

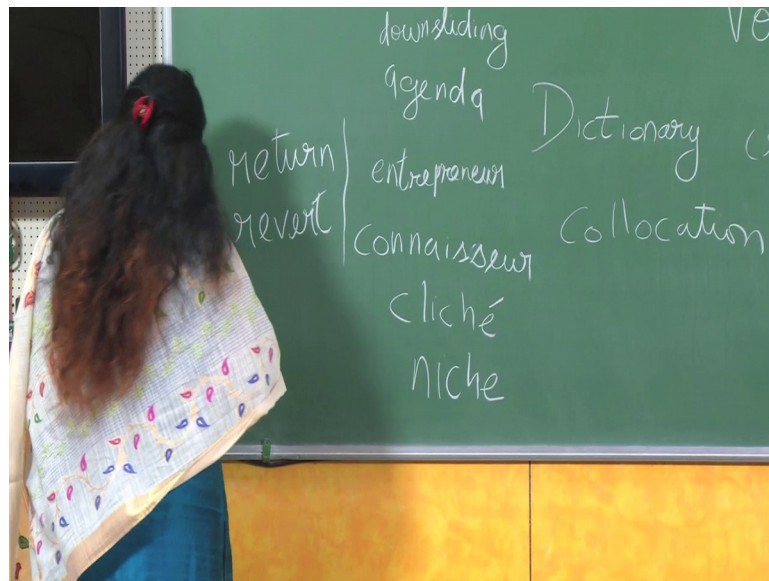
Business English Communication
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Lecture - 09

Vocabulary

Welcome back friends, we have been doing business English vocabulary and we will continue to do this for a couple of more sessions. So, we have done in our last class a bit of vocabulary, I hope you are able to recall that particularly we have been doing collocation right how words combine, join and make a different and new word all together. So, when you say a word like and this is something that we had done down and slide down sliding.

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So, down is different independently slide is different.

It has a different meaning independently, but when you bring it together what happens so, compound nouns, compound words, compound sorry collocations. So, these are the words these are the kinds of vocabulary we have been looking at. Today I also want to recap or something that we have already done before and I have in fact, I just suggested that you should be in a in the habit of using a good dictionary. So, we will be talking a bit

about dictionary skills also and somewhere in the middle, we will do a cross word puzzle word building or some exercise like that. So, coming to dictionary, now a standard dictionaries what are those. Oxford, advance English language dictionary you have Cambridge English language dictionary you have some dictionaries which are.

Completely devoted to the study of business English yes you can you are you can find that also Cambridge has plenty of work books and exercises devoted all to all devoted to the development of business English and vocabulary. So, they have some advanced level English or business English kind of text book and of course, there are standard books are for example, a dictionary like Macmillan's. So, these are the dictionaries that I would suggest that you know you make them part and parcel of your routine. If you want to increase and add to your repertoire.

Now, what does a typical dictionary gave you. You can also goes to web dictionary they are also extremely good they give you a lot of information lot of background about words, nothing like a good physical dictionary in your hand, but if you are not the kind who likes to carry around books then of course, web dictionaries have very good as well. So, typical examples like the question was what does a typical dictionary gave you. So, let us look at a word like agenda; it will give you the meaning what is the meaning of agenda, a list of items to be discussed at a formal meeting. Sometimes we even send mails you know this is the agenda for the meeting and we are going to have this business meeting soon and this is the agenda these are things that we are going to discuss.

Pronunciation: pronunciation could be quite tricky words, especially English words and many English words are not exactly pronounced the way they are written. This is connoisseur a connoisseur yeah. So, that is the pronunciation of it. It is it can be it has every possibilities for mispronunciation this is entrepreneur for example, a word like that debt d e b t it is dead for example, a word like receipt the p is silent. So, dictionary tells you how to pronounce words, dictionary tells you what part of speech are these words. So, you have to be a; you should be able to use a word in the correct category in the correct part of speech.

So, for example, a word like entrepreneur this is a noun, but when you say entrepreneurship then that itself become that itself is and that is also a noun entrepreneurial skills that is an adjective. So, you should be able to distinguish where to

use an adjective, how to use the same word in the verb form or in its noun form. A dictionary is also give you examples of collocation; by now you know what are collocations right and then of course, dictionaries give you good dictionaries at least give you the origin of the words, how to use that word in your own sentence. So, gives giving examples of those words idioms and phrases.

The other day we were talking about Cliche to avoid cliché and jargons. Of course, it is not always possible to avoid cliché and jargons, but if you cultivate your word power if you build up your word power, you will soon find that you will be using tired words and phrases. You know tires tired words and phrases [FL] cliché. Cliche it is a French word which an accent mark on it. So, cliché those words that have been used over and over again and they are they have become so common that by now they look almost absurd.

Ridiculous [FL] let us look at this slide now because I have been talking so much about collocation, let us recap collocation.

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Recap collocation

- **whispered softly**
- Roared loudly
- Placed gently
- Granted permission
- Issued a denial
- Commute to work
- Exceptionally talented

This is the way words come together collocate. Collocation is noun, collocate is verb. Whispered softly; you can whisper loudly also, but that is the way. Shout you cannot shout softly right roared loudly. So, these are the terms these are the words that go together roared softly I doubt it; you place something gently and some very rude people keep things very loudly, we should not be doing that. So, place any object on the desk or the table gently; you grant permission, you get permission, you give permission, you

receive permission, you deny permission. So, those are the collocations; you issue a denial issued a denial; can you say grant a denial I doubt it. So, that is all collocation that is inappropriate you commute to work one can be exceptionally talented, extraordinarily talented. So, those are some common examples of collocation.

Gentle breeze, destructive winds that is the way we use a collocate words. So, next time when you use a dictionary, while looking up a word you can put a bookmark next to it each time you return to a page with a mark briefly read through it, and check it if you remember it, because that is the way you develop your vocabulary. See if you come across a very good word, a sterling word for the first time. The other day I came across word like culture metric; now culture metric is not something that is a very common word, but it has it is becoming quite common there is a book return, but there is a book called culture matrix. So, what is a culture metric, who is the culture metric?

If you think that such kinds of words are exciting then you liked them you want to know more about them return to them, that is how you will add certain words to your linguistic repertoire. If you come across a new word interesting word, see if you can make a sense make any sense of it by using it within the context or how the word is used and make sense of it, guess it is meaning then look it up. See words have a life of their own you have to keep looking upwards, no one can unless and until someone has been doing language of you know the job of building up a dictionary all their lives, otherwise there is a there may be there would be very few people who can say that they know each and every word that exists in English language you have to look up.

You have to re visit words if you like them and if you want to use them in your vocabulary, you have to re visit them very often. A word can often have more than one meaning you never can tell. So, therefore, English can be quite tricky in this way, a word can have more than one meaning. So, when you were when you are interested in a word you when you find a word which is interesting, read through all the meanings which are listed in the dictionary. For example, you can ask yourself what does a word like cliché mean, what does a word like niche mean. Niche is also a very popular word cannot call it a clichéd word, but it is an interesting word.

People often use it and it is a higher order vocabulary; a word like streamline or downsize. So, downsize down market streamline what do these words mean. What are

the different meanings of the word stock? When you use a word like return or river revert, what prepositions go or do not go with this is it a good idea to use re return back a book or I will return back to you is it good, is it correct you have to look it up.

What are the preposition for example you should use after the word choose or surround; how do you write a sentence with margin, where do you use a word like marginalized. So, a dictionary will tell you all these, you know answer these all these questions. I would like to draw your attention to this particular word a very common word look at the slide here.

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Look at this entry for *produce* in the dictionary

1:to offer to view or notice 2:to give birth or rise to :yield 3:to make available for public exhibition or dissemination: such as a :to provide funding for search for backers to produce the film b :to oversee the making of will produce their new album 4a :to cause to have existence or to happen :bring about b :to give being, form, or shape to :make; especially :manufacture:to compose, create, or bring out by intellectual or physical effort :to cause to accrue

intransitive verb :to bear, make, or yield something

The word is the keyword or the main word here is reduce. The dictionary tells us to offer to view or notice to give birth or rise to yield to make available for public exhibition or dissemination, such as to provide funding for search, for abacus to produce the film you produce a film produces; to oversee the making of will to reduce their new album. So, the rolling stones produce their new album. To cost to have existence to happen bring about to give being informed shape to produce the book right, make a specially manufacturer to compose the production has gone down. So, that is the way we use it here. So, create bring out by intellectual or physical effort to cause to accrue and in its intransitive form these are the ways it can be used.

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Here are a few sentences using the word

- The manager's remarks and suggestions *produced* desirable results.
- The bee sting *produced* rashes on his skin.
- The prosecution *produced* evidence that sealed the case against the company
- A ton of rice was *produced* in my farm
- Millions of bottles are *produced* every year

So, one word and multiple ways of using it look at this slide again and here are a few sentences using the word produce.

The managers remarks and suggestions produced the; it is a verb ha desirable results. The bee sting produced; that means, caused rashes on his skin. The prosecution produced evidence. So, here producers that brought forth that seal the case against the company a ton of rise was produced in my farm. Millions of bottles are produced every year. So, just a few examples, now from dictionary skills let us move on to doing to do sorry let us move on to do idioms.

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So, we have done collocation and idioms; idioms I have been telling you over and again they are those words expressions that add color and elegance to your vocabulary, they are not predictable, they are not usual, they are not common.

They are not the kinds of words expressions that we use in our everyday speech. Most of the time idioms are those expression whose meanings cannot be or are not predictable. When you say and it is a very British example has not the penny dropped; that means, have not understood it. When you say at the drop of a hat you are not really throwing the hat, but you are what is it what are you doing it? Instantly without when you say without Batting Island; that means, you are not even taking that much time as it takes to bat your eyes.

So, what does that mean? It means that idioms are those words when you see a collection of group of words they may not exactly mean those words, but taken as a whole take an as a collection there is a different meaning all together when you say a penny for your thoughts. That does not mean that you are giving penny to somebody's thought, do you think something and we will give you a penny that is not penny for thought that I wonder what you are thinking; what are you thinking. So, it is a; it is an idiomatic way of expressing yourself. Business communication often involves idioms whose meanings are not easily discernible. The main context and tone of an idiom is especially if it is a message is positive, negative or neutral that is what matters. So, the context matters

again for this also you have to read a lot and you have to cultivate the habit of looking up words.

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Some commonly used idioms

- a) Tough break - used when something really unfortunate happens. Eg: His resignation is going to be a tough break for us
- b) Ahead of the curve - to be ahead of everyone else. Eg: The new policy will ensure that we are ahead of the curve.
- c) Back to square one - to be back at the beginning. Eg: Since company failed to break even, we are now back to square one.
- d) Backroom deal - an agreement made in private Eg: Although project 8905 was featured prominently in the news, most details were not revealed since it was a backroom deal.
- e) Fall short of - to fail. Eg: We fell short of achieving our target by 1%

Look at this slide particular slide where we have given you very few examples of commonly used idioms. Tough break - It is used when something really unfortunate happens example his resignation is going to be a tough break for us. Ahead of the curve to be ahead of everyone else; example the new policy will ensure that we are ahead of the curve. Back to square one meaning to be back at the beginning you work a lot, but something happen something goes wrong and your back to square one, for example, since company failed to break even we are now back to square one. Back room deal meaning an agreement made in rise it, all the project was featured prominently in the news most detail were not revealed since it was the back room deal fall short of is to fail we fell short of achieving our target by 1 percent.

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Continued...

- a) Corner a market - to dominate a market. Eg: ABC retailers have cornered the market on dairy products
- b) To take the bull by its horns - to confront something. Eg: There was no other option for ABC but to take the bull by its horns
- c) Get the ball rolling - get started. Eg: Today's agenda was to get the ball rolling on the new project.
- d) Go the extra mile. Eg: Today's world is extremely cut-throat. You need to go the extra mile if you want to be noticed
- e) Throw in the towel - to quit. Eg: Learning R was difficult enough. But operating with R made me throw in the towel.

Please look at this slide again more examples for you; to corner a market which means to dominate a market. Example ABC retailers have corner the market on dairy products. You can use these expressions in any which way you want here are just a few examples to take the bull by horns is to confront something, there was no other option for ABC, but to take the bull by it is horns that is to confront headlong. Get the ball rolling get it started today's agenda was to get the ball rolling on the new project? Go the extra mile today's world is extremely cutthroat you need to go the extra mile if you want to be noticed.

So, what does it mean? Do some extra work, go beyond the call of duty. I you cannot say that you know this is exactly what you wanted me to do I am not going to do anything more than that my work ends here, it is a 9 to 5 job I am paid for. So, I am not going to do more than that you have to go the extra mile in your profession. So, have to do you have to come up with something extra that others are more than more excess something more or something extra as compared to what others are delivering. So, that is what means going the extra mile. Now as I have been telling you idioms do not mean that you are actually looking at the exact meaning. So, go the extra mile does not mean that you are walking.

An extra mile for something it just means you are doing some extra work throw in the towel is again extreme interesting you are not throwing hat or towel or anything, but you

are quitting. Learning this was difficult tough, but operating with r made me throw in the towel; that means, I quit it was not just learning it were not just difficult to learn, but also extremely difficult to operate, implement, execute. So, somebody threw in the towel to quit, it comes from the game of boxing this is a context here.

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Exercise 2.1: Guess the meaning of the idiom highlighted in the sentences given

1. Helen was given her **walking papers** yesterday.
 - a. Letter permitting to travel
 - b. Notice dismissing someone from a job
2. The project has been **given the green light**.
 - a. To be marked to be important
 - b. To receive approval

Now, these are the exercises, guess the meaning of the idiom highlighted in the sentence given you are given options. First one, Helen was given her walking papers yesterday a letter permitting to travel b notice dismissing someone from a job, which is better or which is the exact meaning. Second the project has been given the green light; a to be mark to be important b to receive approval.

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Cont...

3. Probank Ltd. had to do some **bell-tightening** to make up for losses from its non performing assets.
 - a. To reduce expenses
 - b. To change its interior
4. Today stock prices of the company **took a nosedive** as customers started panicking and withdrawing their deposits
 - a. to soar high
 - b. a huge decrease in value

Continued number 3 Pro bank limited had to do some belt tightening to make up for losses from it is non-performing assets. A to reduce expenses to change it is interior; number 4 today's stock prices of the company took a nose dive as customers started panicking and withdrawing their deposit, meaning a to soar high b a huge decrease in value.

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Cont...

5. The board of directors wanted **to cut corners** on the project was heading.
 - a. To give ideas inputs to the project
 - b. To do the project as cheaply as possible
6. I can't tell you the correct estimate now, but it would be **in the ballpark of** 18 crore rupees.
 - a. A rough estimate of the cost
 - b. To be less then that

Number 5 the board of directors wanted to cut corners on the project there is a word missing here the project I was heading you can say a. So, cut corners to give ideas inputs

to the project, b to do the projects as cheaply as possible. 6 I cannot tell you the correct estimate now, but it would be in the ballpark of 18 crore rupees a rough estimate of the cost b to be less than that.

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Exercise 2.2: Choose the correct words from the italicized options in the sentences given below

1. My mother is a carpenter. She is *autonomous/ self employed*.
2. The owners of the business empire include the founder, a few family members and some *business associates/business companions*
3. Tata Steel Limited is a public company *posted/listed* on a stock exchange
4. The decisions are made by higher people/ superiors in the board of directors.

Exercise 2.2; choose the correct words from the italicized options in the sentences given below. First my mother is a carpenter, she is autonomous or self employed which is better? Second the owners of the business empire include the found, a few family members and some business associates or business companions, which is better? 3Tata steel limited is a public company posted or listed on a stock exchange. Number 4 the decisions are made by higher people superior. So, the italicized words are higher people or superiors please mark that in the board of directors.

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Exercise 2.3: Unscramble the following words largely related to the startup world from the meanings given

1. edanmd

- The desire for a product by a consumer

2. eeneureprtnr

- An individual who starts a business and taken on the risks and rewards associated with it

3. calptai

- Wealth in the form of money/assets owned and made available to start a company or invest

Next one exercise 2.3, unscramble the following words largely give related to the startup world from the meanings given. Now look at the first word and the meaning is the desire for a product by a consumer. So, unscramble it. Next this is a word and meaning is an individual who starts a business and taken on the takes on the risk and rewards associated with it is not taken it takes. Third this is the word and wealth in the form of money or assets owned and made available to start a company or invest.

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Cont...

4. ehssra

- One part of the company's capital equally divided that can be bought and sold

5. uitscnaoqii

- A corporate move where a company buys most/all of another firm's ownership and assumes control over it

6. lagne vsestorin

- Affluent individuals who contribute capital for startups in exchange for ownership and the like

Next look at this word one part of the company's capital equally divided that can be bought and sold. And next look at this was a corporate move where a company buys most all of another ca firm sorry firms, ownership and assumes control over it. So, number 5 what is it, and then number 6 affluent individuals who contribute capital for startups in exchange for ownership and the like etcetera.

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Exercise 2.4: Match the following

- | | |
|----------------|---------------|
| 1. Venture | A.Strategy |
| 2. Private | B.Capitalists |
| 3. Data | C.Entry |
| 4. Exit | D.Capital |
| 5. Barriers to | E.Equity |
| 6. Technology | F.Analytics |

And then exercise 2.4 you are asked to match the following look at the slide here. Ventures, private data, exit barriers to technology and on the other hand you have a strategy capitalist entry capital equity analytics. So, how do you collocate?

Take a moment and look understand the slide better.

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Exercise 2.4: Complete the sentences with the phrases formed in the previous exercise

1. London is the European Hotspot for _____ when it comes to fin tech.
2. Big _____ will allow banks to avoid unnecessary risks as it will help detect small and medium enterprises that prove to be potential non-performing loan candidates.
3. There are market efforts in developing solutions that provide retailers with the ability to accept payments across all _____ possible — in-store, in-app, online, and in AR and VR

And then in this exercise complete the sentences with the phrases formed in the previous exercise you have just done an exercise. So, London is the European hotspot for dash when it comes to fin tech. Second big dash will allow and you have to use the word that you have just done banks to avoid unnecessary risk as it will help; as it will help detect small and medium enterprises that prove to be potential non performing loan candidates there are marked.

Market efforts in developing solutions that provide this should be marked efforts, I am a m a r k e d marked efforts in developing solution that provide retailers with ability to accept payments across all dash possible in store in app online and in AR and VR.

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Cont...

4. Social Impact Bonds (SIBs) represent an innovative business model that incentivizes _____ to solve public problems.
5. Industries regulated by the government have high _____.
6. As a startup, you need to have an _____ to enable your investors to cash in on their investments as well as to safeguard the value of your startup.

Next one number 4; social impact bonds represent an innovative business model that incentivizes dash to solve public problems, number 5 industries regulated by the government have high dash, 6 as a startup you need to have an dash to enable your investors to cash in on their investments as well as to safeguard the value of your startup.

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Answers: Exercise 2.4

1. Venture capitalists
2. Private capital
3. Data analytics
4. Exist strategy
5. Barriers to entry
6. Technology platforms

And let us look at the answers here, first I will do exercise 2.4. So, answer is venture capitalistic, private capital, data analytics exist exit strategy not exist; barriers to entry

and technology platforms. Please look these words are if you do not know the exact meanings of these words expressions.

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Answers: 2.1

1. B: Helen was given her **walking papers** yesterday.
 - a. Letter permitting to travel
 - b. Notice dismissing someone from a job
2. B. The project has been **given the green light**.
 - a. To be marked to be important
 - b. To receive approval

And now let us look at this these exercise I mean sorry answers 2.1 answer to 2.1. B first is B: Helen was given her walking papers yesterday answer is notice dismissing someone from a job. Second answer is b the project has been given the green light which means to receive approval.

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3. A. Probank Ltd. had to do some **bell-tightening** to make up for losses from its non performing assets.
 - a. To reduce expenses
 - b. To change its interior
4. B. Today stock prices of the company **took a nosedive** as customers started panicking and withdrawing their deposits
 - a. to soar high
 - b. a huge decrease in value

Number 3 Pro bank limited had to do some belt tightening to make up for losses from it is non-performing assets answer is a to reduce expenses;

Number 4 b today stock prices of the company took a nosedive; that means, a huge decrease in value answer is b.

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5. B. The board of directors wanted to cut corners on the project was heading.

a. To give ideas inputs to the project

b. To do the project as cheaply as possible

6. A. I can't tell you the correct estimate now, but it would be in the ballpark of 18 crore rupees.

a. A rough estimate of the cost

b. To be less than that

Look at this answer number 5 b, the board of directors wanted to cut corners on the project, I was heading b to do the project as cheaply as possible. And number 6 is a I cannot tell you the correct estimate now, but it would be in the ballpark of 18 crore rupees answer is a rough estimate of the cost.

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Answers: Exercise 2.2

1. Self employed.
2. Business Associates
3. Listed
4. Superiors

Notice how both the options in each of the sentences are similar in their meanings, but in each are used in particular contexts.

Then number exercise 2.2 look at the answers here; my mother is a carpenter she is autonomous or self employed; answer is self employed next will be not business companies, but business associates and number 3 listed, number 4 we do not say higher people, but superiors of course, it goes without saying that answers are both options are very close, but that is the way it goes you have to select only the best one.

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Answers: Exercise 2.3

1. Demand
2. Entrepreneur
3. Capital
4. Shares
5. Acquisitions
6. Angel Investors

And here is the answer answers to exercise 2.3, please look at it the unscramble words. So, first is demand, entrepreneur, capital, shares, acquisitions and angel investors. So,

thank you very much; we will continue in the next class, where we will be doing the crossword puzzle and we will start with the crossword puzzle.