

Business English Communication
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Lecture - 01
Reading Comprehension

Welcome friends to the first lecture of this course Business English Communication. I am sure that many of you are interested to know what is business English some of you must be having your courses a specifically in business English some of you must be just interested and want to own your skill in particularly in English language and understand how it all works in Business English. So, this is what we cater to this is what the key the cost will cater to.

Basically it is meant for those who are doing any degree in business studies, business administration and all the related fields, those who are in the area of commerce or even engineering and technology they may also find it useful because it has a huge component which is geared towards developing your communicative skills. But please remember since the course is called Business English we are going to take examples and various structures and vocabulary that is more relevant to Business English.

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In today's class we are going to do reading as you know reading has two predominant components, subsets, skimming and scanning. What do we read? We read books we read

chapters, we read journal, articles, we also read reports charts diagrams graphs advertisements and try to understand and I analyze what are these.

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So, we are going to look at how reading operates particularly in the domain of business English communication, how to cull out particular details read for specific information etcetera we will also understand how to understand genre. Genre for example, email is a genre letter is a genre all these things are going to do in our subsequent classes.

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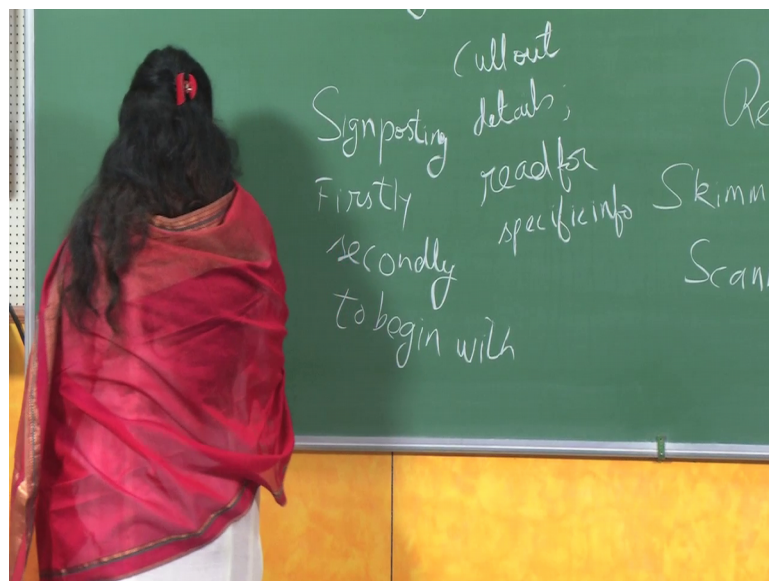


So, various genres of reading, various genres of writing etcetera that is going to be a part of this course. We will also see how we understand the key details from the title itself. So, this is understanding the title if you are not able to see my handwriting very clearly let me read it out to you understanding the title and from the title deriving the key details.

The objective of the cost has already mentioned is or particularly not the cost, but the reading module is to help you read better. Please understand that we are going to do a lot of reading not just reading efficiently, but also more quickly for effective reading of English text we need to employ the same skills that help us in culling out arguments identifying relevant details and otherwise overall improve our proficiency in this context. So, reading for context is also something that we are going to do.

While approaching the text, now what is the text? As I showed you here an article is a text report is a text. So, whatever is you will look at becomes a text whatever is the written material in front of you becomes a text ask yourself why am I reading what is it all about what is the context of the text, what is the text talking about, what are the key argument. See in this kind of reading the signal markers are given very clearly the signal words, firstly, secondly; however, you know. So, thus few sign post of the English language they denote how to carry on with our reading.

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So, remember these words sign postings, first, second, to begin with, firstly, secondly, to begin with these are the sign posts that tell us that the direction in which the writing is

going. So, what is the text talking about and how are we, how these arguments are being built up constructed and what is the central idea.

See these are all very basic things, but as we grow up in our academics we forget the basics. So, please revise the basics what is the central idea always ask the central idea of this passage what is it talking about, is there a new idea fresh idea or going back to the same earlier idea. So, this is how we look at it.

Now, before I show you some actual passages please look at the slide here and this is all about understanding the structure of your text.

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Understanding the structure of your text

Things to look out for in the text you are reading:

Paragraphs	Introduction to the book/chapter/article	Title
Data tables and graphs	Chapters	Conclusion

Do note that these elements vary depending on the kind of text you are reading

Exercise 1.2 Pick any of the texts given in the appendix and identify its structure with the help of the indicators discussed before.

Things to look out for in the text your reading; so first is paragraph as I told you just now how many but before that you have the introduction to the book or chapter or article and before that you have the title. So, you have the title, you have introduction to the book or to the chapter or the article when you have your paragraphs, you have chapters, if there is any data or table or other information then that is also there and at the end you have conclusion. So, title begins conclusion is the end in between you have all these things.

You have an exercise for example, pick any of the text given in the appendix and identify its structure with the help of the indicators discussed before. So, you look at these things. Paragraph introduction, title and pick a text of this is your exercise please note down your exercise this is just a warm up or pick up any of the text given, not in the appendix

here, but a in your text book or anything that you are reading and try to identify these elements - where is the title, where is the introduction, how are the paragraphs, how are the chapters if any how is the conclusion done. This is your warm up exercise.

Now some of the reading techniques as I just told about one is first, first thing first understanding the title. Title holds the key to the entire text or passage, it is mostly a possible to understand or at least decipher the meaning gain, the meaning of the text from the title. It is not creative writing they are not going to mislead you, title is very matter of fact in business English and in technical English. For example, if you come across something like Facebook raises 100 million dollars from so and so fund then this means that you are the text is going to be all about fundraising and facebook how it has done that, as simple as that.

You should also remember this another aspect to write to your reading or any kind of communication it could be formal, informal and somewhere in between semi formal. For a formal passage pay attention to the jargon, the register and the terms it requires close careful reading. For an informal passage a general understanding of the text would be sufficient as well.

Always understand the key points of the text. So, for example, you may often come across the objective the aim of this figure so and so is trying to show us that. So, pay attention to these terms. When this summaries the data, summaries the information; that means, that you have to summaries. Introduce these, so you, that means, you have to bring and along an introductory passage to our sentence to their summaries, means culling out the entire information in one paragraph.

Look at the vocabulary the words that are given the particular lexical phrases. So, in good reading always pay attention to lexical phrases if it is summarizing then you have to summarize something.

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Key word means you have to give one keyword central idea is one central idea there cannot be several central ideas. Keywords could be more than one, but central idea is central idea. Look at these very specific kinds of lexical phrases.

Skimming and scanning now when we scan, when we scan a paragraph for a comprehensive understanding. For example, what do we look for when we skim and what do we look for when we scan, we scan for particular information we skim for a general idea remember these things.

Another idea or another tip which is very important when we do reading is to understand the genre, what is genre and why is it important? Genre helps us in identifying the category of the text and when we know the category of the text we are able to identify or predict some of the content and language that can be expected in a text like that. It helps us identify certain ways of reading them. So, therefore, it is important to understand genre.

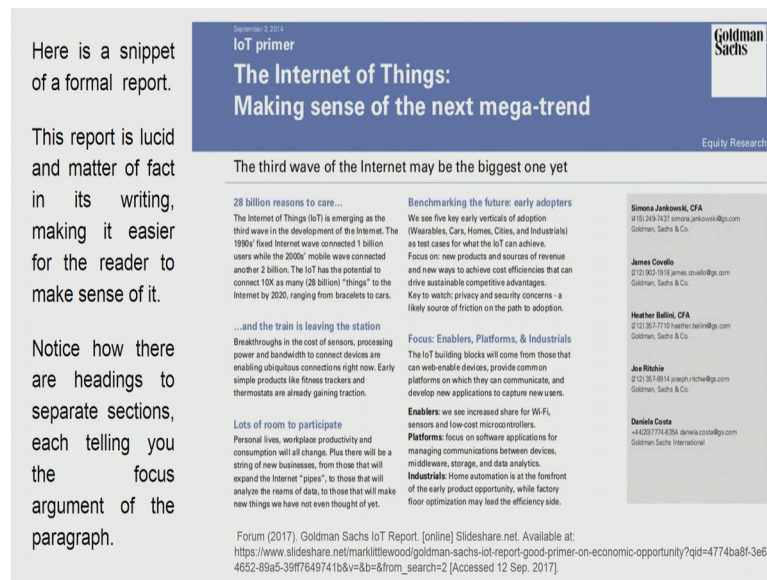
So, so much for a very brief overview of what a reading module and tales, let us look at the first example here.

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Here is a snippet of a formal report.

This report is lucid and matter of fact in its writing, making it easier for the reader to make sense of it.

Notice how there are headings to separate sections, each telling you the focus argument of the paragraph.



September 3, 2014
IoT primer
**The Internet of Things:
Making sense of the next mega-trend**
Equity Research

The third wave of the Internet may be the biggest one yet

28 billion reasons to care...
The Internet of Things (IoT) is emerging as the third wave in the development of the Internet. The 1990s fixed Internet wave connected 1 billion users while the 2000s mobile wave connected another 2 billion. The IoT has the potential to connect 10X as many (28 billion) "things" to the Internet by 2020, ranging from bracelets to cars.

Benchmarking the future: early adopters
We see five key early verticals of adoption (Wearables, Cars, Homes, Cities, and Industrials) as test cases for what the IoT can achieve. Focus on: new products and sources of revenue and new ways to achieve cost efficiencies that can drive sustainable competitive advantages. Key to watch: privacy and security concerns - a likely source of friction on the path to adoption.

Enablers, Platforms, & Industrials
The IoT building blocks will come from those that can web-enable devices, provide common platforms on which they can communicate, and develop new applications to capture new users.

Enablers: we see increased share for Wi-Fi, sensors and low-cost microcontrollers.
Platforms: focus on software applications for managing communications between devices, middleware, storage, and data analytics.
Industrials: Home automation is at the forefront of the early product opportunity, while factory floor optimization may lead the efficiency side.

Lots of room to participate
Personal lives, workplace productivity and consumption will all change. Plus there will be a string of new businesses, from those that will expand the Internet "pipes", to those that will analyze the reams of data, to those that will make new things we have not even thought of yet.

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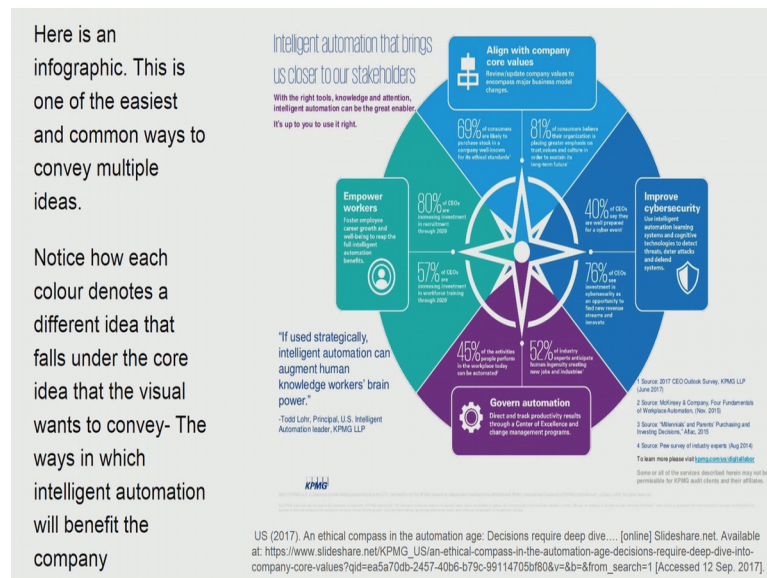
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Forum (2017). Goldman Sachs IoT Report. [online] Slideshare.net. Available at: https://www.slideshare.net/marklittewood/goldman-sachs-iot-report-good-primer-on-economic-opportunity?qid=4774ba8f-3e6e-4652-89a5-39f7649741b&v=&b=&from_search=2 [Accessed 12 Sep. 2017].

Formal report, see how it is lucid, see how things or how headings are used to separate sections, I am not going to read out the entire report for you, but look at the title: The internet of things, making sense of the next mega-trend. I have given you the reference also at the bottom. Look at the subheadings 28 billion reasons to care and the train is leaving the station, lots of room to participate, benchmarking the future, focus enablers platforms and industrials. What are we doing here? Subheadings separate sections and focus of the argument in each paragraph, so this is how you read. And please remember for any kind of a text that tests your understanding of business English, they will always be subheadings like these. This is not creative writing, this is not an argumentative essay you will come across in Business English; Business English has its own style and format and this is how it works.

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Look at this now another example it is called info graphic automation that brings us closer towards stakeholders and look at the way I am not going to into the details of this, but look at the way how it has been colour coded and each colour suggests a different idea align with company core values empower workers govern automation improve cybersecurity. Colour coding is done to help us understand the information otherwise it would be too much, too many details here, but this is the way in business English works the graphs works the code, the shade, the colour and that is how you are supposed to that is the way you are supposed to identify and distinguish each detail each element each feature.

Let us look at this one, how to understand formal and informal situations.

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Understanding Formal and Informal situations

- Formal business English is used to convey something professionally. Here are certain phrases that would help you identify whether the text is formal or informal.

<ol style="list-style-type: none">'3 weeks ago, we had to''Our company is on the way to success', 'I think we have to''Not a long while back, we were nothing globally' <p style="text-align: center;">INFORMAL</p>	<ol style="list-style-type: none">'First and foremost', 'It is pertinent to pay attention to''Figure 9.2 shows clearly that''Hard to isolate factor A from factor B' <p style="text-align: center;">FORMAL</p>
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Formal Business English and some phrases: 3 weeks ago we had to this is informal, our companies on the way to success not a long while back we were nothing globally this is quite informal. And formal first and foremost, figure 9.2 hard to isolate factor A from factor B. So, why are we doing all this? To understand the level of formality implicit in a text, the language the lexical phrases are the key.

Look at the exercise here now and we are going to do some questions based on it.

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Exercise 1.1 : Identify the type of the following text

'The new centre, Amazon's biggest in India, will improve the company's capabilities to provide one-day and two-day deliveries on a wide range of products, Akhil Saxena, a vice president for India customer fulfilment, at Amazon India said in a press release on Sep. 7. Telangana has more than 10,000 sellers, and the selection they offer on Amazon's marketplace for immediate delivery has grown more than 120 percent this year as compared to last year, Saxena added.

Increasing its fulfilment centres with its state-of-the-art infrastructure, helps Amazon boost the 'Fulfilment-By-Amazon' delivery option, which the company sees as its gold-standard service. When using it, sellers across India send their products to Amazon's warehouses and once an order is placed, Amazon picks, packs, and ships the order to the customer, provides customer service and manages returns on behalf of the sellers.

Identify the type of the following text. ‘The new centre, Amazon’s biggest in India, will improve the companies capabilities to provide one-day and two-day deliveries on a wide range of products, Akhil Saxena, a vice president for India customer fulfillment, at Amazon India said in a press release on September 7th. Telangana has more than 10,000 sellers, and the selection they offer on Amazon’s marketplace for immediate delivery has grown more than 120 percent this year as compared to last year, Saxena added.

Increasing its fulfillment centres with its state-of-the-art infrastructure, helps Amazon boost the ‘Fulfillment-By-Amazon’ delivery option, which the company sees as its goal-standard service. When using it, sellers across India send the products Amazon’s warehouses and once an order is placed, Amazon picks, packs and ships the order to the customer provides customer service and manages returns on behalf of the sellers.

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Orders fulfilled by Amazon are eligible for cash on delivery, guaranteed next-day, same-day, morning, and Sunday deliveries. With some products, such as popular smartphones, Amazon offers release-day deliveries as well. Sellers always have the flexibility to choose the number of products they want to have fulfilled by Amazon and scale according to their business requirements, the company said in its Sep. 7 press release.

Arakali, H. (2017). Amazon opens its largest Indian warehouse, ahead of festival shopping season | Forbes India. [online] Forbes India. Available at: <http://www.forbesindia.com/article/special/amazon-opens-its-largest-indian-warehouse-ahead-of-festival-shopping-season/48087/1> [Accessed 9 Sep. 2017].

Continue with the same article: Orders fulfilled by Amazon are eligible for cash on delivery, guaranteed next-day, same-day, morning, and Sunday deliveries. With some products, such as popular smartphones, Amazon offers release-day deliveries as well. Sellers always have the flexibility to choose the number of products they want to have fulfilled by Amazon and scale according to their business requirements, the company sent in its September 7 press release and this is the reference to the article.

So, what was your question? What is the genre of the text? Obviously, it is a formal text, so your answer is formal. Why formal? Look at the tone, is it very chatty, is it saying you

will receive or hey let us see this is the way it is done, it is not, it is being very formal, very impersonal, very professional. It is a press release, hence it is undoubtedly a formal passage. It is not a semi formal, it is not an informal, but it is a formal passage. So, that is what your supposes, it was just kind of a brief introduction to identifying the tone. Remember how importance is given to facts, figures, numbers, Telangana is more than 10,000 sellers, 120 percent growth, this year Saxena added. So, you know someone who is in position of authority and responsibility is quoted and sighted and numbers are given facts and figures and all are illustrations are given. So, what does, what do all these things mean. It means that it is a very serious, very formal, very professional kind of a passage.

Now, another just to reinforce what is skimming and scanning. Remember you will be finding several passages to test a skimming and scanning abilities. Skimming remember you have to go through the whole text quickly in order to work out the key topic main ideas etcetera scanning is reading quickly to identify a particular piece of information such as a date or time or place or a name or a fact, there is a differences skimming is mainly for the main idea and key topic.

Look at the example here.

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Here are the opening and closing paragraphs of an article

Let's talk about a supplemental income

C Rangarajan, S Mahendra Dev

There has been a lot of discussion on universal basic income (UBI) in both developed and developing countries. The primary objective is to enable every citizen to have a certain minimum income. The term 'universal' is meant to connote that the minimum or basic income will be provided to everyone irrespective of whatever their current income is. The adoption of a universal basic income can impose a burden on the fisc which is well beyond the capabilities of most developing countries, including India. In discussing the applicability of the concept of basic income to India, three questions arise. The first is whether it should be 'universal' or 'restricted'; the second is what the level of minimum income is and how this is to be determined; and the third is about the financing mechanism for implementing such a scheme.

Now, what am I asking you to do look at the opening and closing paragraph of an article. Let us talk about a supplemental income. Look at the slide here.

There has been a lot of discussion on universal basic income UBI in both developed and developing countries. The primary objective is to enable every citizen to have a certain minimum income. The term 'universal' is meant to connote that the minimum or basic income will be provided to everyone irrespective of whatever their current income is. The adoption of a universal basic income can impose a burden on the fisc which is well beyond the capabilities of most developing countries including India. In discussing the applicability of the concept of basic income to India, three questions arise. The first is whether it should be 'universal' or 'restricted'; the second is what the level of minimum income is and how this is to be determined; and the third is about the financing mechanism for implementing such a scheme.

So, look at the way the introduction has been opening has been done and also notice the complex sentences especially the last one, the first is the second and the third. So, you do not find small sentences here you find three sentences embedded in one. Some of you want me for my earlier courses some of you have requested that in between it is a good idea to use our own languages also I would try to incorporate Hindi as and when possible. So, [FL] sentence [FL]. So, this is one way of writing good English [FL].

Look at the next slide.

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In fact, the concept of a basic income must be turned essentially into a supplemental income. Such a scheme will be feasible provided we restrict the beneficiaries to groups which can be easily identified. This restriction essentially comes from fiscal compulsions. Regarding finances, it is not easy to remove all implicit subsidies. The design for financing the scheme has to be viewed in a more pragmatic way. Restricting the fiscal burden to 1.5 to 2% of GDP seems desirable and feasible. Half of this can come from phasing out some of the existing expenditures while the other half can come by raising fresh revenue. Lastly, the proposal here refers only to the income supplement that can be provided by the Central government. Similar efforts can be made by the respective State governments, if they so desire.

Anon, (2017). [online] Available at: <http://www.thehindu.com/opinion/lead/lets-talk-about-a-supplemental-income/article19439977.ece> [Accessed 12 Sep. 2017].

Please look at the slide here now. In fact, the concept of a basic income must be turned essentially into a supplemental income the, what are we looking at here? Conclusion;

such scheme will be feasible provided we restrict the beneficiary beneficiaries to groups which can be easily identified. This restriction essentially comes from fiscal compulsions. Regarding finances, it is not easy to remove all implicit subsidies. The design for financing the scheme has to be viewed in a more pragmatic way. Restricting the physical burden to 1.5 to 2 percent of GDP seems desirable and feasible. Half of this can come from phasing out some of the existing expenditures while the other half can come by raising fresh revenue. Lastly, the proposal here first only to the income supplement that can be provided by the Central Government, similar efforts can be made by the respective State Governments if they so desire.

[FL]. Look at the last sentence and look at the way the word lastly, it is a signal, it is signifying, it is a sign post that it is coming to an end, so lastly, so therefore, lastly.

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Exercise 1.3

- Read the extract from the report published in The Hindu, in the previous slide and decide which of the following statements are true or false:
 - a. The author argues for a restricted view of UBI and wants to turn it into a supplemental income
 - b. Designing finance has to be viewed in a more idealist way
 - c. The term 'universal' is meant to connote that the minimum or basic income will be provided to everyone irrespective of whatever their current income is.
- Identify the main points of the whole report.

Now, here is the question that, these are your questions which are based on this particular slide that we have just seen. Look at slide here exercise.

Read the extract from the report published in The Hindu, in the previous slide and decide which of the following statements are true or false: a, the author are used for a restrictive view of UBI and wants to turn it into a supplemental income; b, designing finance has to be viewed in a more idealize way; c, the term 'universal' is meant to connote that the minimum or basic income will be provided to everyone irrespective of whatever their current income is. So, you have to true or false for these a b c.

And the second question is identify the main points of the whole report. So, please look at it and answer. I will give you one moment to think over. So, first is answer is both options a and c are true, it is directly identified from the article. Option b is wrong or false the report mentions the designing finals needs to be done in a pragmatic way. Pragmatic way means dealing with things realistically and with practical considerations, it is not idealistic, pragmatic opposite idealistic. So, therefore, options a and c are correct.

And main points of the whole report what are we are expected to do, identify the main point of the reports, so remember how the headline summarizes the whole argument of the article and that is what I said in the at the beginning [FL].

It also helps to identify the authors and their areas of the expertise so look at who the authors are. And you have to understand the introductory lines that hold the key to what the passage wants to tell you about UBI, first paragraph itself tells you UBI what is it what is UBI and the three factors to consider in talking about its implementation. And the concluding paragraph repeats for the authors think about such a step.

And coming to the last point today that I wanted to discuss before I wind up the very first class of reading comprehension module you have to read the entire passage carefully and then attempt the questions, I cannot stress enough of that. [FL]. You have to always answer a pick the correct answer which you think is the most appropriate and pay attention to charts figures numbers, [FL], these things are given extremely or extreme significance, so you have to understand and also always look out for the catch phrases while reading. So, I am going to do many more exercises in a subsequent classes as well, but that is all for the first class.

Thank you very much.