A6:

A ) An effective job interview

A job interview is one of the most common selection processes used by the company to select the appropriate people. It is an interaction between the job applicant and representatives of the company. An effective job interview tests the personal and professional capabilities and capacities of the candidate to ensure the appropriateness of the person for the post to which he/she had applied. From the perspective of the applicant, he/she should prepare him/herself to answer various questions that ask during the interview. Preparedness and confidence will play a crucial role in excel in a job interview. From the companies perspective, they need to tests the personality as well as the professional capacity of the applicant. An effective job interview will help the company to make the best match between their requirement and the profile of the applicant to ensure the best working of the system.

B) How to overcome panic while presenting

The presenter may get panic while presenting. To avoid panic the presenter should focus on the consumer, the audience not him/herself. It is necessary to understand the audience profile before the presentation. Similarly, it also important to understand the context of the event and details of the event and presentation such as venue, timing, and others so that the present could gel with the mood of the audience and event. Prepare the presentation in advance and practice the same before the main event among your friends and colleagues may give better understanding and clarity in the presentation. Anticipate the questions from the audience and prepare yourself with appropriate answers and develop anecdotes and examples to explain the idea in a better way. Introduce yourself to the audience in such a way that it would create a better impression among the audience before you start your actual presentation. Most importantly, be yourself and be confident about yourself. Brush up your communication skills and present yourself at a convenient speed and appropriate modulation.

A7:

The impact of social media on citizens

Social media are web-based communication tools and applications that enable people to interact with each other and share and consume information and knowledge. Social media is a double-sided sword. Hence, it impacts the lives of citizens in two ways – both positively and negatively. Social media plays a crucial role in democratizing information and knowledge among citizens. It helps people to share information and knowledge along with the platforms such as Youtube, Instagram, and so on provide a platform for people to share their talent. The difficulty in the verification of the authenticity of information leads to the sharing of fake information which leads to various anti-social activities and even harms the life of the citizens. Similar to fake news, social media play a significant role in the sharing of pirated items such as movies, books, and images illegally. Moreover, social media provide a platform for sharing illegal content such as pornography, sharing information for terrorist and other anti-social activities, and to share information regarding illegal dealings such as smuggling and drugs. The users need to be vigilant and rational to verify the contents and ensure the legal aspects of the activities on social media. In addition to that, social media allow users to intrude into the life of others which will affect the privacy of the users. As the revenue model is based on advertisements of free social media, they use mechanisms to hook the users to the media using various methods which may lead to addiction. The addiction may affect the personal and professional life of an individual. As social media provide a platform for freedom in terms of speech and expression, it comes with responsibility. Thus the users need to act responsibly to reap the maximum out of it.

A9:

Grandfather: We would usually spend our leisure time reading a book or chatting with friends,

Me: Grandpa, we are also doing the same. Fortunately, we are having a good time traveling and playing games.

1. Grandfather: Is it? But, I usually see you working on your mobile phone.

Me: That is true, Grandpa. But many times, I was reading or chatting with friends. See this application, ReadBook\*. This application is giving access to millions of books across the world. Also see this application, ChatApp\*, which allows us to chat with friends and family. This application allows even video chat so that we can see our friends far away.

1. Grandfather: Oh! This application is great. It is giving access to many books. For us, we were dependent on the village library to get access to books. Even the library did not have many books. Usually, every year they buy new books. At that time, there will be a huge rush in the library. I used to manage to get at least one book whenever new stock available. I love the smell of new books.

Me: Oh, yes, Grandpa. I also like the smell of new books. But we miss the real smell and feel in this virtual world. It gives an immense option to get access to many things. But sometimes, we miss the reality. One way it is good that it gives access to dear ones who are far away in real-time.

1. Grandpa: Yes, my son. We used to walk kilometers to access a telephone itself. It was costly also. It seems that the cost of making calls are very low and accessibility also increased. I remember that one of my friends in the United States of America used to call my uncle’s home every three months. I used to go by cycle to my uncle’s home and wait for the call. We did not have the luxury of having motorcycles at that time. The waiting for that call was giving a special feeling. Sometimes, the network would work and there was a lag. It was frustrating also. These days, you can just make calls whenever and wherever you want.

Me: Sure, Grandpa. The mobile phone helps us to talk to friends and family. Moreover, they also allow us to see movies and play games. Many times, we could see the movies in a few days after release.

1. Grandfather: We used to wait for movies to release at nearby cinema theatres. We used to go with friends on most Fridays. It was a great enjoyment.

Me: We also go to the movies with friends and many times we used to go for watching cricket and football.

1. Grandfather: At that time, we did not have that many stadiums around. But we also used to go to watch local tournaments. It was great entertainment and an avenue for socializing. We used to find a new friend during these games.

Me. We miss real-world socializing these days. Most of the time, we are meeting people in the virtual world of the internet.

1. Grandfather: Yes. Even I think the same. These days, the real relations are at stake. However, the distance between people is technically reduced. We had fewer opportunities. But we enjoyed and valued every opportunity.

Me: We also enjoy and value every opportunity, Grandpa. Life becomes more competitive. The work is encroaching many times to our leisure time. Yes. We have more opportunities but we have more competition also.

1. Grandfather: Yes. I feel the same. We could sit for hours with friends and do chit-chat and those memories are always cheerful. Nobody was in hurry.

Me: We also do the same over the phone as I said earlier. However, relations are not the same way you were experiencing. If we want a special experience with someone that should be memorable we need to make an effort to make it.

1. Grandfather: Yes, we remember most of the valuable moments in our life. The leisure time our times presented us with lots of such moments with friends and family, whether it is theatre, playground, or at home.

Me: Many times, due to competition, our generation considers leisure time as non-productive times. The value created out of those moments is overlooked. But after some point in time, we feel guilty for missing those time. However, we get more time to focus on our hobbies like traveling.

1. Grandfather: We had hobbies. But we did not have these many options available as that are available for you. First of all, we did not have these many vehicles available and the available ones were expensive. Many times, we were focusing on saving money rather than living our wishes.

Me: Yes. We are saving money, but we focus more on instant happiness. We tend to follow our wishes and technologically many things are not that expensive these days. IT gives us more leverage to follow our hobbies and wishes.

1. Grandfather: It is good to know that you people are still reading books, chatting with friends, watch movies, and play games like us. But you need to focus on building up the personal relations.

Me: So true. We do have many opportunities and we have more exposure. We need to work towards creating more inclusive and loving society.

A10:

Dear Royce,

I hope you and your family are doing great as usual. I am excited to inform you that I joined IBM Research India, Bengaluru as Principal Data Scientist last week. Interestingly, my team is on the next version of IBM Watson which would work on Indian languages. It is a great opportunity as I could work with some of the legends who were part of the design and development of the first version of IBM Watson. It will be a great learning experience. The work environment is positive and supportive of learning and research. Moreover, team members are friendly and helpful. I could see that your profile matches with one of the open positions on our team. Please let me know, if you are interested then I can refer you to our talent acquisition team.

Hope to see you soon in person.

With love and regards,

Sreekanth