



# ENVISION-III

**Generic English Textbook**

**Under the National Education Policy (NEP-2020)**

**III Semester B. Com/B. B. A. and other courses coming  
under the faculty of Commerce and Management**

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**ENVISION-III** Generic English Textbook for III Semester B. Com/B.B.A. and other courses coming under the faculty of Commerce and Management, is prepared by the Members of the Textbook Committee, Bengaluru City University (BCU).

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## **FOREWORD**

The Generic English Textbook **ENVISION-III** for III semester B. Com/B.B.A. and other courses coming under the Faculty of Commerce and Management has been prepared by the members of the textbook committee of Bengaluru City University (BCU). This book has been designed as per the model and guidelines of NEP 2020. The book aims at improving the language competence of undergraduate students and prepare them for the competitive world. Literary pieces like the Play and the speeches aim at their personality development.

I congratulate the members of the textbook committee for their excellent work. They have ensured quality and intent in every chapter of the book. I thank the Director of Bengaluru City University Press and their staff for bringing out the book neatly and quickly.

I hope the text will be utilised by the teachers and the students, judiciously and successfully.

**Prof. Lingaraja Gandhi**  
**Vice-Chancellor**  
**Bengaluru City University**  
**Bengaluru-560001**

## **PREFACE**

**ENVISION-III**, the Generic English Textbook for III semester B. Com/B.B.A. and other courses coming under Faculty of Commerce and Management, Bengaluru City University (BCU), has been designed with the objective of enabling the language skills and literary sensibilities of undergraduate students. It is the third book as per the guidelines of NEP.

The chapters have been selected judiciously to meet the class room requirements. The selections aim at honing the job skills and life skills.

I hope the students will make the best use of the material given, with the assistance of the teachers, to equip themselves in learning. The teachers can use the tasks in the book to test the competence of the learners. I am sure the LSRW skills will be tuned and shaped with the help of the chapters provided. In the true sense, this book has all the tools to enhance students' ability to use language with joy and purpose.

I congratulate the members of the textbook committee for bringing out this workbook studded with useful information on relevant topics of language learning. I thank the Director of Bengaluru City University Press and their staff for bringing out the book neatly and on time.

**Dr.Thandava Gowda T N**  
**Chairperson**  
**Board of Studies (UG)**  
**Bengaluru City University**

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## **Note to the Teacher**

**ENVISION-III** is the Generic English Textbook for III semester B. Com/B.B.A. and other courses coming under the Faculty of Commerce and Management in Bengaluru City University (BCU). This book has been designed as per the guidelines of new National Education Policy (NEP). It should also be noticed that under Ability Enhancement Compulsory Course (AECC), Generic English will be taught as L2.

A play has been prescribed for the students for 30 marks. The play ‘Dance like a Man’ is not included in this book, but an overview has been provided. This book reflects variety of language skills and communication tools spanning LSRW. The book has six chapters which cater to different dimensions of language learning and literary sense. These chapters include persuasive speeches by eminent personalities, presentation skills, paragraph writing skills, business correspondence and commercial writing. Also, a short write-up on the play is given for the convenience of students and teachers.

Each chapter has an objective, definition of the skill to be explained, examples, tasks and exercises. It has been clearly mentioned in the chapters which task or exercise will be tested and examination-oriented as some tasks are exclusively meant for classroom activity and assignment. The teachers will get pointers in the chapters with respect to choosing certain tasks for Internal Assessment. A question paper pattern and a model question paper have been given at the end for the benefit of teachers and students.

The tasks and exercises in the chapters are meant for meaningful attempts to enhance the language skills of the students and later for testing in the end semester examination. The end semester examination will be conducted for 60 marks and 40 marks will be earmarked for Internal Assessment. Assessment details have been given for reference at the end of the book in question paper pattern section.

The Committee expresses its gratitude to Dr. Thandava Gowda T N, Chairperson, (UG/PG) Bengaluru City University, for his constant support and inputs in the making of this book. The Committee also thanks Prof. Lingaraja Gandhi, the Honourable Vice-Chancellor of BCU for his insightful advice and suggestions. We are grateful to the Staff of the Prasara, Bengaluru City University Press, BCU, for their efforts in bringing out this book so neatly and on time. The Committee is

indebted to the Principal and staff of Vijaya Evening College and V. V. N. Degree College for their invaluable support during textbook committee meetings. Thanks to the committed efforts made by the members of the committee.

**N G Narasimhan**  
**Chairperson**  
**Textbook Committee**



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## **Unit-I Receptive Skills (Reading and Listening Skills)**

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## **CHAPTER-1**

### **DANCE LIKE A MAN- AN OVERVIEW**

#### **About the Author:**

Mahesh Dattani (7 August 1958) is an Indian director, actor and writer. He wrote plays like – Where There is a Will (1986), Dance Like a Man (1989), Tara (1990), Bravely Fought the Queen (1991), Final Solutions (1993), On a Muggy Night in Mumbai (1998), 30 days in September (2000), Brief Candle (2009), Seven Circles Round The Fire (Radio play for BBC) (1998). He is the first playwright in English to be awarded the Sahitya Akademi award. His plays have been directed by eminent directors like Arvind Gaur, Alyque Padamsee and Lillete Dubey. Mahesh Dattani was born in Bengaluru. Mahesh Dattani, prior to his shift to the world of theatre, worked as a copywriter in an advertising firm. In 1986, he wrote his first full-length play, Where There is a Will and from 1995, he has been working full-time in theatre. He has also worked with his father in the family business. He first shot into news with his debut film, Mango Souffle. He also made a movie Morning Raaga.

#### **Awards that the playwright received:**

Dance Like A Man has won the award for the Best Picture in English awarded by the National Panorama. In 1998, Sahitya Akademi award for his book of plays Final Solutions and other plays. Sahitya Kala Parishad selected Final Solutions (1997), Tara (2000) and 30 days in September (2007) as the best productions of the year directed by Arvind Gaur.

#### **Summary of the play:**

The play Dance Like a Man tells the story of three generations; their personal ambitions, sacrifices, struggle, compromises, internal conflicts and the way they try to cope with the life; and mainly focuses on a dancing couple. In this play readers come across many emotions and are taken virtually into the world of the characters that is flooded with their dreams, success, failures, frustrations, anguish, manipulations, conflicts and unseen hopes that are too far to achieve. Every character manages to come to terms with the situation and eventually creates an individual Ivory Tower to live in.

## Meaning of Dance:

Dance is a very significant factor in this play that means different things to different characters. Jairaj and Ratna want to develop their career as dancers and for them dance is not only a hobby but also a tool that will help them to gain desired success. Personally, for Jairaj, dance is a form or a means to express emotions and stands as the tool of defiance, revolt, negation of a particular way of life that was decided by his father, Amritlal. He starts dancing as a hobby or rather a fancy that his father thought would perish after a period of time but it does not happen that way. Jairaj continues his practice of traditional dancing in spite of all the opposition from his father and overtly presents himself as a rebel. He becomes more headstrong because of the support of his wife, Ratna who also was interested in traditional form of dancing. The reason behind Amritlal's opposition suggests that his mind was not ready to accept his son as a Bharatanatyam Dancer. More than that he was shocked on knowing the fact that Jairaj was planning to grow his hair long just like his Guru, which would enhance his Abhinaya. Amritlal saw dance as something that was practiced by prostitutes, which was turning Temples into Brothels. If we see Amritlal as a father, his oppositions were not so very illogical. He gave his son the freedom to practice dance but he was worried that the passion of dance would not lead his son anywhere and he would not be able to support his family in future. In the society everyone wants the Male to earn that much so that the house would run properly, but Amritlal knew that dance would not help Jairaj to earn enough money and that would make him unworthy in the eyes of his wife Ratna. For Amritlal, dance was good as far as it remains a hobby, but it was not proper to be taken as a profession. And we should not forget that traditional dance, especially for Male was not considered a respectable profession in the olden days in India. Asha Chaudhuri says, "The underlying fear obviously that dance would make him 'womanly' – an effeminate man – the suggestion of homosexuality hovers near, although never explicitly mentioned."

Dance, for Ratna, serves as an undying passion that drives her character throughout all the actions of the drama. Behind all her moves in the drama, Dance was the main factor. After reading the play one may coin her character a selfish one as she lives only for herself and uses others as a mere tool or a step to go ahead. Her character has a negative shade and that makes her different than others. She involves herself in a relationship with Jairaj and that was a clear self-centered decision on her part. No love or attachment with Jairaj was there on the

outset of the relationship. Her overconfidence and faith in her own talent was so much that she hesitated not even once to destroy Jairaj's career as a dancer joining hands with her father-in-law, Amritlal. She single – mindedly follows her heart overpowered by mind; and tries to be famous using Dance as a medium. Traditional dance stands as a thing that will help her in earning fame and money along with respect in the world of dancers. Her machinations were so lethal that when Jairaj came to know about her inner desires the purpose was already achieved; leaving Jairaj a failure; mere mediocre dancer. In a way she took the advantage of Jairaj's love for her and her status as a wife. In the process of having name and fame, she sacrificed Jairaj's life and his substance as a Male. She was a constant force pushing Jairaj towards the world of Dance even when she was aware that he was not talented enough to reach the zenith of success. She was the person responsible for Jairaj's undoing as a character as well as a dancer. Unfortunately, she did not stop here only, but went beyond and consciously shaped her daughter's life also as a traditional dancer. Lata, her daughter, was used by her to fulfill her inner suppressed desires to earn fame and money nationwide and abroad. Unknowingly Lata falls in the whirlpool created by Ratna and becomes the object only. Ratna's endeavors seem very ambitious and manipulative. She was ready to establish her daughter's career on the right track right from the very beginning and for that she schemes, manipulates and uses all her contacts and links. It is very clear that Ratna saw her own self in her daughter Lata and therefore acted so violently to create a firm, concrete base for her. Symbolically, Lata in the play is none but young Ratna, who succeeds with the help and support of her mother.

Mahesh Dattani uses traditional dance as a medium that creates conflict in the play within the minds of the other characters. As the play goes forward and the actions take place; Dance takes the center stage and pushes the characters outside. Traditional dance, in the play, is not a form or a tool that enables the writer to tell his story but it creates its own psyche that guides or misguides the actors on the stage.

### **Meaning of Man:**

Asha Kuthari Chaudhuri writes," Dance like a Man is a play that deals with one of Dattani's pet concerns – gender - through one of his principal passions, dance." In this play, as a reader, one may find that the play poses some delicate questions

among which one surely is of MALE idea. In India people think that traditional dance is meant only for women and it is a land on which no Male should ever tread. Here the question is not of mere dance form or hobby but it has very deep roots in our culture too. It is about the whole conditioning of a Nation that boasts of having the most ancient cultural tradition. Here, dancers are identified as ones who have long hair, womanly gait and effeminate speaking style. It has some homosexual undertones also woven in it but here in the play they are not mentioned directly.

When Jairaj takes up traditional dance as a hobby and lifelong craze, he takes it as something that is 'proper' only for women. Here we can say that the decision was brave and daring. He was perfectly convinced with the idea and allows Ratna also to dance. He respected his teacher who was with 'long hair' and 'womanly gait' as expressed by Amritlal. Jairaj's approach towards traditional dance was sincere and honest; and somewhere his character conveys that he believed in Art for Art's Sake. When Amritlal expresses his disapproval for the Dance teacher's coming home and shows contempt for his walk, Jairaj favors the teacher and dance. The radical act of Jairaj, having dance as a hobby, shows that he believed in carving a new path and had the ability and mettle to cling to it. He faithfully follows his hobby only to realize afterwards how he was used by Ratna joining hands with Amritlal. For Ratna, dance was a medium to gain popularity and status and for that she married Jairaj who would never stop her from dancing. Ratna's selfish inner desire was so powerful that she plays with the emotions of Jairaj by misguiding him constantly. In the guise of a true, life companion, she deceives her husband and tries to curb his potential as a dancer. In order to gain personal aims, she sacrifices Jairaj's abilities. Ratna not only spoils Jairaj's life but tries to mould her daughter Lata's life also by making her a traditional dancer. In spite of being a Male member of the family Jairaj never tries to command his authority over Ratna and instead, she, very deliberately plays with his emotions. When Jairaj returned to his father's house, Ratna disliked it and she says in the plays once, "You! You are nothing but a spineless boy who couldn't leave his father's house for more than forty-eight hours."

Shockingly for the readers, Ratna herself discards Jairaj's Maleness openly and he accepts it without any offence. In the play Maleness of Jairaj was not that much a question of body than that of mentality. Researcher found that for Ratna Maleness might have meant ones independent decision-making power, doing the work that one liked, living on one's own conditions, standing on one's own feet

without any support and some other that Jairaj lacked. Interestingly even Jairaj was trying to prove himself an able MALE to Ratna. When Ratna was worried about finding a mridangam player for her daughter he says, "Will finding a musician make me a man?" Throughout the play Jairaj appears as one who suffers on account of choosing his own path, which was untrodden by others. His portrayal is so noble that he never blames Ratna for the death of their son Shankar that was the result of her carelessness or insincerity. Opposite to general understanding or expectation here Amritlal, the father-in-law of Ratna, tries to curb Jairaj's passion for Traditional dance and for that takes her help. In the play, Dattani puts Jairaj on the end where not the woman but man is targeted. In the play we witness the psychological manipulation of a man by his wife and father. Role of ambition, revolt, compromise and manipulation; Ambition, revolt, compromise and manipulation are four very essential components of the play *Dance Like a Man*. In each character the reader will be able to find either of them. The actions of the play are guided by them and because of that only it has become so complex and therefore interesting. The characters have many shades and they are not easy to understand.

Amritlal wants his son Jairaj's life to move in a particular direction but he has some different likings. Amritlal tries to control him all in vain and there starts the clash of the two ideologies. Jairaj's mind was inclined to traditional dance and his unflinching desire was not extinguishable. His ambition to establish himself, as well-known dancer was so strong that he staunchly protests against his father's demands and uses dance as a tool to revolt. To him dance serves as a weapon that helps him in defying the way of life that his father wants him to follow. He rejects the normal conventions by choosing traditional dance as his lifelong passion and presents himself as a Male who believes in leading a new path. It is notable that for him dance was not a profession to earn money but it was something that gave him self-satisfaction. He was not happy by the ways that Amritlal adopted in life to make money. He saw Amritlal as the one who was pretentious and deceiver. He was not convinced with the idea of progress in which his father believed. The clash and conflict led them to such an extent from which it was impossible to connect a cord. At one point of time, in a state of anger he leaves his father's house but ultimately was forced to compromise and returns to him. Amritlal tried to divert Jairaj's attention from traditional dance but failed and then he was forced to join hands with Ratna. Ratna, who was in favour of her husband earlier made a compromise and helped Amritlal just to secure her ambition in his house. She became a partner in the process of Jairaj's undoing; revealing her negative

side. She kept on building her bright future crumbling Jairaj's talent and enthusiasm. Unlike Lata, her daughter, she exhibits every ill emotion throughout the drama and presents herself as one who ends up doing everything to get what she wanted. Her entire character makes the play what it is and Dattani dexterously conveys the things that he wanted to put forward. Ratna's character manages to grow and blossom despite of all the odds in the life and reaches from which only backward journey was possible. She was led by her ambition at such a speed that never allowed her to reflect on her own doings. The dance, that gave her the aim to succeed eats up the core of her being and personality. Even when Ratna married Jairaj, she had dance in mind and that passion was inextinguishable. She knew that Jairaj would not stop her from dancing and that is why she made unison with him. The very establishment of her married life was rooted in her ambition driven actions and therefore destined to bear bitter fruits. Her mission-oriented mind and psyche harmed her in life and never gave the serenity. She not only sacrificed Jairaj's career but also tried to lead her daughter, Lata's abilities. She was violently possessive about Lata's career to succeed and for that she does all the menacing acts. She uses her influence on critics and gets appreciative reviews for her. Ratna's not so successful career gave her much pain in her young age and she desired to make up for all that by establishing Lata as a promising dancer. Her own dissatisfaction caused her to take all such actions and that made her life full of tensions and disturbance. Her over ambitious nature forced her to say, "We were never anything great, never will be, and nor will our daughter be anything but an average human being."

For her, professional success was everything and humanity was on the backstage. Therefore, in efforts of gaining that trivial professional success she loses her humane element somewhere. In the whole play Lata was the only character that was relatively realistic and content. It is this quality that makes her different from others. For her, traditional dance was important but it never became a wild passion at any point of time. The desire to take dance, as a hobby was very clear in her mind as she tells Vishwas, "When I was a little girl, I used to stand near the door and watch mummy and daddy practice. It was magic for me. I knew then what I wanted to be."

She takes dance as a pure art form and does not link it to any gender. She wanted to pursue dance but her desire was not blended with any passion or force. For her, marrying Viswas was also important and she wouldn't sacrifice her love for the dance. Her balanced mind makes her likable and different from her parents.



Actually, she is away from the circle in which her parents were trapped which was too vicious to believe. She dances and continues to do so because it is a hobby for her and not a way that leads to the path of success. There is no malice, over ambition or misled want in her that keeps her interest in dance. Considering these aspects reader can conclude that Lata stands in stark contrast with other characters.

Dance Like a Man is a play that does not present the character as pure White or Black but it shows their different shades in all possibilities. The characters are capable enough to take the readers along with them in the flow of the dialogues and leave them thinking. The play poses fundamental questions and presents the actors with the best of their talents. It demands the answer whether the world is progressive in real sense or we are still in search of that utopian era where no dance form is actually attached to any gender of the dancer but considered as a pure form of Art.

### **Glossary:**

Whisk: move or sleep rapidly.

Debut: the first public appearance of a performer on stage etc.

Goosebumps: goose flesh of a pimply state of the skin with the hairs erect, produced by cold, fright etc.

Brat: a child, esp. a badly behaved one.

Rattle: clatter, speak eagerly and noisily.

Exasperatingly: irritating, aggravating.

Intrigue: carry on underhand plot/conspiracy; employ secret influence.

Crumble: break into small fragments, decay.

Shun: keep clear of, eschew, keep away.

Weirdo: supernatural, unearthly.

Wretch: most miserable person, person without conscience or shame.

Repertoire: a stock of pieces etc. that a company or a performer knows or is prepared to give, range, variety

Sneak: run away in a guilty manner.

Stray away: wander aimlessly, isolated, sporadic.

Phew: exclamation expressing disgust.

Gullible: easily deceived.

Steadfast: firm, contrast.

Swig: drink in large gulps.

Butter up: flatter excessively.

Fogey: stupid fellow, an old-fashioned person.

Rave: talk wildly or deliriously, howl or roar.

Mime: farcical drama marked by mimicry (without words), mimic gestures.

Prude: a person having or affecting an attitude of extreme propriety or modest esp. in sexual matters.

Brothel: a house where prostitution takes place, prostitute.

Sabotage: willful destruction of machinery or tools.

Unison: coincidence in pitch of sounds or notes, this regarded as an interval.

Ruffle: disturb smoothness or tranquility of: swagger about.

Pathetic: exciting compassion, touching.

Profound: having deep or great insight or knowledge, heartfelt.

Applaud: express approval esp. by clapping, commend.

fiasco: ludicrous or humiliating failure or breakdown: an ignominious result.

Surpass: outdo, excel.

Veteran: one with long experience of service.

Perseverance: a going on till success is met.

Giggle: laugh in half-suppressed spasms, esp. in an affected or silly manner.

Hysterical: of or affected with hysteria; morbidly or uncontrolledly emotional. colloq. Extremely funny or amusing.

Heave: lift or haul, utter with affect or resignation. Colloq. Throw.

Wishy-washy: feeble, insipid or indecisive in quality or character. Weak, watery, sloppy

Immensely: very much, to an immense degree.

Scornful: disdainful, contemptuous.

Ayah: native nurse.

Grimly: in a very serious manner.

Culminate: reach its highest or final point, bring to its highest or final point.

Arthritis: any of various diseases. Esp. rheumatoid arthritis and osteoarthritis, involving pain and stiffness of the joints.

### **Comprehension – I**

1. Why does Amritlal not like his son becoming a dancer?
2. How does Amritlal define a man in a woman's world?
3. 'Lata stands in stark contrast with other characters.' Explain this statement with reference to the play.
4. What was Amritlal's opinion on dance in the play Dance Like a Man?
5. How does Ratna mislead Jairaj for her own benefits in the play?
6. 'The character Ratna in Dance Like a Man demonstrates her dominance in various ways.' Explain.
7. How does the playwright portray the patriarchal society of the 1970s in the play? Explain.
8. Sketch the character of Jairaj in the play Dance Like a Man.
9. Write a short note on Viswas in the play.
10. Bring out the elements of humour in the play Dance Like A Man.
11. Write a note on the Devadasi system introduced in the play.
12. What is the significance of the feminism applied in the play? Explain.
13. How did Ratna and Jairaj become the local celebrities?
14. What did Ratna tell Amritlal about Chenni amma in the play?

## Comprehension – II

1. Discuss the significance of the title of the play Dance like a Man.
2. 'The gender notions of Amritlal in Dance Like a Man foils his son's desire of becoming a Bharatanatyam dancer'. Discuss.
3. Sketch the character of Ratna in Dance Like a Man.
4. How does the playwright picturize the gender discrimination in the play? Explain.
5. Explain how Indian middle-class family is described in the play.
6. 'The play Dance Like a Man is a blend of struggle, compromise, revolt, sacrifice and manipulation'. Discuss the statement with reference to the play.
7. How does Ratna become a main cause for the spoilage of Jairaj's life, for her selfishness?
8. Why did Ratna encourage her daughter Lata so much to practice dance?
9. How is the play a brilliant study of human relationships as well as human weaknesses?
10. Write a note on gender clash and patriarchal hegemony in Dance Like a Man.
11. 'She lives only for herself and uses others as a mere tool or a step to go ahead'- what is your opinion about Ratna with reference to the statement in the play?
12. 'Mahesh Dattani uses Traditional Dance as a medium that creates conflict in the play within the minds of the other characters.' Explain.
13. How did Amritlal try to curb his son's passion for dance in the play? Elucidate.
14. 'Professional success was everything and humanity was on the backstage'. How far does this statement hold good to Ratna in the play?
15. Discuss the shallow materialistic values of art and life v/s old spiritual values employed by the playwright in the play.
16. Comment on the dramatic innovations and techniques used in Dance Like a Man.

## CHAPTER-2

### PERSUASIVE SPEECHES

#### OBJECTIVES:

- To introduce speeches to enable **listening** and **speaking** skills.
- To introduce students to a new type of listening activity, which is Persuasive speeches.
- To improve your comprehensive skill by answering the questions given after the speeches.

**Listening** involves receiving sound, understanding the message conveyed in the sounds you hear, evaluating the message, and responding to it. People with good listening skills are able to comprehend what they hear and respond appropriately. Listening is persuasive, because, it makes the other person feel respected and understood.

Listening not only enhances your ability to understand better, it also makes you a better communicator and helps you improve your **speaking** skills.

Listen to good English speeches to improve your Language and speaking skills. If you are on the path of improving your English language skills, you've probably gone through the usual routine of understanding the basic grammar do's and don'ts and read extensively on it. You are also probably putting your improved knowledge to good use while conversing with friends or family. But what if you had to speak on a platform? What if you were asked to come over onto a stage and talk about a particular topic? How would that make you feel? If this is making you feel uneasy and if you want to deliver a flawless speech yourself, it would be a good idea to listen to the best to get started.

Learning by observation is perhaps the easiest form of self-learning. To get things going, we would recommend you to hear eminent personalities talk on stage on a particular topic and get to add some new words to your own vocabulary.

Things to focus on would be the poise, the diction, the tone, the vocabulary and subtle nuances like the pauses and variations in body language. But if we had to isolate the takeaways that can improve your English, it would be as listed below:

### 1) Pronunciation



Speeches are a great way to figure out pronunciations of words. It allows you to hear the sound of the word that you had only read about. It lets you know the correct way of pronouncing a word and this could help in your future communication.

### 2) Vocabulary



Speeches by noted personalities have a lot of thought put into them before they actually get spoken. So, one can expect them to use high impact words and display a wide range of vocabulary expertise. This allows the learner to come across some “never heard before” word that could be added into his/her personal vocabulary data.

### 3) Tone



Another great takeaway from listening to speeches is the intonation. While all speeches are meant to engage the entire audience, you will notice the differences in the pitch and tempo depending on the type of speech you are listening to or watching.

Some persuasive speeches that help the students to improve their communicative skills are given below. Listen to the audio, read the transcripts of the speeches and note the theme, tone, pronunciation, new vocabulary and their meaning in the sentence.

## **1. SWAMI VIVEKANANDA'S SPEECH AT THE WORLD PARLIAMENT OF RELIGIONS IN CHICAGO.**



Swami Vivekananda (1863 -1902) is best known in the United States for his ground breaking speech to the 1893 World's parliament of Religions in which he introduced Hinduism to America and called for religious tolerance and an end to fanaticism. He was a renowned writer, scholar, thinker, saint, and philosopher of contemporary India. The actual name was Narendranath Dutta. Vivekananda was the name given by Ajit singh, the ruler of Princely state Khetri. Vivekananda was the chief disciple of the 19<sup>th</sup> century mystic Sri Ramakrishna Paramahansa and the founder of Ramakrishna Mission.

What was so dazzling about the inaugural session speech is that it is just 458 words long, so could not have lasted more than five or six minutes. But the impact it created was tremendous. The words are simple and clear and easy to understand for everyone.

<https://www.youtube.com/watch?v=cdTy8e7XMxA>

### **The Transcript of the speech:**

#### **Address at the Inaugural session at the parliament of Religions**

Chicago, September 11, 1893

Sisters and Brothers of America,

It fills my heart with joy unspeakable to rise in response to the warm and cordial welcome which you have given us. I thank you in the name of the most ancient order of monks in the world; I thank you in the name of the mother of religions, and I thank you in the name of millions and millions of Hindu people of all classes and sects.

My thanks, also, to some of the speakers on this platform who, referring to the delegates from the Orient, have told you that these men from far-off nations may well claim the honour of bearing to different lands the idea of toleration. I am proud to belong to a religion which has taught the world both tolerance and universal acceptance. We believe not only in universal toleration, but we accept

all religions as true. I am proud to belong to a nation which has sheltered the persecuted and the refugees of all religions and all nations of the earth. I am proud to tell you that we have gathered in our bosom the purest remnant of the Israelites, who came to Southern India and took refuge with us in the very year in which their holy temple was shattered to pieces by Roman tyranny. I am proud to belong to the religion which has sheltered and is still fostering the remnant of the grand Zoroastrian nation. I will quote to you, brethren, a few lines from a hymn which I remember to have repeated from my earliest boyhood, which is every day repeated by millions of human beings: "As the different streams having their sources in different paths which men take through different tendencies, various though they appear, crooked or straight, all lead to Thee."

The present convention, which is one of the most august assemblies ever held, is in itself a vindication, a declaration to the world of the wonderful doctrine preached in the Gita: "Whosoever comes to Me, through whatsoever form, I reach him; all men are struggling through paths which in the end lead to me." Sectarianism, bigotry, and its horrible descendant, fanaticism, have long possessed this beautiful earth. They have filled the earth with violence, drenched it often and often with human blood, destroyed civilization and sent whole nations to despair. Had it not been for these horrible demons, human society would be far more advanced than it is now. But their time is come; and I fervently hope that the bell that tolled this morning in honour of this convention may be the death-knell of all fanaticism, of all persecutions with the sword or with the pen, and of all uncharitable feelings between persons wending their way to the same goal.

### **Address at the final session**

Chicago, September 27, 1893

The World's Parliament of Religions has become an accomplished fact, and the merciful Father has helped those who laboured to bring it into existence, and crowned with success their most unselfish labour.

My thanks to those noble souls whose large hearts and love of truth first dreamed this wonderful dream and then realized it.

My thanks to the shower of liberal sentiments that has overflowed this platform. My thanks to this enlightened audience for their uniform kindness to me and for their appreciation of every thought that tends to smooth the friction of religions. A few jarring notes were heard from time to time in this harmony. My special



thanks to them, for they have, by their striking contrast, made general harmony the sweeter.

Much has been said of the common ground of religious unity. I am not going just now to venture my own theory. But if anyone here hopes that this unity will come by the triumph of any one of the religions and the destruction of the others, to him I say, "Brother, yours is an impossible hope." Do I wish that the Christian would become Hindu? God forbid. Do I wish that the Hindu or Buddhist would become Christian? God forbid.

The seed is put in the ground, and earth and air and water are placed around it. Does the seed become the earth, or the air, or the water? No. It becomes a plant. It develops after the law of its own growth, assimilates the air, the earth, and the water, converts them into plant substance, and grows into a plant.

Similar is the case with religion. The Christian is not to become a Hindu or a Buddhist, nor a Hindu or a Buddhist to become a Christian. But each must assimilate the spirit of the others and yet preserve his individuality and grow according to his own law of growth.

If the Parliament of Religions has shown anything to the world, it is this: It has proved to the world that holiness, purity and charity are not the exclusive possessions of any church in the world, and that every system has produced men and women of the most exalted character. In the face of this evidence, if anybody dreams of the exclusive survival of his own religion and the destruction of the others, I pity him from the bottom of my heart, and point out to him that upon the banner of every religion will soon be written in spite of resistance: "Help and not fight," "Assimilation and not Destruction," "Harmony and Peace and not Dissension."

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### Glossary:

1. Persecuted      - Subject someone to hostility or ill treatment.
2. Remnant        - a part or quantity that is left after the greater part has been used; remainder.
3. Tyranny         - Cruel and oppressive government or rule.
4. Fostering       - encourage the development of something desirable, bring up
5. August          - marked by dignity or grandeur, distinguished,
6. Vindication    - The action of clearing someone of blame or suspicion.

7. Doctrine - a belief or set of beliefs held and taught by a group
8. Sectarianism - excessive attachment to a particular sect or party, especially in religion.
9. Bigotry - unreasonable attachment to a belief, opinion or faction, prejudice against a person.
10. Fanaticism - Obsessively concerned with something, filled with excessive and single-minded zeal.
11. Assimilate - take in and understand fully (information or ideas)
12. Dissension - Disagreement that leads to discord.

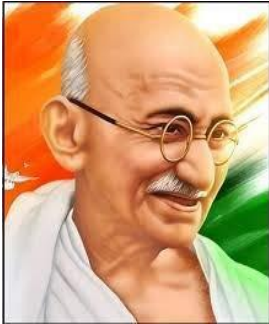
**Classroom activity:**

1. Where was the World's Parliament of Religions held?
2. The speech was delivered by Swami Vivekananda, in the year \_\_\_\_\_.
3. The actual name of Vivekananda was \_\_\_\_\_.
4. Who was Vivekananda's Guru?
5. What was the salutation of Swami Vivekananda's speech?
6. Which religion is advocated by Vivekananda in his speech?
7. The countries of \_\_\_\_\_ are referred to as Orient.
8. On which day was Vivekananda's final address delivered during the Parliament of Religions?
9. In his final address in Chicago, what was Vivekananda's final appeal to the world?

**Answer the following questions in about a page each:**

1. What was the message given by Swami Vivekananda in his Parliament of Religions speech?
2. What exactly was the main essence of the speech of Swami Vivekananda at the Chicago conference?
3. According to Vivekananda's final address, what has the Parliament of Religions proved to the world?
4. What is the relevance of Swami Vivekananda's 1893 Chicago address in the modern times?
5. Write a note on Swami Vivekananda's views on assimilation of religions.

## 2. MAHATMA GANDHI'S SPEECH AT KINGSLEY HALL, LONDON IN 1931.



Mohandas Karamchand Gandhi, often known as Mahatma Gandhi, was born in Gujarat on October 2, 1869. **The father of the nation, a social reformer, and a freedom warrior** worked relentlessly to free Bharat from the shackles of the British Raj, based on the principles of ahimsa (non-violence)

In October 1931, Gandhi attended the Second Round Table Conference in London to decide on the future status of India. A law student in London in the 1890s, his legal training proved an asset in the Conference negotiations. In London, The Mahatma addressed a large gathering at the Kingsley Hall.

He called this address as his spiritual message. Here's the famous speech by the Mahatma.

<https://youtu.be/F55i66-LIkY>

### **The Transcript of the speech:**

"There is an indefinable mysterious power that pervades everything, I feel it though I do not see it. It is this unseen power which makes itself felt and yet defies all proof, because it is so unlike all that I perceive through my senses. It transcends the senses. But it is possible to reason out the existence of God to a limited extent. Even in ordinary affairs we know that people do not know who rules or why and how He rules and yet they know that there is a power that certainly rules.

In my tour last year in Mysore, I met many poor villagers and I found upon inquiry that they did not know who ruled Mysore. They simply said some God ruled it. If the knowledge of these poor people was so limited about their ruler I who am infinitely lesser in respect to God than they to their ruler need not be surprised if I do not realize the presence of God - the King of Kings.

Nevertheless, I do feel, as the poor villagers felt about Mysore, that there is orderliness in the universe, there is an unalterable law governing everything and every being that exists or lives. It is not a blind law, for no blind law can govern the conduct of living being and thanks to the marvellous researches of Sir J. C. Bose it can now be proved that even matter is life. That law then which governs all life is God. Law and the law-giver are one. I may not deny the law or the law-giver because I know so little about it or Him.

Just as my denial or ignorance of the existence of an earthly power will avail me nothing even so my denial of God and His law will not liberate me from its operation, whereas humble and mute acceptance of divine authority makes life's journey easier even as the acceptance of earthly rule makes life under it easier. I do dimly perceive that whilst everything around me is ever changing, ever dying, there is underlying all that change a living power that is changeless, that holds all together, that creates, dissolves, and re-creates. That informing power or spirit is God, and since nothing else that I see merely through the senses can or will persist, He alone is. And is this power benevolent or malevolent? I see it as purely benevolent, for I can see that in the midst of death, life persists. In the midst of untruth, truth persists. In the midst of darkness, light persists. Hence, I gather that God is life, truth, light. He is love. He is the supreme Good. But He is no God, who merely satisfies the intellect, if He ever does. God to be God must rule the heart and transform it. He must express himself in every smallest act of His votary. This can only be done through a definite realization, more real than the five senses can ever produce.

Sense, perceptions can be and often are false and deceptive, however real they may appear to us. Where there is realization outside the senses, it is infallible. It is proved not by extraneous evidence but in the transformed conduct and character of those who have felt the real presence of God within. Such testimony is to be found in the experiences of an unbroken line of prophets and sages in all countries and climes. To reject this evidence is to deny oneself. This realization is preceded by an immovable faith. He who would in his own person test the fact of God's presence can do so by a living faith and since faith itself cannot be proved by extraneous evidence the safest course is to believe in the moral government of the world and therefore in the supremacy of the moral law, the law of truth and love. Exercise of faith will be the safest where there is a clear determination summarily to reject all that is contrary to truth and love. I confess that I have no argument to convince through reason. Faith transcends reason. All that I can advise is not to attempt the impossible."

**Glossary:**

1. Pervades            - Spread through and be perceived in every part of.
2. Transcends        - Go beyond, surpass
3. Benevolent        - Well-meaning and kindly. (bene meaning "good" and velle, meaning "to wish",

- 4. malevolent - having or showing a wish to do evil to others.
- 5. Infallible - incapable of making mistakes or being wrong, never failing.
- 6. Extraneous - Irrelevant or unrelated to the subject being dealt with, of external origin.

### **Comprehension:**

#### **A. Class room activity:**

1. In which year was the second-round table conference held?
2. In the 1890s, Gandhiji had been to London to study\_\_\_\_\_.
3. In which place did Mahatma Gandhi address a large gathering in London?
4. Mahatma Gandhi attended the \_\_\_\_\_ round table conference.
5. What did the poor villagers in Mysore tell Gandhiji?
6. Gandhiji referred to God as King of \_\_\_\_\_.
7. What has the marvellous research of J.C Bose proved?
8. What will happen if you humbly and mutely accept the divine authority?
9. \_\_\_\_\_ is the informing power of spirit.
10. Is the God's power of spirit malevolent or Benevolent?
11. Is it enough to merely satisfy the Intellect? What did Gandhiji say was the real duty of God?

#### **B. Answer the following questions in about a page each:**

1. What was the main message in Gandhiji's Kingsley Hall speech?
2. What was Mahatma Gandhi's conflict, determination and resolution in his Kingsley Hall speech?
3. Discuss Mahatma Gandhi's perspectives on Divine authority.

### 3. STEVE JOBS: STANFORD COMMENCEMENT SPEECH IN 2005



Steve Jobs (1955 – 2011) was no doubt a great speaker. Millions around the globe were **enchanted** by the presentations that he gave for Apple as the company's CEO.

However, he wasn't just known for speeches related to product **launches**. He's also known for inspirational speeches, like the one he gave in 2005 at a Stanford Commencement ceremony. In this speech, he addresses the graduating students of Stanford University. He starts by saying that he never actually graduated from college. This makes for an honest and **heart-warming speech**. For nearly 15 minutes, he talks about his life, telling stories that are funny, relatable, and emotional. He also offers tips for students to apply to their own lives.

<https://youtu.be/li9kcBHX2Nw>

#### The Transcript of the speech:

"I am honoured to be with you today at your commencement from one of the finest universities in the world. I never graduated from college. Truth be told, this is the closest I've ever gotten to a college graduation. Today I want to tell you three stories from my life. That's it. No big deal. Just three stories.

The first story is about connecting the dots.

I dropped out of Reed College [Portland, Oregon] after the first six months, but then stayed around as a drop-in for another 18 months or so before I really quit. So why did I drop out?

It started before I was born. My biological mother was a young, unwed college graduate student, and she decided to put me up for adoption. She felt very strongly that I should be adopted by college graduates, so everything was all set for me to be adopted at birth by a lawyer and his wife. Except that when I popped out, they decided at the last minute that they really wanted a girl. So, my parents, who were on a waiting list, got a call in the middle of the night asking: "We have an unexpected baby boy; do you want him?" They said: "Of course." My biological mother later found out that my mother had never graduated from college and that my father had never graduated from high school. She refused to sign the final adoption papers. She only relented a few months later when my parents promised that I would someday go to college.

And 17 years later I did go to college. But I naively chose a college that was almost as expensive as Stanford, and all of my working-class parents' savings were being spent on my college tuition. After six months I couldn't see the value in it. I had no idea what I wanted to do with my life and no idea how college was going to help me figure it out. And here I was spending all of the money my parents had saved their entire life. So, I decided to drop out and trust that it would all work out OK. It was pretty scary at the time, but looking back it was one of the best decisions I ever made. The minute I dropped out I could stop taking the required classes that didn't interest me, and begin dropping in on the ones that looked interesting.

It wasn't all romantic. I didn't have a dorm room, so I slept on the floor in friends' rooms, I returned Coke bottles for the 5¢ deposits to buy food with, and I would walk the seven miles across town every Sunday night to get one good meal a week at the Hare Krishna temple. I loved it. And much of what I stumbled into by following my curiosity and intuition turned out to be priceless later on. Let me give you one example:

Reed College at that time offered perhaps the best calligraphy instruction in the country. Throughout the campus every poster, every label on every drawer, was beautifully hand calligraphed. Because I had dropped out and didn't have to take the normal classes, I decided to take a calligraphy class to learn how to do this. I learned about serif and sans serif typefaces, about varying the amount of space between different letter combinations, about what makes great typography great. It was beautiful, historical, artistically subtle in a way that science can't capture, and I found it fascinating.

None of this had even a hope of any practical application in my life. But 10 years later, when we were designing the first Macintosh computer, it all came back to me. And we designed it all into the Mac. It was the first computer with beautiful typography. If I had never dropped in on that single course in college, the Mac would have never had multiple typefaces or proportionally spaced fonts. And since Windows just copied the Mac, it's likely that no personal computer would have them. If I had never dropped out, I would have never dropped in on this calligraphy class, and personal computers might not have the wonderful typography that they do. Of course, it was impossible to connect the dots looking forward when I was in college. But it was very, very clear looking backwards 10 years later.

Again, you can't connect the dots looking forward; you can only connect them looking backwards. So, you have to trust that the dots will somehow connect in

your future. You have to trust in something – your gut, destiny, life, karma, whatever. This approach has never let me down, and it has made all the difference in my life.

My second story is about love and loss.

I was lucky – I found what I loved to do early in life. Woz [Steve Wozniak] and I started Apple in my parents' garage when I was 20. We worked hard, and in 10 years Apple had grown from just the two of us in a garage into a \$2bn company with over 4,000 employees. We had just released our finest creation – the Macintosh – a year earlier, and I had just turned 30. And then I got fired. How can you get fired from a company you started? Well, as Apple grew, we hired someone who I thought was very talented to run the company with me and for the first year or so things went well. But then our visions of the future began to diverge and eventually we had a falling-out. When we did, our board of directors sided with him. So, at 30 I was out. And very publicly out. What had been the focus of my entire adult life was gone, and it was devastating.

I really didn't know what to do for a few months. I felt that I had let the previous generation of entrepreneurs down – that I had dropped the baton as it was being passed to me. I met with David Packard and Bob Noyce and tried to apologise for screwing up so badly. I was a very public failure, and I even thought about running away from the valley. But something slowly began to dawn on me – I still loved what I did. The turn of events at Apple had not changed that one bit. I had been rejected, but I was still in love. And so, I decided to start over. I didn't see it then, but it turned out that getting fired from Apple was the best thing that could have ever happened to me. The heaviness of being successful was replaced by the lightness of being a beginner again, less sure about everything. It freed me to enter one of the most creative periods of my life.

During the next five years, I started a company named NeXT, another company named Pixar, and fell in love with an amazing woman who would become my wife. Pixar went on to create the world's first computer-animated feature film, Toy Story, and is now the most successful animation studio in the world. In a remarkable turn of events, Apple bought NeXT, I returned to Apple, and the technology we developed at NeXT is at the heart of Apple's current renaissance. And Laurene and I have a wonderful family together.

I'm pretty sure none of this would have happened if I hadn't been fired from Apple. It was awful-tasting medicine, but I guess the patient needed it. Sometimes life hits you in the head with a brick. Don't lose faith. I'm convinced that the only thing that kept me going was that I loved what I did. You've got to find what you



love. And that is as true for your work as it is for your lovers. Your work is going to fill a large part of your life, and the only way to be truly satisfied is to do what you believe is great work. And the only way to do great work is to love what you do. If you haven't found it yet, keep looking. Don't settle. As with all matters of the heart, you'll know when you find it. And, like any great relationship, it just gets better and better as the years roll on. So, keep looking until you find it. Don't settle.

My third story is about death.

When I was 17, I read a quote that went something like: "If you live each day as if it was your last, someday you'll most certainly be right." It made an impression on me, and since then, for the past 33 years, I have looked in the mirror every morning and asked myself: "If today were the last day of my life, would I want to do what I am about to do today?" And whenever the answer has been "no" for too many days in a row, I know I need to change something.

Remembering that I'll be dead soon is the most important tool I've ever encountered to help me make the big choices in life. Because almost everything – all external expectations, all pride, all fear of embarrassment or failure – these things just fall away in the face of death, leaving only what is truly important. Remembering that you are going to die is the best way I know to avoid the trap of thinking you have something to lose. You are already naked. There is no reason not to follow your heart.

About a year ago I was diagnosed with cancer. I had a scan at 7.30 in the morning and it clearly showed a tumour on my pancreas. I didn't even know what a pancreas was. The doctors told me this was almost certainly a type of cancer that is incurable and that I should expect to live no longer than three to six months. My doctor advised me to go home and get my affairs in order, which is doctor's code for "prepare to die". It means to try to tell your kids everything you thought you'd have the next 10 years to tell them in just a few months. It means to make sure everything is buttoned up so that it will be as easy as possible for your family. It means to say your goodbyes.

I lived with that diagnosis all day. Later that evening I had a biopsy, where they stuck an endoscope down my throat, through my stomach and into my intestines, put a needle into my pancreas and got a few cells from the tumour. I was sedated, but my wife, who was there, told me that when they viewed the cells under a microscope the doctors started crying because it turned out to be a very rare form of pancreatic cancer that is curable with surgery. I had the surgery and I'm fine now.

This was the closest I've been to facing death, and I hope it's the closest I get for a few more decades. Having lived through it, I can now say this to you with a bit more certainty than when death was a useful, but purely intellectual, concept:

No one wants to die. Even people who want to go to heaven don't want to die to get there. And yet death is the destination we all share. No one has ever escaped it. And that is as it should be, because death is very likely the single best invention of life. It is life's change agent. It clears out the old to make way for the new. Right now, the new is you, but some day not too long from now, you will gradually become the old and be cleared away. Sorry to be so dramatic, but it is quite true.

Your time is limited, so don't waste it living someone else's life. Don't be trapped by dogma – which is living with the results of other people's thinking. Don't let the noise of others' opinions drown out your own inner voice. And, most important, have the courage to follow your heart and intuition. They somehow already know what you truly want to become. Everything else is secondary.

When I was young, there was an amazing publication called the Whole Earth Catalogue, which was one of the bibles of my generation. It was created by a fellow named Stewart Brand not far from here in Menlo Park, and he brought it to life with his poetic touch. This was in the late 1960s, before personal computers and desktop publishing, so it was all made with typewriters, scissors and Polaroid cameras. It was sort of like Google in paperback form, 35 years before Google came along: it was idealistic, and overflowing with neat tools and great notions. Stewart and his team put out several issues of the Whole Earth Catalogue, and then, when it had run its course, they put out a final issue. It was the mid-1970s, and I was your age. On the back cover of their final issue was a photograph of an early morning country road, the kind you might find yourself hitchhiking on if you were so adventurous. Beneath it were the words "Stay hungry. Stay foolish". It was their farewell message as they signed off. Stay hungry. Stay foolish. And I have always wished that for myself. And now, as you graduate to begin anew, I wish that for you. Stay hungry. Stay foolish.

Thank you all very much.

## **Glossary:**

1. Calligraphy - The art of producing decorative handwriting or lettering with a pen or brush.
2. Typography- The style and appearance of printed matter.
3. Renaissance- A revival of or renewed interest in something.
4. Dogma- teaching, belief

### **Comprehension:**

#### **A. Classroom activity:**

1. How many stories did Steve Jobs narrate to the students during the commencement address at Stanford University.
2. Steve Jobs had joined \_\_\_\_\_ college to do his graduation.
3. Steve Jobs' biological mother was a young unwed college graduate student. True or False
4. Why did Jobs decide to drop out of college?
5. After dropping out of college, which class did Jobs decide to take?
6. The world's first computer- animated feature film was \_\_\_\_\_.
7. Steve Jobs' second story to the students was about \_\_\_\_\_ and \_\_\_\_\_.
8. Jobs started Apple when he was at the age of 20. True or False.
9. Steve's partner with whom he cofounded Apple was \_\_\_\_\_
9. Name the companies started by Jobs after he was fired from Apple.
10. What is the name of Steve Jobs' wife?
11. When Steve was 17yrs, a quote that he read made an impression on him. What is it?
12. Steve Jobs was suffering from \_\_\_\_\_ cancer.

13. The doctor's advice of getting the affairs in order generally means \_\_\_\_\_.
14. The amazing publication 'The Whole Earth Catalogue' was created by a fellow named \_\_\_\_\_.
15. What was Jobs' farewell advice to the audience?

**B. Answer the following questions in about a page each:**

1. Why did Steve Jobs decide to drop out of Reeds College?
2. Steve Jobs' adopted parents had promised his biological mother that they will send him to college. What prompted them to do this?
3. Connecting the dots in Steve's life, how can you say that dropping out of Reeds College proved advantageous to his career.
4. How did Jobs use his knowledge of calligraphy, while designing the Mac?
5. Getting fired from Apple was the best thing that could have happened to Steve Jobs. Elucidate the statement.
6. The only thing that kept Steve going was that he loved what he did. How did he prove this to the world.
6. Trace the journey of Steve Jobs from Apple to NeXT.
7. Narrate the turn of events that led Steve Jobs to return to the company Apple that he had started?
8. How does the idea of death affect Jobs' perspective on life?
9. Steve Jobs had been very close to facing death, but he was lucky enough to escape from it. Narrate this incident.

#### 4. JK ROWLING'S SPEECH AT HARVARD UNIVERSITY ON 'THE FRINGE BENEFITS OF FAILURE, AND THE IMPORTANCE OF IMAGINATION'



**Joanne Rowling** ( born 31 July 1965), also known by her pen name **J. K. Rowling**, is a British author and philanthropist. She wrote Harry Potter, a seven-volume children's fantasy series published from 1997 to 2007. She wanted to be a writer from an early age. She wrote her first book at the age of six- a story about a rabbit, called 'Rabbit'. She wrote her first novel- about seven cursed diamonds and the people who owned them.

This speech was originally delivered as the commencement address at Harvard University on June 5, 2008. Her address is remarkable for the powerful message it contains. This speech is a plea to her audience to avoid the pitfalls of privilege and to use their human capability of imagination to make a life for themselves that really matters.

<https://www.youtube.com/watch?v=wHGqp8lz36c&t=54s>

##### **The Transcript of the Speech:**

President Faust, members of the Harvard Corporation and the Board of Overseers, members of the faculty, proud parents, and, above all, graduates.

The first thing I would like to say is 'thank you.' Not only has Harvard given me an extraordinary honour, but the weeks of fear and nausea I have endured at the thought of giving this commencement address have made me lose weight. A win-win situation! Now all I have to do is take deep breaths, squint at the red banners and convince myself that I am at the world's largest Gryffindor reunion.

Delivering a commencement address is a great responsibility; or so I thought until I cast my mind back to my own graduation. The commencement speaker that day was the distinguished British philosopher Baroness Mary Warnock. Reflecting on her speech has helped me enormously in writing this one, because it turns out that I can't remember a single word she said. This liberating discovery enables me to proceed without any fear that I might inadvertently influence you to abandon promising careers in business, the law or politics for the giddy delights of becoming a gay wizard.

You see? If all you remember in years to come is the 'gay wizard' joke, I've come out ahead of Baroness Mary Warnock. Achievable goals: the first step to self-improvement.

Actually, I have wracked my mind and heart for what I ought to say to you today. I have asked myself what I wish I had known at my own graduation, and what important lessons I have learned in the 21 years that have expired between that day and this.

I have come up with two answers. On this wonderful day when we are gathered together to celebrate your academic success, I have decided to talk to you about the benefits of failure. And as you stand on the threshold of what is sometimes called 'real life', I want to extol the crucial importance of imagination.

These may seem quixotic or paradoxical choices, but please bear with me.

Looking back at the 21-year-old that I was at graduation, is a slightly uncomfortable experience for the 42-year-old that she has become. Half my lifetime ago, I was striking an uneasy balance between the ambition I had for myself, and what those closest to me expected of me.

I was convinced that the only thing I wanted to do, ever, was to write novels. However, my parents, both of whom came from impoverished backgrounds and neither of whom had been to college, took the view that my overactive imagination was an amusing personal quirk that would never pay a mortgage, or secure a pension. I know that the irony strikes with the force of a cartoon anvil, now.

So, they hoped that I would take a vocational degree; I wanted to study English Literature. A compromise was reached that in retrospect satisfied nobody, and I went up to study Modern Languages. Hardly had my parents' car rounded the corner at the end of the road than I ditched German and scuttled off down the Classics corridor.

I cannot remember telling my parents that I was studying Classics; they might well have found out for the first time on graduation day. Of all the subjects on this planet, I think they would have been hard put to name one less useful than Greek mythology when it came to securing the keys to an executive bathroom.

I would like to make it clear, in parenthesis, that I do not blame my parents for their point of view. There is an expiry date on blaming your parents for steering you in the wrong direction; the moment you are old enough to take the wheel, responsibility lies with you. What is more, I cannot criticise my parents for hoping that I would never experience poverty. They had been poor themselves, and I have since been poor, and I quite agree with them that it is not an ennobling experience. Poverty entails fear, and stress, and sometimes depression; it means a thousand petty humiliations and hardships. Climbing out of poverty by your

own efforts, that is indeed something on which to pride yourself, but poverty itself is romanticised only by fools.

What I feared most for myself at your age was not poverty, but failure.

At your age, in spite of a distinct lack of motivation at university, where I had spent far too long in the coffee bar writing stories, and far too little time at lectures, I had a knack for passing examinations, and that, for years, had been the measure of success in my life and that of my peers.

I am not dull enough to suppose that because you are young, gifted and well-educated, you have never known hardship or heartbreak. Talent and intelligence never yet inoculated anyone against the caprice of the Fates, and I do not for a moment suppose that everyone here has enjoyed an existence of unruffled privilege and contentment.

However, the fact that you are graduating from Harvard suggests that you are not very well-acquainted with failure. You might be driven by a fear of failure quite as much as a desire for success. Indeed, your conception of failure might not be too far from the average person's idea of success, so high have you already flown. Ultimately, we all have to decide for ourselves what constitutes failure, but the world is quite eager to give you a set of criteria if you let it. So, I think it fair to say that by any conventional measure, a mere seven years after my graduation day, I had failed on an epic scale. An exceptionally short-lived marriage had imploded, and I was jobless, a lone parent, and as poor as it is possible to be in modern Britain, without being homeless. The fears that my parents had had for me, and that I had had for myself, had both come to pass, and by every usual standard, I was the biggest failure I knew.

Now, I am not going to stand here and tell you that failure is fun. That period of my life was a dark one, and I had no idea that there was going to be what the press has since represented as a kind of fairy tale resolution. I had no idea then how far the tunnel extended, and for a long time, any light at the end of it was a hope rather than a reality.

So why do I talk about the benefits of failure? Simply because failure meant a stripping away of the inessential. I stopped pretending to myself that I was anything other than what I was, and began to direct all my energy into finishing the only work that mattered to me. Had I really succeeded at anything else, I might never have found the determination to succeed in the one arena I believed I truly belonged. I was set free, because my greatest fear had been realised, and I was still alive, and I still had a daughter whom I adored, and I had an old typewriter

and a big idea. And so rock bottom became the solid foundation on which I rebuilt my life.

You might never fail on the scale I did, but some failure in life is inevitable. It is impossible to live without failing at something, unless you live so cautiously that you might as well not have lived at all – in which case, you fail by default.

Failure gave me an inner security that I had never attained by passing examinations. Failure taught me things about myself that I could have learned no other way. I discovered that I had a strong will, and more discipline than I had suspected; I also found out that I had friends whose value was truly above the price of rubies.

The knowledge that you have emerged wiser and stronger from setbacks means that you are, ever after, secure in your ability to survive. You will never truly know yourself, or the strength of your relationships, until both have been tested by adversity. Such knowledge is a true gift, for all that it is painfully won, and it has been worth more than any qualification I ever earned.

So given a Time Turner, I would tell my 21-year-old self that personal happiness lies in knowing that life is not a check-list of acquisition or achievement. Your qualifications, your CV, are not your life, though you will meet many people of my age and older who confuse the two. Life is difficult, and complicated, and beyond anyone's total control, and the humility to know that will enable you to survive its vicissitudes.

Now you might think that I chose my second theme, the importance of imagination, because of the part it played in rebuilding my life, but that is not wholly so. Though I personally will defend the value of bedtime stories to my last gasp, I have learned to value imagination in a much broader sense. Imagination is not only the uniquely human capacity to envision that which is not, and therefore the fount of all invention and innovation. In its arguably most transformative and revelatory capacity, it is the power that enables us to empathise with humans whose experiences we have never shared.

One of the greatest formative experiences of my life preceded Harry Potter, though it informed much of what I subsequently wrote in those books. This revelation came in the form of one of my earliest day jobs. Though I was sloping off to write stories during my lunch hours, I paid the rent in my early 20s by working at the African research department at Amnesty International's headquarters in London.

There in my little office I read hastily scribbled letters smuggled out of totalitarian regimes by men and women who were risking imprisonment to inform the outside



world of what was happening to them. I saw photographs of those who had disappeared without trace, sent to Amnesty by their desperate families and friends. I read the testimony of torture victims and saw pictures of their injuries. I opened handwritten, eye-witness accounts of summary trials and executions, of kidnappings and rapes.

Many of my co-workers were ex-political prisoners, people who had been displaced from their homes, or fled into exile, because they had the temerity to speak against their governments. Visitors to our offices included those who had come to give information, or to try and find out what had happened to those they had left behind.

I shall never forget the African torture victim, a young man no older than I was at the time, who had become mentally ill after all he had endured in his homeland. He trembled uncontrollably as he spoke into a video camera about the brutality inflicted upon him. He was a foot taller than I was, and seemed as fragile as a child. I was given the job of escorting him back to the Underground Station afterwards, and this man whose life had been shattered by cruelty took my hand with exquisite courtesy, and wished me future happiness.

And as long as I live, I shall remember walking along an empty corridor and suddenly hearing, from behind a closed door, a scream of pain and horror such as I have never heard since. The door opened, and the researcher poked out her head and told me to run and make a hot drink for the young man sitting with her. She had just had to give him the news that in retaliation for his own outspokenness against his country's regime, his mother had been seized and executed.

Every day of my working week in my early 20s I was reminded how incredibly fortunate I was, to live in a country with a democratically elected government, where legal representation and a public trial were the rights of everyone.

Every day, I saw more evidence about the evils humankind will inflict on their fellow humans, to gain or maintain power. I began to have nightmares, literal nightmares, about some of the things I saw, heard, and read.

And yet I also learned more about human goodness at Amnesty International than I had ever known before.

Amnesty mobilises thousands of people who have never been tortured or imprisoned for their beliefs to act on behalf of those who have. The power of human empathy, leading to collective action, saves lives, and frees prisoners. Ordinary people, whose personal well-being and security are assured, join together in huge numbers to save people they do not know, and will never meet.

My small participation in that process was one of the most humbling and inspiring experiences of my life.

Unlike any other creature on this planet, humans can learn and understand, without having experienced. They can think themselves into other people's places.

Of course, this is a power, like my brand of fictional magic, that is morally neutral. One might use such an ability to manipulate, or control, just as much as to understand or sympathise.

And many prefer not to exercise their imaginations at all. They choose to remain comfortably within the bounds of their own experience, never troubling to wonder how it would feel to have been born other than they are. They can refuse to hear screams or to peer inside cages; they can close their minds and hearts to any suffering that does not touch them personally; they can refuse to know.

I might be tempted to envy people who can live that way, except that I do not think they have any fewer nightmares than I do. Choosing to live in narrow spaces leads to a form of mental agoraphobia, and that brings its own terrors. I think the wilfully unimaginative see more monsters. They are often more afraid.

What is more, those who choose not to empathise enable real monsters. For without ever committing an act of outright evil ourselves, we collude with it, through our own apathy.

One of the many things I learned at the end of that Classics corridor down which I ventured at the age of 18, in search of something I could not then define, was this, written by the Greek author Plutarch: What we achieve inwardly will change outer reality.

That is an astonishing statement and yet proven a thousand times every day of our lives. It expresses, in part, our inescapable connection with the outside world, the fact that we touch other people's lives simply by existing.

But how much more are you, Harvard graduates of 2008, likely to touch other people's lives? Your intelligence, your capacity for hard work, the education you have earned and received, give you unique status, and unique responsibilities. Even your nationality sets you apart. The great majority of you belong to the world's only remaining superpower. The way you vote, the way you live, the way you protest, the pressure you bring to bear on your government, has an impact way beyond your borders. That is your privilege, and your burden.

If you choose to use your status and influence to raise your voice on behalf of those who have no voice; if you choose to identify not only with the powerful, but with the powerless; if you retain the ability to imagine yourself into the lives

of those who do not have your advantages, then it will not only be your proud families who celebrate your existence, but thousands and millions of people whose reality you have helped change. We do not need magic to change the world, we carry all the power we need inside ourselves already: we have the power to imagine better.

I am nearly finished. I have one last hope for you, which is something that I already had at 21. The friends with whom I sat on graduation day have been my friends for life. They are my children's godparents, the people to whom I've been able to turn in times of trouble, people who have been kind enough not to sue me when I took their names for Death Eaters. At our graduation we were bound by enormous affection, by our shared experience of a time that could never come again, and, of course, by the knowledge that we held certain photographic evidence that would be exceptionally valuable if any of us ran for Prime Minister. So today, I wish you nothing better than similar friendships. And tomorrow, I hope that even if you remember not a single word of mine, you remember those of Seneca, another of those old Romans I met when I fled down the Classics corridor, in retreat from career ladders, in search of ancient wisdom:

As is a tale, so is life: not how long it is, but how good it is, is what matters.

I wish you all very good lives.

Thank-you very much.

### **Glossary:**

1. Gryffindor - in the Harry Potter series, is one of the four Houses of Hogwarts school of Witchcraft and Wizardry, founded by Godric Gryffindor.
2. Baroness Mary Warnock – An English philosopher of morality, education, and mind.
3. Threshold - the place or point of beginning, place of entry.
4. Quixotic - extremely idealistic, unrealistic and impractical
5. Paradoxical - contradictory
6. Impoverished - poor, make a person or area poor.
7. Scuttled - run hurriedly with short quick steps.
8. Inoculated - vaccinated.
9. Caprice - a sudden change of mood or behaviour, Whim

10. Imploded - collapse
11. Vicissitudes - a change of circumstances or fortune, alteration
12. Totalitarian - a system of government that is centralized and dictatorial, Authoritarian.
13. Agoraphobia - extreme or irrational fear of entering open or crowded places, of leaving one's own home.

### **Comprehension:**

#### **A. Classroom activity:**

1. Why does J.K Rowling call her chance to give a commencement address as a win-win situation?
2. During Rowling's graduation ceremony, the commencement speaker was the British Philosopher \_\_\_\_\_.
3. The two themes that J.K Rowling addressed at the University were about benefits of failure and importance of imagination. True/False
4. What was it that J.K Rowling was convinced that she ever wanted to do in life?
5. J.K Rowling's parents were graduates. True/False.
6. J.K Rowling did not fear poverty, but she feared \_\_\_\_\_.
7. J.K Rowling's parents learnt that she had been studying Classics, on the:
  - a. Inauguration day
  - b. Graduation Day
7. Rowling ventured into the classic corridors when she was at the age of \_\_\_\_\_.
8. The statement 'What we achieve inwardly will change outer reality.' is written by the Greek author \_\_\_\_\_.

#### **B. Answer the following questions in about a page each:**

1. In her younger days, what was J.K Rowling's ambition and how did she achieve it against her parents' will?
2. Narrate J.K Rowling's story of failure and how she overcame that.
3. How did the importance of imagination help Rowling to rebuild her life?
4. Discuss the experiences of Rowling while she was working at the African research department at Amnesty International's headquarters in London.

5. What are the key lessons in J.K Rowling speech?
6. What, according to Rowling, is imagination and what is its value?
7. What is JK Rowling's biggest fear?

## 5. SUBROTO BAGCHI'S 'GO KISS THE WORLD'- INSPIRATIONAL SPEECH



Subroto Bagchi (born 31 May 1959) is an Indian entrepreneur and business leader. He is the co-founder of Mindtree, an Indian Technology MNC. Bagchi was born to Makhan Gopal Bagchi and Labonya Prova Bagchi in Patnagarh, Odisha, where his father was a junior government servant. He studied Political Science at Utkal University.

The transcript given here is the speech delivered by Subroto Bagchi to the class of 2006 at the IIM, Bangalore. Here, he talks about the words of wisdom and the lessons taught to him by his parents. The lessons are directed at lighting the meaning of success and are related to the events from Bagchi's life.

### **The Transcript of the speech:**

I was the last child of a small-time government servant, in a family of five brothers. My earliest memory of my father is as that of a District Employment Officer in Koraput, Orissa. It was, and remains as back of beyond as you can imagine. There was no electricity; no primary school nearby and water did not flow out of a tap. As a result, I did not go to school until the age of eight; I was home-schooled. My father used to get transferred every year. The family belongings fit into the back of a jeep – so the family moved from place to place and without any trouble, my mother would set up an establishment and get us going. Raised by a widow who had come as a refugee from the then East Bengal, she was a matriculate when she married my father.

My parents set the foundation of my life and the value system, which makes me what I am today and largely, defines what success means to me today.

As District Employment Officer, my father was given a jeep by the government. There was no garage in the Office, so the jeep was parked in our house. My father refused to use it to commute to the office. He told us that the jeep is an expensive resource given by the government- he reiterated to us that it was not “his jeep” but the government's jeep. Insisting that he would use it only to tour the interiors, he would walk to his office on normal days. He also made sure that we never sat in the government jeep – we could sit in it only when it was stationary.

That was our early childhood lesson in governance – a lesson that corporate managers learn the hard way, some never do.

The driver of the jeep was treated with respect due to any other member of my Father's office. As small children, we were taught not to call him by his name. We had to use the suffix 'dada' whenever we were to refer to him in public or private. When I grew up to own a car and a driver by the name of Raju was appointed – I repeated the lesson to my two small daughters. They have, as a result, grown up to call Raju, 'Raju Uncle' – very different from many of their friends who refer to their family driver, as 'my driver'. When I hear that term from a school- or college-going person, I cringe.

To me, the lesson was significant – you treat small people with more respect than how you treat big people. It is more important to respect your subordinates than your superiors.

Our day used to start with the family huddling around my mother's chulha – an earthen fire place she would build at each place of posting where she would cook for the family. There was neither gas, nor electrical stoves. The morning routine started with tea. As the brew was served, Father would ask us to read aloud the editorial page of The Statesman's 'mofussil' edition – delivered one day late. We did not understand much of what we were reading. But the ritual was meant for us to know that the world was larger than Koraput district and the English I speak today, despite having studied in an Oriya medium school, has to do with that routine. After reading the newspaper aloud, we were told to fold it neatly. Father taught us a simple lesson.

He used to say, "You should leave your newspaper and your toilet, the way you expect to find it". That lesson was about showing consideration to others. Business begins and ends with that simple precept.

Being small children, we were always enamoured with advertisements in the newspaper for transistor radios – we did not have one. We saw other people having radios in their homes and each time there was an advertisement of Philips, Murphy or Bush radios, we would ask Father when we could get one. Each time, my father would reply that we did not need one because he already had five radios – alluding to his five sons.

We also did not have a house of our own and would occasionally ask Father as to when, like others, we would live in our own house. He would give a similar reply, "We do not need a house of our own. I already own five houses". His replies did not gladden our hearts in that instant.

Nonetheless, we learnt that it is important not to measure personal success and sense of well-being through material possessions.

Government houses seldom came with fences. Mother and I collected twigs and built a small fence. After lunch, my mother would never sleep. She would take her kitchen utensils and with those she and I would dig the rocky, white ant infested surrounding. We planted flowering bushes. The white ants destroyed them. My mother brought ash from her chulha and mixed it in the earth and we planted the seedlings all over again. This time, they bloomed. At that time, my father's transfer order came. A few neighbours told my mother why she was taking so much pain to beautify a government house, why she was planting seeds that would only benefit the next occupant. My mother replied that it did not matter to her that she would not see the flowers in full bloom. She said, "I have to create a bloom in a desert and whenever I am given a new place, I must leave it more beautiful than what I had inherited".

That was my first lesson in success. It is not about what you create for yourself, it is what you leave behind that defines success.

My mother began developing a cataract in her eyes when I was very small. At that time, the eldest among my brothers got a teaching job at the University in Bhubaneswar and had to prepare for the civil services examination. So, it was decided that my mother would move to cook for him and, as her appendage, I had to move too. For the first time in my life, I saw electricity in homes and water coming out of a tap. It was around 1965 and the country was going to war with Pakistan. My mother was having problems reading and, in any case, being Bengali, she did not know the Oriya script. So, in addition to my daily chores, my job was to read her the local newspaper – end to end. That created in me a sense of connectedness with a larger world. I began taking interest in many different things. While reading out news about the war, I felt that I was fighting the war myself. She and I discussed the daily news and built a bond with the larger universe. In it, we became part of a larger reality. Till date, I measure my success in terms of that sense of larger connectedness. Meanwhile, the war raged and India was fighting on both fronts. Lal Bahadur Shastri, the then Prime Minister, coined the term "Jai Jawan, Jai Kisan" and galvanized the nation into patriotic fervour. Other than reading out the newspaper to my mother, I had no clue about how I could be part of the action. So, after reading her the newspaper, every day I would land up near the University's water tank, which served the community. I would spend hours under it, imagining that there could be spies who would come to poison the water and I had to watch for them. I would daydream about catching



one and how the next day, I would be featured in the newspaper. Unfortunately for me, the spies at war ignored the sleepy town of Bhubaneswar and I never got a chance to catch one in action. Yet, that act unlocked my imagination.

Imagination is everything. If we can imagine a future, we can create it, if we can create that future, others will live in it. That is the essence of success.

Over the next few years, my mother's eyesight dimmed but in me she created a larger vision, a vision with which I continue to see the world and, I sense, through my eyes, she was seeing too. As the next few years unfolded, her vision deteriorated and she was operated for cataract. I remember, when she returned after her operation and she saw my face clearly for the first time, she was astonished. She said, "Oh my God, I did not know you were so fair". I remain mighty pleased with that adulation even till date. Within weeks of getting her sight back, she developed a corneal ulcer and, overnight, became blind in both eyes. That was 1969. She died in 2002. In all those 32 years of living with blindness, she never complained about her fate even once. Curious to know what she saw with blind eyes; I asked her once if she sees darkness. She replied, "No, I do not see darkness. I only see light even with my eyes closed". Until she was eighty years of age, she did her morning yoga every day, swept her own room and washed her own clothes.

To me, success is about the sense of independence; it is about not seeing the world but seeing the light.

Over the many intervening years, I grew up, studied, joined the industry and began to carve my life's own journey. I began my life as a clerk in a government office, went on to become a Management Trainee with the DCM group and eventually found my life's calling with the IT industry when fourth generation computers came to India in 1981. Life took me places – I worked with outstanding people, challenging assignments and travelled all over the world.

In 1992, while I was posted in the US, I learnt that my father, living a retired life with my eldest brother, had suffered a third degree burn injury and was admitted in the Safdarjung Hospital in Delhi. I flew back to attend to him – he remained for a few days in critical stage, bandaged from neck to toe. The Safdarjung Hospital is a cockroach infested, dirty, inhuman place. The overworked, under-resourced sisters in the burn ward are both victims and perpetrators of dehumanized life at its worst. One morning, while attending to my father, I realized that the blood bottle was empty and fearing that air would go into his vein, I asked the attending nurse to change it. She bluntly told me to do it myself. In that horrible theatre of death, I was in pain and frustration and anger. Finally,

when she relented and came, my father opened his eyes and murmured to her, “Why have you not gone home yet?” Here was a man on his deathbed but more concerned about the overworked nurse than his own state. I was stunned at his stoic self.

There I learnt that there is no limit to how concerned you can be for another human being and what the limit of inclusion is you can create.

My father died the next day. He was a man whose success was defined by his principles, his frugality, his universalism and his sense of inclusion.

Above all, he taught me that success is your ability to rise above your discomfort, whatever may be your current state. You can, if you want, raise your consciousness above your immediate surroundings. Success is not about building material comforts – the transistor that he never could buy or the house that he never owned. His success was about the legacy he left, the memetic continuity of his ideals that grew beyond the smallness of an ill-paid, unrecognized government servant’s world.

My father was a fervent believer in the British Raj. He sincerely doubted the capability of the post-independence Indian political parties to govern the country. To him, the lowering of the Union Jack was a sad event. My Mother was the exact opposite. When Subhash Bose quit the Indian National Congress and came to Dacca, my mother, then a schoolgirl, garlanded him. She learnt to spin khadi and joined an underground movement that trained her in using daggers and swords. Consequently, our household saw diversity in the political outlook of the two. On major issues concerning the world, the Old Man and the Old Lady had differing opinions.

In them, we learnt the power of disagreements, of dialogue and the essence of living with diversity in thinking.

Success is not about the ability to create a definitive dogmatic end state; it is about the unfolding of thought processes, of dialogue and continuum.

Two years back, at the age of eighty-two, Mother had a paralytic stroke and was lying in a government hospital in Bhubaneswar. I flew down from the US where I was serving my second stint, to see her. I spent two weeks with her in the hospital as she remained in a paralytic state. She was neither getting better nor moving on. Eventually I had to return to work. While leaving her behind, I kissed her face. In that paralytic state and a garbled voice, she said,

“Why are you kissing me, go kiss the world.” Her river was nearing its journey, at the confluence of life and death, this woman who came to India as a refugee, raised by a widowed Mother, no more educated than high school, married to an

anonymous government servant whose last salary was Rupees Three Hundred, robbed of her eyesight by fate and crowned by adversity was telling me to go and kiss the world!

Success to me is about Vision. It is the ability to rise above the immediacy of pain. It is about imagination. It is about sensitivity to small people. It is about building inclusion. It is about connectedness to a larger world existence. It is about personal tenacity. It is about giving back more to life than you take out of it. It is about creating extra-ordinary success with ordinary lives.

Thank you very much; I wish you good luck and God's speed. Go! kiss the world.

(Here is a link to one of the speeches of Subroto Bagchi- A commencement speech delivered to the graduating students of college of Engineering, at the University of Florida.)

<https://youtu.be/WeO97IxrhJk>

### **Glossary:**

1. precept- A general rule intended to regulate behaviour or thought
2. enamoured - In love with, admiration
3. mofussil - the provincial or rural districts of India.
4. appendage - a thing that is added or attached to something larger, addition
5. galvanized – to cause (people) to become so excited or concerned about an issue.
6. perpetrators - a person who carries out a harmful, illegal or immoral act.
7. frugality – the quality of being economical with money or food, thriftiness.
8. universalism – loyalty to and concern for others without regard to national or other allegiances, a belief in one fundamental truth.
9. tenacity – the quality or fact of being very determined, determination.

### **Comprehension:**

#### **A. Practice comprehension.**

1. Subroto Bagchi's father worked as a \_\_\_\_\_ in Koraput, Orissa.

2. Subroto's mother was a refugee from \_\_\_\_\_ before she married his father.
3. How many siblings did Subroto Bagchi have?
3. Subroto and his brothers used to use the suffix \_\_\_\_\_ to refer to their driver.
4. What is a 'Chulha'?
5. Subroto had studied in an \_\_\_\_\_ medium school.
6. The first lesson in success taught by Subroto's mother was not about what you create for yourself, but what you leave behind. True or False.
7. What was the first thing that Subroto Bagchi's mother built at every new place they lived?
8. As children, what fascinated the speaker and his siblings?
9. "We do not need a house of our own. I already own five houses". What did Bagchi's father refer to as 'five houses'?
9. What was Subroto Bagchi's first job?
7. In Bhubaneswar, which routine helped Subroto stay connected with the larger world?
10. What three things did the speaker's mother continue to do even after she went blind?
8. Lal Bahadur Shastri coined the term \_\_\_\_\_ to galvanize the nation into patriotic fervour.
9. Subroto's mother died in the year \_\_\_\_\_ .
10. What were the words uttered by Subroto's dying mother, when he kissed her?
11. What was The Epilogue of Subroto's speech?

**B. Answer the following questions in about a page each:**

1. Describe Subroto Bagchi's life as a child.
2. What are the lessons taught by Subroto's father?
3. What lessons did the narrator's mother teach the children?
4. How was the State of Koraput as remembered by Bagchi?
5. How did Bagchi learn the importance of 'Imagination'?
5. Explain the difference in Subroto's parents' ideology?
6. Why do you think Subroto Bagchi's children were not allowed to call their driver by his name?
7. What according to Subroto Bagchi are the benefits of failure?
8. Explain the incidents that taught the speaker to learn not to measure personal success and the sense of well-being through material possessions.
9. 'Go Kiss the world' speech contain lessons of life. Elucidate this.
10. According to Bagchi, what is success? How does the story exemplify his success story?

#### **POINTS TO REMEMBER:**

1. Listening to speeches enables you to improve your language and speaking skills.
2. Speeches help us to improve our vocabulary, learn intonation and tone of the sentence.
3. Can improve our comprehensive skill by listening to the speeches, understanding them and answering the questions given after that.

#### **ACKNOWLEDGEMENT:**

Source: <http://pib.nic.in/vivekananda/SpeechesatChicago.htm>  
[www.gandhiserve.org](http://www.gandhiserve.org))

Source: <http://subrotobagchi.mindtree.com/iim-bang...>

**Unit-II Productive Skills (Speaking and Writing Skills)**

3	Presentation Skills	54 – 62
4	Introduction to writing (Paragraph writing)	63 – 72
5	Business Correspondence	73 – 84
6	Commercial Writing	85 - 96

## **CHAPTER-3**

### **PRESENTATION SKILLS**

#### **Objectives**

- To acquaint the students with effective presentation skills.
- To equip students with oral communication skills.

#### **Definition**

A presentation is an effective way of communicating ideas and information to an individual/ group.

#### **Types of presentation:**

1. Informative/instructive presentation.
2. Persuasive presentation.
3. Decision-making presentation.
4. Demonstrative presentation.

#### **Informative/instructive presentation**

Presentations are brief and to the point. They generally stick to the facts and avoid complicated information.

They are generally used to present facts.

The general information is narrowed down to specific.

#### **Sample**

There are different methods of teaching. Teaching methods help to achieve the desired educational objectives and to impart knowledge in an efficient manner. The three most popular methods of teaching are online teaching, offline teaching and blended teaching. All these three methods include advantages as well as disadvantages.

#### **Slide 1**(opening slide)

<b>Methods of Teaching</b>
----------------------------

A Presentation by Pushpa. N
-----------------------------

## Slide 2

### **Three types of teaching methods**

- Online teaching.
- Offline teaching.
- Blended teaching.

## Slide 3

### **Online Teaching**

- Online teaching is the process of educating others via the internet (virtual classes).

## Slide 4

### **Offline Teaching**

- Offline teaching is a conventional way of teaching in which students can have face to face interaction with their teacher.

## Slide 5

### **Blended Teaching**

- Blended teaching is the term given to the educational practice of combining digital **teaching** with conventional classroom teaching.

## Slide 6

### **Advantages**

- Online teaching- Online courses are convenient and offer flexibility.
- Offline teaching - Learning becomes more effective through face-to-face interaction.
- Blended teaching- Learners can control the pace of their learning.



## Slide 7

### **Disadvantages**

- Online classes are prone to technical issues and consumes more screen time.
- Offline learning is time consuming and involves longer schedules.
- In blended teaching there is no catch-all approach to education.

## Slide 8

**THANK YOU**

## **Instructive presentation**

Presentation is used to give specific directions or instructions. Instructive presentation will be a bit elaborate, because it has to cover the topic thoroughly. Instructive presentation aims at empowering listeners new knowledge or a new skill.

### **Sample**

Instructions for the use of Ibuprofen Cinfa 600mg tablet.

#### **Slide 1**(opening slide)

### **Instructions to use Ibuprofen cinfa 600mg**

Presented by Dr.

Hema XYZ

Hospital, Bengaluru

#### **Slide 2**

### **General information**

- Ibuprofen belongs to group of medicines called non-steroidal anti-inflammatory drugs (NSAIDs)

### Slide 3

#### **Symptoms**

- Fever
- Pain
- Pain of Dental origin
- Migraine

### Slide 4

#### **Prescription**

- Dosage should be taken as directed by
- physician.
  - Tablet should be taken after meal.
  - Use boiled water.

### Slide 5

#### **Advantages**

- Used to treat minor aches and pain due to common cold or flu.
- Helps to decrease swelling or fever.

### Slide 6

#### **Disadvantages**

- When consumed in empty stomach, results in nausea, vomiting, diarrhea, dizziness.
- When the effect lasts or gets worse, can lead to physical numbness.

### Slide 7

**Any questions?**

**THANK YOU**

## **Persuasive Presentation**

In this presentation the speaker tries to influence the audience to accept certain positions and engage in actions in support of them. A good persuasive presentation uses a combination of facts, logic and empathy to help the audience see an issue from a perspective they previously discounted or had considered.

### **Sample**

The importance of educational tours for students:

#### **Slide 1**

### **The Importance of Educational Tours for Students** **A Presentation by Yashaswini. N**

#### **Slide 2**

#### **Tour destinations**

- National parks and bird sanctuaries, Botanical gardens, Zoological parks.
- Hill stations, Beaches, Historical places, Adventure camp **sites**.

#### **Slide 3**

#### **Academic importance of tours**

- Bring classroom lessons to life; provide new appreciation for education.
- Exposure to new people, culture, places and new environments.
- Experiential learning.

#### **Slide 4**

#### **Personality Development**

- Broadens thoughts, offers new perspectives.
- Builds confidence.
- Improves interpersonal communication.

## Slide 5

### **Suggestions /Directions/What is to be done?**

- Choose good places for tour.
- Carefully select tour operators/ follow guidelines to avoid tour disaster.

## **Last Slide 6**

**Any queries?**

**THANK YOU**

Decision-making presentation

A presentation that shares a problem, solution options and the outcomes. Decision making presentations are made in corporate and non-corporate meetings.

## **Sample**

Leaf spot disease incidence of areca nut in Karnataka.

## **Slide 1 (opening slide)**

### **Leaf Spot Disease Incidence of Areca Nut in Karnataka**

Emerging threat to farmers

By Lavanya N

## **Slide 2**

### **Identification of the disease**

- Yellow spots on leaves
- Browning of leaves and complete drying
- Unhealthy plants

### Slide 3

#### **Gathering information**

- Weather condition.
- Phase of plant affected.
- Yield loss.
- Areas affected.

### Slide 4

#### **Remedies**

- Spraying carbendazim 2g in 1liter of water.
- Hexaconazole 1ml in 1litre of water.
- 3 g of copper oxychloride for 1 litre of water to be sprayed.

### Slide 5

#### **Review**

To follow up results in controlling the disease

### Last Slide 6

**Any queries?**

**THANK YOU**

### **Demonstration Presentation**

It is a visual demonstration of a product or service for current or prospective clients. A great demo presentation will grab audience's attention right away by clearly communicating what they care about and by using reliable, high quality video presentation tools.

### **Sample**

Presentation on product demonstration

## Slide 1

### **A Presentation on Mysore Sandal Soap**

**By**  
**Pavithra**

## Slide 2

### **General information about the product**

- Pure sandal wood oil, certified with GI tag is used.
- Lot of ayurvedic and antiseptic properties are found.
- Excellent for skin care.

## Slide 3

### **Makers and origin**

- Manufactured by the Karnataka Soaps and Detergents Limited
- Founded in 1916 by Krishna Raja Wodeyar IV
- Setting up of Government Soap Factory

## Slide 4

### **Interesting facts**

- Excessive sandalwood reserves in the old Mysore Kingdom
- Oil factories in Shivamogga and Mysuru
- Only soap in the world with 100% pure sandalwood oil
- Mahendrasingh Dhoni, a brand ambassador.

## Slide 5

### **Benefits**

- Skin blemish-free.
- Forever young and beautiful.
- Contains lingering fragrance.

## Slide 6

<b>Any questions?</b>
<b>THANK YOU</b>

### Exercise:

1. Prepare five slides on how to apply for admission in college through 'UUCMS' portal.
2. Prepare slides on how to persuade your friend to join 'Save Environment Campaign'.
3. Prepare slides on decision making process for your career.
4. Prepare five slides on 'Digital Marketing'.

### Points to remember:

- Presentation skills are an effective way of communicating ideas and information
- Types like informative, persuasive, decision-making and demonstrative presentation

## **CHAPTER-4**

### **INTRODUCTION TO WRITING (PARAGRAPH WRITING)**

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#### **❖ Objective**

- To enable the writing skills of the learner.
- To give some insights into the process and structure of writing.
- To emphasize on paragraph writing.

#### **❖ Paragraph**

Paragraph is a group of sentences about a particular topic / subject. It enables the reader to comprehend the content in a systematic manner, if it is structured properly. A well-structured paragraph is always easy to understand and reveals the spirit of good writing.

The purpose of writing a paragraph is to give information, explain the content or concept, to tell a story or to convince someone about an idea.

#### **❖ Structure of Paragraph**

- Topic sentence - Central idea of the paragraph.
- Unity of thought – Central idea developed further into supportive sentences.
- Coherence – Arrangement of details in natural / logical order.
- Transitional devices – Means of linking ideas, topics / subjects to clarify the relationship within the paragraph.

#### **□ Types of paragraphs**

- **Descriptive**
- **Persuasive / Argumentative**
- **Comparative**



## Descriptive paragraph

Descriptive paragraph portrays how someone, something or some place looks or feels with enough details to help the reader to create conceptual picture of what is being written. It also includes how the writer feels i.e., the writer's own impression, interpretation and thoughts about his description.

Descriptive paragraph should create a sensory image on the reader's mind, and let the reader's perceptions to touch, taste, see, hear and smell what is described. An effective description uses vivid vocabulary, colourful adjectives and a lot of descriptive details in describing. Descriptive paragraphs must focus on vividly and objectively describing something to the reader.

Descriptive paragraphs can be divided into 3 types

- Description of a person.
  - Description of a place.
  - Description of an object, an event / experience.

Observe the underlined words and phrases  
about appearance & personality

### Sample 1: Description of a person.

Naresh is my intimate friend since we were in primary school. He's a tall and slim young man with pale complexion and curly dark hair. He has small brown eyes and an oval shiny face. He always wears casual clothes. Naresh is very funny, and he always makes me laugh. Also, he is a very generous and sensitive person. However, sometimes he seems to be little anxious. Naresh is very keen on playing football. During weekends, he spends time either training his football team or watching matches on TV. In addition to that, he enjoys singing and dancing, as well, and he is fond of listening to classic music. Everybody likes him for his sense of humour and modesty.

All in all, I'm happy to have such a good person as a friend; and I'm sure we'll always be close friends.

**Some useful adjectives of Personality and Physical appearance to describe a person:**

**Age:** young, elderly, teenager, old...

**Height:** tall, short, medium, average...

**Body:** thin, slim, slender, stout...

**Skin:** dark, light, white, whitish and pale...

**Face:** round, square, oval, long, wrinkled.

**Hair:** Blonde, black, curly, straight, short, long...

**Eyes:** big, small, brilliant, bright...

**Clothes:** elegant, well-dressed, fashionable, tidy, messy, casual, conservative, stylish, funky...etc.

**Personality / Character:** Optimistic, pessimistic, relaxed, happy, tense or nervous, sensible, sensitive, sociable, open-minded, close-minded, honest, sincere, trustworthy, reliable, shy/reserved, funny, self-confident, rude, polite, friendly, nice, selfish, caring, moody, talkative.... etc.

**Sample 2: Description of a Place**

My favourite place to relax is a small café down the street from where I live. This café is on a small side street and as soon as you see it, you feel like going in. There are three windows on either side of the door, and each window has a small window box with brightly coloured flowers. There is a small wooden door that opens into the café, and as soon as you go in, you can see a dozen small tables in the corner near the front windows. From here, I can look at the art work on the walls and at the pretty green plants hanging from the ceiling. With a strong cup of coffee and a good book, I feel very happy and relaxed in my favourite place.

**Sample 3: Description of an Object.**

**The pressure cooker:** A pressure cooker is an airtight metal pot that uses steam under pressure at high temperature to cook food quickly. It is a special cooking pot with a locking, airtight lid and a valve system to regulate internal pressure. Pressure cookers operate on a principle whereby the steam that builds up inside the pressurized pot cooks food at a very high temperature. This reduces the cooking time by as much as two-thirds without destroying the food's nutritional value.

So, the food cooks faster. It is therefore a time-saving device. It has a safety valve and a weight on its head. When the pressure inside the cooker reaches its optimum level, the weight lifts up automatically, a whistle is heard and the extra steam gets released in the atmosphere. However, if some food particles choke the outlet, there is danger of the cooker bursting. In that case, the safety valve gets opened up by itself and the steam leaks out. The use of pressure cooker therefore needs cautious handling. In some bigger pressure

cookers, different pans can be kept to cook two- three food items simultaneously. Food cooked in a pressure cooker is nourishing and hygienic

#### **Sample 4: Descriptive Paragraph about an Event**

**A visit to a book fair:** Book fair was held at palace grounds from 14<sup>th</sup> November to 25<sup>th</sup> November. I visited the fair on Saturday evening with my friends Amith and Virat. It was an international book fair. So, we had the good fortune to have a glimpse of the masterpieces produced in foreign countries as well. All the leading publishers of India had also set up their stalls there and latest publications were on display. Artistic title covers and fine computerised printing made the books look more attractive and alluring. The stalls offered a discount on cash sale. I bought a book on English Literature whereas my friends purchased books on general knowledge and current affairs. The visit filled me with wonder. In fact, it proved quite rewarding.

#### **Class room activity:**

1. You love your mother very much, for she is an ideal mother. Describe her in your own words.
2. One of your friends, Raman, is very gentle and polite to you. You regard him as your best friend. Describe him in a paragraph.

#### **Exercise:**

1. Develop an event descriptive paragraph using the following hints.
  - Road accidents are common in metropolitan cities.
  - Last week I was returning home from college.
  - Speeding bus hit a scooter and overturned it.
  - Pieces of broken glasses lay scattered.
  - Scooter driver and some passengers wounded badly.
  - Police arrived and arrested bus driver.
2. Write a paragraph describing a journey, imaginary or you have undertaken. You can follow the steps given below:
  - Prepare an itinerary.
  - You can make use of the following expressions, phrases and proverbs frequently used by the travelers.  
Jetlag, itchy feet, hit the road, time table, on the home stretch, call it a day, book in advance, travel over, travel through, travel light, in a storm, stopover, etc.
3. Fill in the gaps using the word phrases in the box to complete the following descriptive paragraph.

Stylish clothes, good at, childhood, good, medium, curious, light, good-looking, straight blonde. Beautiful, kindness, happy. Square, open-minded

Charitha is my close friend since \_\_\_\_\_. She's of a \_\_\_\_\_ height with \_\_\_\_\_ skin and \_\_\_\_\_ hair. She has brown big eyes and a \_\_\_\_\_ face. She often wears \_\_\_\_\_. Charitha is friendly and \_\_\_\_\_. However, sometimes she is very \_\_\_\_\_. Charitha is very \_\_\_\_\_ about drawing. During the weekends, she spends her time drawing \_\_\_\_\_ pictures. Everybody likes her for her \_\_\_\_\_. All in all, I'm \_\_\_\_\_ to have such a \_\_\_\_\_ person as a friend.

### **Persuasive / Argumentative paragraph**

Persuasive / Argumentative paragraph is a piece of writing to influence or to change someone's thought or actions. Brevity is its essence and it is an appeal to a person's sense of reason in a logical approach to persuade a reader to adopt / agree a certain point of view, to take a particular action. The argument must always use sound reasoning and solid evidence by stating facts giving logical reasoning by means of examples and quoting experts. The main idea is the point of view that you're arguing for or against. State this clearly so that your readers can easily see what your point of view is right from the beginning of the paragraph.

### **Structure of a persuasive / Argumentative Paragraph**

A persuasive paragraph will be built around one main idea, the paragraph will just include one view point, the point of view that you're arguing for. In this type of paragraph, you can either be in favour of the idea or against the idea. You don't have to support the idea in a persuasive paragraph; just try to get other people to believe that you're right.

The basic and most simple outline is similar to the elementary paragraph structure:

- Introduce the main idea in the first topic sentence.
- Support the main idea in the following sentences (2-5 sentences possibly).
- Draw your conclusion while restating the main idea in the last sentence.

### **Sample 1: social media**

The modern way of keeping in touch with people we know and being aware of current affairs is through social media. The demand for social media has grown worldwide, and it has brought some significant changes in our lives. Even though the effects of social media are debatable, everyone would agree that social media is certainly enjoyable. People use social media to express themselves and connect with others mostly, and as long as it is used harmlessly, it would not seem toxic. However, social media has increased in people to focus on the temporary, and eventually, this practice might become a permanent change.

### **Sample 2: The Importance of Reading.**

Reading is so important in one's life that without it one cannot gain knowledge. It increases stability, intelligence, positivity in people's minds. Reading has been considered a good practice not from today but from the olden times. Today's educated and employed people are good examples of this. All of them have reached this point by reading books and proved how important reading is in our life. By reading books, people can easily utilize their time, avoid negative thoughts, achieve the goals set by them, etc. Additionally, reading can easily raise the status of living. Actually, it brings changes in your language, style, attitude, vocabulary, etc. So, whenever you feel stressed or boring, you can read whatever you like.

### **Sample 3: Health and fitness**

A healthy body and mind are essential to achieve complete wellbeing. If we are healthy, we can resist our bodies from being attacked by germs. Our bodies are really sensitive and therefore, must be handled with necessary precautions. We can develop healthy habits like eating and sleeping on time to boost our overall health. This helps in becoming a healthier version of ourselves. Holistic growth can be achieved if we focus on all the aspects of our health. Such as nutrition, wellness, spirituality, and mental health. There are plenty of exercises that will boost our physical health and help us to become stronger. A stronger body would lead to less fatigue while performing any activity. It is advised that we must exercise for at least 2 hours every day for better health. We can even join fitness classes to take professional help and practice the art of health and wellness in a better way.

**Class room activity:**

1. Money never solves problems.

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2. The elderly should be cared for in their own homes.

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3. Keeping animals in zoos is inhumane.

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4. Everyone should spend several months per year working for the betterment of others in a non-profit social service organization.

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5. Education is the passport to a better life.

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### Exercise:

1. Expand the outline using hints given in the box to write a persuasive paragraph on 'plastic bags should be banned'.

- a. land and air are getting polluted
- b. Consumption of polluted water and sea food
- c. Fatal diseases and abnormalities.
- d. Educational campaigns should be conducted
- e. Indirectly consuming the plastic
- f. Causing the extinction of some of our aquatic life
- g. Use of plastics has made our lives better and bitter!
- h. Alternatives for a plastic bag are jute bag, gunny bag or paper bag.

2. Write a comprehensible persuasive paragraph about 'problems of smart phones' using the following hints.
  - a. Impacts on physical & mental health.
  - b. Loneliness and depression.
  - c. Stress and anxiety.
  - d. Sleep disorders.
  - e. Encouraging self-absorption.
  - f. Impacts on social relationships.

### Comparative paragraph

Comparative paragraph analyses two subjects by either comparing or contrasting them or both. It discusses similarities and differences of ideas, events, views, places, concepts etc. Precisely, emphasizes any two substances / subject matters that are related in some way to show how these topics / items are similar or different, their strengths and weaknesses, or advantages and disadvantages.

A comparative paragraph can either compare or contrast two topics, theories, materials and other subjects of discussion. However, there are activities where both comparisons and contrasts are necessary to be presented. A good comparative paragraph does not state the obvious. They show similarities between things that are considered different and, conversely, focuses on the differences that are considered to be similar with relevant and supportive information backed up with facts. Block method, point-by-point method are some of the types of comparative style.

**Sample:**

There are several characteristics which distinguish plants from animals. Green plants are able to manufacture their own food from substances in the environment. This process is known as photosynthesis. In contrast, animals, including man, get their food either directly from plants or indirectly by eating animals which have eaten plants. Plants are generally stationary. Animals, on the other hand, can usually move about. In external appearance, plants are usually green. They grow in a branching fashion at their extremities, and their growth continues throughout their lives. Animals, however, are very diverse in their external appearance. Their growth pattern is not limited to their extremities. It is evenly distributed and only occurs in a definite time period. Therefore, the differences between plants and animals are quite significant.

**Class room activity:**

1. Attempt writing brief comparative paragraphs on the following subjects.

- Fast food v/s Homemade food
- Education v/s Employment
- Nuclear power for peace and war
- Summer and Winter
- Books v/s Movies

**Exercises:**

1. Write a comparative paragraph on House and nest using the details given below:
  - a. Major differences & similarities.
  - b. Their construction.
  - c. Materials used.
2. Fill in the gaps using the word phrases in the box to complete the following comparative paragraph.



Cold and drizzling, place where you live, hot and sunny, period of years, minute to minute, it may rain for an hour, sunny and clear, average weather conditions, on the television, precipitation, wind conditions

Weather is all around us. Weather may be one of the first things you notice after you wake up. Chances are, if it is \_\_\_\_\_, you'll wear a jacket or rain coat when you go outside. If it's \_\_\_\_\_, you may wear shorts. Weather describes whatever is happening outdoors in a given place at a given time. Weather is what happens from \_\_\_\_\_. The weather can change a lot within a very short time. For example, \_\_\_\_\_ and then become \_\_\_\_\_. Weather is what we hear about \_\_\_\_\_ news every night. Weather includes daily changes in \_\_\_\_\_, barometric pressure, temperature, and \_\_\_\_\_ in a given location.

Climate describes the total of all-weather occurring over a \_\_\_\_\_ in a given place. This includes \_\_\_\_\_, regular weather sequences (like winter, spring, summer, and fall), and special weather events (like cyclones, tornadoes and floods). Climate tells us what it's usually like in the \_\_\_\_\_.

**Points to remember:**

- Paragraph writing is an important writing skill.
- It makes the reading easier and simple.
- Descriptive, Persuasive / Argumentative and Comparative paragraph
- Demonstrates writer's ability to write with quality

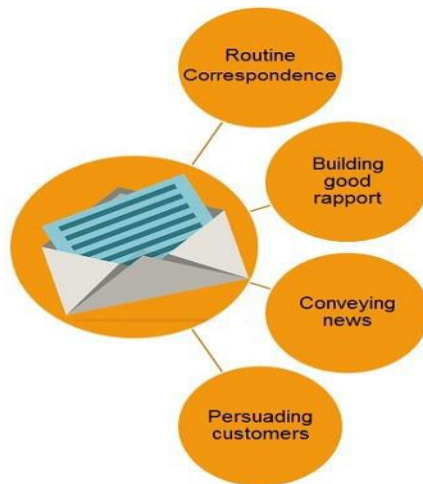
## **CHAPTER-5**

### **BUSINESS CORRESPONDENCE**

#### **Objectives:**

- To equip the learners with business communication skills.
- To create awareness about the nuances of business communication
- To hone the written communication skills of the learners

Business Communication is sharing of information with the prospective customers/clients by the businessmen. It also refers to correspondence that takes place among the business men.



It is essential for a businessman to acquire excellent communication skills so as to establish and maintain a good rapport with other businessmen /customers. Also, art of persuasion plays a vital role when it comes to woo the customers to buy their products.

#### **Types of Business Communication:**

- Letters of Enquiry
- Orders
- Letters of Complaints
- Reply to letter of complaint
- Sales Letters

## Format

- Address of the sender
- Date
- Address of the receiver
- Salutation
- Subject /Reference(optional)
- Body/content
- Pre-closing
- Leave taking

## Letters of Enquiry

Business Enquiries are letters exchanged between the businessmen and the buyers seeking or sharing information regarding the products and pricing. Customers might require some information from the buyer before placing orders and thus arises the need of drafting a letter of enquiry.

### Sample 1:

Smart Builders  
#24, Horamavu,  
Bengaluru

1 November 2022

Messrs. Tough Granites  
# 36, First Floor, Vishwa Towers  
Brigade Road, Bengaluru-560010  
Dear Sir,

I was awe-struck by the variety of the granite slabs displayed at one of your stalls in the Builders' Fair organized at the Palace Grounds last week. I am interested in buying them for a new housing complex. Please throw light on the variety in size, color, design of the slabs and pricing.

Looking forward to your response at the earliest,

Thank you

Yours faithfully,

(For Smart Builders)

## Sample 2:

Sample 2:

<p style="text-align: center;">Smrithi Academy of Sciences MG Road, Bengaluru</p> <p>20 April 2023</p> <p>The Manager Sales Division, Future Digipro Parkinson, Road, Lawley Extension Bengaluru- 560052.</p> <p>Dear Madam/Sir,</p> <p>We are setting up smart classrooms in our educational institutions and are interested in buying smart boards and accessories. We plan to equip our classrooms by the end of April as classes are set to begin from the 15<sup>th</sup> of May 2023. We therefore request you to send a catalogue along with the pricelist as early as possible.</p> <p>Yours faithfully,</p> <p>(For Smrithi Academy of Sciences)</p>
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Exercise 1: Draft an enquiry seeking information regarding display boards and racks for a college library.

Exercise 2: Draft an enquiry addressed to a computer dealer seeking information about the cost of office automation for your college office.

## Orders

Letters written to a supplier/ company by a customer/ company/institution/office with the purpose of placing orders for a product may be referred to as orders. It is essential to be accurate while placing orders i.e., specifications regarding quantity and quality of the desired product need to be mentioned in the order.

Some of the **factors** to be considered prior to placing an order

- Specifications w.r.t. colour, size, shape, material and design.
- Product Id as mentioned in the catalogue
- Quantity in litres/kilograms/ no. of units
- Unit Price
- Complete address of the place of delivery

Orders may be classified as first or trial order, repeat order and routine order.

Sample 1:

Quickfix Computer Academy #34, MKK Road, Rajajinagar, Bengaluru	
5 April 2023	
To M/S Dolphin Laptop Store #24, PR Street, MG Road, Mumbai-400023	
Dear Sir,	
Subject : Order for laptops	
Reference: Letter no. dol48/22-23	
We appreciate your quick response to our request for the catalogue of laptops and the price list. We would like to place an order for 20 laptops (Product Code: DOLPC21) for one of our branches located in Basavanagudi. We expect the laptops to be delivered before 15 <sup>th</sup> April 2023.	
Yours faithfully	
(For Quickfix Computer Academy)	

Sample 2:

Sunshine Motors  
# 55, RK Road, Marine Drive,  
Mumbai-400054

Order No. 248

4 May 2022

Galaxy Motors  
Rajkumar Road, Rajajinagar  
Bengaluru 560020

We place an order for the two wheelers listed below. Please deliver the two wheelers to the address reflected in the letter-head of the order by the last week of May 2022. Please find a cheque for 50 lakhs enclosed with this letter. Balance amount will be paid at the time of delivery.

Item	Quantity	Catalogue number	Unit Price	Total Price
Honda Activa	50	4	Rs. 85,000	4,250,000
Honda Deo	50	6	Rs. 83.425	4,171,250
TVS Scooty	25	8	Rs. 67,000	1,675,000

Enclosure: Cheque No. AM623458

Yours faithfully

M Achyut Rao

(For Sunshine Motors)

Exercise 1: Place an order for 300 boxes of coloured magic crayons subject to the manufacturer's consent to pack them in specially designed boxes for Children's Day for no additional cost.

Exercise 2: Confirm an order given over telephone for 100 Tablets for your Staff

## Letters of Complaint

Letters that raise an issue or a complaint about the delay in the delivery of goods/ malfunctioning of products or any other issue may be termed the letter of complaint.

Whenever there are instances of delay in service/erratic supply/ delivery of damaged goods, customers tend to get annoyed and lose their temper. Such a situation calls for immediate action. Customers are required to raise complaints with the suppliers. Such complaints should include the brief description of the defective delivery, reference no. /date of the order and request for redressal. At the same time care must be taken not to be discourteous and offensive.

*To err is human and to forgive is divine.*

### Sample 1

Swadeshi Home appliances  
Vinayak Street, Bellary-574356

25 August 2024

Messrs.Fine cleaners Ltd.  
#36, Jindal Towers  
Bellary.

Dear Sir,

Subject: Regarding replacement of defective vacuum cleaners

We had placed order for 150 Dust Free vacuum cleaners for our showroom and received the consignment yesterday, 24 August 2024.

While receiving stock, our staff found that more than 50% of the vacuum cleaners malfunctioned. The extension pipes do not fit into the cleaners and keep getting detached from the cleaners thus making the task of cleaning tedious and cumbersome.

We are disappointed with the quality of the items sent and request you to make arrangements for the replacement of the items. As the items occupy a large space, we would like you to collect the items in a day or two.

Yours faithfully  
(For Swadeshi Home appliances)

## Sample-2

Happy Stay Resorts  
Marine Drive, Pune-460098

26 September 2023

Messrs. Happy Home Appliances  
# 66, C.V. Raman Nagar, Bengaluru

Dear Sir,

Subject: Regarding short supply

We had ordered 10 washing machines and 10 driers on 16 September 2023. But we have received only 6 washing machines and 4 driers. It's a holiday season and we have a mad rush at our resort. Please treat this as priority and make arrangements to deliver the machines at the earliest.

In anticipation of quick action

Yours faithfully

(For Happy Stay Resorts)

### Exercise 1

You placed an urgent order for office stationery and the supplier promised to deliver the goods in 24 hours. But no items have been delivered even after two days. Draft a complaint to the supplier.

### Exercise 2

You placed a bulk order for art paper with Bombay Paper Mart. The quality of the paper supplied is inferior to that of the sample shown. Draft a complaint stating that you would be compelled to cancel the contract if they do not supply paper of the same quality as the sample approved prior to placing order.



## Reply to letter of complaint

Any complaint received by the dealer/supplier necessitates immediate action. Soon after examining the complaint, action must be initiated to redress the issue. The first step towards redressal is to acknowledge the mistakes/errors mentioned in the complaint and to assure that the issue would be resolved at the earliest.

### Points to be remembered

- Outright denial of the issue or offensive reaction often affects business relations.
- Letters of Complaints must be apologetic in tone. Remember not to react but to respond.
- Redressal measures must be taken in time in order to retain the goodwill.

### Sample 1:

	Shinewell Ceramics #64, KuvempuMarg, Shivamogga
30 October 2022 Messrs. Ramson Enterprises 6 <sup>th</sup> Cross, Shanthinagar Thirthahalli, Shivamogga577343.	
Dear Sir,	
Ref: Letter of complaint dated 29 October 2022	
We have received your complaint and noted the contents and regret the inconvenience caused to you. We assure you to replace the damaged sets of Bone China glassware in two days. Please accept our apologies.	
Yours sincerely	
(For Shinewell Ceramics)	

## Sample 2

Smartvision Electronics  
#110, Industrial Suburb,  
Rajainagar, Bengaluru 560020

20 February 2023

Mr. Ravish Patel  
#44, 5<sup>th</sup> Main 4<sup>th</sup> Cross  
Bapujinagar, Bengaluru.

Dear Mr. Patel,

Subject: Letter of complaint dated 18 February 2023

We are sorry to note that you were unable to watch your favourite programmes for the last two days due to the poor reception of the set you bought from us three months ago.

Our serviceman who examined your TV set has found that it has been opened and a few parts were found to be replaced. Because of the poor quality of the spares, TV appears to have malfunctioned. Although entitled to a guarantee for five years, you cannot avail the benefit as the TV has been repaired earlier by an unauthorized person.

We would be glad to repair your TV set and replace the parts if necessary. The cost of the parts must be borne by you; however, service charges will be waved off. The bearer of this letter is an authorized serviceman and will attend to the problem once he receives your consent.

Yours sincerely

(For Smartvision Electronics)

## Exercise 1

A company which organizes its conferences in conference hall at your resort has complained about poor service during the conference held recently. Draft a reply as sent by the Customer Relations Manager.

## Exercise 2

A customer has returned a bill stating that he has been charged for goods that were not delivered to him. Draft a letter to be sent with the corrected bill.

## Sales Letters

Letters promoting the sales of a product are referred to as Sales Letters. A Sales letter is an individualized form of advertising and publicity. Some of the objectives of drafting a sales letter are:

- To create interest and desire to buy the product
- To overcome the buying resistance
- To win confidence and build trust

### Sample 1

Live Well Products  
#42, 2<sup>nd</sup> Floor, 6th Main,  
Basavanagudi, Bengaluru

20 November 2022

Dear friend,

The mouth is the weapon with which we kill ourselves. It opens and shuts too often for food. Too much food leads to fat.

Fat can cut life short. High blood pressure, strokes, heart diseases, diabetes are all dangerous, alone or in combination; they can all be caused by fat. Irrespective of their age people are suffering from obesity.

No need to panic! You just have to watch for the signs of fat: belt moves a notch, a hook needs a new eye, a zip needs extra effort. That's a sign to push you to burn calories. This is where we would like to pitch in. The Gold Coin K-Plan Special Breakfast is a slimming diet programme offered in cartons of 500 grams. Each carton offers a card that entitles the buyer to a free health check-up before the 15<sup>th</sup> of next month at any of the clinics mentioned on the card and also to a free sample pack of Gold Coin K-plan Special Breakfast.

Get set! Go for *The Gold Coin K-Plan*! Happy burning of calories!

Yours sincerely

(For Live Well Products)

## Sample-2

Golden Bow Store  
# 54, Alankar Plaza  
KT Street, Bengaluru

16 July 2022

Mrs. Naidu  
#88, 9th Main, 2nd Phase  
JPNagar, Bengaluru

Dear Mrs. Naidu,

Don't lose this letter or you'll lose your free gift!

At Golden Bow Store, we are having our Annual Festival Sale and we want you to be there, for outstanding savings on everything in the store.

And a FREE gift everyone will love.

Beginning 21 December 2022 and ending 31 December 2022, Bow Store will offer huge discounts upto 60% on selected items.

60% off on all Readymade garments

45% off on all Footwear

30% off on all Glassware

Mark your calendar and visit our store. Offer exists till the stocks last.

So be the early bird and grab the opportunity.

Yours sincerely

(For Golden Bow Store)

### Exercise1

As an agent for a chain of hotels at hill stations and holiday resorts, draft a sales letter to be sent to high income group persons offering off-season packages.

### Exercise 2

As the Manager of a bank, write a sales letter to your customers to promote the credit cards introduced by your bank.

**Points to remember:**

- Business letters improve business prospects
- Art of persuasion plays a vital role to woo the customers
- Communication skills and excellent vocabulary required for business
- Types of letters like letters of enquiry, letters of complaint, order letters and sales letters
- Format to be kept in mind while composing a business letter

## **CHAPTER-6**

### **COMMERCIAL WRITING**

#### **Objectives:**

- To introduce the genre of commercial /business writing
- To know the diction and style of commercial writing
- To improve writing skills

Commercial writing is writing for business. It is also known as copywriting. Copywriting is the creation of text for the advertisement or marketing of one specific company. It aims to raise brand awareness and persuade an audience to take a particular action, such as purchase an item. A commercial writer or a copy writer, writes 'copy' or 'text' to communicate with their customers and more importantly, with potential customers. Commercial Writing is a huge field which includes writing

- Press releases
- Advertisement copy
- Brochures
- Sales letters
- Catalogue descriptions
- Company newsletters
- Website content
- Website advertisements
- Scripts for television/radio advertisements
- Scripts for promotional films
- Direct mail campaigns
- Articles for publication in trade/specialist magazines
- Speeches

But in addition to these external jobs, a copywriter can also be asked to perform services inside the company such as

- internal corporate newsletters
- training manuals
- office procedures
- job advertisements
- corporate vision statements
- company reports
- motivational posters

Some of the types of commercial writing are discussed below:

### ❖ **Advertisement Writing:**

An advertisement is a promotional announcement calling the attention of the public and the masses regarding various products, services or offers through an attractive visual. They are paid public announcements and have a format. Advertisements can be done through various media channels such as print media, broadcast media, newspapers, magazines, outdoor and digital media as well.

#### General Guidelines for Advertisement Writing

- Must use simple language
- Must be free from jargons
- Must be comprehensive, yet concise
- Location and contact details must be included
- Monetary value/ details of payment may be included

### **Types of Advertisement Writing:**

Advertisement Writing can broadly be categorized into two categories.

- Classified Advertisement
- Commercial Advertisement

#### ➤ **Classified Advertisement**

They are found in the classified columns of newspapers or magazines. They are used by the general masses to convey the message in the shortest & simplest manner. Here are the features and categories of classified advertising writing:

#### **Features of Classified Advertisement Writing**

1. Classified advertisement writing has a word limit of 50
2. Advertisement writing such as To-let, lost and found, sale and purchase, accommodation, tours, and travels are included in classified advertisements.
3. Contact information or phone numbers are provided.
4. Present content inside a box

## Categories of Classified Advertisement

- **Situation (post) Vacant:** Name & number of vacant post, provide employer name and address, qualification desired salary and other perks etc.
- **Situation (post) Wanted:** Name of the person interested to apply, qualification, additional skills, contact details etc.
- **To-let:** accommodation type, no. of rooms available, location, rent amount, contact details, etc.
- **Sale and purchase of property/Vehicles/Goods:** Specifications of the subject, location, price, contact details
- **Lost & found:** Description of the subject, rewards, contact details, etc
- **Tuition:** Subject offered, Class, Board, Fees, previous results (if any), location & contact information etc.
- **Education institutions promotion:** medium of instruction, affiliation (state/central/international), type (kindergarten, high school, college), extra – curricular facilities, contact person/ number
- **Missing persons:** name, age, sex, time/date of missing, languages known, appearance, attire worn when seen last, contact details if found etc.
- **Tour and Travels:** destination, mode of travel, duration, other facilities, contact details etc.
- **Matrimonial:** sex, age, marital status (single/divorced), profession, salary, any specifications related to caste/religion, food habits, etc.

## Examples:

TO LET
A four <b>BHK</b> flat, area 1960 sq. ft. second floor, marble flooring, attached washrooms, 24x7 water and electricity, round the clock security, Badminton Court, Swimming Pool, Party Hall, Ample parking space, located at Sector-26, Opposite S.S. Petrol Pump, near main market, interested families may contact : 999xxxxxx or 899xxxxxx, e-mail :xyz@gmail.com.

FOR SALE
Maruti Suzuki Zen is available for sale, 900 Cc, New Tyres, Scratch less body, insured with all required documents, inbuilt music system, run 15000 kms, single handed, mint condition for Rs. 1 lac only, interested buyers may contact Mr. Ravi @ 92xxxxxxx Or meet personally after 5 o'clock in the evening.



## ➤ **Commercial Advertisement**

Commercial advertising means advertising of commercial interests which promotes or identifies goods and/or services as a result of the exposure of the business name.

### **Features of Commercial Writing**

- Attractive with slogans or Catchy phrases, sketches or photos are included
- Comprehensive, clear yet precise manner
- Special offer, discount, and address for communication are provided

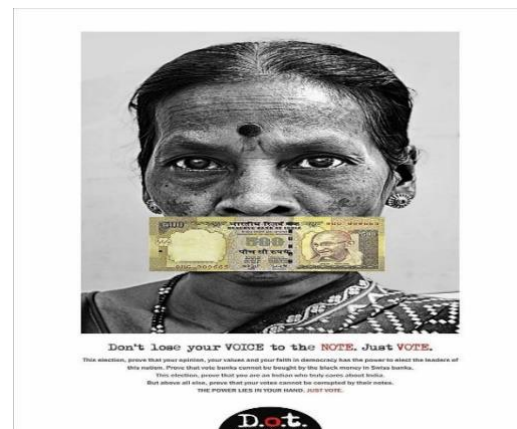
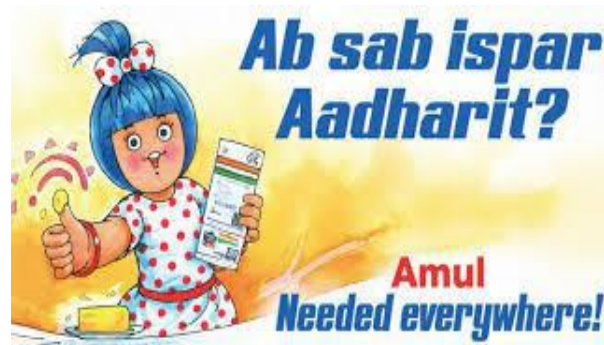
### **Types of Commercial Writing:**

- ***Outdoor Advertising:*** Large hoardings or billboards including a visual representation of the product or services in an attention-grabbing manner
- ***Print Media:*** Inside the box advertisement in the newspapers, magazines, leaflets, handouts, etc using bold headlines & colourful visuals
- ***Digital Advertising:*** Basically, used in the Browser platforms or through social media
- ***Public Service Advertisement:*** Issued in the form of videos or photographs in TV or public places for creating awareness.
- ***Commercial advertising:*** used for promotion of products
- ***Social advertisement:*** used for creating awareness among viewers.

### **Guidelines for writing Commercial Advertisements:**

- Use a catchy headline
- Bold out the offers
- Use Alliteration or metaphors
- Proportional fonts
- Give name, contact and other details
- Put the advertisement in a box

## Examples:



## ❖ Product Manual:

A product manual is a technical communication document intended to give assistance to people on how to use a product. A good product manual assists users on how to use a product safely, effectively and efficiently. A good user manual is concise and uses jargon-free language. A good user manual should answer HOW and WHAT questions. They should contain information about what happens if a task is not done correctly. Other names, or other forms of a user manual are:

- User guide
- Instruction manual
- Quick Start Guide
- Installation manual
- Software manual

A product manual consists of

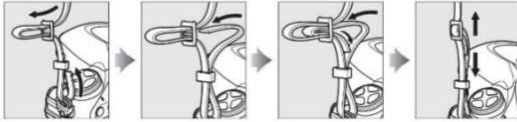
- Textual visual information (illustrations, screenshots, tables etc.) to assist the user in completing specific tasks.

## Quick Start Guide

Follow these steps for a quick start with the D800.

### 1 Attach the camera strap.

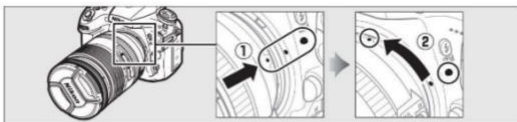
Attach the strap securely to the camera eyelets.



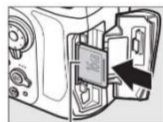
### 2 Charge (19) and insert the battery (21).



### 3 Attach a lens (24).



### 4 Insert a memory card (29).



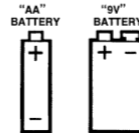
Front

xxi

## DiGiTCON RADIO CONTROLLED VEHICLE INSTRUCTION MANUAL

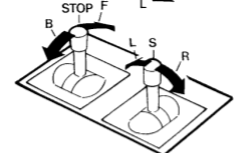
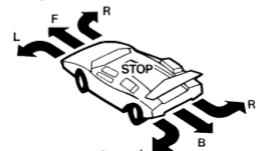
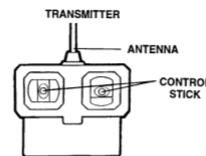
### INSTALLING THE BATTERIES

- 1) Set the Power Switch of Vehicle to "OFF" position.
- 2) Insert eight (8) "AA" batteries (NOT INCLUDED) in the Vehicle.
- 3) Insert one (1) "9V" battery (NOT INCLUDED) in the Transmitter.
- 4) Make sure to place batteries as marked (+) (-).
- 4) The Vehicle is now ready for operation. It will go in accordance to your operation of the 2 Control Sticks on Transmitter.
- 5) The Vehicle will stand still when you release the 2 Control Sticks and the power of Transmitter automatically turns off.
- 6) Try more and you will find it very easy to drive your Vehicle in even the smallest area.

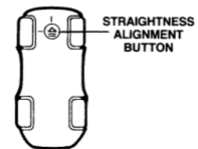


### OPERATING INSTRUCTION

- 1) Extend the Telescopic Rod Antenna on Transmitter to full length. (Some models use flexible type Antenna).



- 7) Adjust the Straightness Alignment Button on bottom of Vehicle if it does not travel forward in a straight line.



- 2) Select "H" or "L" Gear by turning the Gear Shift Knob on back of Vehicle. (SOME MODELS DO NOT HAVE).
- 3) Set the Power Switch of Vehicle to "ON" position.

KA WAH MANUFACTORY LTD.  
FCC ID: F5189449  
EXHIBIT #: SA



- Both procedural information (step-by-step instructions) and conceptual information (information the user needs in order to understand procedural information).
- Jargon-free language.
- Information that is relevant for the intended user of the product.

Different kind of products need a user manual. A product can be a system, tool, device, an instrument, a piece of software or an app. Depending on the type of product, a user manual might include:

- Logo of the product
- Product name
- Model or type number
- Intended use
- Features/accessories
- Description of the main product elements
- Description of the user interface
- Safety warnings

- Installation instructions
- Description of how to use/operate the product
- Troubleshooting section and instructions on how to solve problems
- Maintenance information
- Repair information
- Information on disposal of the product and packaging
- Technical specifications
- Table of content
- Index
- Glossary
- Warranty information
- Contact details

### **Examples of product manual:**

#### **❖ Poster/ Brochure Writing**

Brochures and Posters are one of the most practical forms of sharing information to a wide population. They are useful to reach out to the general public to spread awareness of a specific topic or to bring attention to companies and introduce particular services. Brochures and/or pamphlets are a practical way to inform readers about a service, advertise to the public about companies or to promote products. Brochures are distributed at locations such as office, schools, restaurants, local companies, etc.

- **Poster Writing:** A poster is a single piece of paper that is posted to draw in the attention of the public while providing information about a particular topic. Posters include eye catching images and visual designs, bright colours, and various text fonts and sizes. Posters give people an opportunity to reach out to the general public to spread awareness to a topic or to bring attention to companies and introduce services at numerous locations.

### **Types of Posters:**

- **Advertising:** Advertisement posters are used to promote an event, a new product, and/or a new company/organization. Advertising posters are usually colourful and include large visuals to draw in the attention of individuals where it can be readily noticed.
- **Informative:** Informative posters are used to educate and influence individuals about a specific topic. They are used to create awareness about

local, national, or international problems and to inform people of campaigns happening that contribute to causes.

- **Subjective:** Subjective posters are used to publicize a particular topic. They are sold/provided at public events, exhibitions, or functions for organizations and/or companies.
- **Affirmation:** Affirmation posters are used for inspiring the public. Motivational quotes, meaningful pictures, holy books, and slogans can be featured. They are meant to brighten someone's day and lift them up. Affirmation posters can often be used for public reminders to remain in sight of their goals, priorities, and their future.
- **Propaganda:** Propaganda posters are used to associate with corporate communication or political campaigns. Often, they feature organization/company logos and provide the values or mission statement of a company, organization, or political candidate.

### Format of a Poster

There are **six** key structure/format elements included in a poster: **Header, Title, Main Area, Footer Area, Background, and Fonts.**

▪ Header	Headings are not required in all posters, but would be the ideal spot to place the logo of the company or organization the poster is being made for.
▪ Title	The title should be clearly visible, not too lengthy, and be interesting enough to catch the attention of the public. Due to lack of space, titles are often placed beside the logo.
▪ Main Area	In the main area, the poster's main statement and/or visual is to be placed here. The main area can be structured and sub-divided by using multiple columns or an image across all columns, etc. The main area is to provide the eye-catching content to draw the attention of others.
▪ Footer Area	Header and footer can be viewed as a framework tying the whole poster together. However, the footer is not just a graphic element; this is where you can indicate references and contact details as well.
▪ Background	Posters not only use bright colours to stand out, but often includes a structure or an image as the background. This visual should relate to the poster's topic and be subtle

	enough not to take away the attention from the purpose of the poster.
<ul style="list-style-type: none"> <li>▪ Fonts</li> </ul>	In a poster you can use various types of fonts that will catch the attention of readers; but should not be too distracting or difficult to read. Large and decorative fonts should be avoided. Emphasis such as underscores, italics, and coloured font should also be avoided.

### Examples:



### ➤ Brochure Writing:

A brochure, also known as a pamphlet, is an informational paper that is mainly used for advertising. A brochure is a single piece of paper that can be folded in many ways, with summary information regarding an organization, company, product, service, etc., printed on either side of it. The brochures include particular information and are dedicated to target audience. In addition, the design of the brochures is more appealing. Brochures can be distributed manually, via mail or email, or placed in brochure racks. Usually, brochures are printed on a single tri-fold sheet of thick glossy paper and include pictures, photos and other graphics.

### Guidelines for writing a brochure:

- **Determine the audience** for the message. Brochure may be directed toward specific groups, such as potential clients, funders, the media, or a broad audience.

- **Decide on the purpose** of brochure: persuading, informing, entertaining, etc.
- **Text should be concise and accurate** owing to space limitation. The text should be written in short sentences with positive language and active voice.
- **Avoid too many pictures or flashy colours** on the brochure.
- **Add a call to action at the end of the brochure.** You can ask your readers to make a phone call, visit a website for more details, or purchase a sample of your product.

*Sample template of a tri-fold brochure*

Some of the types of brochures are **Bi-Fold Brochures**, **Tri-Fold Brochures**, **Leaflets/ Flyers** and **Z-Fold Brochures**.



**Exercises:**

1. You are a General Manager of Hotel Yellow Park, Delhi. You need a receptionist for your hotel. Draft an advertisement in not more than 50 words to be published in 'Hindustan Times' to fill up the post.
2. Arun Gupta of M-3, Neel Kamal Apartment, Shimla, has a very sound knowledge of tourist palaces in Shimla. He wants to work as a Tourist Guide during the winter break. Write out a suitable advertisement for publication in the Tours and Travel Section of a local newspaper in about 50 words.



3. You are looking for an alliance for your brother/sister. Draft an advertisement in about 50 words for 'Matrimonial Column' of 'TIMES OF INDIA' describing the expectations of the bride/groom.
4. You have recently constructed a house with all the facilities. As you have decided to give it on rent, draft a suitable advertisement in not more than 50 words for the 'To Let' column of a local daily. Insert the necessary information including contact information.
5. You are the General Manager of Hybrid Technologies Company Ltd., which requires posh bungalows on company lease, as guest houses. Draft an advertisement in not more than 50 words stating the requirement.
6. Mr. Abhith has lost a file which contained all his marks cards while travelling to Bengaluru from Cochin. Draft an advertisement for Lost and Found column of a news daily with the essential details.
7. You are conducting an employment drive in your college. Design a poster containing the vital details.
8. You are the Secretary of Cultural Association of S.L.V. Elegant Apartments and planning to have Kannada Rajyothsava celebrations at your apartment complex. Design a poster with the required information.
9. Design a poster on the green campus drive which has been organized in your college.
10. You are beginning fitness and yoga class in your locality. Draft a brochure which includes the important details.
11. Design a brochure on your new venture of beginning a financial services company providing the necessary information.
12. You are a travel organizer. Design a brochure for a new package of tour 'Wild Life of Karnataka' with the necessary details.

### **Points to remember:**

- Keep commercial writing short and simple
- Use catchy headlines
- Be informative
- Use simple, jargon-free language

### **References:**

- <https://www.writing-world.com/tech/comintro.shtml#:~:text=What%20is%20Commercial%20Writing%3F,more%20importantly%2C%20with%20potential%20customers.>



- <https://ecampusontario.pressbooks.pub/writingcorrections/chapter/chapter-4-brochures-newsletters-and-posters/>
- <https://marketingwit.com/types-of-brochures>
- <https://academichelp.net/business-writing-help/write-brochure.html>
- <https://instrktiv.com/en/user-manual-template/>

**Question paper pattern**

**Model question paper**

**III Semester B.Com./BBA and other courses coming under the Faculty of  
Commerce and Management**

**(As per NEP Model)**

**Generic English – Language English-III (Envision-III)**

**QUESTION PAPER PATTERN**

<b>SECTION-A (40 marks)</b>		
<b>I</b>	<b>Play-Dance Like a Man (2 out of 3)</b>	<b>2x5=10 marks</b>
<b>II</b>	<b>Play-Dance Like a Man (2 out of 3)</b>	<b>2x10=20 marks</b>
<b>III</b>	<b>Speeches (2 out of 3)</b>	<b>2x5=10 marks</b>
<b>SECTION-B (20 marks)</b>		
<b>IV</b>	<b>Presentation Skills (1 out of 2)</b>	<b>5 marks</b>
<b>V</b>	<b>Paragraph Writing (1 out of 2)</b>	<b>5 marks</b>
<b>VI</b>	<b>Business Correspondence (1 out of 2)</b>	<b>5 marks</b>
<b>VII</b>	<b>Commercial Writing (1 out of 2)</b>	<b>5 marks</b>

**INTERNAL ASSESSMENT MARKS ALLOTMENT-- 40 marks**

1	Assignments/projects/debate/role play/quiz etc.	10 marks
2	Internal Test (2)	10+10=20 marks
3	Seminar/presentation/group discussion/case study etc.	10 marks

**III Semester B.Com./BBA and other courses coming under the Faculty of  
Commerce and Management**

**(As per NEP Model)**

**Generic English – Language English-III (Envision-III)**

**MODEL QUESTION PAPER**

**Time-2 ½ hours**

**Marks-60**

**Instructions:** *1. Read the instructions carefully before writing the answer.  
2. Write the correct question number.*

**Section-A (40 marks)**

**I Answer any two of the following in about a page each. 2x5=10**

1. What are the arguments over Lata's career as a dancer after marriage?
2. How do Jairaj and Ratna react to the antics of Viswas, as soon as they enter the house?
3. Why are Lata's parents worried in the first Act of the play?

**II Answer any two of the following in about two pages each. 2x10=20**

1. How does Mahesh Dattani employ new dramatic technique in the play 'Dance Like a Man'?
2. 'Dance Like a Man is a brilliant study of human relationships and weaknesses.' Explain.
3. Dattani unfolds the age-old battle between tradition and youthful rebellion in the play 'Dance Like a Man'. Elaborate this statement highlighting the characters in the play.

**III Answer any two of the following in about a page each. 2x5=10**

1. How does Swami Vivekananda uphold the spirit of religion and universal toleration in his address at the Parliament of Religions in Chicago?
2. What are Gandhi's views on law and orderliness in society, as expressed in his speech?
3. Explain the first story about connecting the dots, as narrated by Steve Jobs.

## Section-B (20 marks)

### IV Presentation skills (any one)

5

1. Write five slides for a presentation on the convenience of digital payment in business.
2. You are making a presentation on the ill-effects of smoking on our health. Draw slides by writing suitable points in them.

### V Paragraph writing (any one)

5

1. Write a paragraph on the tourist place you visited recently. Use the following hints.
  - Historical/religious significance of the place
  - How did you get there
  - Your feedback on the journey
2. Write a paragraph expanding the outline given in the box.

Entertainment-different forms-movies-drama-television shows-OTT platforms-web series-each different from the other in content and pattern-advantages and disadvantages of these content-care to be taken while making a choice-parental guidance for children-compare and contrast different forms

### VI Business correspondence (any one)

5

1. Super Plastics in Mysuru receives a complaint from CardiaCARE Hospitals regarding the quality of chairs and tables supplied. Write a suitable reply to the complaint.
2. As a Coordinator, write a letter of enquiry to Classic Sports Arena regarding purchase of 100 shuttle boxes and 100 shuttle racquets for a sports camp to be held in your club. Highlight all the specifications required.

### VII Commercial writing (any one)

5

1. Your college is organizing a blood donation camp under the banner 'APPU FOREVER'. Make a poster sharing the details of the camp.
2. You are running a Darshini hotel. Advertise your start-up by giving details of the varieties of food available in your hotel.