

**RCETENGCC02–SPOKEN ENGLISH COURSE****ACADEMIC YEAR:2021-2022****GROUP DISCUSSION:**

Group Discussion- A group of individuals, who share a common interest forms a group to discuss ideas, solve problems, exchange information to achieve a common goal.

The term Group discussion is commonly known as “GD”, and many institutions or organizations expect their candidates should be excelled in Interpersonal communication skills, confidence in public speaking, team spirit, leadership qualities and problem solving skills.

**Benefits of Group Discussion**

- ✓ Everyone gets a chance to voice out their opinions
- ✓ You can improve communication skills
- ✓ Cultivate divergent thinking
- ✓ Improve your analytical skill
- ✓ Improve People handling skill
- ✓ You learn negotiating skill
- ✓ Enhances language skill
- ✓ Develops team work

**Do's in a GD:**

- ▶ First impression is the best impression. As for GD, Enter the discussion with a strategical point rather than a random point.
- ▶ Address group members with respect and dignity.
- ▶ You should understand the difference between starting and initiating the discussion.
- ▶ Establish eye contacts with the participants.
- ▶ Use a louder voice, strong diction and correct grammar.
- ▶ Take counter arguments in a positive way, and display good listening skill.

**Don'ts in a group discussion:**

- Don't start for the sake of starting, this may project you as a person with a lack of planning and organizing skills.
- Don't be arrogant or aggressive
- Don't show a lack of attention
- Don't indulge in cross discussion when the main discussion is in progress

**DIALOGUE WRITING**

## INTRODUCTION

- ▶ People express their feelings or thoughts through conversation and a conversation is done through dialogues.
- ▶ This sum up is done through a conversation between two or more people.
- ▶ It is a literary technique in which writers employ two or more characters to be engaged in conversation with each other.
- ▶ Dialogues enable exchange of ideas or opinions. They empower the speakers and facilitate in resolution of issues.
- ▶ Dialogues are instrumental in starting conversation between unfamiliar people.

### Here are 10 tips for how to write dialogue:

- Say the **dialogue** out loud.
- Cut small talk when **writing dialogue**.
- Keep your **dialogue** brief and impactful.
- Give each character a unique voice.
- Add world-appropriate slang.
- Be consistent with the characters' voices.
- Remember who they're speaking to.
- Avoid long **dialogue** paragraphs.

### Points to remember in writing dialogues

- ✓ Understand the context and frame questions and responses accordingly
- ✓ Use informal / formal expressions depending on the context
- ✓ Use contracted forms ( Eg. I,m , He's etc)
- ✓ Sound as natural as possible

## Examples

### 1) A conversation between 2 friends

**Laurie:** So, what are your plans for this weekend?

**Christie:** I don't know. Do you want to get together or something?

**Sarah:** How about going to see a movie? Cinemax 26 on Carson Boulevard is showing *Enchanted*.

**Laurie:** That sounds like a good idea. Maybe we should go out to eat beforehand.

**Sarah:** It is fine with me. Where do you want to meet?

**Christie:** Let's meet at Summer Pizza House. I have not gone there for a long time.

**Laurie:** Good idea again. I heard they just came up with a new pizza. It should be good because Summer Pizza House always has the best pizza in town.

**Sarah:** When should we meet?

**Christie:** Well, the movie is shown at 2:00PM, 4:00PM, 6:00PM and 8:00PM.

**Sarah:** So, we plan to meet for pizza at noon, go to the movies at two, and shop at Michael's afterward. Right?

**Laurie and Christie:** Yes.

## 2) A Dialogue between Two Friends about Preparation for the Examination

Myself : Hello friend, How do you do?

Friend : I am fine, thank you. Why are you looking so sad?

Myself : Actually I am worried about my final examination What about your preparation for the examination?

Friend : Well, I'm going on well my studies. I am also worried about my exam.

Myself : But tell me about your preparation in different subjects.

Friend : You know I'm weak in English. That's why, I'm taking special care in English. I'm having a detailed revision in other subjects.

Myself : Are you taking help from any special books?

Friend : Yes but I study text books very carefully.

Myself : I see. I must start working with the text books. What do you think?

Friend : Yes. I think it'll be very helpful not only for English but also for other subjects.

Myself : Thank you for your supportive suggestion. I wish you good luck.

Friend : You are most welcome.

## READING ADVERTISEMENTS

Advertisements can be of different kinds used for different purposes. Public service messages or advertisements by national organization like Red Cross Society or AIDS Awareness Society are carried out at no charge. But consumer products are advertised through various media by paying hefty amounts. So many organizations use the services of agencies to prepare the advertisements.

### Major types of advertising:

1. Institutional advertising
2. Product advertising

An advertisement should be modelled having the A-I-D-A in mind. A good advertisement should grab the attention of the target audience by instigating an interest in the product or service, creating a desire to purchase the product and make the customer act by buying the product.

### How to create an effective advertisement?

One need not be a creative genius to create a simple, yet effective advertisement.

1. Research the product to be advertised
2. Develop a concept
3. Design/ write the advertisement
  - i) Decide on the length based on the price of the product, where it appears
  - ii) The budget allocation
  - ii) Consider how the product is different in the competition

### How to develop the advertisement?

1. Create a dramatic, convincing headline that attracts the customer's attention
  - a) "Your hair can make you even more beautiful" - a positive approach
  - b) "Are you about to pay too much for your New Tyres" - a negative approach but tells the reader that this product will help them avoid worry
2. Expand on the headline give another benefit of the product
3. Highlight offers like free gift
4. Use photographs or humorous cartoon on illustration which help to draw People's

attention.

5. Leave white space when printed messages are given and keep sentences short and direct - Testimonials of satisfied customers and endorsements by experts and celebrities have the power to impress people.

6. The closing statement should be centred on convincing a potential customer to act immediately make an offer like Buy one get one free"; create a sense of urgency like 'Limited stock'.

These days the television media is playing a crucial role in marketing. In this, the eyes and the ears of the customers do the judgements. The internet, on the other hand, is a two-way process. Customers can get information and make purchases and payments all through the internet. No other medium can accomplish these marketing functions instantly without resorting to other means.

### LISTENING TO INTERVIEWS:

**These 10 interview tips will teach you how to answer interview questions and convince the hiring manager that you are the one for the job.**

1. Practice Good Nonverbal Communication
2. Dress for the Job or Company
3. Listen. ...
4. Don't Talk Too Much. ...
5. Don't Be Too Familiar. ...
6. Use Appropriate Language. ...
7. Don't Be Cocky.

But listening is just as important as answering questions, because if you're not paying attention, you're not going to be able to give the best responses. **Listening enables job seekers to build rapport with the interviewer because the interaction is now more give and take, instead of giving canned answers.**

### LISTENING TO INTERVIEWS WITH CELEBRITIES

Example

Listen to "The Icons: Sudha Murthy, in conversation with Twinkle Khanna" by Tweak India on YouTube and write a dialogue between the two.

<https://youtu.be/J2dTsbpOH7s>

**Twinkle Khanna:** You come from a family of achievers. Could you please tell us the reason behind

your geniuses?

**Sudha Murthy:** Education should be respected. My mother used to gift us books. We had a library at home. Books are like our siblings. She developed love for knowledge in us. Gradually it became a passion with us.

**Twinkle Khanna:** Normally what kinds of books do you prefer mam?

**Sudha Murthy:** We read all kinds of books.

**Twinkle Khanna:** Do all your male colleagues treat you with respect?

**Sudha Murthy:** Yes, When I was in college, I was isolated. I was treated as a strange animal in zoo. That time, I realised that one should depend on oneself to be successful. You are the best friend to yourself. You are the worst enemy to yourself. (She says the same in Sanskrit)

**Twinkle Khanna:** You helped Mr.Murthy in Infosys.

**Sudha Murthy:** Yes,

**Twinkle Khanna:** The world's richest man was moderate initially. Did you help him?

**Sudha Murthy:** I helped him 10s, 20s, 40s, and totally 4,000/-, Mr.Murthy said that he would return the money as soon as he got a job. But after marriage I told him that your money had become my money and how could you return.

**Twinkle Khanna:** Oh! the biggest ace card you played mam.

**Twinkle Khanna:** When did you meet Mr.Murthy?

**Sudha Murthy:** In Prasanna's place sometime in 1974 in October. I met him. He was a well-travelled person. He visited many countries those days when going abroad was hard. I thought he must be a different person. He was looking so simple and so serious. He was looking like a college student. He was actually four years older to me but he was looking four years younger to me.

**Twinkle Khanna:** Did you decide to marry him?

**Sudha Murthy:** Not immediately but after some years. Actually, books formed a link between us. We used to exchange books. Books connected us.

## MAKING ORAL PRESENTATION:

Paper presentation plays an extravagant role in the student's life. There are many advantages of presenting a paper. Presenting a paper is very difficult but in the end seems to be very simple and easy. To present a paper we need to have maximum of two or three participants and each and every participant will be awarded with a certificate. Paper presentation is part of technical fest in every engineering college. Presenting paper in universities like IIT, BITS and NIT will add a lot of significance to the resume. It is not only adding value to the resume but also helps in developing

various skills. To present a paper an abstract must be submitted on a predefined topic.

### **Do's and Don'ts for Oral Presentations**

#### **DO's:**

- Use text on slides/overheads that is large enough for the audience to see/read.
- Select colors/slide backgrounds that are easy for the audience to see and read.
- Use figures, diagrams and pictures (rather than always using text) to illustrate and explain information where serviceable – “a picture is worth a thousand words”.
- Speak clearly, loudly and at a reasonable pace.
- Feel that it is acceptable and even beneficial to present information in ways that may be different from those used by the author(s). Every author has particular ways of saying things, making points, describing or illustrating results or theories, etc. However, it isn't always the case that the means of conveying information used by the author(s) is the best, simplest, clearest, etc.
- Use titles, labels, etc. to make sure that the information on your slides or overheads is clear.
- Know your article, and be able to answer questions about the information you presented as well as other information in the article that you may not have included in your presentation.
- Explain what key points the audience should be focusing on or taking away from graphs, figures, illustrations, etc.

#### **DON'Ts:**

- Overuse distracting animation effects.
- Have too much text on your overheads – this encourages your audience to read rather than attend to the speaker.
- Simply read your presentation to the audience: this is not engaging and often leads the audience to stop paying attention.
- Speak too fast remember, you are much more familiar with the article, the topic and the presentation than is your audience so what seems a reasonable pace for you may be too

fast for your audience to follow.

- Use a strategy where you go through the article, highlight or select sentences or portions that seems important, and simply paraphrase each one and present these bits in order. In essence, your job is to tell the audience a story for which the following issues are clear and obvious: a) what is the issue/problem/question in the article, b) what research was done, c) what was found and d) what do these results mean with respect to the main issue/problem/question. In order to tell such a story, you can't simply treat these topics as disjoint sections. Instead your "story" should have the effect of (among other things) linking these sections to one another.
- Face the presentation screen or have your head buried in front of a lap top for your presentation: again, this is not engaging for the audience and they will quickly lose interest.

### **Tips for presentation**

- Be careful with the time as you might run short of time.
- Never ever copy power point from net.
- Be confident with the matter and practice co-ordination according slides.
- Always make sure that you record your voice using voice recorder as it makes a lot of difference and you can locate your mistakes.
- It is very important to practice point as many times as possible before stepping on to stage.
- Practice maintaining good eye contact as it is becoming very effective and useful.
- Keep your pitch raising and falling; always maintain an audible tone which is most important aspect.
- Always make sure that you have good coordination with the other person.

