

" Dissemination of Education for Knowledge, Science and Culture"

-Shikshanmaharshi Dr. Bapuji Salunkhe

Shri Swami Vivekanand Shikshan Sanstha's

Vivekanand College, Kolhapur (Empowered Autonomous)

Department of English

PPT Bank

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Module I: Introduction to Communication

Ms. Madhuri Pawar
Department of English
Vivekanand College, Kolhapur (Autonomous)

Introduction

- What is Communication: sharing information, exchanging ideas, thoughts etc.
- Originally came from Latin word ‘ Communicare’ means common talk, sending messages, speaking or writing or to make known.
- Ensures message has reached the target audience.
- Natural activity of human beings to convey/ express opinions, feelings, information.
- Important aspect of behavior, one of the most general & basic feature of life.

Definitions

- Communication is an interchange of thoughts, opinions or information by speech, writing or sign- Robert Anderson
- Communication is an exchange of facts, ideas, thoughts or emotions by two or more persons- Newman & Summer
- Communication is the process by which information is transmitted between the individuals or organizations so that an understandable response results- Peter Little
- Communication is the sum of all things one person does when he wants to create understanding in the mind of another; it involves a systematic and continuous process of telling, listening & understanding- Allen Loius

Business Communication

- Communication- central to every business organization
- An organizational business communication is important to run business effectively , sending and receiving messages for official purposes.
- Business communication skills are critical & important to the success of any organization; a process of sharing information among the people within the workplace
- Interaction between employees & manager to reach organizational goals.
- Act of communication between different people in the organization.

Business Communication

- Communication and relationships- important to maintain good long term relations
- At the heart of business
- Requires a excellent communication skill- for running a business, managing an organization, conducting formal affairs
- To control the atmosphere of affairs.
- Achieving organizational goals
- To bring about atmosphere of mutual trust and confidence

- A mortar- holds organization together
- Weapon used for achieving specific target
- Aims at accurate sending & receiving message
- Occurs between people
- Involves change in behaviour
- Means to influence others
- Tools for controlling and managing people in the workplace

Basic Types of Communication

- L- Listening
- S- Speaking
- W- Writing
- R- Reading

Listening

- physical as well as mental, learned, active, natural process & soft skill
- A vital part of good communication, powerful tool to achieve target.
- Imp skills –reflects good manners, improve competence & performance
- Improves relations & conversation
- A positive activity which indicates a person's ability to receive & interpret information
- Benefits-Reduces misunderstandings, builds empathy, improves business relationships, increases productivity, enhances leadership skills & providing feedback, get insights, resolve conflicts.

Speaking

- important tool of communication to express feelings & thoughts orally.
- Soul of business that needs clarity & authenticity in the presentation, job interviews, group discussion.
- It is the ability to communicate effectively
- Benefits-inspires high performance, enhances the workplace culture, prevents misunderstanding & conflicts
- Better for problem-solving & stronger decision making
- Play a critical role in achieving goal
- Builds confidence, teaches a valuable leadership quality, encourages critical thinking, promotes soft skills

Writing

- the ultimate aim of language learning & skill
- ensures effective business communication & makes the difference between good & bad
- Skill required for documentation and drafting notices, letters, quotations etc.
- requires planning the content, tactful use of language, thinking, reasoning, clarity, make a good sense
- Ability to convert thoughts into words. Inclusion of correct word choices & well crafted sentences
- Purpose should be clear
- Use of correct grammar, proper spelling and understandable language

Reading

- important skill of communication and the soul of business
- Demands our attention everyday due to information technology, mass media, global business contribute to the reading in work.
- Needs some attention and depth
- To cope up with task of daily routine in office
- Requires concentration, accent, tone, voice module & proper pause.
- Should be understandable
- Careful reading is needed about imp.information

Importance of Communication in Business

- 1) Exchanging Information
- 2) Preparing plans & policies
- 3) Execution of plans & plaices
- 4) Increasing employee's efficiency
- 5) Achieving goal
- 6) Solving problem
- 7) Making decision
- 8) Improving industrial relation
- 9) Publicity of goods and services
- 10) Removing controvercies

Continue.....

11)Enhancing employees satisfaction

12)Enhancing loyalties

13)Controlling

14)Facilitating change

15) Group building

16)Influencing

17) Gate keeping

18)Feedback

19) Building trust

20) Healthy environment

Purpose of Communication

- Imp to carry out basic functions of organization
- Pertain specific task of the management
- comm.,. Represents the cogs in the wheels of organization that allow info. to flow smoothly.
- A networking for socializing between parties
- Key function of controlling behaviour & actions
- To bring business alive
- A crucial factor in deciding the future of business.
- To perform the jobs & fulfill their responsibilities

Cont....

- To convey clear , strong messages about strategy
- For good profit/ margin & reputation
- Preventing misunderstanding & conflicts
- Meeting goals & earning success
- Promoting creativity & innovation
- Helps in bringing people together
- Ensures smooth functioning of business
- Helps in decision making
- Boosts customer relationship
- Enhances business goodwill

Process of communication

- **Sender**- first important aspect of communication. Has clear idea about message & about target audience. One who wants to convey message.
- **Encoding**- a process of preparing the message. The sender puts his idea into a suitable code that can be understood by the receiver.
- **Message**- the sender puts the information & message in a systematic way which must be clear & concise, organized, structures, shaped & selective.
- **Channel**- the medium used to convey message is called channel. Selection of proper channel according to receiver's time, distance & type

Cont.....

- **Receiver**- a person who receives the message. Depends upon the receiver's ability, alertness, attentiveness & mind set
- **Decoding**- a process of understanding message & translate the idea into sign & symbols.
- **Feedback**- after understanding message the receiver tries to respond in the form of feedback- positive, negative / descriptive.

Barriers to Communication

- Barriers – obstacles/ hindrance/ hurdles/ communication gap
 - 1) **Organizational-**
 - a) complexity in structure
 - b) Specific rules & regulations
 - c) Mechanical barrier
 - d) Inappropriate medium/channel
 - e) Status block
 - f) Premature evaluation
 - g) Unclarified assumption
 - h) resistance to change
 - i) closed mind

2)Physical Barriers-

- a) Noise
- b) Overloaded information
- c) Distance & time
- d) Message distortion
- e) Environment
- f) Workplace architecture
- g) Technical disturbances

- **Semantic Barriers-**

- a) Bad expression

- b) Words with different meanings

- c) Technical jargon

- d) Faulty translation

Psychological Barriers-

- a) Differences in perception

- b) Emotions

- c) Distrust of communicator
- d) Anger
- e) Lack of confidence
- f) Fear & defensiveness
- g) Negative self-image
- h) Attitude of superiors

3) Socio-Cultural Barriers-

- a) Introspect on own culture
- b) Get personal
- c) Conflicting values
- d) Geographical distance
- e) Stereotyping

Overcome to these Barriers

- a) Prepare open door communication policy
- b) Two way communication
- c) Use appropriate language
- d) Selecting effective communication channel
- e) Strengthening communication network
- f) Be a good listener
- g) Promoting participative approach
- h) Credibility in communication
- i) Check the proper time & distance
- j) Eliminate differences in perception
- k) Reduce noise level

Cont.....

- l) Use effective body language
- m) Simple organizational structure
- n) Give constructive feedback
- o) Flexibility in meeting
- p) Choose the right medium
- q) Clarify the ideas before communicating
- r) Communicate according to needs & demands
- s) Avoid information overload

Thank You

English for Communication BSc III

Butterfly

by

Arun Kolatkar

Ms. Madhuri Pawar

Department of English

Arun Balkrishna Kolatkar(1931-2004)

- born in Kolhapur, Maharashtra.
- one of India's greatest modern poets
- a bilingual poet, wrote in both English and Marathi
- Poems appeared in various anthologies and magazines since 1955.

Important Works

- *An Anthology of Marathi Poetry, edited by Dilip Chitre.*
- first book of English poetry, "Jejuri", is a collection of 31 poems pertaining to a visit to religious place, Jejuri in Maharashtra.

Awards

- *Jejuri (1976) in English won the Commonwealth Poetry Prize.*
- third Marathi publication, *Bhijki Vahi*, won a *Sahitya Akademi Award* in 2004.

Poem

There is no story behind it.
It is split like a second.
It hinges around itself.
It has no future.
It is pinned down to no past.
It's a pun on the present.
It's a **little yellow butterfly**.
It has taken these wretched hills
under its wings.
Just a pinch of yellow,
it opens before it closes
and closes before it o
where is it.

Source

a poem from his *Jejuri* (1976).

- Poet, an observant, the rationalist's spectacle,
- observed the events, situations, traditions, customs and rituals performed by the people at the barren land Jejuri.
- presented them with minute details in order to show the cultural decay, superstitious nature of the pilgrims and tradition bound society.
- What are the genuine problems to Kolatkar may not be to the people blinded by superstitions at Jejuri.
- The violation of the norms is considered as a social problem by an educated mind.
- An attempt is made to present Arun Kolatkar's rational perspective on superstitions as mentioned in his collection of poems- 'Jejuri'.
- According to Oxford Dictionary, superstition means the belief that certain events cannot be explained by reason or science or that they bring a good or a bad luck



- Type of Poem

Short and lyrical

- Symbol

- 1) **Butterfly**

Butterfly symbolized life of human being.
sheer existence and joy of existence

- 2) **O**

- The quick movement is suggested by O (opens).
- The butterfly is gone even before the narrator can say- “opens”

3) Yellow Colour

- The butterfly is of the same colour as of turmeric powder and celebrates life
- a pinch of yellow' is an expression that occurs repeatedly in the Khandoba legends.
'Chimutbhar bhandara' works like a magic.
- The narrator wants to suggest that the 'tiny butterfly' is itself 'a magic'
- It deals with steep life and pleasure of life that connected with a legend or myth.

Central Idea

- Life of Butterfly:

“It has no future / It is pinned down to no past” The butterfly’s life span is nine months. Neither she bothered about the future, nor does she clasp past. She lives present moment blissfully. “It has taken these wrecked hills / under its wing”. The butterfly covered destructed hills under wings.

- Life of Human being:

It is the fact that people think a lot about past and future. They miss the joy of the moment in these practices.



Moral Message

The protagonist attacks on the audacious nature of human beings by setting an appropriate example of the butterfly.

- **A. Answer the following questions in one word/phrase/sentence**
- **each:**
- 1. From which collection of poems of Arun Kolhatkar is the poem, “The Butterfly” taken?

Jejuri (1976).

- 2. What did the butterfly cover under its wings?

wretched hills

- 3. Who didn't bother about the future?

The Butterfly

- 4. How does the butterfly live at present?

a pun on the present

- 5. What is the color of the butterfly?

yellow

1. The poem, "The Butterfly" is written by
a) A. K. Ramanujan **b) Arun Kolatkar**
c) Dilip Chitre d) R. Parthsarathy

2. The poem, "The Butterfly" is taken from
a) *Jejuri* *b) Sarpa Satra*
c) Bhijki Vahi *d) Arun Kolhatkarchya Kavita*

3. The colour of the butterfly is
a) red b) white
c) Green **d) yellow**

4. The butterfly symbolizes
a) death b) temple
c) life d) hills

5. The butterfly takes under his wings
a) road b) temple
c) house **d) hills**

Thank You

B. Sc. III SEM V

English For Communication

Enterprise

by

Ms.M.S.Pawar

(M.A. M.Phil)

Department of English,
Vivekanand College, Kolhapur (Autonomous)

Enterprise

by Nissim Ezekiel



Ezekiel as a poet

Biographical Sketch: Nissim Ezekiel (1924 – 2004) - Mumbai based Indian Jewish poet, playwright, actor, editor and art critic.

- The father of modern Indian English poetry.
- Foundational figure in postcolonial India's literary history

Important Works- 'Time to Change', 'The Discovery of India', 'The Unfinished Man', 'Hymns in Darkness' and 'Later Day Psalms'.

Awards - the Sahitya Akademy Award in 1983 (for Later-Day Psalms)

- Padmashri in 1988.

Poem

It started as a pilgrimage

Exalting minds and making all

The burdens light, The second stage

Explored but did not test the call.

The sun beat down to match our rage.

We stood it very well, I thought,

Observed and put down copious notes

On things the peasants sold and bought,

The way of serpents and of goats.

Three cities where a sage had taught

But when the differences arose
On how to cross a desert patch,
We lost a friend whose stylish prose
Was quite the best of all our batch.
A shadow falls on us and grows.

Another phase was reached when we
Were twice attacked, and lost our way.

A section claimed its liberty
To leave the group. I tried to pray.
Our leader said he smelt the sea.

We noticed nothing as we went,
A straggling crowd of little hope,
Ignoring what the thunder meant,
Deprived of common needs like soap.
Some were broken, some merely bent.

When, finally, we reached the place,
We hardly know why we were there.

The trip had darkened every face,
Our deeds were neither great nor rare.

Home is where we have to gather grace.

- Enterprise - project or undertaking, especially a bold or complex one i.e something new



Language and form

- simple language
- six stanzas of five lines each
- rhyme scheme of ABABA.
- the main attraction being in the different interpretations of its meaning.

Setting of Poem

- First person narration
- Poem tells about a journey of pilgrimage undertaken by poet and his associates
- This route is full of difficulties and obstacles
- Focus of poem is treacherous landscape through which the pilgrims travel

It started as a pilgrimage
Exalting minds and making all
The burdens light, The second stage
Explored but did not test the call.
The sun beat down to match our rage.

- poet-speaker confirms the journey,
- the main theme of the poem, started as a pilgrimage.
- a noble aim and a lofty goal.
- All the members of the group were excited at the prospect of going out to a pilgrimage.
- The thought of a holy expedition elevated their minds and made all the burdens light.
- By the very nature of our minds when people are enthusiastic, the burdens seem to be lighter. That is why nothing could pose a challenge before them at that moment.

- the poet has divided the journey into stages.
- The second stage was somewhat different from the first one, since they faced the hostility of nature on the way.
- The sun, symbolic of the hostility of nature, was radiating (beat down) its scorching heat on them as if to match their spirit (rage) in intensity.
- the second stage gave them some tough moments (explored), but that was not enough to test their keenness.
- In short, though nature tried to present some obstacles, it hardly succeeded to unnerve them or pose a real threat.

We stood it very well, **I** thought,
Observed and put down copious notes
On things the peasants sold and bought,
The way of serpents and of goats.
Three cities where a sage had taught

- the poet/speaker has used a first person pronoun 'I' and 'we' to indicate that he was a part of the group.
- The speaker thought that everything went well so far. Especially they could withstand the outrage of the sun.
- They also kept themselves busy observing and taking lengthy notes on various things the farmers were selling and buying, and on the ways of snakes and goats.
- They even observed the three cities where they saw a hermit teach his lessons.

- the poet has **satirically** described what they were doing during their journey.
- He actually indicates to how people gets distracted from the main mission.
- They were wasting their time and energy taking notes on the humdrum aspects of life and on curiosities which were certainly not their aim.
- Moreover, their concern was with rather unimportant things.
- They observed and took note on the cities without concerning themselves with what the sage had taught or what his message was.

But when the differences arose
On how to cross a desert patch,
We lost a friend whose stylish prose
Was quite the best of all our batch.
A shadow falls on us and grows.

- There came a stage when differences arose in their opinions. Some members didn't agree with the others on crossing a patch of desert on the way.
- As a result, the best prose writer and intellectual person among them parted from the group.
- So we see that a holy journey for a noble cause no longer holds its integrity.
- People are becoming egotistic and concentrating on trivial matters.
- Their main concern now is the way, not the ultimate aim.

- Even the seemingly intellectual did not bother to reconcile the differences and hold the members together.
- Ironically, he sought the easier way to part from the group.
- After one friend left the group, a shadow of friction and conflict befalls the enterprise and continues to grow.
- They now lacked the zeal with which they started.

Another phase was reached when we
Were twice attacked, and lost our way.

A section claimed its liberty
To leave the group. I tried to pray.
Our leader said he smelt the sea.

- In the next phase of the journey some local or external forces attacked them on the way.
- As a result, they lost their way. They are in the quest to save themselves they didn't even bother that they were losing the way.
- These is symbolic.
- We human beings often face the opposition of fellow men on our way of life. Sometimes we lose our way by the hostility or misguidance of others.
- Moreover, when we find ourselves in trouble, we forget the larger perspective and run away to save our narrow interests.

- A section of the group wanted to free themselves and create a new group.
- Possibly they were unhappy with the leadership. So, the disagreement continues.
- In that situation, the narrator (poet) had nothing to do but pray. He prayed that God might solve the issues.
- The group leader was helpless and tried to assure others by saying that they were near the sea, and so the destination was at hand.

We noticed nothing as we went,
A straggling crowd of little hope,
Ignoring what the thunder meant,
Deprived of common needs like soap.
Some were broken, some merely bent.

- It was a false hope from the leader. As they progressed, they could see nothing.
- They now looked like a group of aimless and hopeless wanderers.
- They were too tired to understand what thunder meant.
- They were in such horrible condition that they were deprived of common needs like soap.

- Ignoring the thunder may also mean that they ignored what their inner self suggested.
- They didn't have any idea of what was happening around. Seemingly, they were exhausted and lost their faith by now.
- The entire enterprise was reduced to a motiveless, ritualistic exercise. They were physically drained too.
- Some members were not able to walk any more, and the others just bent down with pain.

When, **finally**, we reached the place,
We hardly know why we were there.

The trip had darkened every face,
Our deeds were neither great nor rare.

Home is where we have to gather grace.

- After facing a lot of difficulties when they reached the destination, they wondered why they had been there. They did not find the journey meaningful at all.
- The hardships of the journey had darkened everyone's face. But they felt that it was not worth the effort.
- After reaching there, they found out that there was nothing extraordinary.
- Moreover, many other groups had reached there earlier. So, it was not a rare achievement either.

- the narrator (poet) concluded that they should have stayed at home and tried to gather love and respect of others.
- Doing good to the mankind makes more sense and it's a better way than going to a pilgrimage to gather God's grace.
- The poet has been successful in conveying his message through the narrative poem.
- there is a great deal of investigation on what this 'home' may indicate and 'gather grace' may mean. It is the beauty of the poem *Enterprise*.

Theme

- **Didactic** –
intended to teach, particularly in having moral instruction as an ulterior motive
- **Allegory-**
the journey of life. a story, poem, or picture that can be interpreted to reveal a hidden meaning, typically a moral or political one.
we don't need to go to a pilgrimage for the spiritual needs; The God is inside us, so we need to listen to our inner self.
we should take care of the people around us and earn their love and respect in order to lead a happy and meaningful life.

- **A search for the meaning of life's journey.**

Our life also begins with high expectations. But we often deviate from the aim or face tough challenges in the middle, and finally reach the last stage without much achievement.

- **Leadership Quality**

When people start an enterprise in group, they often put their own interest and opinion above the group's need. That finally leads to a failure.

- **Difference Between Aim and destination**

the frustration at the end of the journey to “a modern man's inability to know clearly about his aim and destination”.

Answer the following questions in one word, phrase or sentences each.

1. Who went on the pilgrimage?
2. Whom did the pilgrims or travellers lose?
3. What did the pilgrims or travellers see on the way?
4. How many times the travellers were attacked?

Short Notes

- 1) Challenges faced by the pilgrimage
- 2) Enterprise as a social satire
- 3) Comment on the title Enterprise

1. The pilgrimage started with the feelings of
 - a) grief
 - b) joy and excitement
 - c) burden
 - d) fear

2. The poem 'Enterprise' describes a journey towards a specific goal.
 - a) strange
 - b) happy
 - c) metaphorical
 - d) adventurous

3. The travellers passed throughcities.
 - a) one
 - b) two
 - c) three
 - d)four

4. The travellers were deprived of common needs like
 - a) paste
 - b) soap
 - c) food
 - d) water

5. The trip had darkened every..... .
 - a) face
 - b) cheek
 - c) leg
 - d) fingerA

English For Communication

Topic - Interview Skills

Ms. Madhuri Pawar

Department of English,

Vivekanand College, Kolhapur (Autonomous)

FAQ



INTERVIEW

- The process of communication between two people
- An interactive process having dual purpose
- A job interview in which a potential employee is evaluated by an employer for prospective employment in the company, organization or firm
- A formal meeting in which both employer and applicant ask questions & exchange information to learn more about each other.
- During the process, employer's object to find the best person suitable to job & on the other hand, applicant's main objective is to find the job best suited to his goals & capabilities.

What Does Employer Look For During The Interview

- Looking for a potential employee with a sense of humour which is helpful to handle stressful situation
- Seek self-motivated, enthusiastic, willing to take risk, intelligent, good communicators.
- Looks for evidence that an applicant will be compatible with other people in the organization
- Seeks evidence that employee is qualified for that position.
- Judges the skills of employers that will match to their requirements.

What should Applicant Do During the Interview

- Research the company and collect information about what you know the company
- Have a clear idea about your position
- Make self-introspection
- Well prepare about your cv
- Keep in mind about inviting call, day, date & time
- Prepare about your expectation from the company
- Wear conservative & comfortable clothing
- Be on time
- Make eye contact
- Give a firm hand shake

During the Interview

- Greet with the people
- Sit straight back
- Make a good eye contact
- Listen intensively
- Be honest & straightforward
- Be polite
- Be brief in your answer
- Don't make any body movement
- Be concise & sincere

Preparing Questions for an Interview:

- Self Introduction
- Prepare c.v
- What are your hobbies / interest?
 - reflect moral values
 - thirst for knowledge
 - useful for job
- Maximum positive features of company
- Why did you leave your last job?
 - Don't share any personal reason
 - Never describe the previous employer in negative
- What salary do you expect to receive?
 - Know about the range of salary of particular post
 - Don't tell direct answer
 - Tell them you trust on company

- What prompted your decision to apply for this position?
 - Advanced qualities of company
 - job and post
 - Never answer, I need a job or salary

Hypothetical Questions

- What would you do if a fellow executive at your own corporate level does not cooperate with you reasonably and this delays the work assigned to your own dept.?
 - Directly talk
 - Polite and calm
 - Make sure of their benefits

- How would you act in a situation when your boss is crazy about an idea, but you think it would be an utter failure?
- <https://www.youtube.com/watch?v=qB9XzgeRRZw>
 - express point of view
 - Positive and convincing Manner
 - Prove it with evidence

- If you are in a situation when everyone is against you and you think that you are on the right track, how will you react?
 - don't irritate, argue with subordinate
 - Be positive
 - Go confidently before authority
 - Accept suggestion, listen others
 - Analyze yourself

- If you win a lottery of one crore, will you leave the job?
 - Say No.
 - Money is means of life not the life
 - Job is my passion and joy of life

THANK YOU

English For Communication BSc III
Module IV

For Your Lanes My Country

by

Faiz Ahmad Faiz

Ms. Madhuri Pawar

Dept. of English

Vivekanand College, Kolhapur

Poem

For your lanes, my country,
I can sacrifice all I have
but the custom these days is
no one walks with head held high.
The lovers looking for each other
must sneak out
afraid of life and limb, and
for them, a new order of the day now:
“the bricks and stones are imprisoned,
and the stray dogs free to roam.”

For the many apologists of tyranny,
It's enough that a few of your dear friends
have turned into power-seekers,
judges and plaintiffs.

Who can you ask to represent you,
who can you ask justice from?

But people do survive , away from **you**,
worry about **you**, day and night
but manage somehow.

When the prison gratings darken,
my heart sees stars sprinkled in your hair,
when I see light through these gratings
I know your face would be bathed in dawn.
In any case,
I live in imagined days and nights,
I exist in the shadow of the prison walls.

This is how people flight oppression,
their ritual isn't new, nor are my ways new.
This is how we always grew flowers in fire,
their defeat isn't new, our victory isn't new.

That's why I don't complain to the Heaven,
or make myself sad thinking about you.

We are apart today, but tomorrow
we'll be together:
separation for one night isn't much.
What if my rivals are riding high today,
their reign of a few days isn't much.
Those who remain true to you
understand what the daily turmoil really means.

Exercise

Complete the following questions in 3-4 sentences each:

1. The poem, “For Your Lanes, My Country”, is written by

- a) A. K. Ramanujan
- b) Arun Kolhatkar
- c) Dilip Chitre
- d) Faiz**

2. The poet, Faiz says that in our nation though the streets are sacred, no one shall walk with his high.

- a) Head**
- b) hand
- c) hair
- d) shoulder

3. The devotees, in our country, should go to the pilgrims with their eyes lowered and body couched in.....

- a) Happiness
- b) fear**
- c) anxiety
- d) terror

4. In our country, the are free to roam.

a) people

b) lovers

c) stray dogs

d) pilgrims

5. The poet says that those who remain true to you understand what the daily really means.

a) turmoil

b) peace

c) order

d) tranquility

**A. Answer the following questions in one word/
phrase/sentence each:**

1. What does the poet want to convey through the poem?

conveys his love, devotion and respect for his nation

2. How does, according to the poet, the devotee go to the pilgrims?

The devotees, in our country, should go to the pilgrims with their eyes lowered

3. With whom does the poet compare the beauty of his nation?

the poet compare the beauty of his nation with the glory of dawn

4. When could the poet see his nation's face bathed in dawn?

when poet see the light through prisons gratings

5. How do the people fight oppression?

with courage to see future day and night

Thank you

Group Discussion

Ms.Madhuri Pawar
Assistant Professor

Vivekanand College, Kolhapur (Autonomous)

Definition of Group Discussion

- a modern method of assessing students personality.
- an oral communication situation in which a small number of people meet and discuss an issue elaborately to arrive at a consensus.
- It is both a technique & an art / comprehensive tool to judge the worthiness of the student and his appropriateness for the job.
- The term suggests a discussion among a group of persons.
- Having 8to 12 members who will express their views freely, frankly in a friendly manner on a current issues.
- Within a time limit of 20 to 30 minutes, the abilities of the members of the group is measured.

Prerequisites of a Group Discussion

- Topics given by panelists
- Planning and preparation
- Knowledge with self-confidence
- Communication skills
- Presentation
- Body language and personal appearance



- being calm and cool
- Extensive knowledge base related to various contnet
- Listening skill
- Co-operation

Benefits in Group Discussion

- Stimulation of thinking in a new way
- Expansion of knowledge
- Understanding of your strength and weakness
- Provides chance to expose
- Language skill
- Leadership qualities

Benefits of Group Discussion

- academic knowledge
- Team work
- General knowledge

Do's in Group Discussion

- Modulate the volume, pitch and tone
- Be considerate to the feelings of others
- Be an active and dynamic
- Talk confidently with self assurance
- State original points with supportive points
- Make logical sequence.

Don'ts during group discussion

- Being shy/nervous/keeping isolated from G.D
- Interrupting another participant before his arguments are over.
- Speak in flavour
- Establish your position
- Changed opinions
- Police procedure-foregrounds the actual methods and procedures of police work in the investigation of crime.
- Don't make fun of any participants
- Don't repeat and use irrelevant materials

Initiating the Group Discussion

1) Open the discussion: speak as well as catch the attention of the group members

- Speak clearly and freely
- To show your leadership qualities

2) Inviting comments/ Eliciting opinions:

- Share views after the declaration of a topic
- Motivate to participate in discussion
- Use tactful activities and skills to encourage them

Expressing Agreement and disagreement

- Agreement or disagreement depends on the thorough knowledge of the subject and expressive skill.
- When you agree with a specific view, be firm in your opinion
- Don't be fickle-minded or indecisive, concentrate and avoid yawning
- When you should disagree , take care of words that should not hurt others
- Involve exchange of views, thoughts and suggestions.
- **Conclusion: while concluding, take main points, remarks, views, agreement, disagreement, suggestions etc.**



THANK YOU

Importance of English in the Job Market

Ms. Madhuri Pawar

Department of English

Vivekanand College, Kolhapur (Autonomous)

Introduction

- English: global language, known as International , foreign language, lingua franca, universal language that connects people from all over the world.
- A key to success & window to the world
- Has become 'must-know' language.
- Became a ladder for upward social mobility to maintain standard.
- To teach not only subject but as a life skill.
- Most widespread spoken & dominant language
- Makes a good impression & provides a common platform for global communication

Introduction

- Important language to expand the knowledge & know the various culture.
- Makes progress in life both personally & professionally
- Increases a chances of getting a good job
- Gain confidence & broadens the mind, develops critical thinking, achieve high goal early

Importance of English

- To pace up with the world around us , we simply can't deny the importance of it.
- A crucial skill for individual to succeed.
- In the globalized world, needs to survive
- Gives access to meet new people.
- Essential for maintaining standard living

Job Opportunities

- Exposure to new clients as a businessman
- Adopted as the official language of law
- As a Translator
- A great access to multiple cultures
- Fundamental language of science
- As Anchor, editor, writer, copywriter
- As a web content writer, foreign language teacher

Cont.....

- To become a good presenter
- As a professor
- Work in a BPO, industrial areas, in corporate world
- As a journalist
- Easy to access online courses
- A chance to study abroad

Benefits of English

- Builds confidence
- Get impressed by people
- Known by everyone & becomes a part of global community.
- Develops language fluency
- Creates a career path in life
- Gives right direction
- Builds rapport among the people
- Makes good presentation in effective manner

How to Improve English

- Read at least one page daily in English
- Learn 10 new words on daily basis
- Read English news paper
- Listen news, stories
- Participate in group discussion
- Read books, magazines, novels
- Make list of vocabulary
- Cont....

- Practice speaking in English at least 5 minutes daily
- Never feel shy
- Use internet source & download activities app
- Start writing dairy
- Practice grammar
- Start thinking in English

Thank You

Class: B.com Part I

Subject: English for Business Communication

Topic: Money Madness

-D. H.Lawrence

- Prepared By-

Ms. M.S. Pawar

Dept. of English

Vivekanand College, Kolhapur (Empowered Autonomous)

About poet

- A prominent & prolific 20th century English writer.
- Versatile personality written various novels, short-stories, poems, plays, essays, travel books and translations.
- **Important works-**
- Sons & Lovers
- Women in Love
- Lady Chatterley's lover

Poem

- A simple poem, originally published in 1932
- Source: collection Pansies/ Ship of Death
- Regarded as an indictment of the common notions of a capitalist society which is immersed in the collective madness of materialism.
- About the complex facets of people's fixation with money.
- Explores the effects of an unstrained desire for wealth

Central Idea

- Exposition of the modern consumerist world based on material wealth & money
- Leads to state of madness and frenzy
- Reveals cruelty, inhumanity, brutality of mankind
- Erosion of human values, dehumanizes man
- Money- parameter of the one's worth
- Thoughts are filled with crisp of notes & jingles of coins
- Multitude has become mad

About the Poem

- Presents a personalized view of the horror of money.
- Lawrence own background from a working class mining family that grew to detest for the condition in which it placed his family

Theme

- Criticizes man's obsession for wealth & world possessions at the cost of human values.
- Deals with the materialistic perspective of his fellow human beings.
- Regarded as an indictment of the common notions of a capitalist society which is immersed in the collective madness of materialism
- The possession of money seems to insulate people from each other & its absence terrifies them.
- Money- is capable of manipulating acts of injustice & oppression

Poem

Money is our madness, our vast collective madness.
And of course, if the multitude is mad
the individual carries his own grain of insanity around with him.

I doubt if any man living hands out a pound note without a pang;
and a real tremor, if he hands out a ten-pound note.

We quail, money makes us quail.
It has got us down, we grovel before it in strange terror.
And no wonder, for money has a fearful cruel power among
men.

But it is not money we are terrified of,
it is the collective money-madness of mankind.
For mankind says with one voice: How much is he worth?
Has he no money? Then let him eat dirt, and go cold-

And if I have no money, they will give me a little bread,
so I do not die,
But they will make me eat dirt for it.
I shall have to eat dirt, I shall have to eat dirt
If I have no money

It is that I am afraid of.

And that fear can become a delirium.

It is fear of my money-mad fellow-man.

We must have some

To save us from eating dirt.

And this is wrong.

Bread should be free,
Shelter should be free,
Fire should be free
to all and anybody, all and anybody, all over the world.

We must regain our sanity about money
before we start killing one another about it.
Its one thing or the other.

Exercises

Choose the right answer from the options given below for each of the following.

1. Which of the following best captures the central themes of the poem?
 - a. money, madness, delight
 - b. Money, power, glory
 - c. Power, obsession, servitude
 - d. Freedom , choice, charity.
2. What is meant by the line ' we grovel before it in strange terror'?

- a. Money has the capacity to drive people mad
 - b. To be deprived of money is to be deprived of life.
 - c. To live without money is to live freely yet in fear.
 - d. Money holds such control over our lives that we do everything we can to earn more money.
3. What is meant by the lines ' I shall have to eat dirt/ if I have no money'?
- a. Those without money face such squalor that they are literally forced to eat dirt to save off hunger.
 - b. Those without money must sacrifice their pride and beg for kindness and basic acts of humanity.

- c. Those without money must learn new skills in order to earn money and avoid a life of poverty.
 - d. Those without money are shunned by all levels of society.
4. What, according to the poet, is 'wrong'?
- a. That basic yet essential human needs are not free but are commodified for other people's financial gain.
 - b. That some people are charitable, while others are filled with fear at mere thought of sharing money.
 - c. That money such a powerfully positive impact on society.
 - d. All the above.

5. Which of the following barriers best represents what the poem is about?
- a. Freedom vs. servitude
 - b. Wealth vs. poverty
 - c. Joy vs. despair
 - d. Religion vs. reason

short notes:

1. Why does poet say, present attitude towards money is wrong?
2. How does Lawrence show that the possession of money is madness?

Class: B.Com I

Sem : I

Subject: English for Business Communication

Presented by

Ms.Masdhuri Pawar

Vivekanand College, Kolhapur (Autonomous)

The Nightingale and The Rose by Oscar Wilde

Publication: 1888

Source: The Happy Prince and Tales

About Author

- An Irish poet, playwright, short story writer and essayist
- Distinguishes himself as a classical scholar
- His greatest achievement is that transformation of conventional elements of Farce into his satiric epigrams.

Important works

- **Poems:** 1) The Happy Prince and Other Tales(1880)
2) Dorian Gray
- **Novel:** The Picture of Dorian Gray (1981)
- **Plays:** 1) Lady Windermere's fan(1892)
2)An Ideal Husband(1985)

Summary

- A short tragic fantasy story for a children
- Revolves around a young student of Philosophy.
- Falls in love with a Professor's daughter
- But she demands a red rose in order to dance with her.
- Unfortunately, student is bereft of red roses in his garden as he start weeping.

Summary

- His lamenting voice heard by a Nightingale in her nest
- The bird shows sympathy for a true lover
- She starts searching red roses by visiting various bushes; but couldn't find rose
- A Rose tree tells her, ' You must build it out of music by moonlight, and stain it with your own heart's blood by pressing your heart against a thorn'.
- The bird does so and make a beautiful red rose by sacrificing her life.

Summary

- The student plucks it and goes to the girl where she dismisses his love and says that she is gifted by a real jewel by rich man
- She says 'Everybody knows that jewel cost far more than flowers
- The disappointed boy throws a rose away and cart runs over the rose petals crushing them .
- He says, ' What a silly thing Love is, It is not half as useful as Logic'.
- Finally sacrifice turns in vain as the student doesn't know what about sacrifice the bird has done so far.

Setting and Characters

- **Setting:** the present story is set in the student's garden.
- **Characters:**1) major- a student , the Nightingale
2) minor- insects, butterflies, trees, girl and Lizard

Themes

- Sacrifice
- Love
- Materialism

Theme of sacrifice

- Explores the theme of sacrifice through the Nightingale's self-sacrifice by giving her life in the name of true love and for the sake of helping others.
- Believer of worth giving her life for the sake of true lover.
- She sacrifices her own life for the red rose and for the lovelorn student.

Theme of Love

- Story is about the nature of love.
- At beginning, the student seems to fall in love with a girl and cries for not getting red rose .
- as per her demand of to bring rose that she will dance with her in a ball party.
- Nightingale represents love, compassion and motherly care for the student.
- She sacrifices her life for the true love of a student.
- She thinks that ‘it is worth sacrificing her life for others.
- The true love exist but never appreciates by anyone.
- Finally love becomes shallow and selfish

Theme of Materialism

- Explored through human characters.
- Character of young student, Professor's daughter and Chamberlain's nephew are materialistic in sense.
- Love is shown as a material pursuit rather than a true emotion.
- It is a full of direct comments on life.
- It raises most common issues of materialism and idealism that presented in the conventional society.
- These themes revolves around an eye opening story of young student.
- Deals with philosophical and emotional feelings that are beyond the understanding of young children.

Characterization

The Nightingale:

- Protagonist: a romantic by nature and inspired by student's love
- Sings a melodious song all the time
- She heard a lamenting voice and decides to sacrifice her life to help him out.
- gives her heart's blood to a white flower to colour its petals and fulfil the need of student and in this process she dies.
- Whole story revolves around her sacrifice which is not appreciated throughout story.

charactrization

The Young Student

- A main hero of this story, with a beautiful eyes and red lips
- Deeply falls in love with a girl
- At the beginning of the story, he seems to be a true lover who laments on his secret of sorrow and for the love of his life.
- He inspires the bird to sacrifice her life to help him out.
- After rejection of his love by the girl, suddenly his fades away.
- Decides love is a silly, unpractical and unrealistic thing.
- Moves towards his philosophy and goes to study Metaphysics.

Charactrization

The girl

- Heroine of the story and beloved of a young student: briefly introduced in the present story.
- A student's sweetheart and a Professor's daughter.
- Demands a red rose from a young boy to dance with her.
- When he brings rose for her and quickly she rejects it because she is provided with a jewel by another suitor.
- The act of selfishness shows her as a materialistic and shallow person.
- Values wealth than true love.

Writing Style

- Written for children.
- Full of direct comment on life
- Use of abundant similes.
- Ample use of symbols
- Simple but meaningful language.

Thank You