

GOVERNMENT ARTS AND SCIENCE COLLEGE



(Affiliated to Manonmaniam Sundaranar University, Tirunelveli.)
PALKULAM, KANYAKUMARI-629 401.

STUDY MATERIAL FOR B.A. ENGLISH

PROFESSIONAL ENGLISH

SEMESTER – II

முயற்சி திருவினை ஆக்கும்

Academic Year – 2022-23

Prepared by

ENGLISH DEPARTMENT

**STUDY MATERIAL FOR I BA ENGLISH
PROFESSIONAL ENGLISH
SEMESTER - II, ACADEMIC YEAR 2022-23**

Table of Content

UNIT	CONTENT	PAGE NO
I	COMMUNICATIVE COMPETENCE	5
II	PERSUASIVE COMMUNICATION	21
III	DIGITAL COMPETENCE	40
IV	CREATIVITY AND IMAGINATION	48
V	WORKPLACE COMMUNICATION & BASICS OF ACADEMIC WRITING	60

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**STUDY MATERIAL FOR I BA ENGLISH
PROFESSIONAL ENGLISH
SEMESTER - II, ACADEMIC YEAR 2022-23**

Professional Communication Course

Unit 1- Communicative Competence

Listening – Listening to two talks/lectures by specialists on selected subject specific topics -(TED Talks) and answering comprehension exercises (inferential questions)

Speaking: Small group discussions (the discussions could be based on the listening and reading passages- open ended questions)

Reading: Two subject-based reading texts followed by comprehension activities/exercises

Writing: Summary writing based on the reading passages.

Grammar and vocabulary exercises/tasks to be designed based on the discourse patterns of the listening and reading texts in the book. This is applicable for all the units.

Unit 2 - Persuasive Communication

Listening: listening to a product launch- sensitizing learners to the nuances of persuasive communication

Speaking: debates – Just-A Minute Activities

Reading: reading texts on advertisements (on products relevant to the subject areas) and answering inferential questions

Writing: dialogue writing- writing an argumentative /persuasive essay.

Unit 3- Digital Competence

Listening to interviews (subject related)

Speaking: Interviews with subject specialists (using video conferencing skills)

Creating Vlogs (How to become a vlogger and use vlogging to nurture interests – subject related)

Reading: Selected sample of Web Page (subject area) Writing:

Creating Web Pages

Reading Comprehension: Essay on Digital Competence for Academic and Professional Life.

The essay will address all aspects of digital competence in relation to MS Office and how they can be utilized in relation to work in the subject area

**STUDY MATERIAL FOR I BA ENGLISH
PROFESSIONAL ENGLISH
SEMESTER - II, ACADEMIC YEAR 2022-23**

Unit 4 - Creativity and Imagination

Listening to short (2 to 5 minutes) academic videos (prepared by EMRC/ other MOOC videos on Indian academic sites – E.g. <https://www.youtube.com/watch?v=tpvicScuDy0>)

Speaking: Making oral presentations through short films – subject based

Reading: Essay on Creativity and Imagination (subject based)

Writing – Basic Script Writing for short films (subject based)

- Creating webpages, blogs, flyers and brochures (subject based)
- Poster making – writing slogans/captions(subject based)

Unit 5 - Workplace Communication & Basics of Academic Writing

Speaking: Short academic presentation using PowerPoint Reading & Writing: Product Profiles, Circulars, Minutes of Meeting. Writing an introduction, paraphrasing

Punctuation (period, question mark, exclamation point, comma, semicolon, colon, dash, hyphen, parentheses, brackets, braces, apostrophe, quotation marks, and ellipsis)

Capitalization (use of upper case)



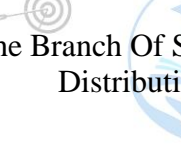




முயற்சி திருவினை ஆக்கும்

கன்னியாகுமரி - 629 401

**STUDY MATERIAL FOR I BA ENGLISH
PROFESSIONAL ENGLISH
SEMESTER - II, ACADEMIC YEAR 2022-23**

Pre-Listening Exercise

Match the words in column A with their meanings in column B

Column A	Column B
1. Psychology	 <p>The Study Of The Mind And Behavior</p>
 <p>2. Economics</p>	 <p>The Branch Of Study Concerned With The Production, Distribution And Consumption Of Things</p>
 <p>3. Political Science</p>	 <p>The Branch Of Study Dealing With The State And Systems Of Government</p>
 <p>4. Sociology</p>	 <p>The Study Of Societies And Social Behaviour</p>
<p>5. Archaeology</p>	<p>The Study Of The Past Based On Objects Or Parts Of Buildings Found In The Ground</p>
<p>6. Literature</p>	<p>Reflection Of Life In Various Forms Of Writing Like Short Story, Novel, Poetry Etc</p>

**STUDY MATERIAL FOR I BA ENGLISH
PROFESSIONAL ENGLISH
SEMESTER - II, ACADEMIC YEAR 2022-23**

Listening

1. Based on Martin Luther King's speech, state whether the following observations are true or false.

- a. Martin Luther King delivered a historically important speech for the liberation of Negroes in America. **True**
- b. Martin Luther King did not fight for the freedom of black people in America. **False**
- c. Slavery never prevailed in the history of America. **False**
- d. d. Martin Luther King did not dream that one day the sons of slaves and slave owners will be able to sit together at the table of brotherhood. **False**
- e. e. Abraham Lincoln issued the emancipation proclamation in 1863. **True**

2. Fill in the table based on your understanding of Martin Luther King's speech

Martin Luther King commended Abraham Lincoln's emancipation proclamation because	To remind the people justice was promised but they still haven't received it.
Martin Luther King's dream with regard to the state of Mississippi	He dreamt that the state sweltering with the heat of injustice, sweltering with the heat of oppression will be transformed into an oasis of freedom and justice
Even a century after Abraham Lincoln's emancipation proclamation, the blacks continued to be	The life of the Negro is still sadly crippled by the manacles of segregation and the chains of discrimination
According to Martin Luther King, the life of the Negroes is crippled by	The manacles of segregation and the chains of discrimination

3. Explore the evolution of thought in Martin Luther King's speech and the succession of dreams with regard to various states of America given below

- a. red hills of Georgia - the sons of former slaves and the sons of former slave owners will be able to sit down together at the table of brotherhood
- b. the state of Mississippi- a state sweltering with the heat of injustice, sweltering with the heat of oppression will be transformed into an oasis of freedom and justice.
- c. the state of Alabama- little black boys and black girls will be able to join hands with little white boys and white girls as sisters and brothers
- d. transformation of the jangling discords of the nation into- a beautiful symphony of brotherhood.

**STUDY MATERIAL FOR I BA ENGLISH
PROFESSIONAL ENGLISH
SEMESTER - II, ACADEMIC YEAR 2022-23**

4. I. Find out the synonyms for the following words

- a. Emancipation - Freedom/ liberation
- b. Seared- Burn/ scorch
- c. Sweltering- Hot / sultry
- d. Nullification- Abolish/ withdraw
- e. Jangling- Clash/ clang

II. Give the antonyms for the words given below.

- a. Rebellious X obedient
- b. Slavery x Freedom
- c. Prodigious X unexceptional
- d. Poverty X Wealthy
- e. justiceX Injustice

PART A:

I. Based on Dan Gilbert's Speech on the psychology of your futureself, answer the following questions

- 1) What do you think is the field of the speaker?

Ans: The speaker is relocated to the field of psychology.

- 2) What is the regret of the speaker as regards our past decisions?

Ans: There are not always thrilled with the decisions they made.

- 3) How does the speaker express his opinion about the pace of change of people in relation to their age?

Ans: The speaker is of the view that 18-year-olds anticipate changing only as much as 50-year-olds actually do.

- 4) Which components are presented as the five dimensions of & human personality?

Ans: The five fundamental dimensions of personality are neuroticism, openness to experience, agreeableness, extraversion, and conscientiousness.

- 5) How does "Time" impact upon people and their decisions?

Ans: The person you are right now is as transient, as fleeting and as temporary as all the people you've ever been. The one constant in our life is change.

**STUDY MATERIAL FOR I BA ENGLISH
PROFESSIONAL ENGLISH
SEMESTER - II, ACADEMIC YEAR 2022-23**

PART B:

Based on Dan Gilbert's Speech on The psychology of your future self, state whether the following statements are true or false.

- (i) People usually underestimated how much change they would experience over the next 10 years. True
- (ii) Every one of you does not know that the rate of change slows down in people as they age. True
- (iii) Every ten years there seem to come changes in people's inclination towards various aspects of human life like music, dress, and food and so on. True
- (iv) Time is not a powerful force. False
- (v) The passing of years reshapes our values and alter our personalities. True

PART C:

Match the following words and their meanings:-

Sl. No.	PART - A	PART - B
i	Misconception	Wrong understanding of something
ii	Gallop	Increasing at a fast pace
iii	Neuroticism	The tendency to experience negative emotions
iv	Extraversion	The quality of being energetic and not shy
v	Retrospect	A survey or review of past course of action
vi	Profoundly	Deeply

Answer the following questions

1. How would you do your homework for an interview?

Ans: Get to know **the** company's various businesses.

Know the specific division, group, department or team that you apply for.

STUDY MATERIAL FOR I BA ENGLISH
PROFESSIONAL ENGLISH
SEMESTER - II, ACADEMIC YEAR 2022-23

2. What would you do to make a first good impression?

Ans: Arrive looking professional, give a firm hand shake, practice active listening and Check your nonverbal body language

3. Sell your strengths and experience- Explain

Ans: Mention your skill and abilities to the interviewer

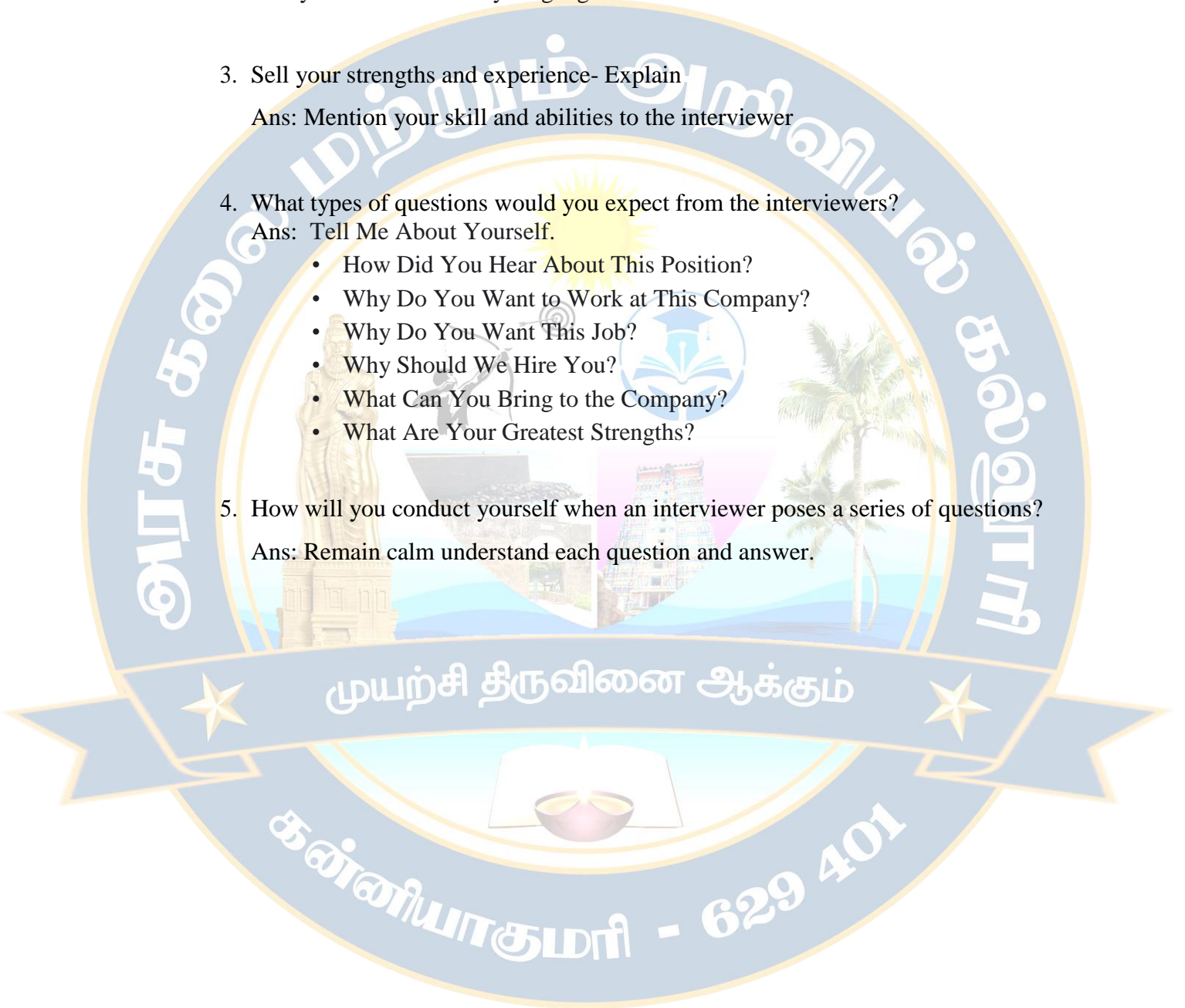
4. What types of questions would you expect from the interviewers?

Ans: Tell Me About Yourself.

- How Did You Hear About This Position?
- Why Do You Want to Work at This Company?
- Why Do You Want This Job?
- Why Should We Hire You?
- What Can You Bring to the Company?
- What Are Your Greatest Strengths?

5. How will you conduct yourself when an interviewer poses a series of questions?

Ans: Remain calm understand each question and answer.



**STUDY MATERIAL FOR I BA ENGLISH
PROFESSIONAL ENGLISH
SEMESTER - II, ACADEMIC YEAR 2022-23**

Speaking

1. Speaking –Preparatory Activity

Illustrate in your own words, the following states of mind

- (i) Joy- happy
- (ii) Melancholy- sad
- (iii) Despair- hopeless
- (iv) Disgust- strong feeling of dislike
- (v) Jubilation- extreme joy

2. Match the following words with their meanings

	Words	Their meanings
i	adaptability 	change oneself according to situations
ii	adoption 	to legally take another person's child into your family and take care of him or her as your own child
iii	stationary 	not moving, not changing
iv	stationery 	writing materials
v	Ideal 	the best possible; perfect
vi	Idle 	not working; being lazy

**STUDY MATERIAL FOR I BA ENGLISH
PROFESSIONAL ENGLISH
SEMESTER - II, ACADEMIC YEAR 2022-23**

Speaking Activities

1. Students can be asked to have group discussion on the following topics

a) Present Status of Indian Economy

Ans: India is mainly an agricultural economy. Agricultural activities contribute about 50% of the economy. Agriculture involves growing and selling of crops, poultry, fishing, cattle rearing, and animal husbandry. People in India earn their livelihood by involving themselves in many of these activities. These activities are vital to our economy. The Indian economy has seen major growth in the last few decades.

b) Panchayat Raj System

Ans: The **Panchayati Raj Institutions** are the nodal point at the district level. Their **role** is to help plan, coordinate, monitor and wherever required regulate the implementation of various national programmes.

c) American Independence Struggle

Ans: The **American Revolution** was the campaign by the **American** colonies to gain independence from Britain. It began in the 1760s when the friendly relationship between Great Britain and the colonies became strained. The colonists eventually won the war against Britain and gained their independence

d) Role of Indian Women Freedom Fighters

Ans: The history of Indian Freedom Struggle would be incomplete without mentioning the contributions of women. The sacrifice made by the women of India will occupy the foremost place. They fought with true spirit and undaunted courage and faced various tortures, exploitations and hardships to earn us freedom. When most of the men freedom fighters were in prison the women came forward and took charge of the struggle. The list of great women whose names have gone down in history for their dedication and undying devotion to the service of India is a long one.

e) Modern Psychologists – Sigmund Freud and Carl Jung.

Sigmund Freud : Sigmund Freud was an Austrian neurologist and the founder of psychoanalysis, a clinical method for treating psychopathology through dialogue between a patient and a psychoanalyst.

Carl Jung: Carl Gustav Jung, was a Swiss psychiatrist and psychoanalyst who founded analytical psychology. Jung's work has been influential in the fields of psychiatry, anthropology, archaeology, literature, philosophy and religious studies.

**STUDY MATERIAL FOR I BA ENGLISH
PROFESSIONAL ENGLISH
SEMESTER - II, ACADEMIC YEAR 2022-23**

Reading Activity

A. Match the following words with their meanings

	Words	Their meanings
i	Democracy	People are equal and should share equally the resources of the country
ii	Communism	A system in which the government of a country is elected by the people
iii	Autocracy	Belief in or Support for government by elected representatives of the people rather than government by a king or queen
iv	Republicanism	Government by a single person or small group that has unlimited power or authority
v	Socialism	The set of beliefs that states that all the political system in which the state owns and controls all factories, farms, services etc.,

**STUDY MATERIAL FOR I BA ENGLISH
PROFESSIONAL ENGLISH
SEMESTER - II, ACADEMIC YEAR 2022-23**

Reading

Answer the following questions based on the passage given above

1. When do farmers raise kharif crops?

Ans: India's kharif season starts with the onset of the monsoon in June and harvesting begins in October.

2. How are Rabi crops called?

Ans: Winter crops

3. When does the cultivation of Rabi crops take place?

Ans: Rabi crops are harvested before the summer season from February to April

4. Which is the cultivation period of Zaid crops?

Ans: Zaid crops are cultivated in February to April

5. Which crops come under Food crops?

Ans: These are the crops that serve as food, and all food grains and pulse and most oilseeds are included here.

6. Give a few examples for Indian food grains.

Ans: rice, wheat, maize, jowar and bajra comes under food crops.

7. Which pulses are grown in India?

Ans: The important pulses grown in India include gram, mung, urad and masur.

8. Explain “Subsistence crops” and Differentiate it from “commercial crops”

Ans: Subsistence crops - These crops are grown primarily for own consumption by farmers and only a small portion enters the market.

Commercial crops – these are grown mainly for the market

9. What are the benefits of raising plantation crops?

Ans: The plantation crop is planted once and it provides yield for many years. Such plantations are managed like an industry

10. Which are called Fodder crops? And What are they used for?

Ans: These crops are harvested generally when green and used as cattle fodder.

**STUDY MATERIAL FOR I BA ENGLISH
PROFESSIONAL ENGLISH
SEMESTER - II, ACADEMIC YEAR 2022-23**

Reading Passage 2

A. Vocabulary

Executive: Administrative using of the government

Legislature: Enactment of Law

Judiciary : Administration of Justice

Press or Media: Dissemination of Information for the public through broadcasting and telecasting.

B. (i) Which is considered to be the mother of parliaments?

Ans: British Parliament.

(ii) What are the two bodies of Indian parliament? How many members are there in each body?

Ans: Two bodies- Rajya Sabha & Lok Sabha

Rajya Sabha : 260 members

Lok Sabha: 545 members

(iii) Which is considered to be the most important pillar of democracy?

Ans: Legislative, executive and judiciary

(iv) What are the functions of the constitution?

Ans: it projects the form of government in the country.

It ensures the fundamental rights to it's citizens.

It directs the states in making legislation.

It lays out the procedures for several functions, administrations, legislation, execution of the government machinery.

It provides for the separation of Powers.

(v) Who in India is considered to be the supreme commander of the armed forces?

President, is considered to be the supreme commander of the armed forces.

**STUDY MATERIAL FOR I BA ENGLISH
PROFESSIONAL ENGLISH
SEMESTER - II, ACADEMIC YEAR 2022-23**

C. Compare “State” and Government”

	State	Government
i	State consists of population, territory, government and sovereignty.	Government is part of the state.
ii	Government is part of the state.	Powers of the government are derived from the state.
iii	State is permanent and continues forever.	Government is temporary. It may come and go.
iv	State is abstract and invisible.	Government is concrete and is visible.

D. State whether the following statements are true or false

- (i) Loksabha gets dissolved every five years. True
- (ii) Rajyasabha is not a permanent body. False
- (iii) The verdict of supreme court is ultimate. True
- (iv) The first speaker of free India is Sarojini Naidu. False
- (v) The press needs to play the role of a watch dog. False

Writing

Pre-Writing

A. Find out the meanings of following Idioms and make sentences by using them.

- i. Build Castle in the air – To indulge in day dreaming without doing any work.
Eg: Without doing any work, if you want to attain progress, it will be like building castle in the air
- ii. Bring home the bacon -- To earn money to take care of one’s family.

Eg: Mary stays at home and takes care of her children and her husband John brings home the bacon.

**STUDY MATERIAL FOR I BA ENGLISH
PROFESSIONAL ENGLISH
SEMESTER - II, ACADEMIC YEAR 2022-23**

Exercise:

1. White Elephant: An expensive item that is troublesome or useless.
Eg: A car is a white elephant for me.
2. Leviathan: Extremely large and difficult to control.
Eg: A whale is leviathan.
3. Make much ado about nothing: A big fuss over a trifle
Eg: The Indian newspapers described the international row as much ado about nothing.
4. Silver Tongue : Skill of persuading people to believe what they say.
Eg: Nithyanadha has a silver tongue.
5. Man of letters: A person expert in arts and literature.
Eg: Shakespeare is a man of letters.

B. Look at the following pictures related to Egypt. Do you know their historic significance? Write about them briefly.

Mummy

In ancient Egyptian society preserving a body after death was considered a very crucial process necessary for entrance into an immortal existence. The importance of preserving the body was based on their cultural belief that the deceased persons soul must recognize the body and return to it. Ancient Egyptians believed that if the spirit could not identify the body it belonged to, it would die. As a result of this theology Egyptians developed an effective system of embalming. The Egyptian embalming process was a significant and complicated procedure, which was performed by priests.

The early Egyptians thought that after death their spirits would travel to another world during the day, and at night the spirits would return to their bodies. In order for the person's spirit to live forever, the spirit had to be able to identify and come back to the corpse. This is why the Egyptians wanted to preserve the bodies of the dead in as lifelike a state as possible. Egyptians believed mummification guaranteed eternal life for the spirit, which was considered essential in ancient Egyptian civilization. The practice of mummification was so esteemed in early Egyptian society that major criminals would not be executed, but denied the privilege of becoming mummified.

Priests that performed the embalming were forced to overcome several obstacles before perfecting the method. One major challenge was protecting the bodies. Slaves were forced to guard the remains, to ward off dogs as well as other scavengers.

STUDY MATERIAL FOR I BA ENGLISH
PROFESSIONAL ENGLISH
SEMESTER - II, ACADEMIC YEAR 2022-23

Cairo City – Capital of Egypt:

Cairo is the capital and largest city of Egypt. The city's metropolitan area is the largest in the Middle East and the Arab world, and 15th-largest in the world, and is associated with ancient Egypt, as the famous Giza pyramid complex and the ancient city of Memphis are located in its geographical area. Cairo is located near the Nile River, it has long been settled. In the 4th century, for example, Romans built a fortress down on the banks of the river called Babylon. In 641, Muslims took control of the area and moved its capital from Alexandria to the new, growing city of Cairo. Five years later, construction on the hilltop Citadel, a military fortress and residential palace, began in the southeast of Cairo. Cairo during this period became the seat of Egypt's economic, political, and cultural life. The Mamluks chose the city as their capital in the thirteenth century.

Pyramid:

- In Egypt, kings and queens, called Pharaohs, were buried in huge square-bottomed pyramids built of stone. They were usually built to be used as tombs for Pharaohs. The ancient Egyptian pyramids are very well built. Some of the pyramids still stand today.
- The oldest man-made pyramid found is called the Step pyramid. It is in the Giza Necropolis in Saqqara, near Cairo, Egypt. It was built for King Djoser thousands of years ago. Later pyramids were built much larger. The largest one was the Great Pyramid of Giza. It is near Cairo. It was the tallest building in the world until the Eiffel Tower was built in Paris, in 1889. The Great Pyramid was built by the pharaoh Khufu (= Cheops) from the Ancient Egyptian Old Kingdom. Herodotus was told by his Egyptian guides that it took twenty years for a force of 100,000 slaves to build the pyramid (with another ten years to build a stone causeway that connected to a temple in the valley below).
- People once thought pyramids were built by slaves. More recent evidence suggests that the workers who built the pyramids were paid and well-cared for. They were loyal to the Pharaoh. Inside the Great Pyramid, famous man-made objects have been found from ancient times. Many valuable items were buried with the dead Pharaohs, in the hope that they would take them to the afterlife. Pyramids usually had traps to stop thieves from escaping easily. Tomb thieves were punished by death if they were caught. However, by 1000 BC, many of the pyramids had been robbed of their precious treasures.
- A large statue of a Sphinx stands near the pyramids at Giza. It has the body of a Lion and the head of a Pharaoh.
- The ancient Greeks called the Great Pyramid one of the seven wonders of the world. There are over 100 pyramids in Egypt. Most of them are on the western side of the River Nile. Some Egyptologists have different opinions on why the ancient Egyptian Kings built pyramids as their tombs. Pyramids have been excavated for about the last 200 years.
- The ancient Egyptians believed that the Egyptian pharaohs went to the stars to join their gods in the after life.

STUDY MATERIAL FOR I BA ENGLISH
PROFESSIONAL ENGLISH
SEMESTER - II, ACADEMIC YEAR 2022-23

Suez Canal

Suez Canal was started in 1859 and completed in 1869 which was financed by the French and Egyptian governments as joint venture. Canal was maintained and controlled by the Universal Company of the Suez Maritime Canal which is an Egyptian chartered group. This land is the only bridge between Asia and Africa, and it remained the Egyptian land. Canal after its completion took the advantage of its surrounding areas and location; it became an important strategic area because this is the shortest path between the Mediterranean and Indian Ocean. This canal provided an easy access for trading between nations and helped Europe in particular to attain powers and govern their colonies. Due to debt and financial crisis in 1875, Egypt had sold shares of the canal operating company to the British government.

Nile River

At over 4,100 miles long, the Nile River is the largest river in the world. It is located in the northwestern part of Africa. The Nile River flows through many African countries. These countries include Egypt, Sudan, Ethiopia, Uganda, and Burundi. The White and Blue Nile are two extensive channels that feed into the Nile River. The Nile River runs north into the Mediterranean Sea. The Nile River had a major impact on Ancient Egypt and Ancient Egyptians. Around the same time, every year, the Nile would flood. The flooding would happen between June and September. There are two reasons people believed why. One reason was the snow and summer rain would overflow the river. Another reason, or theory consisted of the goddess Isis. Ancient Egyptians believed the Nile would flood because she would cry so much over the death of her husband, Osiris. Out of these two theories, back in Ancient Egypt the most believed one was the snow and summer rain theory.

C. Make a summary of the following passage

Egypt is called “the gift of Nile”. It was the birth place of many civilizations. It was the richest and most civilized land. Its art and civilization is the source from which we know about the civilization. Their bodies were mummified. They believed in life after death. Valuable possessions, food and drink were buried along with the dead so that they would use it in the next world. The Step Pyramid was designed as a tomb for King Zoser and members of his family.

It was an unusual pyramid because of its broad terraces or steps. The form of the pyramid that we are familiar with developed soon thereafter. These pyramids were meant to house the Pharaohs’ bodies and serve as reminders of their almighty power. Cairo, the capital of Egypt is the largest city in Africa. It is situated in the banks of river Nile and noted for the commercial activities.

**STUDY MATERIAL FOR I BA ENGLISH
PROFESSIONAL ENGLISH
SEMESTER - II, ACADEMIC YEAR 2022-23**

A. Write creatively about the following pictures in a few sentences.



Racism is based on colour. In the colonial times the whites assume themselves to be superior. The whites create an inferior status for the blacks. The blacks are forced to oblige to the blacks. Whites regard the black to be ignorant, uncultured and barbaric. The whites regarded that their mission was to civilize the blacks. People like Martin Luther and Abraham Lincoln fought for equality. There is a turn in phase in the post colonial time. People have realized not to discriminate each other on the bases of colour.



Indian Army comprises of three uniformed services – the Indian Army, the Indian Navy, and the Indian Airforce. The Indian army contributes to the security of the land, the Indian Navy contributes to the sea, and the Indian Airforce, according to its name, flies through the air. The History of the Indian army dates back to several millennia, but it is a history of brave incidents and a celebrated future. The first mention of armies was done in the epics of Ramayana and Mahabharata where the martial arts were generally known as ‘Dhanurveda’. We have since come a long way from what seems to be the start of the army culture. According to Global Firepower and considering world military strengths, The Indian army ranks 4th in the world in all aspects. Indian army finds its roots in 1776 as the ‘British Indian Army’.

STUDY MATERIAL FOR I BA ENGLISH
PROFESSIONAL ENGLISH
SEMESTER - II, ACADEMIC YEAR 2022-23



Farmers are the backbone of our society. They are the ones who provide us all the food that we eat. As a result, the entire population of the country depends upon farmers. Be it is the smallest or the largest country. Because of them only we are able to live on the planet. Thus Farmers are the most important people in the world. Though farmers have so much importance still they do not have proper living. Farmers have great importance in our society. They are the ones who provide us food to eat. Since every person needs proper food for their living, so they are a necessity in society. There are different types of farmers. And they all have equal significance. First are the farmers who grow a crop like wheat, barley, rice, etc. Since the maximum intake in the Indian houses is of wheat and rice. So, the cultivation of wheat and rice is much in farming. Moreover, farmers who grow these crops are of prime importance. Second, are the ones who cultivate fruits. These farmers have to prepare the soil for different types of fruits. Because these fruits grow according to the season. Therefore the farmers need to have a great knowledge of fruits and crops. There are many other farmers who grow different other types. Furthermore, they all have to work very hard to get maximum harvesting.

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Education encompasses both the teaching and learning of knowledge, proper conduct and technical competency. Learning includes the moral values and improvement of character and methods to increase the strength of mind. Education forms character, strengthens mind, increases knowledge and makes us independent. Education dispels ignorance. Education gives us opportunity to put our potentials to optimum use. Education is a reform for human mind. Without education, the training of the human mind is incomplete. The human mind was made to be trained and without education, a person is incomplete. Education makes a person right thinker and an able decision-maker. And this can only be achieved by education which acquaints a person with knowledge of world around him and beyond, teaches him to reason and acquaints him with history, so that a person can be a better judge of the present.

STUDY MATERIAL FOR I BA ENGLISH
PROFESSIONAL ENGLISH
SEMESTER - II, ACADEMIC YEAR 2022-23

Unit-2

Persuasive Communication

- Listening** : listening to a product launch- sensitizing learners to the nuances of persuasive communication
- Speaking** : debates – Just-A Minute Activities
- Reading** : reading texts on advertisements (on products relevant to the subject areas) and answering inferential questions
- Writing** : dialogue writing- writing an argumentative /persuasive essay.

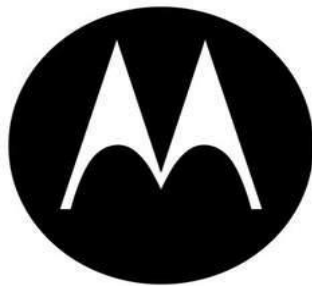
1.

Preparatory Activity

A. Identify the brand names



TOYOTA



MOTOROLA



NIKE

STUDY MATERIAL FOR I BA ENGLISH
PROFESSIONAL ENGLISH
SEMESTER - II, ACADEMIC YEAR 2022-23



ANDROID

UNICEF

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INTERNET EXPLORER

STUDY MATERIAL FOR I BA ENGLISH
PROFESSIONAL ENGLISH
SEMESTER - II, ACADEMIC YEAR 2022-23



MCDONALD



TESLA

Task II

A. Match the following items:

A

B

- | | |
|-----------------------|----------------------|
| i. Model | iPad Air (2020)Wi-Fi |
| ii. Removable Battery | No |
| iii. Touch Screen | Yes |
| iv. Internal Storage | 64GB |
| v. Front Camera | 7 Megapixel |

**STUDY MATERIAL FOR I BA ENGLISH
PROFESSIONAL ENGLISH
SEMESTER - II, ACADEMIC YEAR 2022-23**

B. Fill in the blanks

- Apple iPad Air (2020) Wi-Fi tablet was launched on 15th Sep 2020
- The phone was launched in colors such as Red ,Gold, silver, Sky blue and Space grey
- Apple iPad Air (2020) Wi-Fi price in India starts at Rs 54,900
- With regard to connectivity, apart from Wi-Fi and Wi-Fi standards supported, the other facility available is Bluetooth version 5.0
- 10.90 is the screen size of display.

Task I

A. Answer the following questions in a sentence or two

i. What is a persuasive speech and what are the uses of it?

- A persuasive speech is a specific type of speech in which the speaker has a goal of convincing the audience to accept his or her point of view. It is used to convince the audience to accept a perspective.

ii. Explain Ethos and Pathos in persuasion

- Ethos is the most important appeal in persuasive speech. It refers to the availability of the speaker, assigned to him by the audience. Pathos is an emotional appeal to the audience.

iii. What is the indication of the success of a persuasive speech?

- The success of a persuasive speech is often measured by the audience's willingness to consider the speaker's argument.

iv. What else is important in persuasion apart from the words of your speech?

- Apart from the words of speech in persuasion, body language, the willingness of the audience , and the environment in which the speech is given are important in persuasion.

v. Write about the importance of audience analysis in persuasion.

- Audience analysis is important in a persuasive speech as the audience will be convinced for their own reasons, not for the speaker's reasons.

STUDY MATERIAL FOR I BA ENGLISH
PROFESSIONAL ENGLISH
SEMESTER - II, ACADEMIC YEAR 2022-23

Task II

For the effective persuasion, you need to be aware of ideas both for and against your stand. Use of a pros-and- cons chart for the arrangement of views both in support of and against your position. This helps improve your persuasive skills.

A model pros-and-cons chart on “Standardized tests” is given below.

Eg: Topic: Standardized Tests

Pros	Cons
Recognized by colleges and universities	Unfair to students who do not test well on these kinds of tests.
Test all students on the same body of knowledge	Test knowledge that may not have been taught
Test in broad categories	Too much weight placed on the results

B. Based on the model pro-and-con chart, prepare two charts for the following topics.

i. “Is sports a must”?

Pros	Cons
Sports for health	Week people cannot participate in it.
Make student physically strong	Intellectual students may not like it they want to sharpen their intellect
Sports can make a student an eminent man with riches and popularity.	Sports can be of waste for a student who wants to learn commerce, engineering , medicine and so on.

**STUDY MATERIAL FOR I BA ENGLISH
PROFESSIONAL ENGLISH
SEMESTER - II, ACADEMIC YEAR 2022-23**

ii. "Profit or Ethics in Business"

Pros	Cons
Ethics should also be given importance in business	When it is a business, no ethics only
Be true to the customer	Exploit customer and make him buy more
Standard and durability, guarantee are to be given	No such things, only make the product more attractive and affordable for profit only.

Preparatory Activity I

Give vocal descriptions of the following pictures for about three minutes.

Mullai Periyar Dam



Mullai Periyar dam is a masonry gravity dam on the Periyar river in Kerala. It is located 881m above mean sea level. It is on the cardamom hills of the Western Ghats in Thekkady, Idukki District of Kerala. It was constructed by John Pennycuik. He diverted the west flowing river to the east water- starved fields of Cumbum valley. It was constructed with many odds, with malaria and thick jungles taking a tol on workers. It was constructed in 1895. Now its 126 years old. There is a statue of John Pennycuik at lower periyar. On his birthday and during the sowing season many pay floral tributes at his memorial. The dam is a symbol of tireless effort taken by a Britisher for the people of Madurai.

**STUDY MATERIAL FOR I BA ENGLISH
PROFESSIONAL ENGLISH
SEMESTER - II, ACADEMIC YEAR 2022-23**

Coconut Grove



Coconut grove is a place where one can see a lot of coconut trees. Coconut trees provide more shadow to relax under them. Coconut grove can be used as a resort to take rest. It is an upscale, leafy neighborhood with relaxed sidewalk cafes and chic shops in and around the coco walk place. There will be a beach in coconut grove. There is a grove in Miami beach. It was formed in 1925. In fact it is a district in south-western Miami in florida, noted as an arts colony and authorizing tourist destination. Coconut grove is used for talking rest and enjoy life leisurely.

Joint Winners of Nobel Prize for Economics – 2020



Paul R. Milgrom(USA) Robert B. Wilson(USA)

The Sveriges riksbank price in economic sciences in memory of Alfred Nobel 2020 was awarded jointly to paul R. Milgrom and Robert B.Wilson for improvements to auction theory and inventions of new auction formats. Their theoretical discoveries have improved auctions in practice. Their discoveries have benefitted sellers, buyers and tax payers around the world. Robert Wilson developed the theory for auctions of objects with a common value- a value which is uncertain beforehand but, in the end, is the same for everyone. Wilson showed why rational bidders tend to place bids below their own best estimate of the best common value. Paul milgrom formulates a more general theory of auctions that not only allows common values, but also private values that varies from bidder to bidder. He analysed the bidding strategies in a number of well-known auction formats demonstrating that a format will give the seller his/her expected revenue, when bidders learn about each other's estimated values during bidding.

**STUDY MATERIAL FOR I BA ENGLISH
PROFESSIONAL ENGLISH
SEMESTER - II, ACADEMIC YEAR 2022-23**

Keeladi Archaeological Excavation in Sivagangai District



Keeladi excavation site is a sangam period settlement that is being excavated by the archaeological survey of India and the Tamilnadu archaeology department. This site is located 12 kms south-east of Madurai in Tamilnadu, near the town of keeladi in sivagangai district. The settlement lies on the bank of the vaigai river and it reflects the ancient culture of tamil people. The excavation was first started in palisanthai thidal in manalur. The site was estimated to be from the period between 5th century B.C.E. and 3rd century CE. It was 2,200 year ago. The excavation was carried out in six different places almost 48 square pots have been cut and various structures and artifacts have been found, including frosts, brick walls, root tiles, pottery, mimic accessories, skeletal tools, iron vel, and Tamil Brahmi letter –etched plates. At the bottom of the settlement, there are buildings with a sewage canal facility made of ceramic tubes. The roulette avretine – type ceramic brought by merchants demonstrate business connections with the Roman Empire. Ornaments also have been found in keeladi.

Preparatory Activity II

Match the following words with their meanings given below

A

B

- | | |
|-----------------|---------------------------|
| 1. Argument | : Wordy exchange of ideas |
| 2. Disagreement | : Refusal |
| 3. Consensus | : Agreement |
| 4. Rebuttal | : Contradiction |
| 5. Consistency | : Stable |

**STUDY MATERIAL FOR I BA ENGLISH
PROFESSIONAL ENGLISH
SEMESTER - II, ACADEMIC YEAR 2022-23**

Task II

A. Answer the following questions.

- i. What do you think is the purpose of debate?

The main purpose of debate is to encourage students to express themselves freely and to decide which side has made better organised and supported argument.

- ii. Illustrate the significance of debates in democracy.

As in the united states , in India political leaders may be asked to present their ideas on the welfare of India under several heads and their arguments may be noted down and checked whether they fulfill what they said in a debate.

- iii. What components should be focused in debates?

A debate should focus on the components like style, speed tone volume, clarity, use of notes for rebuttal, eye contact, bodily gesture, concentration on winning debates.

- iv. What is meant by rebuttal?

Rebuttal is denying, to drive back, to bend back. In debates, it is to deny the truth of something, especially by presenting arguments that disprove it. The act of refuting something by making a contrary argument.

- v. Shed light on the importance of body language in debates.

Body language has an important role in debates. When one is opening a debate, he must put himself on a pleasant note but when one is rebutting his argument, he may become slightly aggressive but not violent. Use eye and hands to express your views strongly. Don't panic. Be bold in your gesture.

Task I

The students can be given relevant topics for Just a Minute. Following topics are only samples.

- 1) Digital world

The development of technology has changed the entire world into a digital world. People depend more on technology to do works daily. It is a new brand world that brings technology as something essential and important .People are more comfortable in using gadgets such as smart phone, laptop, and much more. They can use internet freely. Using internet one can make use of lots of e- books, articles, and reliable sources of education. Every bank has provided online banking to check and manage their account. Everything has both advantages and disadvantages. Living in a digital world can bring good and bad consequences. We must be careful in the digital world.

**STUDY MATERIAL FOR I BA ENGLISH
PROFESSIONAL ENGLISH
SEMESTER - II, ACADEMIC YEAR 2022-23**

2) Bio-life

The greek root word bio means life and gives vice mostly to works from the realm of the life sciences. In biology one can work about life. Biological processes have to do with the way living organisms function. Microbiologists study small life forms, such as bacteria, viruses and other one-celled organisms. Amphibians such as frogs and salamanders can live both in water and in land. The adjective aerobic refers to the oxygen, a life form requiring in order to live. Symbiotic organisms live together, each needing the other to survive.

3) Social behaviour

Social behavior is behavior among two or more organisms within the same species, and encompasses any behavior in which one member affects the other. This is due to interaction among those members. Some examples of social behavior are shaking hands, flirting, conversation, religious rituals, exchanging nonverbal signals, offering reassurance or consolation, showing a meal and so on. Positive social behaviors are considered to be the most effective way of dealing with other people as it involves empathy- a feeling that is intended to help others in whatever means possible. Positive social behavior encourages acts of kindness, gratitude for everything and everyone and human love and sympathy.

Task II

A. Answer the following Questions

i. Distinguish between “Debate” and “Just a Minute.”

A debate is a formal argument in which there are two sides that take opposing or supporting viewpoints and discuss them in an organized discussion of opposite views. A judge listens to both sides of the debate and decides which side made the better organized and supported argument but just a minute is a one minute or less extempore speech that is carried out without any preparation it is conducted in order to improve the communication skills.

ii. What are the key components of Just a Minute?

The key components of just a minute are focusing on a single message, avoid repetition, compressing ideas, grafting the speech by knowing the audience, avoiding filler words, and end with the main message.

iii. What do you think should be done to improve one’s skills to excel in Just a Minute?

One has to follow three values to excel in just a minute.

1. Avoid repetition
2. Speak continuously without any pause
3. Don’t deviate from the main idea of message.

STUDY MATERIAL FOR I BA ENGLISH
PROFESSIONAL ENGLISH
SEMESTER - II, ACADEMIC YEAR 2022-23

Task III

B. Make a speech on the following topics for Just a Minute

i. Indian Society

India offers astounding variety in virtually every aspect of social life. Diversities of ethnic, linguistic, regional, economic, religious, class and caste groups crosscut Indian society. Indian society is multifaceted. India is a hierarchical society. Social hierarchy is evident in caste groups, amongst individuals, and in family and in kinship groups. It has social interdependence. In every activity, social ties can help a person and the absence of them can bring failures. Social inequality also exists in Indian society as caste. It divides Indians on so many grounds.

ii. Contemporary World Economy

The current corona virus situation is profoundly impacting all types of business. With temporary cessation on some businesses and activities slowing down for many, the consequences of the pandemic are even worse for the global economy than the ones following the great financial crisis in 2007-2008. The first country to suffer from the impact of Covid-19 is China. The drastic lockdown, which required a number of significant manufacturing companies and retail businesses to close down or reduce their activities, has dreadfully slowed down to Chinese economy. In the United States for instance, with the quarantine measures continually reducing economic activities, the economists of Morgan Stanley have predicted a drop of 30% in consumption and a level of unemployment approximately 12.8% in the second quarter. With the uncertainty lying behind Covid-19, we can expect the global market to be quite volatile with no global growth this year. According to the Organization for Economic Cooperation and Development (OECD), the contemporary financial year can see an estimated 2.4% decline for the global economy before a growth of 3.3% next year.

iii. Nobel Prize

Nobel prize may be called any of the prizes that are awarded unusually from a fund bequeathed for that purpose by the Swedish Inventor and a Industriaist Alfred Nobel . The nobel prizes are widely regarded as the most prestigious awards given for intellectual achievement in the world. These prizes as established by his income the nobel prize for physics, the nobel prize for Chemistry, the nobel prize for Physioloogy or medicine, the nobel prize for Literature, the nobel prize for Peace. The first distribution of the prizes took place in 1901, the fifth anniversary of Nobel's death. An additional award, the Sveriges Riksbank prize in Economic Sciences in memory of Alfred Nobel, was established in 1968 by the bank of Sweden and was first awarded in 1969. After nobel's death, the nobel foundation was set up to carry out the provisions of his will and to administer his funds. In his will, he had stipulated that for different institutions –three Swedish and one Norwegian- should award the prizes.

STUDY MATERIAL FOR I BA ENGLISH
PROFESSIONAL ENGLISH
SEMESTER - II, ACADEMIC YEAR 2022-23

iv. Ancient History

History is a fact about the earlier ages that is what was done in the earlier ages and who had done what and also why he had done. History is also the subject of early ages, which consists of various things by the elder people and also about the historical places and various other things of the earlier age. Ancient history is very important because ancient history provides answers to various cultural patterns. The ancient histories of Egyptian, Mesopotamian, Indian valley civilization, Mauryan dynasty provide many puzzles to understand human life and its evolution. Ancient histories are seen mostly in the form of legends and epics from which one can construct the historical artifacts and understand a dynasty like Ayodhya Kingdom as depicted in Ramayana. Ancient history is the science of all histories. The archaeologists excavate ancient history as Tamil Ancient history is seen in Keeladi.

3. Reading

Read the advertisements given in preparatory activities I & II and observe the language and other components used.

Preparatory Activity I

The language used is simple with no grammar and rules. Only the works that are to be given importance are given in the advertisement like sell, rent, buy. It is a newspaper ad with a picture of a house safely on the hands of the Proprietor. It is a new one, spacious one with kitchen, dining hall and so on. Its location is also given. It is intact and commercial.

**STUDY MATERIAL FOR I BA ENGLISH
PROFESSIONAL ENGLISH
SEMESTER - II, ACADEMIC YEAR 2022-23**

Preparatory Activity II

The language used in these advertisements is very, very limited. It has no structure. Only words are given. Villa or town houses are on sale. Contact number is given. In the advertisement for a car, the cost description is given. Its colour and exterior and interior are detailed and contact number is also given. It is short and effective.

A. Based on your understanding of the passage, complete the following sentences:

- (a) The three ways of advertising the author refers to in the passage are _____
- (b) The advertisements cause a loss for the buyers as _____
- (c) As advertisements in (i) _____ reduce the cost of production, we benefit by (ii) _____ provided by the (iii) _____
- (d) Another advantage of advertisements is _____

Answers

- (a)(i) Large hoardings put up on roadsides (ii) Neon signs above shops (iii) Advertisements in magazines and newspapers.
- (b) they assault the ears, eyes and pockets of the buyers.
- (c) (i) newspapers, magazines, radio and television ... (ii) getting information and entertainment (iii) manufacturers and advertisers.
- (d) that it offers the customer a wide choice in the selection of what he buys.

**STUDY MATERIAL FOR I BA ENGLISH
PROFESSIONAL ENGLISH
SEMESTER - II, ACADEMIC YEAR 2022-23**

Exercise I

B. Read the following advertisement and do as directed.

**DO YOU WANT TO LEARN ENGLISH
SOMEWHERE DIFFERENT?**

**Then come to Perth,
the Picturesque Capital City of Western
Australia**

Situated on the beautiful Swan River, Perth offers you...

- Mediterranean climate
- lovely Indian Ocean beaches
- every sport imaginable
- multicultural society
- government owned TAFE Colleges
- high standards of facilities and staff
- maximum flexibility
- hostel or homestay accommodation

Intensive English Courses Available

- 5 intakes per year
- 10 week modules
- multicultural classes
- optional programs
- Cost: \$2000 AUD per 10 weeks

Study Tours Available

- English/cultural/tourism

For further details, contact:
*TAFE International,
Level 5, 1 Mill Street,
Perth 6000, Western Australia
Telephone: 619 320 3777*

A. Answer the following questions.

- i. What is the advertisement about?

The advertisement is about learning English somewhere differently in Perth, Australia.

- ii. How many intakes are there for the course per year?

Only 5 intakes are there for the course per year?

- iii. What is the climate of the class?

The climate of the class IS Mediterranean with Indian beaches.

- iv. Is the study tour available for the course?

Yes, the study tour is available for the course

**STUDY MATERIAL FOR I BA ENGLISH
PROFESSIONAL ENGLISH
SEMESTER - II, ACADEMIC YEAR 2022-23**

B. State whether the following statements are true or false

- i. There are no optional programmes.-FALSE
- ii. The cost of the course is \$1000 AUD for ten weeks.-FALSE
- iii. Accommodation is unavailable for the course.-FALSE

Exercise II

Draft suitable Classified word ads, bearing in mind the details provided below:

1. A reputed company requires canvassing agents. Attractive commissions are offered. So, frame an advertisement quoting Box No.

Agents Wanted

Attractive commission on hand –energetic, fluent and skilled men and women – experienced- should know the psyche of the client- apply to Box No. AC123567

2. A leading company requires posh bungalows on company lease as guest houses. Provide the telephone no. and specify the area preferred.

Wanted on lease- posh bungalows

Attractive, luxurious, well- modern, private- for guest houses rent according to the standards- in and around Anna nagar east, Chennai- contact 9842112467.

3. You wish to sell your second hand scooter for Rs.35,000/- It is in excellent condition.

For sale – Scooter

In good condition- running 2010 model- Bajaj Chethak – Chasty red- Rs. 35,000/-to Rs. 40,000/- Rush- Cell : 9781625341

**STUDY MATERIAL FOR I BA ENGLISH
PROFESSIONAL ENGLISH
SEMESTER - II, ACADEMIC YEAR 2022-23**

Exercise I

Based on the exercise given above, fill in the blanks in the following dialogue between a I Year History and an Economics student in a college.

History Student : Hello friend. Nice to meet you. Which course are you doing?

Economics Student : I am studying Economics. Have your classes started for this semester?

History Student : yes, it started last week. How do you find the subject of economics?

Economics Student : I find it interesting, I like Economics, I hope your subject history also will be interesting to study. Can you say some basic things about history?

History Student : history is the study of past events. It gives us information about our past civilization. By reading history, one can understand the society, culture and so on.

I have shared with you the basic facts about history. Now, I am eager and enthusiastic to know something about your subject. Can you please tell me something about it?

Economics Student : I will be very happy to share with you some foundational ideas of Economics. Adam Smith is considered to be the father of Economics. My specialization is India's economy. Study of Economics is divided into two types: micro economics and Macro economics.

History Student : Thank you friend. With your help, I have learnt some basic matters about Economics.

**STUDY MATERIAL FOR I BA ENGLISH
PROFESSIONAL ENGLISH
SEMESTER - II, ACADEMIC YEAR 2022-23**

Exercise II

A. Write a dialogue between a Sociologist and Political Scientist on the need for strengthening democracy.

Sociologist: Hai! Good morning how are you? Have you read today's newspaper?

Political scientist: fine. How do you do? What is special about today's news?

Sociologist: terrorists attack on the parliament compound. Some Jawans had been killed. It raises questions, what do we really do in democracy? Whether we have to tolerate such terrorists attacks.

Political scientist : no need, we have to strengthen our democracy. We have to imbibe the values of democracy in the minds of the younger generation. Once they realize them, they won't turn to be terrorists.

Sociologist: how it is possible? Now-a-days democracy has no values due to poverty, unemployment, soaring prices and index.

Political scientist: yes, it is true, but we have to be careful in selecting leaders to rule us. Democracy starts from identifying the rulers. Minimum qualification and good conduct and family background may be fixed for those who contest in elections.

Sociologist: do you think it will strengthen our democracy. No, no. politicians will be always be politicians. Democratic fervor should be within an individual. It can't be thrust on him. Bye-Bye.

Exercise

A) Fill in the blanks in the following sentences:-

- (i) Study of literature offers delight and knowledge to readers.
- (ii) Literature is not a mere repository of fables and parables. It is much more than that.
- (iii) The role of literature is vital in substance of a society's traditions and conventions.
- (iv) Transfer of a society's way of life takes place through suggestive generation
- (v) Ornamental articulation is defined as a feature of literature.

STUDY MATERIAL FOR I BA ENGLISH
PROFESSIONAL ENGLISH
SEMESTER - II, ACADEMIC YEAR 2022-23

B) Find out the meanings of the following words and make sentences on your own by using them:-

- (i) Repository – a location for a storage. Religion is not a mere repository of moral values and ethics, but it is much more than that.
- (ii) Pastures- land specifically on open field on which livestock is kept for feeding. Lead cattle to the pastures
- (iii) Endeavor's – a sincere attempt. Alexander the great has made endeavor's to succeed in battles.
- (iv) Earnest- serious. It is his earnest attempt to succeed in the exam.
- (v) Expatriate upon- to expand, to spread. He expatriated on the inconveniences of trade.
- (vi) Dictum- an authoritative statement; a dogmatic saying. God's pronounced dictum cannot be denies or questioned.

C) Answer the following questions:-

- 1) What are the subjects that Literature highlights?

The subjects that Literature highlights are sociology, religion, history, politics, culture.

- 2) What does Kaniyan Poonkudranar voice in his poem?

Kaniyan Poonkudranar voices in his poem a dictum that Yathum Oore Yavarum Kelir, Theethum Nandrum Pirathara Vara.

- 3) Write about the moralizing aspect of literature and what is the term used to refer to literature of moral values?

One can learn from literature what to do and what not, whom to be friend and whom not and how to live and how not. Kovalan and Kannaki are examples for their moralizing nature. Thiruvalluvar's Thirukkural, Avaiyar's Aathisoodi and Kondraivendhan and Naladiyar offer moral and enlighten. Since literature is perceived as a force of morality, perusal of literature will make one ethical, upright, scrupulous and benevolent. By following the morals, one can abstain from vices and evilness. Literature that teaches moral values is called ethical literature.

- 4) Give two examples from Tamil literature for didactic literature.

- Thirukurral
- Aathisoodi

- 5) How does study of literature improve one's language competency?

If learners routinise the habit of reading any literary works, their language skill will increase manifold. There will be no communication gap for such people.

**STUDY MATERIAL FOR I BA ENGLISH
PROFESSIONAL ENGLISH
SEMESTER - II, ACADEMIC YEAR 2022-23**

Task I

Write an argumentative essay on the significance of social harmony.

Social harmony is what a society or a country aspires for. Social relations among different groups are really important aspects for any society to develop on a while. It is our responsibility to develop social harmony in our society. It is our right and responsibility to educate the world on that path. We have to look inwards and we need to know the problems within ourselves. First we should and must criticize the fringes in our society that are trying to disturb the delicate equilibrium of social harmony. We must have in mind that what we actually aspire for. What we aspire for is, as Swami Vivekananda said, a loving and compassionate society which cannot be built by excluding the fringes or simply criticizing them.

In fact, what we truly need to have social harmony is spirituality. It means the idea of oneness, seeing every one as brahma, which spirituality taught us ages before the coming of the term social harmony. Later, there developed different theories of oneness like Marxism, Maoism and so on. These is talked about and stressed on rights of the individuals and also improvement of economic conditions of backward class of the people of the world. Hence, it is to be concluded that social harmony is possible when people are ready to sacrifice. It is only by sacrifice of something for the others who need it, one can achieve social harmony. It may also be said in Gandhian terms, Voluntary poverty. It will alone lead to great heights in social harmony. Where there is harmony, there is prosperity and god resides there.

Task II

1. Attempt persuasive essay on ways and means to strengthen democracy.

To strengthen democracy, one has to create prosperity and realize human potential. Recognizing the relationship among democracy, sustainable development, the separation of powers, as well as effective and efficient government institutions, the transparency and accountability of electoral systems, and the independence of bodies responsible for the conduct and verification of free, fair, and regular elections are essential elements in ensuring supports for and involvement in national democratic institutions.

To strengthen democracy, one should promote cooperation among various national agencies. One must create and implement programs with the technical and financial support. At the same time, one must ensure whether media is free or not. It must be free from arbitrary interventions. Media should be interested in self- regulation efforts. As corruption damages the nation at large, it must be free from corruption. Local governments should be empowered. Human rights and fundamental freedoms are to be ensured for a healthy democracy. Judiciary should be made independent. Crime and violence are to be curbed altogether.

On the other side, democracy government should function democratically. It should provide all amenities to the needs. It should eradicate poverty and unemployment and should encourage youths in all walks of life. If one does follow these fundamental things, it will automatically lead to strengthening of democracy.

**STUDY MATERIAL FOR I BA ENGLISH
PROFESSIONAL ENGLISH
SEMESTER - II, ACADEMIC YEAR 2022-23**

Unit 3

Digital Competence

Vocabulary:

I Find out the synonyms (one word meaning) and extended definition (single line meaning) for the following words:

1. Creative –innovative , involving the use of imagination on original ideas to create something
2. Integrated – consolidated, with various parts or aspects inked or coordinated
3. Strategic – planned, helping to achieve a plan , for example in business or politics
4. Structured- arrange, construct according to a plan or giving a pattern or organization to.
5. Transparent- see through, easy to perceive or detect
6. Grid-matrix, a network of lines that cross each other to form a series of squares or rectangles
7. Connectivity- association, the state of being connected or interconnected

II Match the following words in Group A with their Antonyms in Group B:

- | Group A | Group B |
|---------------------|----------------------|
| 1. Traits | (a) Usualness/Normal |
| 2. By passed | (b) Continue |
| 3. Defeat | (c) Success |
| 4. Multiple | (d) Limited |
| 5. Self sufficiency | (e) Incompetent |

III Find out the opposites present in the interview.

Merit x demerit ; modern x ancient; life x death; deep x shallow; generosity x greed; predecessor x successor; expensive x cheap; pleasure x sorrow; useful x useless ; present x absent; weak x strong; short – sighted x far-sighted; latter x former; different x same; believe x distrust; genius x dunce; birth x death; first x last; downfall x success ; literate x illiterate.

IV Answer whether the following statements are TRUE or False.

1. Abdul Kalam has not witnessed the Green and White Revolution.-**FALSE**
2. Leaders should work with integrity and succeed in integrity.-**TRUE**
3. The President should be constantly in touch with people.-**TRUE**
4. Sathish Dhawan took the responsibility for the failure of team mates.-**TRUE**
5. A leader should not hand over the success of the team to his/her teammates.-**FALSE**

**STUDY MATERIAL FOR I BA ENGLISH
PROFESSIONAL ENGLISH
SEMESTER - II, ACADEMIC YEAR 2022-23**

V Answer the following questions in a sentence or two.

1. What according to Dr. Kalam is knowledge?
Learning gives creativity, creativity leads to thinking and thinking provides knowledge.
2. What are the qualities of a leader?
 - Vision
 - Must be ready in an unexplored path
 - Manage success, most importantly failures
 - Take the responsibility for failure of team mates
 - Courageous to take decisions
 - Must have nobility in management
3. Who are the visioners that Dr.Kalam had worked with?
Visional like Vikram Sarabhai, Sathsh Dawan, Dr. Brahm Prakash worked with Dr. A.P.J. Kalam.
4. What are three types of PURA?
 - a. Hill PURA
 - b. Coastal PURA
 - c. Plain PURA
5. What are the three types of Societal Grid?
 - a. PURA grid
 - b. E- Govern grid
 - c. Health grid

Vocabulary:

1. Identify the imperatives used in the above content.
Please let me know if you have any doubts
2. Prepare 5 Question Tags related to video conferencing skills. (Refer to the passage given above)
 - a. Don't you maintain proper dress code?
 - b. Don't you allow others to convey their opinions?
 - c. Don't you check video and audio clarity before meeting?
 - d. Don't your prepare contents for presentation prior to the online meeting?
 - e. Don't familiarise yourself with video conferencing application?

STUDY MATERIAL FOR I BA ENGLISH
PROFESSIONAL ENGLISH
SEMESTER - II, ACADEMIC YEAR 2022-23

3. Identify the gerund and infinitives present in the above transcript.
Moving, asking, driving, winning, forgetting
4. Identify the Adjectives present in the above transcript.
Very, amazing, simple, exceptional

Preparatory Exercises:

1. Prepare a Short creative Script of your own.

When I became an entrepreneur in 2018, I don't know much about entrepreneurship. So ,every budding entrepreneur out there watching this vlog, cheers that you all are at the same stage I was in once.

So, what it feels to be an entrepreneur?

Some times jobless, at that CEO of google, at times even junk of junks. Yes, even I had the same mixed feelings once. But once you figure out not what you want to do for the society, but what you want your society should expect from you, you become an entrepreneur. Don't understand what I say? Then you are an entrepreneur!

TASK:

Students can write and present their reviews and analyse the exercises given below.

1. Create a Vlog capturing events that happen in "One day/hour in your Life."

One day/ one hour in your life: Hello family! Hope you all doing great and I am great too. Today in this video I want you people to know what it feels like to be Vinodhini just for a day. Let us get started.

Immediately after waking up, some people brush their teeth, some have bed coffee, and some checks Whatsapp messages. But I always start making my vlog, without MAKEUP!

2. Write a review on the vlogs created by your classmates.

Review on the vlogs

Vlog stands for video blog where all of the contents are in a video format. A vlogger is a profession where one creates a video on a specific topic then post them to a video sharing platform like You Tube ,Facebook, Instagram, blog and other Websites. There are two types of vlogging 1. Talking head 2. Follow me around. On taking head, the camera is set on a tripod and it remains static as the vlogger talks about a subject or walks the audience, through a process. Follow me around vlog creators record clips in different locations. Once we create our video, we can upload it online or embed the video within a post on our blog or website. So our followers can see our attest updates.

How do my classmates starts a vlog

- Understand our audience and find our Niche
- Get some vlogging inspiration
- Familiarize ourselves with the platform
- Make our YOU Tube channel and brand ourselves
- Invest in good gear
- Create an outline
- Lights, camera, action!
- Take some time to edit

**STUDY MATERIAL FOR I BA ENGLISH
PROFESSIONAL ENGLISH
SEMESTER - II, ACADEMIC YEAR 2022-23**

How do my classmates make first vlog

A good first vlog post is one where we introduce ourselves, the topic we will be vlogging about. And explain why we want to vlog about it. This is not to say that we should just bluntly state these things and then turn the camera off. Explain yourself in detail, and may be tell a story.

How to become a vlogger:

- Determine niche and research
- Create a channel on any video sharing platforms and understand how it works
- Create video
- Optimize your videos and get discovered
- Publish regularly
- Interact with your audience in the comment section
- Share your video on social media.

3. Choose a Vlogging Channel and write a detail report on it.

<http://www.youtube.com/channel/UCljSGSPnEny7Ukqv2QIV7A>

Success Wheels is one of the vlog YouTube channels by Nikhil Badweik. In this vlog he helps people on overcoming the fear of public speaking and mastering the art of public speaking. He also gives tips to every category of people like introverts, extroverts and whosoever. Also all his vlogs are not more than 10 minutes which is very easy for the viewers to follow.

4. Compare two different vlogs (different vlogging channels) belonging to the same genre. Review the advertising strategies used by both the vloggers to gain popularity and credibility.

<http://www.youtube.com/channelUCie09bMB6ITYmpU3z6vv2tw> communication coach by Alex Lyon and <http://www.youtube.com/channel/UCljSGSPnEny7Ukqv2QIV7A> Success Wheels by Nikhil Badwaik are two vloggers who vlogs about communication skill, leadership and public speaking skills. While comparing, Alex gets much closer to viewers than Nikhil because, Alex tells people about himself first, like his career, his background and tiny parts of personal touch. Always personal things bring the audience and yourself closer. Whereas Nikhil tells people his experience. And that is why Alex has so much reach and followers than Nikhil, even in a short period of time.

5. Compare two or more vlogs posted at the same period of time and analyse the success rate of both vlogs – list down the reasons for their success or low rate/level of viewers.

<http://www.youtube.com/c/DananjayajHettiarachchi/about>

<http://www.youtube.com/channel/UCiSGSPnEny7Ukqv2QIV7A>

the two vloggers Danajaya hettiarachi and Nikil Bhadwaik. They have started their career in 2012-2014 as a communication skill trainer. Dananjaya though started in 2012 had very less followers and viewers till 2014, until he won world championship on public speaking. Whereas Nikhil on other hand, not a winner of any big titles still got his gradual increase on followers on time. It is so clear that one big leap is the reason for Dhanajaya's uplift as a vlogger.

STUDY MATERIAL FOR I BA ENGLISH
PROFESSIONAL ENGLISH
SEMESTER - II, ACADEMIC YEAR 2022-23

Vocabulary:

1. List down the synonyms

1. Hierarchical – pecking order
2. Stimulus- encouragement
3. Contagious- infectious
4. Accelerate-advance
5. Diffusion-spreading

1. Relocation-shift
2. Hearths-fireplace
3. Convergence-merging
4. Divergenc-division
5. Indigenous-native

2. Pick out words as examples for prefix and suffix from the above samples.

1. Hierarchical-al
2. Stimulus-
3. Contagious- con, ious
4. Accelerate-ate
5. Diffusion-di, sion
6. Relocation-re,tion
7. Hearths-s
8. Convergence-con, ence
9. Divergence-di, ence
10. Indigenous-in, ous

3. Arrange the following production of Sugarcane crops in order.

Sending crop to sugar factory	Irrigation	Harvesting	Sowing
1	2	3	4
Preparation of soil	Ploughing the field	Manuring	
5	6	7	

STUDY MATERIAL FOR I BA ENGLISH
PROFESSIONAL ENGLISH
SEMESTER - II, ACADEMIC YEAR 2022-23

1. Preparation of soil
2. Ploughing the soil
3. Sowing
4. Manuring
5. Irrigation
6. Harvesting
7. Sending crop to sugar factory

Exercises:

I. Answer the following questions in a sentence or two:

1. Define the term “Digital.”

The term digital refers to the numerical data or information fed and stored in digital or data processing machines especially computers

2. What is Competence?

Competence is the ability to meet complex demands, by drawing on and mobilizing psychological resources in a particular context

3. Define Digital Competence.

Digital Competence refers to the confident and critical usage of the full range of digital technologies for information, communication and basic problem solving in all aspects of life.

4. List down the synonyms or concepts associated with the term Digital Competence.

Synonyms or concepts associated with digital competence are technology skills, information technology skills, 21st century skills, information literacy, digital literacy etc.

5. Difference between Digital Competence and Skills.

Skills are the specific learned abilities that you need to perform a given job well. Whereas competence on other hand, are the person’s knowledge and behaviors that lead them to be successful in job

6. What is MS Office and how is it used?

MS Office is set of applications used for any office work. It is used for creating text files, creating financial spreadsheets, creating presentation, organizing notes, program for email and scheduling, database program, desktop publishing and creates websites.

7. What are benefits gained by any individual through their expertise in MS Office?

Individuals who is an expert an MS office would gain better job opportunity, productivity and gain universal affinity whereby it is not restricted to a specific job orientation but can be utilized in any job specialisation

8. How is MS Office applied by Sociologist at workplace?

Sociologists use MS Office software mainly for writing and publishing research documents. They use it to prepare charts, graphs, tables, typesetting numerical data or mathematical equations designing or resizing objects

**STUDY MATERIAL FOR I BA ENGLISH
PROFESSIONAL ENGLISH
SEMESTER - II, ACADEMIC YEAR 2022-23**

9. What are the other related software's used with MS Office?

Other software like voice recognition and translation software are used by sociologists

10. What are the other purposes for which Sociologist use Computer applications?

Sociologists use it for communicating electronically, computer based content analysis, computer based simulation models, computer consisted data collection, visualization and graphics.

II. Based on your reading of the text given above, state whether the following statements are true or false.

- a) The present day job seekers cannot afford to be computer illiterates.-TRUE
- b) Knowledge of MS office is expected from job aspirants as a basic qualification.-TRUE
- c) There are many synonyms like “Information Literacy” “Digital Literacy” Information Technology Skills” etc., for Digital competence.-TRUE
- d) MS office is not used for writing and publishing-FALSE

Match the Following:

- | | |
|---------------|--------------------------------------|
| 1. Word | (a) creates text files |
| 2. Excel | (b) creates financial spreadsheets |
| 3. PowerPoint | (c) creates presentation |
| 4. OneNote | (d) organizes notes |
| 5. Outlook | (e) program for email and scheduling |
| 6. Access | (f) database program |
| 7. Publisher | (g) desktop publishing |
| 8. SharePoint | (h) creates websites |

Exercises:

1. Design a Web Page related to any topic of your choice pertaining to your subject area.

TITLE: together we can change many lives

TAG LINE: develop experience as an NGO

We believe that we can save many lives with you! Let your life be an inspiration!

Welcome to our non-profit organization. Here we support, care and help children to grow

ON TOP: home, pages, our news, events, gallery, contact

BOTTOM: to let us know what you want to do bit, join us as a volunteer

Follow us on Facebook, Instagram, Pinterest, LinkedIn

STUDY MATERIAL FOR I BA ENGLISH
PROFESSIONAL ENGLISH
SEMESTER - II, ACADEMIC YEAR 2022-23

2. Describe the following in a paragraph or two.

SENSORY MEMORY is not consciously controlled; it allows individuals to retain impressions of sensory information after the original stimulus has ceased.

SHORT –TERM MEMORY lasts for a very brief time and can only hold 7+/_ pieces of information at once

LONG TERM storage can hold an indefinitely large amount of information and can last for a very long time

Long term memory is further divided into,

IMPLICIT MEMORY also known as procedural memory uses past experience to remember things without thinking about them.

EXPLICIT MEMORY also known as declarative memory consists of information that is consciously stored or retrieved. This is divided into two categories as,

- a. Episodic memory which stores specific personal experiences
- b. Semantic memory which stores factual information

3. Write a set of instructions to be followed by a psychologist

(a) to identify the symptoms for depression

OR

(b) the treatment for depression

Everyone experiences sadness at times. But depression is something more. Depression is extreme sadness or despair that lasts more than days. It interferes with the activities of daily life and can even cause physical pain. Fortunately, depression is highly treatable.

Understanding Depression

Depression affects different people in different ways, but most of them experiences some combination of the following symptoms.

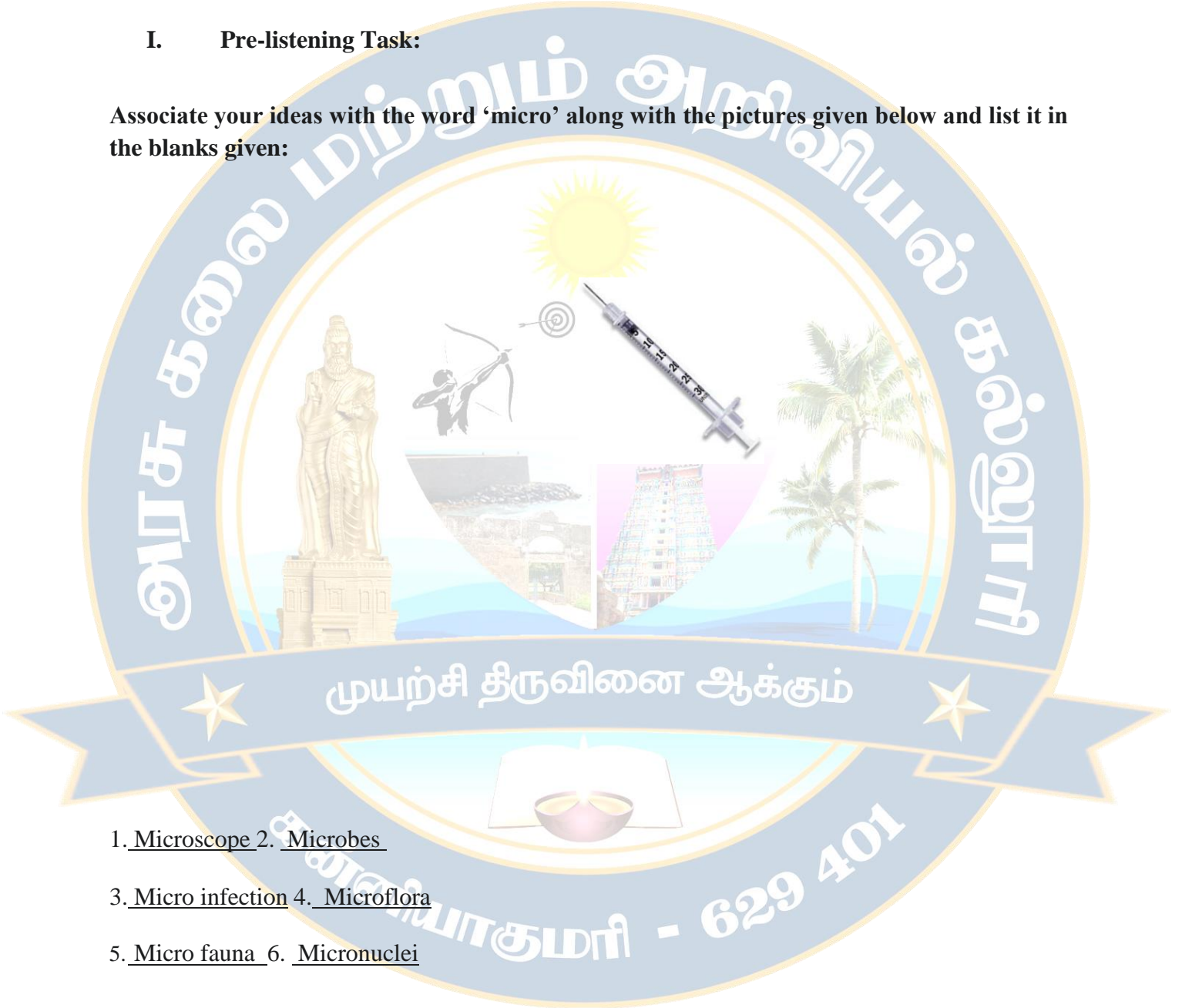
- Prolonged sadness or feelings of emptiness
- Feelings of helplessness or hopelessness
- Feelings of guilt or worthlessness
- Anger and irritability
- Restlessness
- Difficulty
- Fatigue
- Change in sleep patterns
- Appetite change
- Chronic pain, headaches or stomach aches

STUDY MATERIAL FOR I BA ENGLISH
PROFESSIONAL ENGLISH
SEMESTER - II, ACADEMIC YEAR 2022-23

UNIT 4

I. Pre-listening Task:

Associate your ideas with the word 'micro' along with the pictures given below and list it in the blanks given:



1. Microscope 2. Microbes
3. Micro infection 4. Microflora
5. Micro fauna 6. Micronuclei

**STUDY MATERIAL FOR I BA ENGLISH
PROFESSIONAL ENGLISH
SEMESTER - II, ACADEMIC YEAR 2022-23**

<https://www.youtube.com/watch?v=XIOHEumNf4U>

Post Listening Task 1: Recall the information presented in the video.

Educational multimedia research center is abbreviated to EMRC. EMRC is set up by University Grants Commission across the country under the umbrella of consortium for Educational Communication. It has been actively involved in production of TV programmes and e. conherits. The center is involved in the production of educational content for students of higher education. It develops and designs excellent learning materials for students and helps them benefit through the vast educational resources available within and outside the state in the form of e- content, ETV programmes, MOOCs, documentaries, multimedia and learning objects. The center is also engaged in research to assess the popularity and utility of these educational programmes besides analyzing the potential and utility of world wide web, television and other communication technologies for teaching and learning. The center organizes awareness program in different colleges to make students and teachers aware about the development and utilization of e- resources.

III. Task 2: State whether the statements are true or false from the above listened video clip.

1. Microbes are not present on the surface of our body, inside of a body, in the food we eat, in the water we drink and the air we breathe.-false
2. Microbes used food and fermentation industries.-true
3. Immunology is the study of nervous system-false
4. Growing of animal cells on artificial medium in a controlled environment is done to understand the functioning of cells.-true
5. Microbiology does not touch our lives in all dimensions.-false

Activity:

Watch BABY –An Experimental Short Film about the beginning of life

<https://www.youtube.com/watch?v=eYSu2ochIE4>

Task 1:

- Discuss in pairs about how did the film make you feel?

A: Have you watched the film last night?

B: Yes, I WATCHED THE LAST FILM LAST NIGHT.

A: Who is a baby in the house?

B: A Baby in the house is a well-spring of pleasure

A:How did the film ‘baby make you feel’?

B: The film “baby” makes me happy.

- What aspect of the film did you most engage with?

**STUDY MATERIAL FOR I BA ENGLISH
PROFESSIONAL ENGLISH
SEMESTER - II, ACADEMIC YEAR 2022-23**

I most engaged with baby film

- What will you remember?

I remember the growth of baby

- What does it make you think about?

It makes me think about to speech of the baby.

- Would you watch it again? Why/why not?

Yes, I would watch it again. I like the voice of the baby.

- How would a second viewing be different?

A second viewing would be different in the sweet speech of the baby.

- What would you focus on?

I would focus on the baby.

- How would different people view this film differently (dependent on gender, age, ethnic background, worldview, etc..)?

Some people dislike the 'baby' film. Some people like love films the others like stunt films. But I like baby film.

Task 2

Prepare a power point presentation with inclusion of pictures and videos of about 5-8 minutes of your own interest based on your subject.

IV. Source: <https://www.youtube.com/watch?v=seLYsj94RQg> (A video on how to record a PowerPoint Presentation with Voice-Over Narration and Saving it as a Movie File)

Power point presentations are fairly common way of teaching. Pedagogical experts have determined that power point presentations are more likely to engage students than typical lessons without them and surveys have found that students feel like lessons with power points are more interesting than those without. Often this is because well-structured power points allow for small breaks in teaching by throwing in fun facts and even jokes in between large chunks of important information. Thus the learning continues without the students feeling bored or even overwhelmed by the volume of information. This makes it significantly more likely that the students will retain the information. By far one of the biggest advantages of power point presentations are that they help capture the student's attention in class, and not only capture, but keeps their attentions. Power point presentation transform the learning process from just reading or listening to not only both of those activities but also seeing. Elements that can exists is power point presentation include not only just text blocks but charts, tables, graphs, images, video and audio files. Slides can very easily be designed to match the requirements of revision and teaching material pictures can be easily attached to power point presentations or linked to them. Videos can be embedded into power point presentations creating a power point slide.

STUDY MATERIAL FOR I BA ENGLISH
PROFESSIONAL ENGLISH
SEMESTER - II, ACADEMIC YEAR 2022-23

Task 1:

Answer ALL the questions:

1. Explain the difference between creativity and imagination.

Creativity relies on imagination, the conscious representation of what is not immediately present to the senses. We must remember our imagination is not only an artistic influence but can inspire us as a person or others to add development to our lifestyle, business or work ethic. Imagination is the process of seeing the world in new ways and finding the hidden patterns. Creativity helps in converting our new and imaginative ideas into reality. People who believe in imagination cross the boundary of 'usual' and normal and are able to think outside the box.

2. How do scientists find solutions with logical reasoning?

We are surprising to know that scientists involve in creativity and come out with logical reasoning. Interesting scientific problems like curing cancer are usually too difficult to solve directly. The art of being a scientist involves continually re-imagining these big problems, mentally breaking them down into smaller, solvable parts, and then speculating about which of these smaller parts might be key to cracking open the whole subject.

3. Why creativity and imagination is important for science students?

In imagination, the science students attempt to make a new thing or project out of a new idea. In this attempt the science students try to organize the learnt things or experiences in a form. Creativity is not only the ability to come up with new ideas. but also narrowing down those new ideas to focus on one that can be elaborated. So, creativity and imagination is important for science students.

4. What is Medawar's explanation on "telling stories"?

Medawar explained that scientists are building explanatory structures telling stories which are scrupulously or carefully tested to see if they are stories Medawar does not mean that scientists are just making things up out of nothing. He means that scientists piece together bits of information in a way that makes sense, the way writer's piece together characters and events.

II. Activity: Listen to this academic video prepared by EMRC:

1. Creative people in any field come up with new ways of looking at the world. Explain.

Creativity sharpens intellect to acquire knowledge. It solves through concentration of the mind. It cultivates rationality and prompts to achievement and success. Creativity is the ability to bring something new with existence. Creative people in any field come up with new ways of looking at the world.

Task 3:

Read on how Rene Theophile Hyacinthe Laennec invented the stethoscope.

Renetheophile hyacinthe Laennec (1781-1826) was a French physician who, in 1816 invented the stethoscope. In 1816, he was consulted by a young woman laboring under general symptoms of diseased heart in whose case percussion and the application of the hand were of little avail on account of the great degree of fatness. The other method just mentioned direct auscultation being rendered in admissible by the age and sex of the patient, he happened to recollect a simple and well-known fact in acoustics, the great distinctness with which

STUDY MATERIAL FOR I BA ENGLISH
PROFESSIONAL ENGLISH
SEMESTER - II, ACADEMIC YEAR 2022-23

we hear scratch of a pin at one end of a piece of wood on applying our ear to the other. Immediately, on this suggestion he rolled a quire of paper into a kind of cylinder and applied one end of it to the region of the heart and to his ear, and was not a little surprised and pleased to find that he could thereby perceive the action of the heart in a manner much more clear and distinct than he had ever been able to do by the immediate application of his ear. Laennec had discovered that the new stethoscope was superior to the normally used method of placing the ear over the chest, particularly if the patient was overweight. A stethoscope also avoided the embarrassment of placing the ear against the chest of a woman. Laennec was the first to classify and discuss the terms rales, rhonchi, creptance and egophony, terms that doctors now use on a daily basis during physical exams and diagnoses. Laennec perfected that art of physical examination of the chest and introduced many clinical terms still used today.

Lucy hawking is now studying the universe and trying to unravel its secrets. The universe means the whole of space and its contents. The earth is a small planet orbiting the sun. Several theories have been proposed to explain the beginning of universe. The most important of them are big bang theory and the steady state theory. The sun and the stars that we see are part of our galaxy. The milky way is a faint band of light that can be seen in the sky on a clear night. The universe most probably began with a big explosion or a big bang. The sun looks like a hot cauldron of gases. There are dark spots or patches on the sun. They are known as sunspots. Apart from the sun, the largest bodies in the solar system are the nine planets. Planets are different from the stars, as they do not have any light of their own. They only reflect the light of the sun. Meteors are popularly known as 'falling stars' or shooting stars. Comets are seen in the sky as a fuzzy patch with a long wispy tail. The moon is the Earth's natural satellite. The black holes in space are a source of great mystery. There are objects in space that do not send out any light.

Activity: Design a webpage on your own with creative titles.

Six tips to help create engaging content for business website:

1. Identify your target market
2. Quality is key
3. Create a good structure for your content
4. Choose the right format
5. Repurpose your content
6. Save information for future updates and promotion

Site map examples

Apple: this site map is nicely laid out and easy to read. Each main topic- Apple info, Mac and so on, has its own horizontal strip.

Apple website site map leak reveals names:

I phone XS, XS Max and Xr models. According to the leak, Apple is going to unveil three new devices – I phones, I phone Xs Max and I phone Xr.

**STUDY MATERIAL FOR I BA ENGLISH
PROFESSIONAL ENGLISH
SEMESTER - II, ACADEMIC YEAR 2022-23**

Task 1:

Creative people look at things differently. Write a script based on extinct species.

The extinction of a large number of species within a relatively short period of geological time, thought to be due to factors such a catastrophic global event or widespread environmental change that occurs too rapidly for most species to adopt. Atleast five mass extinctions have been identified in the fossil record, coming at or towards the end of the Ordovician, Devonian, Permian, Triassic and Cretaceous periods. The Permian extinction, which took place 245 million years ago, is the largest, known mass extinction in the Earth's history, resulting in the extinction of an estimated 90 percent of marine species, including the dinosaurs, became extinct, possibly as the result of an asteroid colliding with the Earth.

Activity: Create, write and post your desired topics in your blog.

1. Fashion blogs :

Fashion blogs are one of the most popular types of blogs on the internet. It is a big industry with a huge global audience.

Hello Fashion

முயற்சி திருவினை ஆக்கும்

Daily Style Dairy : March 15th 2018

1. Travel blogs:

Travel blogs are becoming more popular each day. Due to cheap air travel, people are travelling more than ever. They are always looking for travel tips.

Start here Destinations resources

Better, Cheaper, Longer

வரசு கலை மற்றும் அறிவியல் கல்லூரி



முயற்சி திருவினை ஆக்கும்

கன்னியாகுமரி - 629 401



அரசு கலை மற்றும் அறிவியல் கல்லூரி



முயற்சி திருவினை ஆக்கும்



கன்னியாகுமரி - 629 401

**STUDY MATERIAL FOR I BA ENGLISH
PROFESSIONAL ENGLISH
SEMESTER - II, ACADEMIC YEAR 2022-23**

Task 2:

Write about the importance of blog creation and its uses.

Uses of blogs explained: historically blogs came into existence as a way for individuals to express themselves online. Over the years, the growing importance given by search engines to social media, 'recent news', authorship and frequent updates have resulted in the emergence of blogs as a powerful marketing medium. Today, a blog can be used by individuals and companies alike in different ways to get their message to their target audience and to engage with the readers.

Below are five of the most common uses of blogs:

Blogs use 1: personal diary

This is the most common use of a blog to this day. The number of people using a blog as a personal diary to blog personal experiences, opinions, thoughts and content-is still growing. Followers of personal blogs are usually those who identify with the bloggers' viewpoint or value the opinions.

Using a personal blog as a way to express one's self continues to be a growing use of a blog.

Blog use 2: corporate newsletter

For companies, happenings within the company are not always newsworthy enough to merit a press release. Yet, communicating the activities and events within the company can be an effective way to show how alive the company is depending on how a company uses a blog. It can be a platform for employees to express themselves, write posts around their domain expertise and establish thought leadership.

**STUDY MATERIAL FOR I BA ENGLISH
PROFESSIONAL ENGLISH
SEMESTER - II, ACADEMIC YEAR 2022-23**

Blog use 3: informal engagement

For business, the corporate website provides a formal channels of communicating its audience. However, there is a need for businesses engage with the audience at an informal level. This kind of informal interaction is the best facilitated by a blog. More and more businesses are using their corporate blog not just to talk to the audience about hap openings in the company but to get feedback, interact and engage with their target audience.

Blog use 4: Rich media portfolios

If you are a professional or amateur photographer or film maker, show casting your work on You Tube or free image sites is one, but it is not the same thing as having them on your own website. On a static website, publishing image galleries or videos may not be the easiest for a non- technical person. A blog for show casting rich media not only make it easy, but because a blog is about new and recent content, the chance of getting it indexed and ranking in search engines faster is more likely on a blog.

Blog use 5: building a community

For individuals and businesses alike, having a community of followers is very useful. Not only does it build a steady and regular audience base, it helps them build a network of followers who are most likely to refer them to others. A community of followers allows us to reach the followers either as a community or to individual followers to get our message across. While email marketing is one way to achieve it, the informal environment of a blog lends itself to far more informal interactions and engagement with the community.

**STUDY MATERIAL FOR I BA ENGLISH
PROFESSIONAL ENGLISH
SEMESTER - II, ACADEMIC YEAR 2022-23**

Task 3: Make a flyer for science exhibition to be conducted in your department.

Science exhibition in colleges:

Science fairs and exhibitions have become so common these days because of their immense importance for developing in the student scientific interests, skills and expression through their displays in the fair. The outcome of science club activities will also be fit for science fairs and exhibition. One greatest contribution of it lies in the recognition and encouragement that it gives to the student participants.

Objectives of science fairs/exhibition:

- To focus attention on science experiments in college.
- To stimulate a great interest in science by all students
- To stimulate a greater interest in scientific investigation over and above the routine class work
- To provide stimulation for scientific hobby pursuits
- To offer an opportunity for display of scientific talent through exhibits and demonstrations.
- To develop the habit of extra study and provide a useful means of occupying their leisure.

Hints for students to present an effective display:

- ✓ Be sure to make the display eye catching and attractive. It should be designed so that it attracts the viewers' attention.
- ✓ Make display simple. Use an eye-to-follow designs which 'shout out' its message in five to ten seconds. Remember that most viewers will spend only a minutes or two with each project. so be sure that they will have an opportunity to understand and appreciate the exhibition's efforts.
- ✓ The lettering should be large and simple. The titles should be shortened descriptive and the narrative should be as brief as possible and to the point. It is the best to use pictures, drawings and diagrams whenever possible
- ✓ Select colors tastefully. A single shade for background coloring is better than white
- ✓ Effective use of lighting enhances project
- ✓ The name and the class of the exhibitor should be on the display board

**STUDY MATERIAL FOR I BA ENGLISH
PROFESSIONAL ENGLISH
SEMESTER - II, ACADEMIC YEAR 2022-23**

Task 4: Design a brochure for your science lab.

Follow three elements:

- ✓ Target audience/people. Be clear for whom you are creating a brochure. Think about marketing concept, what makes an ordinary people while reading your scientific articles. To test, whether you understand your client's need, ask yourself a simple question: "for what a person is really ready to pay money?".
- ✓ USP (UNIQUE SELLING PROPOSITION). You must clearly understand your positioning, how to differ from competitors. It should be something that distinguishes you from rivals for the better.
- ✓ Target action. The target action is what the user must do after reading. If you don't offer people any action, the customer could close your science brochure designs ideas and leave it.

This is what your brochure for science should convey.

Task 5:

Design a poster with effective slogans on the importance of cleanliness

SAY DEATH TO DIRT AND DUST

REMEMBER

- ✓ Standing water breeds mosquitoes
- ✓ Mosquitoes spread Malaria
- ✓ Every tenth child in India is Asthmatic
- ✓ Pollution and dust cause Respiratory Disease
- ✓ Contaminated water causes Cholera
- ✓ A Healthy body resists all Diseases
- ✓ Trees give out Oxygen and bring Rain

Cleanliness is Godliness

Secretary
Keep clean club
Madurai

**STUDY MATERIAL FOR I BA ENGLISH
PROFESSIONAL ENGLISH
SEMESTER - II, ACADEMIC YEAR 2022-23**

Unit 5

Workplace Communication & Basics of Academic Writing

A. Answer the following questions based on the Interview given above.

1. What is the significance of the first question of the interviewer?

The significance of the first question of the interviewer is that global economic trends refer to current issues of the global economy that are shaping our future.

2. What is the connection between global trends and economic impact?

Global economic trends is a statement about what is currently happening; economic impact requires the candidates critical thinking skills.

3. What is presented as the most important quality of an economist?

The most important quality of an economist is the ability to convert complex ideas into simpler forms.

4. How should you be prepared to answer the question about reading?

Reading is a very important habit for an economist. We should read anything from current affairs to history books. This will give us a comprehensive understanding of the big picture of economics.

B. Fill in the blanks.

1. The first question of the candidate is related to global trends, economic impact
2. The candidate's answer regarding problem solving skills is pertaining to critical thinking skills.
3. The candidate considers conversion of complex ideas into simpler forms to be important to excel in the field of economics.
4. Reading is a very important attribute of an economist.

Exercise I

A. Answer the following questions.

- 1) What is the interview for?

The interview is for opening a position to be filled in the finance department

**STUDY MATERIAL FOR I BA ENGLISH
PROFESSIONAL ENGLISH
SEMESTER - II, ACADEMIC YEAR 2022-23**

2) How far should the candidate be qualified for the job?

The candidate should possess a four- year college degree in finance with some work experience. This makes the candidate qualified for the job.

3) Is prior experience required for the job?

No, prior experience is not required for the job

4) Is there any mention about salary in the interview? If so, how much?

No, there is not any mention of the salary in the interview

5) What qualities does the candidate present as his strengths?

The candidate is a hard-working person and a fast learner.

Exercise I

A. Complete the following dialogue considering it a mock interview for a job.

Personnel manager : Hi Arun, thanks for coming today. I'm Nidhi. Nice to meet you.

Candidate : Hello, I'm Arun. Nice to meet you, too.

Personnel manager : How did you come to know about this offer?

Candidate : Well, it was through Linked In that I came to know about this and it sounded very interesting.

Personnel manager : Tell me something about your education?

Candidate : I did my post graduation in economics last year securing second position in the Madras University in order of merit

Personnel manager : what particular service in the UPSC Do you wish to join and why?

Candidate : I would like to opt for IAS proper, sir. It will give me an opportunity to stay with my people and serve them in a direct manner. To be frank, I keenly look forward to the day when I could have the privilege of serving the people of my district in the capacity of a District Magistrate.

Personnel manager : What is deficit financing?

Candidate : After finalizing the annual budget if the government finds that the proposed expenditure exceeds the contemplated revenues or income, it will have to cover the gap either by levying additional taxes or by

**STUDY MATERIAL FOR I BA ENGLISH
PROFESSIONAL ENGLISH
SEMESTER - II, ACADEMIC YEAR 2022-23**

deficit financing. In other words, if the government does not want to levy additional taxes or reduce the proposed expenditure, it will have to resort to printing paper money to the extent of the deficit in the budget. This paper money does not represent any goods or services and hence will give rise to inflation.

The present phenomenal price rise in our country is attributable to the deficit financing which our governments have been compelled to resort.

Personnel manager : What is the difference between customs levy and excise levy?

Candidate : Customs levy refers to the duty or tax imposed on the goods imported into the country. The tax imposed into the country. The tax imposed on the goods manufactured within the country is termed as excise levy.

Personnel manager : What accounts for our poor performance in world games and sports?

Candidate : our athletes do not fare well at the international competitions because they are not adequately trained and groomed before they are allowed to participate. What is the most disconcerting is the fact that politics, rather than merit, plays a major role in the selection of athletics for international competitions. We have not yet developed sports culture. However, in the field of cricket India is at par with the giants and has had the honor of winning world championship several times.

Personnel manager : well, thank you Mr. Arun. That is all.

Exercise I

Based on the understating of the Organization profile answer the following questions

1. What is philanthropy?

Philanthropy is not for himself, but for the world he lives. philanthropy, like charity, must begin at home.

2. What kind of services does the organization provide?

The organization provides invaluable service to orphans and other needy people for their survival and development

3. Expand NGO.

NGO: Non-Governmental Organization

**STUDY MATERIAL FOR I BA ENGLISH
PROFESSIONAL ENGLISH
SEMESTER - II, ACADEMIC YEAR 2022-23**

4. Who is the founder of the organization?

Mr. Palaniappan is the founder of the Organization

5. When was the organization founded?

The Organization was founded in 1980

Exercise 1

Fill in the blanks, choosing the correct answer

1. A circular is an official communication (official/ informal)
2. A circular reaches (larger/smaller) audience
3. Memos are intended for _____ audience (larger/selective)

Exercise 2

1. As a Managing Director of a Motor company, draft a circular to the employees of your organisation about the launching of a new brand of a vehicle.

Dear employees, I have for you some RED HOT NEWS

It's so Hot,

I can't hold it!

I am really itching to pass on this news to you as soon as possible. As you know, with a view to expanding our line of a new brand of a vehicle, we take up in 2021 the production of new brand two-wheelers. Our technical department, by dint of their hard labour, day in and out, for about 5 years, have designed the two-wheeler. It is in the final stage of testing and you will get it in April this year.

In technical collaboration with 'Honda', the famous Scooter manufacture, we are introducing the Splinter Scooter in India. That is the news I want to give you. If you are planning to launch of a new brand of vehicle shortly, do contact us. We shall send you now, if you are interested, the photographs and the technical details of this Splinter Scooter which you shall get in the market next month.

Madurai

Yours sincerely

Date

Managing Director of Motor Company

STUDY MATERIAL FOR I BA ENGLISH
PROFESSIONAL ENGLISH
SEMESTER - II, ACADEMIC YEAR 2022-23

2. As a Principal of a school, prepare a circular for teachers and students regarding Republic Day celebrations in your school.

Dear teachers and students,

India became free on 15th August 1947. So 15th August is our independence day. On 26th January 1950, India became Republic. We have a government of the people, by the people and for the people. So 26th January is celebrated every year as our Republic Day.

The Republic day celebrations will take place on Saturday, at 10 am in the school hall. A very attractive programme has been arranged and several professional singers will take part. The Collector, u. Sahayam, Esq. has very kindly consented to preside. There is a flag hoisting ceremony in the morning. The boys and girls gather in large numbers around the flag post. They salute the flag. There is a short speech by the chief guest. He reminds us of the sacrifices and sufferings of those who brought freedom to us. He asks us to follow their footsteps. In the end, the National Anthem is sung. On behalf of our school, kindly I request all the teachers and students to attend the Republic day celebrations without fail.

Thanks a lot

Madurai
Date

Answer the following questions:

1. Where is the college located?
The college is located at RRG Nagar, Kovilpatti
2. What is the circular about?
The circular is about postponement of the examinations from 10.12.2020 to 14.12.2020
3. Why do they post-pone the exams?
They postponed the exams because of the impending cyclone
4. Who has sent the circular?
The principal has sent the circular
5. The exams have been postponed to _____
The exams have been postponed to 14.12.2020

STUDY MATERIAL FOR I BA ENGLISH
PROFESSIONAL ENGLISH
SEMESTER - II, ACADEMIC YEAR 2022-23

Task I

Let none admire

*That riches grow in Hell; that soli may best
Deserve the precious bane. And here let those
Who boast in mortal things, and wondering tell
Of Babel, and the works of Memphian kings,
Learn how their greatest monuments of fame,
And strength, and art, are easily outdone
By Spirits reprobate,*

Explanation:

Having described the materialistic greed of Mammon and of the human beings who fall under Mammon's influence, Milton tells us that, under Mammon's directions, a batch of fallen angels dug out gold from the interior of hell. In the lines here Milton says that people should not feel surprised to learn that riches (gold etc.) exist in the infernal regions. The soil of hell may perhaps be the most appropriate for that coveted evil, namely gold. Milton then goes on to give us another idea. There are people who boast of human achievements. These people describe, with a feeling of wonder, the Tower of Babel, and the Pyramids of Egypt as great architectural works. But let such people learn how the greatest monuments which have been built by human strength and skill and which have become famous, can easily be surpassed by the work of worthless Spirits (that is, the devils).

Exercise

Paraphrase the following text.

The fallen angels hurried to ransack all the paces to find gold and metallic ore for the construction of the Pandemonium. Mammon was the leader who was also the god of gold. Milton condemns their act of digging for gold and riches. These fallen angels opened into the hill a big mound and began to dig out bars of gold. Then Milton says that one should not be happy for the riches that one has. What we call wealth and riches are only things that grow in hell. The gold itself is above which one should learn to avoid. Babel is Babylon; the Tower of Babel. The hateful fallen let not men be proud about the material wealth for the fallen angels have had greater material wealth than hat all the Babylonians and the Egyptians kings had.

Under Article 352, the President declares a state of emergency to help deal with a dangerous situation. The President proclaimed External Emergency and Internal Emergency.

**STUDY MATERIAL FOR I BA ENGLISH
PROFESSIONAL ENGLISH
SEMESTER - II, ACADEMIC YEAR 2022-23**

Punctuation Marks Graphic Organizer

Write the rules for using each of the punctuation marks below. Each row represents a different rule. In the right-hand column, provide an example of the rule in use.

Symbol (!?, etc.)	Punctuation Name	Rule	Example of Rule in Use
(,)	The comma	Between nouns or pronouns in opposition	Lazar, the bootmaker, is ill
(!)	The mark of exclamation	After words or sentences which express emotion	Hello! Alas! hurrah! non sense! Stop! What a fool I have been!
(?)	The mark of interrogation or the question mark	<ul style="list-style-type: none"> a. After a direct question b. An indirect question is never followed by a question mark 	<p>When do you expect to return?</p> <p>He asked me when I expected</p>
(.)	The full stop or period	<ul style="list-style-type: none"> a. To end any complete sentence that is not exclamative, interrogative etc. b. After abbreviation 	<p>He came home late</p> <p>B.A., M.A., Ph.D., A.D., B.C., i.e., viz., Mr.(or Mrs), etc.</p>
(-)	The dash	<ul style="list-style-type: none"> a. To mark a sudden and abrupt change b. To mark explanatory or appositional words or phrases c. To insert a parenthesis 	<p>I said to him- but what is the good of telling you that?</p> <p>He gave me five pounds- a very handsome gestures\</p> <p>You know-if you remember, I told you last week- there is no holiday next month</p>
(' ')	Inverted commas or Quotation marks	<p>To show the beginning and end of a quotation</p> <ul style="list-style-type: none"> a. To separate layer coordinate clauses b. To emphasis different clauses or phrases 	<p>Honesty is the best policy</p> <p>As you sow, you will reap</p>
(')	The Apostrophe	To mark that a letter or some letters have been omitted	<p>Can't ; e'er;</p> <p>Shan't;</p> <p>Won't;</p> <p>It's</p>