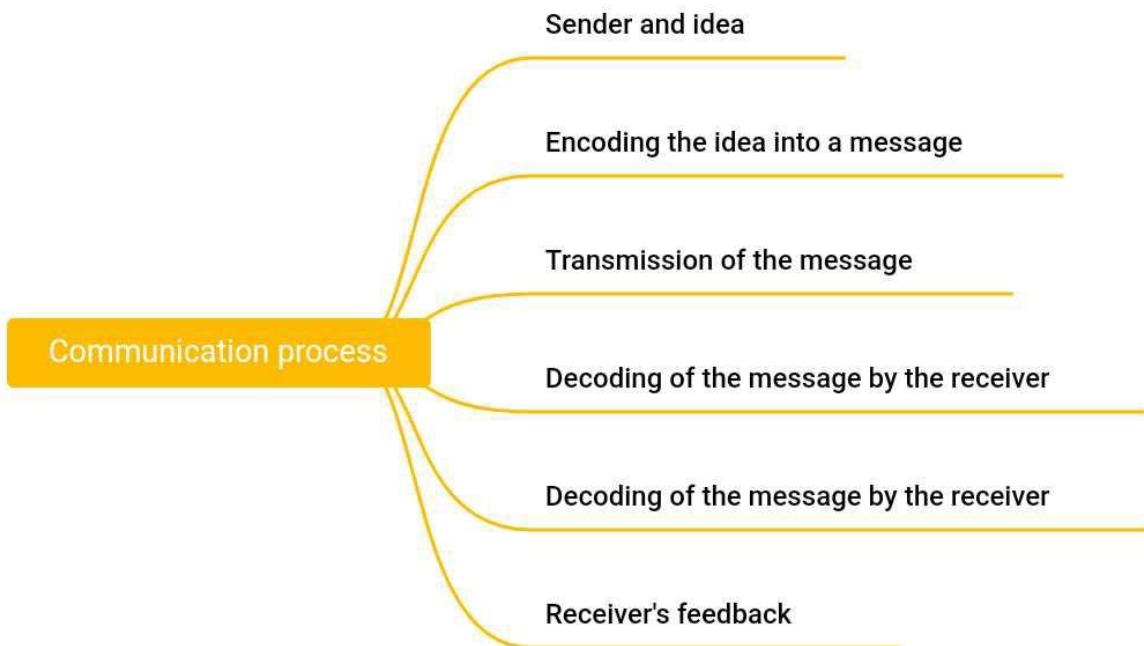
Communication may several forms: **written, verbal, non-verbal, and audio-visual.**

Participants in a Communication Process

1. Direct participants: direct participants in a communication are those who are currently taking part in a communicative process.

2. Indirect participants: indirect participants would include reader of a book, who may be located anywhere in the world and are not known personally to the author, viewers of a film etc..

Communication Process/Steps



Barriers of Communication

1. **Physical Barriers:** physical barriers include large working areas that are physically separated from others; walls/obstruction; physical distance between people; and distracting body movements.
2. **Psychological Barriers:** psychological barriers in communication are mental obstacles like biases, emotions and perceptual difference that can interfere with understanding and effective interaction.
3. **Linguistic Barriers:** the lack of capability or failure to communicate in a language that is known to both the sender and receiver is the most crucial barrier to effective communication.
4. **Perceptual Barriers:** perceptual barriers are difference in how people see, interpret, and understand things, which can lead to misunderstanding or miscommunication.
5. **Cultural Barriers:** cultural barriers of communication arises from differences in beliefs, values, customs and communication styles between individuals from different cultures, leading to confusion or misinterpretation.

How to Overcome Barriers in Communication

- ✓ Pay full attention, ask questions and clarify to ensure you understand the message accurately.
- ✓ Use clear and simple language for communication, avoiding jargons might confuse others.
- ✓ Learn about cultural norms and adapt your communication style to respect different perspectives.
- ✓ To understand others viewpoints, emotions and feelings to establish a deeper connection and effective communication.
- ✓ To provide communication training to enhance skill such as active listening and conflict resolution.
- ✓ Create an atmosphere where people feel comfortable to communication.

Tips for Effective Communication

- **Accuracy:** it is a most important point in communication. Two reasons for inaccurate information there are; lack of information and deliberate misinformation.
- **Brevity:** brevity is the key to effective communication both verbal and written. The goal of effective communication is to use fewer words with more impact and purpose.
- **Clarity:** clear writing/speech grab attention. Avoid jargons or specialised terms.

How to ensure clarity?

- a) Understand your audience
- b) Think before you write/speak
- c) Develop one idea per paragraph at one time
- d) Use clear conversational language

- **Appropriateness:** appropriate communication depends on two elements;
 1. Use of appropriate channels or media
 2. Cultural appropriateness

Modes of Communication

1. **Horizontal Communication:** it refers to exchange of information, ideas and messages between individuals or groups at the same organisational level or hierarchy. It helps to facilitate collaboration, information sharing and coordination to better team work and smooth operation.
2. **Vertical Communication:** vertical communication involves the flow of information, ideas and messages between different level of organisational hierarchy. It encompasses communication between higher level to lower level.
3. **Downward Communication:** this form of communication is most frequently used by managers and group leaders to inform employees about policies and procedures, give instruction etc. It can take many forms such as face-to-face communication, e-mail communication or video conference
4. **Upward Communication:** this form of communication flows from the lower to higher level in an organisation. It involves employees or subordinates

providing feedback, suggestions, ideas, reports and concerned to their managers.

Resume

A resume is a formal document that provides the details of an individual's career vision, professional experience, educational qualifications, key skill sets, abilities, achievements etc..

Elements of Resume

- Name and contact details
- Job objective
- Key skills and abilities
- Work experience
- Education and training
- Personal details
- References

(Sample format of resume refer text book page number 21-24)

Cover Letters

A cover letter is a one-page document that you submit as part of your job application (alongside your CV or Resume). Its purpose is to introduce you and briefly summarize your professional background.

Format of Cover Letters

1. Address of the applicants
2. Date
3. Address of the receiver
4. Subject
5. Body
 - a. Reference
 - b. Introduction
 - c. Statement of purpose
 - d. Conclusion
6. Closing and subscription

(Format of cover letter refer text book page no 28)

Interview

An interview is a structured conversation or interaction between two or more individuals, typically conducted to assess a candidate's qualifications, skills, and suitability for a job etc. Interview have several phases, each with its specific purpose and dynamics.

Interview are divided into two:

Formal interview : formal interviews are serious and conducted with a specific aim and in an official set up with an adequate preparation. Formal interview may be conducted for various purposes like job interview, promotion interview, exit interview, reprimand interview, grievance interview, orientation interview.

Informal interview : informal interviews are conducted in an informal set up and process, evaluation and preparation are not aimed towards selection of any kind.

Types of Interview

Structured Interviews: These are formal and standardized with a predetermined set of questions. They ensure consistency and are often used in research.

Stress Interviews: Designed to put candidates under pressure to assess how they handle stress.

Depth interview: A depth interview is a one-on-one conversation with open-ended questions that aims to explore a topic in great detail and uncover in-depth insights from the interviewee.

Phases of an interview (15 marks)

- 1. Preparation**
- 2. Performance**
- 3. Evaluation**

1.Preparation

The candidate must be physically, mentally and psychologically prepared for the interview. Pre-interview preparation technique includes going through your resume, where you have self analysis, analysis your background, identifying your achievements, accomplishments, special interest and hobbies and analysing your skill.

You should also develop the interview file which should include the following documents;

- a. Original certificate of education
- b. Original certificate of experience
- c. Original certificate of merit
- d. Interview letter
- e. Copies of your resume

2. Performance

Your performance in an interview will have two aspects – **verbal** and **non-verbal communication**. **Verbal communication** include the resume you have drafted and your oral communication in the interview room. Following are some tips of verbal communication;

- Speak in simple
- Language fluency especially for English
- Uncomplicate english without any slang or jargons
- Listen to the question carefully and completely and do not be hurry to answer them.
- Answer the question in complete sentence that are grammatically correct

Non-verbal communication include your personal appearance, the etiquette and your body language. When it comes non-verbal communication, keep in mind the following aspects ;

- a. **Posture:** a graceful posture is a great asset in any interview.
- b. **Facial expression :** pleasant, confident and assertive facial expressions are the key to success.
- c. **Eye contact:** distribute your eye contact equally among the members of the panel.

- d. **Gestures:** you can use appropriate gestures for some circumstances.

The interview process may be divided into **opening**, **discussion**, and **conclusion**.

Questions at interviews

1. **Open-ended question :**An open-ended question is a type of question that cannot be answered with a simple “yes” or “no.” Open-ended questions typically begin with words like “what,” “how,” “why,” “describe,” or “tell me about.” They are often used in interviews, surveys, and conversations to gather in-depth information and elicit thoughtful and informative responses. Eg: Tell us something about yourself?
2. **Closed question:** a closed question in an interview is one that can be answered with a simple “yes” or “no” or with brief factual information, limiting the depth of the response. Eg: Did you graduate from university in 2020?
3. **Probing question:** A probing question is used to explore a topic in more depth or to elicit additional information from the interviewee. Eg: Can you provide more details about how you overcame that challenge?
4. **Reflective question:** A reflective question is used to encourage deep thinking and self-analysis. Eg: How do you think your past experiences have shaped your current career goals?
5. **Loaded question :** A loaded question is one that contains an assumption or bias, often designed to lead the respondent to a particular answer.
Eg: When did you stop cheating on tests?

3.Evaluation

Following the interview, the interviewer assesses the interviewee's performance. They evaluate candidate response, qualification, skill and overall fit for the role. Evaluation criteria may vary depending on the interview's purpose but it typically includes both objective and subjective assessments.

In conclusion, interview plays a vital role in decision making across various domains, from hiring employees to gathering information for research or media content. Each face serves a specific purpose and contributes to the overall success of the interview.

What is Telephonic interview?

A telephonic interview is a type of job interview conducted over the phone rather than in person. During a telephonic interview, the interviewer and interviewee discuss the candidate's qualifications, experience, and suitability for the job.

Group Discussion

It is a communication activity where a group of people discusses a given topic to exchange ideas, share perspectives and analyse different view points. Group discussions are commonly used in various settings, such as job interviews, academic assessment and team building activities.

Process of GD

1. **Introduction:** participants introduce themselves, briefly mentioning their names and background.
2. **Topic announcement:** the moderator presents the topic for discussion. It can be statement, question or scenario.
3. **Idea generation:** participants may get 2 or 5 minutes to think and idea to generate.
4. **Opening statement:** participants share initial view points to set the tone.
5. **Discussion:** structured conversation where participant express opinions, provide arguments and responses to other.
6. **Moderation:** the facilitator ensure the discussions remain focused and everyone get a chance to speak.
7. **Summarisation and Conclusion:** main points are summarised and the discussions concludes with insights or observation.

To make a GD successful, it is important to pay attention to the following points;

- ❖ Content
- ❖ Communication
- ❖ Critical thinking
- ❖ Knowledge of group dynamics : it is a system of behaviour and psychological process occurring with the social group or between social groups. The study of group dynamics can be useful in understanding decision making behaviour, tracking the spread of diseases in the society, creative effective new ideas and technology.

What is leadership skill?

In a group discussion (GD), leadership skills refer to the ability of an individual to effectively guide, influence, and facilitate the discussion.

Voice modulations

- Pace
- Pitch
- Tone
- Pronunciation
- Enunciation: moderate speed, right pitch, appropriate tone, and intelligible pronunciation give clarity, i.e., correct enunciation to the speech.

Module 2

What is syllables?

A syllable is a single unit of speech, either a whole word or one of the parts into which a word can be separated, and which usually contains a vowel sound.

Eg: The word 'determination' has five syllable, they are de, ter, mi, na and tion.

Following are the types of syllable :

- A **monosyllabic word** contains only one syllable or sound: goal, set, short, long.
- A **disyllabic word** contains two syllables or sounds: decide, achieve, career.
- A **polysyllabic word** contains three or more syllables or sounds: ambition, determination, decision.

What is stress?

Stress refers to the emphasis given to a particular syllable in a word, or to particular words in a sentence. Stress often defines the meaning of a word or a sentence. (Refer page no 74)

What is Intonation?

Intonation refers to the rise and fall of pitch when speaking. There are two basic tones in speech: the **rising tone** and the **falling tone**.

The **rising tone** is used while making incomplete statements, polite requests, greetings, apologies, farewells, expressing appreciation, doubts or asking questions that require a 'yes/no' answer, question that begin with what, when etc. but asked in friendly way, questions that provide choice, casual acknowledgement of a greeting etc. Eg: when will you ^{go}?

The **falling tone** is used while making statements, expressing exclamation, asking questions that begin with the words like what, how, where, why and question that have question tags, and delivering commands. Eg: Do it now!

What is Email Communication?

Email communication is the exchange of messages, information, or documents between individuals or groups using electronic mail, commonly known as email.

Common errors in email communication(refer page no 103)

- Overtly verbose response
- Sudden change of guard
- Time difference related
- The vendor committing to 'everything'

What is poor listening?

Poor listening means when someone does not pay attention or understand what another person is saying.

What is Phone Communication?

Phone communication, also known as telephonic communication, refers to the exchange of information or conversation between individuals or groups using telephones or mobile devices.

What is Indianisms?

"Indianisms" can refer to various things related to Indian culture, art, language, or politics, depending on the context. You would have heard of 'Hinglish' (Hindi+English) or "Manglish"(Malayalam + English), where Indian and English words are used in combination.

What is creating Rapport?

Creating rapport means establishing a positive and harmonious connection or relationship with someone, typically by building mutual trust, understanding, and a sense of shared communication and connection.

What is grammar?

Grammar is the set of rules and structures that govern a language's composition, including how words are used, how sentences are constructed, and how meaning is conveyed.

Parts of speech (refer page no 119-126)

<i>Parts of Speech</i>	<i>Definition</i>
Noun	<ul style="list-style-type: none"> • Naming words – person, place or thing.
Pronoun	<ul style="list-style-type: none"> • Words that replace or stand for ('pro' = for) a noun.
Adjective	<ul style="list-style-type: none"> • Words that describe or modify a noun.
Verb	<ul style="list-style-type: none"> • Action words that explain the relationship between the subject and the object.
Adverb	<ul style="list-style-type: none"> • Words that describe or modify a verb.
Preposition	<ul style="list-style-type: none"> • Words that indicate the relationship of a noun (or noun phrase) to another word.
Conjunction	<ul style="list-style-type: none"> • Words that join other words or groups of words or parts of a sentence.

Punctuations

- Full stop (.)**
- Question mark(?)**
- Exclamation mark(!)**
- Comma(,)**
- Semicolon(;)**
- Colon(:)**

What is Redundancy?

Redundancy means repetition. Repeating the same word or expression into different forms is not acceptable.

Eg: That chocolate was good. I mean really, really good.

Module 3

What is Presentation?

It is a developed, organised and well prepared talk or speech that makes use of suitable aids. Presentation are **three** kinds;

- **Impromptu** : presentation without planning organising and reversal.
- **Extemporaneous** : spoken or done without preparation.
- **Seminar presentation** : it is the various process or step like planning organising preparation and presentation.

Phases of Presentation (15 mark)

There are five phases of presentation :

1. **Planning**
2. **Preparing**
3. **Practicing**
4. **Presentation**
5. **Evaluation**

1. Planning

Planning involves comprehensive understanding of a few vital points. The speaker should try to find out the following about the audience :

- Educational background
- Occupational background
- Linguistic and the cultural background
- Age group
- Gender distribution
- Size

There are two major purpose of presentation :

1. **To seek information**
2. **To make decision after listening to the presentation.**

2. Preparing

In the preparation phase, you should also decide on the design and visuals of your presentation. Creating visually engaging slides or materials is essential. Use visuals like images, graphs, and slides to enhance the understanding of your content. Visual aids should complement your message, not overwhelm it. Good design and visuals can make your presentation more engaging and memorable.

The following steps should be kept in mind:

Step 1: the speaker should exercise his / her memory to gather all ideas concerned with the topic of presentation.

Step 2: the speaker should organise all the points in a logical order.

Step 3: finally, the speaker should decide the point he will highlight in the presentation.

Parts of a presentation

1. **Introduction :** the introduction should be brief effective and should tell the listener what will be presented.
2. **Main body:** the main body of a presentation should proceed with logically arranged ideas. It has to be clear and a brief. For any presentation, you can choose from among the following aids:
 - PowerPoint slides
 - Handouts
 - Overhead projector slides
 - Flip chart
 - Model chart

Visual aids add to the content of the spoken presentation and make the presentation in its entirely more meaningful, interesting and effective. These are the advantages of using visual aids:

- You do not have to worry about what you are going to say. Use effective titles, which properly capture the main message of the visual aid.
- Visual aids allow you to move around the room. Moment help you to relax and adds energy to your presentation.
- You can have a good eye contact with your audience. This will help them see your message as well as hear your message.

- Your audience feels comfortable when you have a planned well. Well designed visual aids show that you are prepared .

Organizing the main body

The body of the presentation maybe done in any of the following patterns or a combination of more than one of them :

1. **Chronological pattern** is useful for a subject that has time as an important factor. Thus, the sub- heading of this presentation will move along the timeline.
 2. **Spatial pattern** is used while dealing with the description of a person, place, thing or situation.
 3. **Cause- effect pattern** is generally used while presentation a matter that deal with the problems issues and debatable topics.
 4. **Topical patterns** is used in most presentation which do not come under any of the previous categories. The pattern follows a logical and thematic order.
3. **Conclusion** : as the presentation approaches the conclusion stage, the speaker is supposed to ensure that the audience has followed the presentation properly.

3.Practising

Practice makes perfect. The practice phase is where you take all your planning and preparation and put it into action. Rehearsing your presentation multiple times is key to becoming familiar with the content and the flow. By practicing, you can refine your delivery, pacing, and timing.

4.Presentation

The presentation phase is when you stand in front of your audience and deliver your content. During your presentation, stick to your planned structure and key points. It's easy to get off track when nerves kick in, but your planning and practice will guide you. Use your visual aids as tools to reinforce your message, not as a script to read from. Speak naturally and conversationally, as though you're discussing the topic with a friend.

5.Evaluation

The final phase is the evaluation, which takes place after your presentation is complete. This step is often overlooked but is crucial for continuous improvement. Self-assessment is valuable, but external feedback is equally important. Seek input from your audience and from peers or mentors. Constructive criticism can help you identify areas for growth and refine your presentation skills for future engagements.

What is Signposting?

Signposting is words and phrases that people use to tell the listener what has just happened and what is going to happen next.

Barriers of effective presentation

- Fear
- Lack of preparation
- Beating around the bush

Ten Commandments of Good Communication

Listen Actively: Pay close attention to the speaker, showing that you are genuinely interested in what they have to say. Avoid interrupting and provide feedback to demonstrate your understanding.

Be Clear and Concise: Express your thoughts and ideas in a straightforward and simple manner. Avoid jargon or unnecessary complexity.

Use Nonverbal Communication: Your body language, facial expressions, and tone of voice can convey as much as your words. Be aware of your nonverbal cues to ensure they align with your message.

Be Empathetic: Understand and acknowledge the emotions and perspectives of others. Show empathy by putting yourself in their shoes and demonstrating that you care about their feelings.

Be Respectful: Treat others with respect and courtesy, regardless of their background, opinions, or beliefs. Avoid derogatory language or offensive behavior.

Ask Questions: To ensure clarity and encourage engagement, ask questions to confirm your understanding and invite input from others.

Give Constructive Feedback: When offering feedback, focus on constructive and specific comments rather than criticism. Help the other person understand how they can improve.

Adapt to Your Audience: Tailor your communication style to the preferences and needs of your audience. Whether you're speaking to a child, a colleague, or a client, adjust your approach accordingly.

Stay Calm Under Pressure: In challenging or heated situations, strive to remain composed and avoid reacting emotionally. Focus on the issue at hand and work towards a resolution.

Practice Open-Mindedness: Be open to different perspectives and be willing to change your mind if presented with compelling evidence or arguments. Avoid stubbornness and defensiveness.

These principles can serve as a foundation for effective communication in various settings, fostering better understanding, collaboration, and positive relationships.

Module 4

What is Personality?

Personality refers to the enduring characteristics and behaviour that comprises a person's unique adjustment to life including major Traits, interest, drives, values, abilities and emotional pattern.

Personality Types

1. **The extrovert:** an extrovert is a person who tends to be outgoing, social and energized by interaction with others.
2. **The introvert:** an introvert is a person who tends to be more reserved, introspective and energized by solitary activities.
3. **The sensor:** the sensor tends to be practical and prefer routine and order. They pay more attention to physical reality and to learn better than theory.
4. **The thinker:** they are objective and do not involve emotions while taking decision.
5. **The judge:** such people prefer their world to be ordered and structured.

What is professional ethics?

Professional ethics refers to the principles, values, and standards of behavior that guide the conduct of individuals in a specific profession or occupation. These ethics are designed to promote integrity, responsibility, and trustworthiness within a professional context.

Various senses of ethics

- As a synonym for morality.
- As signifying a field of philosophy.
- As signifying a specific set of standards.

What is Personal Ethics?

Personal ethics refers to an individual's own moral principles, values, and beliefs that guide their behaviour and decision-making in their personal life.

What is workplace ethics?

Work ethic is a set of values guiding professional behaviour, encompassing integrity, responsibility, quality, discipline, and teamwork.

Responsibilities and Right of Professionals

1. Collegiality and loyalty
2. Respect for authority
3. Confidentiality
4. Conflict of interest
5. Professional rights
6. Social responsibility
7. Dealing with an ethical dilemma(means, An ethical dilemma is a type of ethical issue that arises when the available choices and obligations in a specific situation do not allow for an ethical outcome.)
8. Moral dilemma (means, a conflict of morals, where you are forced to choose between two or more options and you have a moral reason to choose and not choose each option.)
9. Moral autonomy (it means to the capacity to impose the moral law on one self)
10. Right action
11. Self interest

What is Domain Knowledge?

Domain knowledge is knowledge of a specific, specialised discipline or field, in contrast to general (or domain-independent) knowledge.

What is Team Spirit?

A team means that you are ready to function with all kinds of people irrespective of their caste, creed, religion or gender. You should be able to treat everybody in the team equally and still be confident about achieving your goal.

What is Organizing Skill?

Organising any event involves pooling together resources and mobilizing people within a definite timetable. Good interpersonal and communication skill spontaneity and a mind mapping abilities stand a person in goods stead in such situations. As a good organizer, you should be aware of the resources keep in mind your budget and be able to draw from different sources at various times.

Phases of Organizing Skill

1. **Preparing:** you should create a list of all the functional task that the event involves and the identify the resources.
2. **Planning:** you should visualise your plan of action realistically and accordingly organised resources.
3. **Executing:** take care to be at your best while executing the plan. It is important to be well- rested and the confident on the day of the event.

What is Critical Thinking?

Critical thinking is essential for all professional world. Critical thinking is a systematic thinking ability that enables you to consider all the information available to you.

Steps to improve critical thinking

- ✓ Gather and evaluate information from various sources.
- ✓ Analyse and breakdown complex problems.
- ✓ Make logical and well reasoned conclusion.
- ✓ Consider alternative perspectives.
- ✓ Practice problem solving and decision making.
- ✓ Engage in discussion and debates to challenge your thinking.

What is Interpersonal Skill?

Interpersonal skills are the behaviours and tactics a person uses to interact with others effectively. People use interpersonal skills all the time when dealing with others, whether in the workplace, in social situations, or within a family.

What is Emotional Intelligence?

Emotional Intelligence (EI) is the ability to manage both your own emotions and understand the emotions of people around you. There are five key elements to EI: self-awareness, self-regulation, motivation, empathy, and social skills.

Interpersonal Skills at the Workplace (refer page no 201-205)

- Appreciation
- Body language
- Transparency
- Empathy
- Active listening
- Problem solving

What is Etiquette?

Etiquette is a set of customs and rules for polite behaviour, especially among a particular class of people or in a particular profession.

What is dressing etiquette?

One must dress as per the occasion. Avoid wearing jeans, capris, shorts, T – Shirts or sleeveless dresses to work. Follow a professional dress code.

What is Dining etiquette?

Dining etiquette means using good manners and being polite while eating.

What is Netiquette?

Netiquette – etiquette to follow while using virtual communication. Netiquette thus describes the rules of conduct for respectful and appropriate communication on the internet.

What is Team?

A team is defined as a group of people who perform interdependent tasks to work toward accomplishing a common mission or specific objective.

Characteristics of a Good Team (refer page 217)

- Purpose
- Priorities
- Roles
- Conflict
- Personal traits
- Norms

Working in a Team

Each team members place one of four roles in a successful team :

1. **Creators:** they are the ones who originate and discover ideas.
2. **Leaders:** they organised manage and direct the team.
3. **Implementers:** they build up the team and find practical applications for the creators ideas.
4. **Completers:** the evaluate Under test ideas to assess their viability.

How to build a good team?

- ❖ Clarifying the team goals
- ❖ Identifying barriers
- ❖ Removing the barriers

Soft Skills for Good Team Building (refer page no 221)

- ❖ Interdependents
- ❖ People skill
- ❖ Members contribution
- ❖ Trust
- ❖ Performance targets
- ❖ Mutual respect
- ❖ Group meetings

Team Destroyers

- ❖ Jealousy
- ❖ Cynicism
- ❖ Lack of confidence

