

MAR GREGORIOS COLLEGE OF ARTS & SCIENCE

Block No.8, College Road, Mogappair West, Chennai – 37

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DEPARTMENT OF ENGLISH

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PREPARED BY: PROF.P.FEMINA

UNIT I

COMMUNICATIVE COMPETENCE

Communicative Competence is a term that came into existence only after 1972. The term refers to the acquired knowledge of a language and the ability to use it excellently well. It is the key to social acceptance and recognition and to rich academic and professional experiences. The five major components of communicative competence are lexical competence, grammatical competence, sociolinguistic competence, strategic competence and discourse competence. The lexical competence comprises the knowledge of phonology (the sound systems in a language or orthography (meaning, definition and explanation) formation and function of words. Grammatical competence is to do with all the basic rules of grammar that govern the communicative use of language. Grammatical accuracy in what you speak and write, speaks volumes of your language ability. Sociolinguistic competence enables one to deal with the different communicative functions with cultural appropriacy and proper grammatical forms. Discourse competence refers to the learner's ability to successfully handle language in the different modes of the four major communication skills. It empowers one to produce coherent and cohesive texts that perform various linguistic functions such as narrating, persuading, describing etc., with the appropriate use of discourse markers or word links. Strategic competence comprises the knowledge of all compensatory strategies that can be effectively adopted at times of grammatical or lexical or sociolinguistic or discourse-based difficulties. Strategic competence equips one to manage tactfully the breaks in communication .

UNIT II

PERSUASIVE COMMUNICATION

Advertising is a communication strategy designed to convince consumers to buy a company's products. Persuasive communication involves getting attention, generating interest, creating a desire for change and encouraging action. Persuasive communication may be defined as the kind of communication which is intended to change or affect or shape and reinforce certain responses from others. For instance, communicating messages in a way that yields favourable responses and results would classify as persuasive communication. When persuasion is done right, the outcome should feel natural and obvious. Persuasive ads are advertisements designed to elicit a desired action, usually purchasing a product. It is a type of social interaction that attempts to influence and change attitudes in an atmosphere of free choice. Persuasive techniques employed in commercial advertising and linguistic devices are used to realise them. Persuasive techniques are the features of rhetoric which is used for expressing logos, ethos and pathos. But still advertisers manipulate our attitude about products in order

to sell. The contemporary world is invaded with advertisements essentially aimed to persuade the consumers to buy products or services, even those which they do not necessarily need. Therefore, in advertisements we can observe a wide range of persuasive techniques, like emotive words, inclusive language, pun, reciprocity, evidence whether they appear on television, radio, in newspapers, on the street or online display.

ESSAY WRITING

ARGUMENTATIVE ESSAY

The argumentative essay is a genre of writing that requires the student to investigate a topic; collect, generate, and evaluate evidences and establish a position on the topic in a concise manner. Argumentative essay assignments generally call for extensive research of literature or previously published material. Argumentative assignments may also require empirical research where the student collects data through interviews, surveys, observations, or experiments. Detailed research allows the student to learn about the topic and to understand different points of view regarding the topic so that she/he may choose a position and support it with the evidences collected during research. Regardless of the amount or type of research involved, argumentative essays must establish a clear thesis and follow sound reasoning.

In the first paragraph of an argument essay, students should set the context by reviewing the topic in a general way. Next the author should explain why the topic is important (exigence) or why readers should care about the issue. Lastly, students should present the thesis statement. It is essential that this thesis statement be appropriately narrowed to follow the guidelines set forth in the assignment. Each paragraph should be limited to the discussion of one general idea. This will allow for clarity and direction throughout the essay. In addition, such conciseness creates an ease of readability for one's audience. It is important to note that each paragraph in the body of the essay must have some logical connection to the thesis statement in the opening paragraph. Some paragraphs will directly support the thesis statement with evidence collected during research. It is also important to explain how and why the evidence supports the thesis.

The argumentative essay requires well-researched, accurate, detailed, and current information to support the thesis statement and consider other points of view. Some factual, logical, statistical, or anecdotal evidences should support the thesis.

UNIT III

Note making:

Note making is a process of reviewing, connecting and synthesising ideas from lectures or reading.

Use headings, underlining and capitals to organise notes on the page.

Use symbols or abbreviations to keep it brief.

Use bullet points for numbering.

Leave enough margin to add additional notes later.

Use quotation marks to show direct quotes from lectures or the sources you are using.

Use square brackets to insert own ideas.

Notes can be in the form of incomplete sentence

Software Localization and Social Justice

Localization is a highly technical process by which computer programs written in one language by members of one culture are translated into another language for use by members of another culture. Currently, the major packaged software firms, almost all of which are located in the United States, prepare for localization by setting apart the irreducible source code of major programming languages, operating systems, and applications from the linguistically and culturally specific elements which need to be changed for special local markets. This process is called the "internationalization" of the program code.

Digital Competence For Academic And Professional Life

Our era has come to see the vital importance of digital technology in our daily lives. It allows us to unlock a huge collection of information and communication data. Each kind of task – be it a regular task or a job specific task – requires digital proficiency or literacy. Digital literacy can be defined as “the ability to use digital technology, communications tools, and or networks to access, manage, integrate, evaluate, and create information in order to function in a knowledge society”.

The execution of a successful approach for the advancement of digital literacy skills is known to include multiple components that tackle hurdles for explicit demographics such as: attitude, age, socio-economic status, language, and regional availability of resources. In order to increase digital literacy levels, strategies must be targeted and implemented, where ever necessary for specific populations and situations keeping an account of different obstacles. There is a technological transformation with the increasing use of internet access. Therefore, technology transforms the mode or platform in which we converse and process knowledge. A substantive growth in execution of information and communications requires improvement in quality of life and development by preparing people for a knowledge society. Therefore networking is here to reside and education has no alternative but embrace it. Over the last few

decades, the concepts digital competence and digital literacy have been used more frequently, and are used synonymously although they have distinct origins and meanings.

UNIT IV

CREATIVITY AND IMAGINATION

Without the application of barcodes, sales at stores would have been a very tedious process. The barcodes help a lot in effectively keeping an eye over the sold-out items in a store. The brain behind the invention of barcodes should certainly be a 'business' mind. Let us explore the history of the invention of barcodes. To start with, it is important to know what a barcode is.

Barcodes represent the object to which it is attached. These are machine readable. The thickness or the width of the parallel lines and the distance between them make the unique pattern of each barcode possible. Special devices called optical scanners are employed in scanning the barcodes.

Poster Making –

Things to remember while preparing:

Identify the goal of your poster

Consider your target audience

Decide where you want to share your poster

Model from a pre-made poster template

Pick a relevant or branded colour scheme

Include a clear call to action

Use varied fonts to create visual hierarchy

Use icons to improve your poster design

CREATING WEB PAGES, BLOGS, FLYERS AND BROCHURES

Web Page is a document, originally written in HTML, which can be viewed in an internet browser. A web page may consist of text, graphics, videos, graphics, audios and hyperlinks.

Blogs are generally used as a platform for expressing the personal interests and talents. Using blogging for professional or business purposes is very minimal. A blog can be otherwise called an online informational journal or even an online diary. The major difference between

a blog and a web page is the frequency of updates. Blogs need frequent updates, whereas websites are less frequently updated.

Flyers and Brochures Flyers and brochures help to spread a positive attitude towards a business or a company in the long run. Effective brochures influence the customers by clearly and succinctly outlining about the company and the various services or products that the company offers.

The following are the key elements of a good brochure:

Begin with a catchy headline

Provide standard information such as company name, contact information, logo and the tagline.

Focus on the content without any confusion

Avoid lengthy words and phrases

Include a call to action

Exhibiting confidence and competence

Flyers are usually unfolded and single sheets, whereas the Brochures serve the same purpose with folded pages or multiple sheets.

UNIT V

WORKPLACE COMMUNICATION & BASICS OF ACADEMIC WRITING WORKPLACE COMMUNICATION

Language is a powerful tool that has propelled changes, carved history and sustained culture and tradition. Languages have, since the time of our linguistic revolution, grown and influenced each other. The faculty of language that captures floating thoughts into a timeline, adding memories, feelings, emotions and envisioning a future, is one of the advances of evolution that has made us survive and progress thus far as a species. We are living in an era of digital revolution wherein language seems to no longer belong to the domain of mouth and related speech organs. It has moved on to the domain of the digital Siri and Alexa. It can be heard when we use google maps directing us. It can be heard, translated, and automated by chatbots. Thus, when language has transcended to wider domains, humans who were the first to revolutionize it into the digital forms that we have today also need to equip themselves with the required skills to make language an effective medium of communication.

The common misconception is that “just because I speak, I am understood”. Once we free our minds from this fallacy, therein begins our first attempt to communicate effectively. Words when timed appropriately, arranged coherently, expressed accurately can make or break a relationship. Communication failure is a new normal in this era of digital communication where emojis and emoticons have taken over determiners in language; determiners that were

aimed at accuracy in communicating. Although pictographic representations of what could be described through words, may be an easier way to express the difference between, say for example, a chuckle, a titter, a giggle, a chortle, or a cackle, yet the constant use of emojis would stunt the usage of accurate vocabulary, leading to a dilution of meaning. In other words, thanks to social media, we speak more and yet communicate so less. When words are replaced by feelings that are captured by emojis, the communication becomes more reactive than responsive. In this era of Facebook and WhatsApp we have successfully learnt to react to posts through these five modes of expression- like, anger, love, laughter, hug, sadness, and awe. Of these, “like” is an all-encompassing positive feeling, anger, love, laughter and sadness are emotions, and “hug” is an action. Altogether we are reinforced constantly to react only within this framework of limited expressions forgetting that human emotions are complex and can lead to an endless labyrinth of responses. When you are self-aware of these endless possibilities of responses, then you free yourself from the influence of fake news and posts that spread the message of hate.

In a typical business context where the communication is domain specific there is a need to practice the art of effective communication. Businesses today have a wider reach and one major part of business that contributes to its growth is effective communication. With wide networking and collaborative efforts, it is essential to navigate through misinterpretations and assumptions, and create an ambience of meaningful engagements. Self-awareness will make you mindful of the words that you need to choose before you communicate. Along with practicing mindfulness, it is also imperative that you learn techniques and nuances in very specific contexts such as:

PowerPoint presentations

Product Description

Circular

Minutes of a Meeting

Introduction, Paraphrasing and Summarizing

What is PPT?

Power point is a software prepared by Microsoft for preparing slideshows. PowerPoint was created by a company called Forethought in 1987 and it was known as Presenter at that time which was suitable only for Macintosh computers. Microsoft bought the software and the company which created it. Microsoft named it as PowerPoint. Now this is the software largely used for making presentations around the world. This is used in academic presentations like seminars and conferences, business presentations and similar activities. Power point presentation may include text, images, video, graphics, and multimedia.

How to prepare an effective PPT?

There are few things you need to consider making your PPTs more effective. A PPT is intended for presentation hence it will not have full text. It is used to explain concepts, ideas, and designs.

Given below are some useful information for making an effective PPT presentation.

1. Use more graphics and pictures
2. Use contrasting colours for the text and background.
3. Need not use full sentences
4. Present one idea in one slide
5. While presenting make eye contact with the audience
6. Make your points in your presentation persuasive
7. Try to keep your slides simple and limit your word
8. Choose appropriate fonts
9. Use clear pictures and graphs
10. Decide your audience and prepare accordingly.

PRODUCT DESCRIPTION

How do you describe a product?

All the features and specifications are to be expressed. The uniqueness of the product, how it is different from other products, to be given prominently. A product description explains what the product is and why it is worth purchasing. The benefits, uses and applications are to be given specifically. The language should be clear and convincing to the buyer. The Unique Selling Proposition of the product is to be highlighted as buyers will be motivated to buy a product that will offer them more benefits than the competition. Unique selling proposition may be an additional feature, showing improved functionality, or better quantity.

Some important points to keep in mind while writing a product description are given below:

1. Keep the sentences short
2. Use the language of the prospective buyers
3. Emphasise the benefits of the product
4. Explain how the product will solve the problems faced by the buyers
5. Tell your buyer that buying the product will be value for money purchase
6. Distinguish the product from other competitors
7. Avoid hyperbolic expressions
8. It should be focused on ideal buyer
9. Be sincere in descriptions don't give unnecessary superlatives

DRAFTING A CIRCULAR

What is a circular? What is the format of a circular?

A circular is a written document which encompasses information for dissemination among a group of people. Circulars can be both formal and informal. The prime focus of circulars is wider circulation; therefore, they should be incisive, complete and reliable. A circular is inclusive of introductory paragraph, body paragraph and concluding paragraph. The introductory paragraph of the circular begins with greetings and sheds light into the context of the circular. Body paragraph narrates the major context of the letter and provides supporting information. The concluding paragraph reiterates the major points and acknowledges the presence of the readers.

WRITING MINUTES OF A MEETING

1. What are Minutes of a Meeting?
2. Why is it important?
3. When is it required?

The Minutes of a Meeting is a concise written documentation of events that had happened during a meeting. It is significant because it records the purpose, proceedings and expected outcomes of a meeting. A minute can be used for further references or follow-up actions regarding a specific event. Minutes also serve legal purposes for its documentation of collective compliances. A minute is required during important meetings as it is a documented evidence of the proceeding. Minutes are considered of great value because they record all the actions performed during a meeting.

What is the format for writing the Minutes of a Meeting?

An effective Minutes of a Meeting begins with pre-planning. It should contain the meeting name, place, date and time of the meeting. The list of participants is central to the meeting. The body of the minute should begin with the purpose of the meeting. Meeting discussions, decisions, opinions of the participants, action items and the future steps should be noted in this section. It should also record the next meeting date and place. A comprehensive minute should also attach the important documents to be included in the meeting report.

Format of writing Minutes of a Meeting

1. Name of the Organization
2. Date, time, and place of the meeting
3. Attendees
4. In-absentia participants with reasons for absence
5. Call to order and Opening remarks of chair

6. Business arising from the Minutes of the previous meeting and confirming the minutes of the previous meeting
7. Confirming the minutes of the previous meeting
8. Proceedings as per agenda
9. Any other points to discuss
10. Adjournment of the meeting

Writing Introduction, Paraphrase and summary

Introduction is used with the purpose of making familiar something that is unknown. It will follow a structure of moving from general to specific. An introduction will provide a right context and is normally short and precise.

Some key points to remember while writing an introduction are:

1. Use short sentences
2. Do not repeat the topic
3. Write about the significance
4. Write about the relevance
5. Provide the context

What is a paraphrase?

Paraphrasing is formulating someone else's words in our own words. It will carry the exact meaning of the original text. The author's views and ideas are reproduced without altering the meaning. The content words which carry essential meaning need to be separated to understand the proper meaning.

Difference between Paraphrasing and Summarising:

Paraphrasing is a process in which an entire passage is reproduced in your own words, but Summary is a process in which only the main ideas will be reproduced and not the entire passage. Summary is like note making focusing on important points, paraphrasing is reproducing the meaning of the passage.

Punctuation

The system of signs or symbols, such as full stop, comma and exclamatory mark, used in written language is called Punctuation. Punctuation marks show a reader how a sentence is constructed and how it should be read. Every sentence should include at least a capital letter at the start, and a full stop / exclamation mark or question mark at the end.

Why Punctuation matters?

Life would be confusing without proper punctuation.

CAPITALIZATION

Capitalization is one of the most basic and important elements of writing. Capitalization draws the reader's attention to names, titles, and more. Capitalization also marks the start of new sentences and new paragraphs, provides signals to the reader, and helps to create a structure and a hierarchy in written language.

Basic Capitalization Rules:

1. Capitalize proper nouns. Proper nouns always begin with a capital letter. Capitals are used

To indicate the names of people, such as Vijay, David or Anwar.

To denote the names of months and days, such as January, August, Sunday, Thursday

To denote days of national/international importance, such as Independence Day, Women's Day

Finally, proper nouns also include the names of buildings, landmarks, and companies, such as the Leaning Tower of Pisa, the Statue of Liberty, or Verizon

1. Use capitalization with proper adjectives.

Indian, American, Italian, German

2. Capitalize titles of works.

A Tale of Two Cities, Titanic, Ode to A Nightingale, Beats

3. Use a capital at the beginning of a sentence.

The first word of every sentence should be capitalized, regardless of what kind of word.

4. Capitalize the first word of a full sentence in a quotation.

He said to me, "I'd rather have pizza."

5. Use capitalization when referring to a period or an event.

The Chola Period.

6. Capitalization with the pronoun "I." One of the most notable words to make sure to capitalize is the pronoun "I." I refer to oneself, and is as a result, a unique and a specific usage of a word.

7. Capitalize family relationships.

Aunt Preethi" or "Cousin Ajith."

Capitalize people's titles.

Mr. Ms. Miss, and Dr.