

■ Leadership Skills ■

SYBA (SEM-3)

SEC: Advanced Communication Skills in English -III



Leadership Skills

The term 'soft skills' refers to a group of skills and personal qualities that present-day employers look for and value in their employees. Soft skills relate to excellent communication skills, both spoken and written, positive personality traits, social skills, and personal attitudes. In this sense, soft skills complement hard skills, which have to do with the technical requirements of a job.

Hence, you may have the right professional qualifications, be academically brilliant, and perhaps even have the required work experience, but you will be successful in an organisation only if you know, for example, how to work as part of a team or how to get along with both your senior and junior colleagues. In other words, soft skills are all about how you deal with people. They are very important in the present-day professional context that requires constant interaction and communication.

Thus, it is not surprising that very often, an interviewer talking to two different candidates with equally impressive CVs decides in favour of the one who seems relaxed, open, friendly, and well-adjusted. Of course, neat personal appearance and a pleasing personality also make a positive impression in such situations.

While soft skills are acquired early in life and depend to a great extent on the environment in which you were brought up, they can also be consciously learnt. The process could begin either by asking someone who knows you closely or through an honest self-appraisal. You can begin by looking at some of the soft skills recommended by behavioural training experts.

In short, soft skills are personality traits that determine a person's interaction with others and the ability to be successful at work. Soft skills complement a person's professional skills and affect his or her performance at work, relationships with colleagues, and career prospects.

Some important soft skills employers look for in the people they employ are attitude, adaptability, goal setting, motivation, time management, stress management, critical thinking, problem solving, teamwork, and leadership.



Dr. Rakesh Patel



www.drrakeshpatel.com



www.facebook.com/iamdrrakeshpatel



www.youtube.com/@edustani
www.youtube.com/@TRAQStudio



www.instagram.com/iamdrrakeshpatel/



■ Leadership Skills ■

SYBA (SEM-3)

SEC: Advanced Communication Skills in English -III

Questions and Answers

1. List five skills that can be considered to be part of the soft skills repertoire of an individual.

Ans: Five soft skills are:

- Communication skills
- Teamwork
- Leadership
- Time management
- Problem-solving

2. How do we acquire soft skills?

Ans: Soft skills are acquired through our environment and can also be learned through practice and training.

3. Why do you think relationships are important in the work environment?

Ans: Good relationships help people communicate effectively and work together successfully.

4. How does teamwork complement your soft skills?

Ans: Teamwork improves communication, cooperation, and interpersonal skills.

5. Give examples of soft skills mentioned in the passage.

Ans: Examples of soft skills are:

- Communication skills
- Positive attitude
- Adaptability
- Goal setting
- Motivation
- Time management
- Stress management
- Critical thinking
- Problem-solving
- Teamwork
- Leadership

6. Make notes of the key points and sub-points from the passage regarding soft skills.

Ans: Soft Skills

1. Meaning

- Personal qualities and traits
- Communication and social skills
- Positive attitudes

2. Importance

- Complement hard skills
- Help in workplace success
- Improve interaction with others

3. Development

- Acquired through upbringing
- Can be consciously learned
- Improved through self-appraisal and training

4. Examples

- Communication
- Teamwork
- Leadership
- Time management
- Motivation
- Adaptability
- Stress management
- Critical thinking
- Problem-solving

7. What qualities do you need for employment apart from your qualifications?

Ans: You need communication skills, teamwork, leadership qualities, adaptability, and a positive attitude.

8. State the relation between soft skills and work environment.

Ans: Soft skills help employees communicate well, work in teams, and maintain good workplace relationships.

9. Explain the following sentence in your own words:

“In other words, soft skills are all about how you deal with people.”

Ans: This means that soft skills help a person communicate, cooperate, and interact effectively with others.

10. Write down the meanings of the following words:

Ans:

- a. Professional: Related to a job or profession.
- b. Team: A group of people working together.
- c. Skills: Abilities required to do something well.

11. Pick out words from the passage that convey the following meanings:

Ans:

- a. Addition: Complement
- b. Conclusion: In short
- c. Contrast: But
- d. Comment: Impression



Dr. Rakesh Patel



www.drrakeshpatel.com



www.facebook.com/iamdrrakeshpatel



www.youtube.com/@edustani
www.youtube.com/@TRAQstudio



www.instagram.com/iamdrrakeshpatel/

■ Passage - 2 ■

SYBA (SEM-3)

SEC: Advanced Communication Skills in English -III

The Responsibilities of Young Citizens - Lal Bahadur Shastri

Whatever your station in future life, you should first of all think of yourselves as citizens of this country. This confers on you certain rights, which are guaranteed by the Constitution, but it also subjects you to certain responsibilities, which also have to be clearly understood.

Ours is a democracy, which enjoins freedom to the individual, but this freedom has to be subjected to a number of voluntary restraints in the interests of organised society. And these voluntary restraints have to be exercised and demonstrated in everyday life.

A good citizen is one who obeys the law, whether there is a policeman around or not, and who takes delight in performing his civic duties. In the olden days, sense of self-restraint and discipline was inculcated by the combined effort of the family and the teacher. The economic stresses of present-day life unfortunately do not leave enough time to the parents to look after the children.

In the educational institutions the numbers have grown so large as to take away the benefits, which used to accrue formerly by personal contact between the teacher and the taught. Inevitably, our young students are often left much to their own resources. Often this creates problems, which we all know about. This is an important aspect, which needs thorough examination. The responsibility of our young citizens is great. In my view every station in life is important in itself. Work has its own dignity and there is great satisfaction in doing one's own job to the best of one's ability. Whatever the duties, we should apply ourselves with sincerity and devotion. Such an approach, apart from being good in itself, also has the added advantage of opening avenues for further advancement. We have to see whether we have done our own job well before thinking of criticising anybody else. All too often, we succumb to the temptation of decrying others without bothering to look to ourselves.

Never forget that loyalty to the country comes ahead of all other loyalties. And this is an absolute loyalty, since one cannot weigh it in terms of what one receives. It is essential to remember that the entire country is one and that anyone who fosters or promotes separatism or fissiparous tendencies is not our true friend. What I have said stems from a desire to see that the youth of our country prepares itself in a disciplined and determined manner for the responsibilities of tomorrow. A democratic country is sustained not by the greatness of a few but by the cooperative effort of the many. The future of the country is in your hands and as the older generations complete their task the new ones come along to take their place. If they are well equipped as individuals and as citizens, the country's future will be bright indeed. At a time when you are at the threshold of a new period in your life I would urge you to play your role with confidence.

Our position with regard to secularism is known so well that it hardly needs any reiteration. It is embodied in our Constitution, which ensures equal respect for all religions and equal opportunities for all citizens, irrespective of their caste and creed and the faith which they profess. In spite of a seeming diversity, there is a fundamental unity in India, which we all cherish and it has to be our constant endeavor to maintain and strengthen this unity.

The country can progress only if it does away completely with fissiparous tendencies and emerges as an integrated whole. And it is in the field of education that the seed of secularism has to be sown at the earliest stages, so that the plant can be carefully nurtured as it grows.

Nooyi

(Abridged version of a speech delivered by Lal Bahadur Shastri on 19 December 1964)



Dr. Rakesh Patel



www.drrakeshpatel.com



www.facebook.com/iamdrrakeshpatel



www.youtube.com/@edustani

www.youtube.com/@TRAQStudio



www.instagram.com/iamdrrakeshpatel/

■ Passage - 2 ■

SYBA (SEM-3)

SEC: Advanced Communication Skills in English -III

Questions and Answers

1. What is the main idea of this passage?

Answer: The passage explains the responsibilities of young citizens and emphasizes discipline, loyalty, secularism, and national unity.

2. Describe two characteristics of a good citizen.

Answer: A good citizen obeys the law and takes delight in performing civic duties.

3. Which two institutions helped inculcate the qualities of a good citizen in human beings in the past? Are they as effective today as they were earlier?

Answer: The family and the teacher helped inculcate these qualities. No, they are not as effective today because parents have less time and educational institutions have become very large.

4. What role has education to play for the development of our country?

Answer: Education helps promote secularism, national unity, and responsible citizenship from an early age.

5. What will make our youth well-equipped as individuals and citizens?

Answer: Discipline, determination, sincerity, devotion to duty, and a sense of responsibility will make them well-equipped.

6. Explain the meaning of 'absolute loyalty'.

Answer: Absolute loyalty means complete devotion to the country without expecting anything in return.

7. Rephrase the following sentence beginning with the agent (doer of the action) as the subject.

Answer: The cooperative effort of the many sustains a democratic country, not the greatness of a few.

8. Explain the following sentence in your own words:

"In spite of a seeming diversity, there is a fundamental unity in India."

Answer: Although India has many religions, languages, castes, and cultures, all Indians are united as one nation.

9. Write the meanings of the following words.

- a. **fissiparous:** tending to cause division or separation
- b. **secular:** treating all religions equally
- c. **advancement:** progress or promotion
- d. **inculcate:** to teach or impress repeatedly

10. Fill in the blanks with the correct form of the verb in brackets.

- a. The students in the class are thinking of ways to celebrate Teachers' Day.
- b. The soldier succumbed to his injuries.
- c. It is important that we sustain the environment for the greater good.



Dr. Rakesh Patel



www.drrakeshpatel.com



www.facebook.com/iamdrrakeshpatel



www.youtube.com/@edustani
www.youtube.com/@TRAQStudio



www.instagram.com/iamdrrakeshpatel/

■ Indra Nooyi: A Corporate Giant ■

SYBA (SEM-3) (10 Marks)

SEC: Advanced Communication Skills in English – III

Indra Nooyi has directed the company's global strategy for over a decade and was the primary architect of its restructuring, including the divestiture (restructuring/selling off subsidiary business) of its restaurants into the successful Yum! Brands, inc. (incorporated-legally established), the spin-off (creating another independent sub business) and public offering of company-owned bottling operations into anchor bottler Pepsi Bottling Group (PBG), acquiring Tropicana, and the merger with Quaker Oats that brought the vital Quaker and Gatorade businesses to PepsiCo. She earned plaudits (appreciation) for her strategic planning and vision.

Recently, Nooyi has been driving critical cross-business initiatives to enhance operations and enable PepsiCo to meet the changing needs of consumers and retailers, the company said. Speaking on behalf of PepsiCo's board of Directors, Presiding Director Robert E Allen said: 'We have seen first-hand the difference that Indra has made on the business and the people, and we look forward to working even more closely with her to usher (help) in the next generation of dramatic growth and advancement that has been a hallmark (identity mark/symbol) of PepsiCo since its founding.'

On her part, Nooyi described her elevation (advancement/progress) as a humbling experience. 'I am humbled by the opportunity to lead PepsiCo, and profoundly grateful to follow in the footsteps of Steve Reinemund, Roger Enrico, Wayne Calloway and Don Kendall. Steve has steered (directed) the company to a strong and enviable position, and he will be a continuing source of wisdom and perspective. I am equally fortunate to have amazing partners, not only on the board and executive team, but in the bright, talented colleagues around the world who deliver the results every day and as committed as I am to continue capturing every growth opportunity,' Nooyi said.

There are many interesting aspects of Indra Nooyi's successful journey to the top of a prominent global corporation. one we'd like to take note of here is her explanation of how she was able to handle her official and personal responsibilities. She hired nannies (caretakers) and had a helpful family support system. PepsiCo, however, seems to have gone a good deal further, at least for its senior staffers, in creating a support system for their parental roles. Nooyi has said her nine-year old daughter would come from school and only had to call the office to say she wanted to come over to be near her mother; the office would arrange the details. She says it wasn't uncommon to find her daughter sitting with the company's founder-chief, or doing her homework in the offices of other executives; she talks of how it was usual for the entire senior team to lend a hand with others' children when the need arose, how the office telephone receptionist was trained to handle her children's queries and monitor their schedule when she herself would be travelling on work.

In sum, says Nooyi, rules two and three for how she has got to the top of the PepsiCo ladder (rule one being the pluses (+) of strong family ties) consist of co-opting (choosing/having) the 'entire ecosystem around you' to bring up your kids and for having a 'closed-loop'(fast response feedback connection link) system to keep you abreast (well-informed) of what's going on at home, thanks to the office. Put another way, the punishing (exhausting/demanding) output that helped get Nooyi to the top-never going home in the evening, answering e-mails promptly at 4 a.m. -was possible since her employers recognised that they couldn't expect her to optimally integrate her many roles with the office one, without making a sincere effort to meet her halfway.

This is far, far beyond what almost all employers, state or private, in business or any other field of work, consider appropriate. Yet, if you wish to foster and draw out the potential that, by definition, exists in each human, workplaces have to change in this direction. Else, remain satisfied with having worried, unsure employees, making unsatisfactory compromises in all directions.



Dr. Rakesh Patel



www.drrakeshpatel.com



www.facebook.com/iamdrrakeshpatel



www.youtube.com/@edustani
www.youtube.com/@TRAQStudio



www.instagram.com/iamdrrakeshpatel/

■ Indra Nooyi: A Corporate Giant ■

SYBA (SEM-3) (10 Marks)

SEC: Advanced Communication Skills in English – III

1. List out some of the reasons for Indra Nooyi's professional success.

- a. She had excellent planning and leadership skills.
- b. She made smart business decisions.
- c. She worked very hard.
- d. She introduced new ideas to improve the company.
- e. She received strong family support.
- f. She got support from PepsiCo and her colleagues.

2. Give one example of each of the activities that Indra Nooyi undertook which led to her rise in PepsiCo.

- She helped buy Tropicana.
- She led the merger with Quaker Oats.
- She improved company operations.
- She planned PepsiCo's global strategy.
-

3. What were the two main types of support that Indra Nooyi received?

1. Strong support from her family and nannies.
2. Support from PepsiCo in taking care of her children.

4. Why does Indra Nooyi describe her experience as a humbling one?

Because she felt honoured and thankful for the opportunity to lead PepsiCo and appreciated the support of many people.

5. Explain the following phrases.

- a. Entire ecosystem: Everyone around her who helped her (family, office, friends).
- b. Closed-loop: A complete system that kept her informed about her home and children.
- c. Punishing output: Very hard and demanding work.
- d. Optimally integrate many roles: Balance different responsibilities in the best way.
- e. Foster and draw out: Encourage and develop people's abilities.

6. Rewrite the following sentences in indirect speech.

a. 'I am humbled by the opportunity to lead PepsiCo and profoundly grateful to follow the footsteps of Steve Reinemund, Roger Enrico, Wayne Calloway and Don Kendall.'

Ans:

Indra Nooyi said that she was humbled by the opportunity to lead PepsiCo and was profoundly grateful to follow in the footsteps of Steve Reinemund, Roger Enrico, Wayne Calloway, and Don Kendall.

b. 'We have seen first-hand the difference that Indra has made on the business and the people, and we look forward to working even more closely with her to usher in the next generation of dramatic growth and advancement that has been a hallmark of PepsiCo since its founding.'

Ans:

Robert E. Allen said that they had seen first-hand the difference Indra had made to the business and the people, and that they looked forward to working even more closely with her to lead PepsiCo towards future growth and success.

7. Rewrite the sentence in past tense.

Original:

"Recently, Nooyi has been driving critical cross-business initiatives to enhance operations and enable PepsiCo to meet the changing needs of consumers and retailers."

Past Tense:

Recently, Nooyi drove critical cross-business initiatives to enhance operations and enable PepsiCo to meet the changing needs of consumers and retailers.

8. The last paragraph of the passage is an example of:

- (a) illustration
- (b) conclusion
- © inference
- (d) statement

Answer: (b) conclusion

9. From the passage, pick out one word/phrase that represents:

- a. Time: Recently
- b. Comment: Yet
- c. Conclusion: In sum



Dr. Rakesh Patel



www.drrakeshpatel.com



www.facebook.com/iamdrrakeshpatel



www.youtube.com/@edustani
www.youtube.com/@TRAQStudio



www.instagram.com/iamdrrakeshpatel/

A week later, passing the little street, I thought I would go in and tell him how splendidly the new boots fitted. But when I came to where his shop had been, his name was gone. Still there, in the window, were the slim pumps, the patent leathers with cloth tops, the sooty riding boots.

I went in, very much disturbed. In the two little shops—again made into one—was a young man with an English face.

“Mr Gessler in?” I said.

He gave me a strange, ingratiating look.

“No, sir,” he said, “no. But we can attend to anything with pleasure. We’ve taken the shop over. You’ve seen our name, no doubt, next door. We make for some very good people.”

“Yes, yes,” I said; “but Mr Gessler?”

“Oh!” he answered; “dead.”

“Dead! But I only received these boots from him last Wednesday week.”

“Ah!” he said; “a shockin’ go. Poor old man starved ’imself.”

“Good God!”

“Slow starvation, the doctor called it! You see he went to work in such a way! Would keep the shop on; wouldn’t have a soul touch his boots except himself. When he got an order, it took him such a time. People won’t wait. He lost everybody. And there he’d sit, goin’ on and on—I will say that for him—not a man in London made a better boot! But look at the competition! He never advertised! Would ’ave the best leather, too, and do it all ’imself. Well, there it is. What could you expect with his ideas?”

“But starvation—!”

“That may be a bit flowery, as the sayin’ is—but I know myself he was sittin’ over his boots day and night, to the very last. You see I used to watch him. Never gave ’imself time to eat; never had a penny in the house. All went in rent and leather. How he lived so long I don’t know. He regular let his fire go out. He was a character. But he made good boots.”

“Yes,” I said, “he made good boots.”

And I turned and went out quickly, for I did not want that youth to know that I could hardly see.



Dr. Rakesh Patel



www.drrakeshpatel.com



www.facebook.com/iamdrrakeshpatel



www.youtube.com/@edustani

www.youtube.com/@TRAQSstudio



www.instagram.com/iamdrrakeshpatel/

A. Multiple-Choice Questions

1. Mr Gessler was a

- a. Shoemaker b. Tailor
c. Draper d. Baker

Correct Answer: a. Shoemaker.

2. What did the narrator notice was missing from the shop?

- a. The windows in the shop b. Mr Gessler's name on the shop
c. The display of shoes d. The shop assistant

Correct Answer: b. Mr Gessler's name on the shop.

3. The narrator received his boots from Mr Gessler the previous

- a. Monday b. Wednesday
c. Thursday d. Friday

Correct Answer: b. Wednesday.

4. Mr Gessler's death is probably due to

- a. Tuberculosis b. Starvation
c. Pneumonia d. Heart attack

Correct Answer: b. Starvation.

B. Short-Answer Questions

5. What thought does the narrator have as he passes by Mr. Gessler's shop?

Answer: The narrator thinks of going into the shop to tell Mr. Gessler that his new boots fit well.

6. Whom does the narrator meet in the shop?

Answer: The narrator meets a young man in the shop.

7. Why does Mr. Gessler's business decline? What happens to Mr. Gessler?

Answer: Mr. Gessler works slowly and never advertises. He loses his customers and finally dies of starvation.

8. How does the narrator react to the news regarding Mr. Gessler?

Answer: The narrator feels shocked and deeply sad. He leaves the shop because he is almost in tears.

9. Briefly describe Mr. Gessler's work routine.

Answer: Mr. Gessler works day and night. He makes every pair of boots himself and often forgets to eat.

10. Summarise the passage in your own words.

Answer: Mr. Gessler is a hardworking shoemaker who makes excellent boots. However, he works slowly and does not advertise. He loses his customers because of competition. He works day and night and neglects his food and health. Finally, he dies of starvation. The narrator feels very sad about his death.

11. Find out the meanings of the following words and use them in sentences.

a. Sooty

Meaning: Covered with black soot.

Sentence: The old chimney was sooty.

b. Ingratiating

Meaning: Trying to gain someone's favour.

Sentence: The salesman gave an ingratiating smile.

c. Starvation

Meaning: Lack of food for a long time.

Sentence: The poor man died of starvation.

d. Flowery

Meaning: Excessively elaborate or exaggerated.

Sentence: He used flowery language in his speech.

12. Identify the tense in the sentence:

"I went in, very much disturbed."

Answer: The sentence is in the Simple Past Tense.



Dr. Rakesh Patel



www.drrakeshpatel.com



www.facebook.com/iamdrrakeshpatel



www.youtube.com/@edustani
www.youtube.com/@TRAQSstudio



www.instagram.com/iamdrrakeshpatel/

Why Are Beggars Despised? - George Orwell

SYBA (SEM-3)

SEC: Advanced Communication Skills in English -III

It is worth saying something about the social position of beggars, for when one has consorted with them, and found that they are ordinary human beings, one cannot help being struck by the curious attitude that society takes towards them. People seem to feel that there is some essential difference between beggars and ordinary 'working' men. They are a race apart—outcasts, like criminals and prostitutes. Working men 'work,' beggars do not 'work'; they are parasites, worthless in their very nature. It is taken for granted that a beggar does not 'earn' his living, as a bricklayer or a literary critic 'earns' his. He is a mere social excrescence, tolerated because we live in a humane age, but essentially despicable.

Yet if one looks closely one sees that there is no essential difference between a beggar's livelihood and that of numberless respectable people.

Beggars do not work, it is said; but, then, what is work? A navy works by swinging a pick. An accountant works by adding up figures. A beggar works by standing out of doors in all weathers and getting varicose veins, chronic bronchitis, etc. It is a trade like any other; quite useless, of course—but, then, many reputable trades are quite useless.

And as a social type a beggar compares well with scores of others. He is honest compared with the sellers of most patent medicines, high-minded compared with a Sunday newspaper proprietor, amiable compared with a hire-purchase tout—in short, a parasite, but a fairly harmless parasite. He seldom extracts more than a bare living from the community, and, what should justify him according to our ethical ideas, he pays for it over and over in suffering. I do not think there is anything about a beggar that sets him in a different class from other people, or gives most modern men the right to despise him.

Then the question arises, Why are beggars despised?—for they are despised, universally. I believe it is for the simple reason that they fail to earn a decent living. In practice nobody cares whether work is useful or useless, productive or parasitic; the sole thing demanded is that it shall be profitable. In all the modern talk about energy, efficiency, social service and the rest of it, what meaning is there except 'Get money, get it legally, and get a lot of it'? Money has become the grand test of virtue. By this test beggars fail, and for this they are despised. If one could earn even ten pounds a week at begging, it would become a respectable profession immediately.



Dr. Rakesh Patel



www.drrakeshpatel.com



www.facebook.com/iamdrrakeshpatel



www.youtube.com/@edustani
www.youtube.com/@TRAQSstudio



www.instagram.com/iamdrrakeshpatel/

Why Are Beggars Despised? - George Orwell

SYBA (SEM-3)

SEC: Advanced Communication Skills in English -III

A. Questions and Answers

1. List the three different ways by which society differentiates between beggars and ordinary 'working' men.

Answer: Society considers beggars as different, as non-workers, and as parasites.

2. Identify the word that indicates that the second paragraph contradicts what is stated in the first paragraph.

Answer: The word is "Yet."

3. "It is a trade like any other..." What does "it" refer to in this sentence?

Answer: "It" refers to begging as a means of livelihood.

4. What qualities does the writer assign to a beggar?

Answer: The writer calls a beggar honest, high-minded, amiable and fairly harmless.

5. According to the writer, why are beggars despised?

Answer: Beggars are despised because they fail to earn a decent and profitable living.

6. What is the most important factor about work?

Answer: The most important factor about work is that it should be profitable.

7. Which test do beggars fail?

Answer: Beggars fail the test of money or profitability.

8. Do you think that the writer is sympathetic towards beggars? Justify your answer.

Answer: Yes, the writer is sympathetic towards beggars. He considers them ordinary human beings and believes that they should not be despised.

9. The writer mentions a number of other jobs/professions in the passage. List these out.

Answer: The professions mentioned are:

1. Bricklayer
2. Literary critic
3. Navvy
4. Accountant
5. Seller of patent medicines
6. Sunday newspaper proprietor
7. Hire-purchase tout

B. Change the Voice

10. Change the voice in the following sentences.

a. Why are beggars despised?

Answer: Why do people despise beggars?

b. A beggar does not earn his living.

Answer: His living is not earned by a beggar.

C. Vocabulary

11. Find out the meanings of the following words.

a. Consorted

Meaning: Spent time or associated with someone.

Sentence: He often consorted with poor people.

b. Excrescence

Meaning: Something unwanted or unnecessary.

Sentence: The ugly building was an excrescence on the beautiful landscape.

c. Navvy

Meaning: A manual labourer, especially one working on roads or canals.

Sentence: The navvy worked hard on the construction site.

d. Proprietor

Meaning: An owner of a business.

Sentence: The proprietor welcomed the customers.

e. Amiable

Meaning: Friendly and pleasant.

Sentence: Ramesh is an amiable person.

f. Tout

Meaning: A person who tries to persuade people to buy something or use a service.

Sentence: The tout tried to attract passengers to the taxi.

g. Parasite

Meaning: A person who depends on others for support without giving anything useful in return.

Sentence: He was called a parasite because he never worked.

D. Fill in the Blanks with the Correct Option

12. Fill in the blanks with the correct option.

a. Beggars are ___ other 'working' men. (compared with / compared to)

Answer: Beggars are compared with other 'working' men.

b. Shailesh _____ his telling a lie. (paid for / paid off)

Answer: Shailesh paid for his telling a lie.

E. Fill in the Blanks with Appropriate Prepositions

13. Fill in the blanks with appropriate prepositions.

a. The attitude _____ people has to change.

Answer: The attitude of people has to change.

b. A crowded bus passed _____.

Answer: A crowded bus passed by.

c. The cat jumped _____ the box.

Answer: The cat jumped into the box.



Dr. Rakesh Patel



www.drrakeshpatel.com



www.facebook.com/iamdrrakeshpatel



www.youtube.com/@edustani
www.youtube.com/@TRAQSstudio



www.instagram.com/iamdrrakeshpatel/

Advertising

SYBA (SEM-3)

SEC: Advanced Communication Skills in English -III

Advertising

Advertising is the business of drawing public attention to a product/service to try and convince potential customers into buying or using that product/service. It is done to boost sales. The attention drawn must be positive; hence advertisements tend to favourably stress the key points of the product/service.

Types of Advertising and Advertising Media

Nowadays, it is tough to go a single day without encountering advertising in all its forms. Virtually any medium can be used, which means we are likely to come across ads everywhere we go. The section below explores the most common forms of advertising.

Billboards

Billboards are large outdoor signboards on which advertisers can put up creative images of their product for the public to see. They are a common form of advertising, typically located in high traffic areas. A billboard attempts to be as eye-catching as possible, and is located in a traffic-heavy location where passers-by can easily see the ad.

Print

Also called 'press advertising', this describes any advert that comes in the form of printed material. Therefore ads in newspapers, magazines, journals, etc., all come under print advertising. Such advertising has the potential to reach a broad audience as the ads may appear in national or local newspapers, or may appear in popular magazines which target a large readership base. When you get the chance, compare the style of advertisements in newspapers against the style of advertisements in magazines. Are there noticeable differences?

Radio

Many advertising agencies purchase airtime from radio channels, networks or stations in order to broadcast their ads. Radio ads are audio ads, which means that people only hear about the product/service. These ads tend to be very brief, lasting a minute or so. Due to their brevity, they try to be as catchy and memorable as possible.

There are two types of radio ads.

- *Live reads*: During a show, a radio jockey (a person who plays recorded music for listeners) will read out an advertisement or endorse (publicly support) a company, product or service.
- *Produced spots*: The advertisement agency records their ad, and sends it to the radio station for playback.

Television

This form is considered to be the most effective form of mass-market advertising (advertising designed to appeal to many different people at once) as one commercial can reach millions of viewers. Here, just as in radio advertising, advertisers purchase airtime from TV networks and channels, so that they can insert television commercials that could be as short as a few seconds, or as long as a few minutes. The cost of such advertising can be incredibly high, especially during peak broadcast hours (or 'prime time'), when people are most likely to be at home and watching television.

Celebrity Endorsements

In advertising, across all mediums, celebrities or known public figures (from sports figures to politicians to musicians) may endorse or publicly show their support for a product/service. Using such figures helps bolster the company's image, making it more recognisable to the public through their heroes and icons.

Online

This refers to various forms of advertising that rely on the internet as a platform for promoting products/services. Banner ads (ads located or 'embedded' within a webpage) and pop-up ads (new web-browser windows that open or 'pop up' in front of a previously accessed webpage) are the two most common forms of online advertising. Short video advertisements, embedded either within a webpage or within a longer video, are also very common. As opposed to the older forms of print or broadcast advertising, online advertising can be targeted at a focused or interested audience using data analytics, algorithms and tracking software, making them more efficient than traditional modes of advertising.



Dr. Rakesh Patel



www.drrakeshpatel.com



www.facebook.com/iamdrrakeshpatel



www.youtube.com/@edustani
www.youtube.com/@TRAQSstudio



www.instagram.com/iamdrrakeshpatel/

Advertising

SYBA (SEM-3)

SEC: Advanced Communication Skills in English -III

1. What is advertising?

Answer: Advertising is the business of attracting public attention to a product or service and encouraging people to buy or use it.

2. What is the primary function of advertising?

Answer: The primary function of advertising is to boost sales of a product or service.

3. The two main features of advertising that enable it to fulfil its primary aim are:

Answer:

- It attracts public attention.
- It positively highlights the key points of a product or service.

5. Using the notes you made in the table above, write a summary of the passage on advertising in your own words.

Answer:

Advertising is a way of attracting public attention to products and services and encouraging people to buy or use them. Its main purpose is to increase sales. Advertisements are found in many forms, such as billboards, print media, radio, television, celebrity endorsements and online platforms. Billboards use large and attractive images, while print advertisements appear in newspapers, magazines and journals. Radio advertisements are short and memorable. Television advertisements can reach millions of people but can be expensive. Celebrities are also used to promote products. Online advertising includes banner ads, pop-up ads and video ads and can target specific audiences. Thus, advertising plays an important role in promoting products and services.

4. Skim the passage and complete the following table.

Answer:

Billboards	Large outdoor signboards; creative and eye-catching images; placed in high-traffic areas.
Print	Advertisements in newspapers, magazines and journals; reaches a broad audience.
Radio	Audio advertisements; brief, catchy and memorable; includes live reads and produced spots.
Television	Audio-visual advertisements; can reach millions of viewers; expensive, especially during prime time.
Online	Uses the internet; includes banner ads, pop-up ads and video ads; can target specific audiences.
Celebrity Endorsements	Celebrities or famous public figures promote and support products or services.



Dr. Rakesh Patel



www.drrakeshpatel.com



www.facebook.com/iamdrrakeshpatel



www.youtube.com/@edustani
www.youtube.com/@TRAQSstudio



www.instagram.com/iamdrrakeshpatel/