

Professional English - II

Unit-1- MAKING COMPARISONS

1.1 Listening.

Listening has been identified as one of the "Seven habits of highly effective people. This definition implies that listening is a skill which can be cultivated and developed, just like speaking, reading and writing. Listening is often thought to be synonymous with hearing. The difference is that hearing is a passive process, listening is active. It means being alert to and understanding the meaning behind the speaker's words. While listening, one is engaged in processing the information, reconstructing/decoding the information and also giving meaning to the information.

Different types of listening

1. Discriminative Listening

This is the most basic type of listening, whereby the difference between the sound is identified.

2. Comprehensive Listening

Once we have learnt to discriminate between the different sounds, the next step is to try to comprehend the meaning of these sounds.

3. Evaluative Listening

This kind of listening involves making judgements about what the speaker is saying. We listen critically and try to assess what is being said as good, bad, worthy or unworthy.

4. Appreciative Listening

This kind of listening could be in the form of paying selective attention to certain kinds of information which might be relevant to us, or which helps us to meet our needs and goals.

5. Empathetic Listening

In this type of listening, we try to put ourselves in the other person's place and understand the beliefs, goals and feelings behind the speaker's words.

6. Therapeutic Listening

In this type of listening, the listener goes beyond merely empathizing with the speaker and tries to help him to change or develop in some way by diagnosing the problem at hand and offering a remedy or solution.

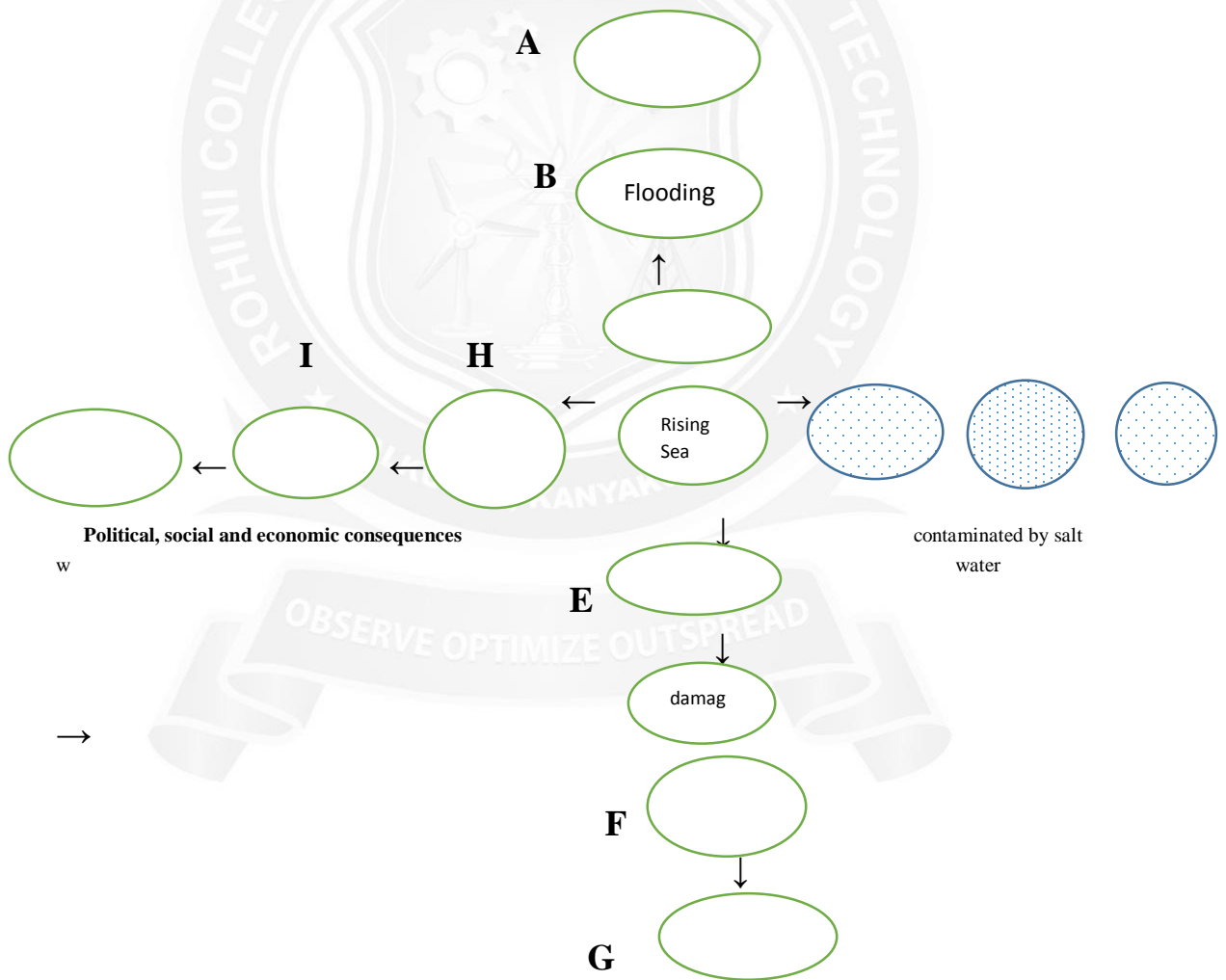
Effective Listening.

- Judge content - not the appearance or delivery of a speaker.
- Avoid making a judgement until the message is complete.
- Be flexible when taking notes; take fewer notes and use different systems of note taking depending on the speaker.
- Overcome the temptation to fake attention by working hard to listen and assuming an active listening stance (for example, lean forward, make eye contact with speaker).
- Concentrate.
- Seek out difficult material rather than avoiding it.
- Keep an open mind when confronted with an emotional word with which you are uncomfortable.
- Capitalize on the fact "Thought is faster than speech". Use thinking - speaking time difference to summarize mentally, weigh evidence, and listen "between the lines".

Listen to the product description

Listen to the passage, then fill in the blank shapes with information from the text on events which occur as a consequence of rising sea levels. Note that the most direct consequences should be shown in the ovals closest to the central oval.

The consequences of the greenhouse effect will be far reaching. The many disastrous consequences of climatic change and rising sea levels will go far beyond the immediate effects. For example, crop losses due to flood in one part of Australia will affect food prices throughout the country. Damage to property due to coastal changes will lead to the lack of homes and land, and will eventually affect real estate prices. Rivers and irrigation systems will be 'contaminated' by salt water moving up streams and crops will fail. The mass movement of millions of people from flooded countries will have major political, social and economic consequences for countries not directly affected by rising seas.



Listen to the talk



Listen to the talk and fill the gaps with correct words.

Resources are found in nature and make a better quality of life for _____.
 . Soil, air, water, sunlight, and trees are all examples of resources that humans use every day, whether they know it or not. Without _____, humans could not live on the planet Earth.

Food, water, and sunlight are all _____ of natural resources. A natural resource is a material found in nature that is used by living things. Air, rocks, metals, oil, and salt are all natural resources. _____ resources are resources that can be replaced during a human lifetime. Trees, air, water, and even energy from the sun are renewable resources. Trees that are cut down can be _____ quickly when seeds or baby trees are planted. Water from our bathtubs and sinks can be cleaned at _____ facilities so it can be ready to drink. Plants, wind, and rain can help clean the air to make it safe to breathe even if it came out of a car or a factory.

Sometimes resources cannot be replaced after they are used. These are called non-renewable resources. Once non-renewable resources are all used up, nature will not be able to replace them during a human lifetime. Oil, natural gas, soil, and metals are all types of non-renewable resources that we depend on without even thinking about it.

Coal is another example of a non-renewable resource. Coal is made by nature deep within the Earth. Humans mine the coal underground and use it as an energy source. Once humans have mined all the coal from inside Earth, there will be no more for us to depend on _____.
 , humans are finding new ways to _____ other natural resources to do jobs that have mainly used coal in the past. For example, wind and water _____ are now being used to _____ energy. They replace some of the need to burn coal.

Listen to the problem & its solution.

Listen to the following technical problem and state if the statement is true(T) or false (F).

1. Dr. Mahalakshmi says householders can do little to reduce their energy bills.
2. Dr. Mahalakshmi says that a lot of energy is lost through the floors of homes.
3. According to Dr. Mahalakshmi the key to saving money is better insulation in homes.
4. Householders can produce power too.
5. Houses in the India can produce electricity using photovoltaic cells.
6. Photovoltaic cells can produce hot water.
7. It costs Rs. 60,000 to install solar panels for an average UK home.
8. The Indian Government help householders to buy solar panels.

Answer: (1) (2) (3) (4) (5) (6) (7) (8).....

Listen to the passage and fill the gaps with correct words.

Thanks, Carol. Now, as Carol said, I am the spokesman for the Fair Trade----- here in the UK and I am delighted to have been invited to speak to you all today. The Fair Trade movement has grown considerably over the last few years but it has actually been around for longer than most people think. I plan to look first at what Fair Trade actually is. Then I will give you some background about it and also describe the role of the Fair Trade Organizations here in the UK and----- . And lastly I will tell you about a key project supported by Fair Trade and how it has benefited the farmers and communities involved. So- first of all: what is Fair Trade? Fair Trade is really what it says it is: Fair -----.

Fair Trade Organizations create opportunities for producers and farmers in developing countries who have been economically disadvantaged by the conventional trading system. They help these ----- and producers to learn skills which will help them in the future and encourage them to work independently. Very importantly, Fair Trade organizations pay producers fairly and also treat men and women equally. Working conditions are also important. They must be safe and healthy. And lastly, Fair Trade actively encourages better environmental practices and responsible methods of production, for example -----.

Advertisement: -

To put information in a newspaper, on television, on a picture on the wall, etc. in order to persuade people to buy something, to interest them in a new job, etc.

The definition of advertising is an industry used to call the attention of the public to something, typically a product or service. The definition of advertisement is the means of communication in which a product, brand or service is promoted to a viewership in order to attract interest, engagement, and sales.

Importance of advertisements.

Advertising is a type of paid promotion that brings attention to your key message, and it's the crucial next step for making your digital marketing strategies work. It increases your brand exposure so you can quickly achieve your business goals, from building your customer base to growing your sales volume.

The major advantages of advertising are: (1) introduces a new product in the market, (2) expansion of the market, (3) increased sales, (4) fights competition, (5) enhances good-will, (6) educates the consumers, (7) elimination of middlemen, (8) better quality products, (9) supports the salesmanship.

Product description: -

A product description is the marketing copy that explains what a product is and why it's worth purchasing. The purpose of a product description is to supply customers with important information about the features and benefits of the product so they're compelled to buy.

How to do video on product description:

<https://youtu.be/kl7niO1paal>

Sample –I. Product description – video link

<https://youtu.be/Urx8b7jhBXM>