

B. Tech.

Second Semester Theory Examination 2009-10

Professional Communication EAS-204

Note : Attempt all five questions.

1. Attempt any four parts of the following :

(a) What are the features of technical writing ? How could it be distinguished from literary composition ?

Ans. Features of technical communication : Technical communication is different from other types of human communication. It is different because it takes place in highly structured setting. Thus, there are three features of technical communication :

1. Specific subject matter : Technical communication is not communication about a specific topic but about any technical topic. Whatever your specialization and whenever you try to say anything about your specialized field you are engaged in technical communication.

2. Specific audience : Technical communication is the delivery of technical information to a specific audience.

3. Specific purpose : The last aspect of technical communication is the specific purpose. Technical communication is always purposive.

Difference between general and technical communication : Technical communication differs from general communication in style, in content and in approach of presentation or in language.

Difference between general and technical communication can be explained as :

	Technical Communication		General Communication
1.	Technical content.	1.	General content.
2.	Specific vocabulary.	2.	General vocabulary.
3.	Specific audience.	3.	General audience.
4.	It is always formal.	4.	It is both formal and informal.
5.	It is always factual.	5.	It can use emotions and fancy.
6.	Both oral and written.	6.	Mostly oral.
7.	It follows a set pattern.	7.	No set pattern of communication.
8.	Accurate and precise.	8.	Decorative and bombastic.
9.	To instruct and to inform.	9.	To amuse or to inspire.
10.	It is always objective and purpose oriented.	10.	Both subjective and objective.

(b) Discuss the organisational flow of communication.

Ans. Organisational Communication : Communication in an organisation takes place at different hierarchical levels. This type of communication can be divided into :

(i) Internal Operational : All communication that occurs in order to achieve the following goals : Ordering the staff, discussion of plans and problems, instructions and guidance and maintaining discipline is internal operational.

This type of communication remains limited to the organisation itself.

(ii) **External Operational** : The external operational communication includes all the communication that takes place between one organisation and other organisation.

(iii) **Personal** : The communication that occurs in an organisation without purpose as far as business is concerned is called personal communication.

(c) **Explain the three levels of communication.**

Ans. The levels of communication are :

(1) **Interpersonal Communication** : Communication at this level refers to the sharing of information among people. To compare it with other forms of communication, we need to examine how many people are involved, how close they are to one another physically, how many sensory channels are used, and the feedback provided. Also, the roles of sender and receiver keep alternating. This form of communication is advantageous because direct and immediate feedback is possible. If a doubt occurs, it can be instantly clarified.

(2) **Organizational Communication** : Refer to question No. 1(b).

(3) **Mass Communication** : Mass communication means communication with masses. The president addressing a nation, a cricketer or film star expressing his preference for a particular product etc. are well known examples of mass communication.

When the speaker is not independently and directly in contact with the audience, his message is most likely to be edited by some mediator before being conveyed. For *e.g.*, if you send a paper to a journal, the editorial board decides whether it can be published or not. These mediators are called 'gate keeper'.

(d) **Discuss language as a tool for communication.**

Ans. Language as a tool of communication : Language is the most powerful, convenient and permanent means and form of communication. Non linguistic symbols such as expressive gestures, signals of various kinds, traffic light, road signs and many more things such as short hand and other codes the braille alphabets, the symbols of mathematics etc. are also means of communication, yet they are not so flexible, comprehensive and perfect as language is the best means of self expression. It is through language that humans express their thoughts, desires, emotions and feelings; it is through it that they store knowledge, transmit messages, knowledge and experience from one person to another, from one generation to another.

Characteristics of Language :

(1) **Language is Artificial** : Language is created by people. It is created by human as they need it. It does not exist outside the minds of people.

(2) **Language is verbal vocal** : Language is an organisation of sounds of vocal symbols the sounds produced from the mouth with the help of various organs of speech to convey some meaningful message.

(3) **Language is conventional** : No language was created in a day. Language is the outcome of evolution (gradual development) and convention (custom). Each generation transmits this convention on to the next.

(4) **Language is Symbolic** : Language is a system of symbol for concepts, things, ideas, objects, etc. we have sounds and words as symbols.

(5) **Language is Systematic** : Although language is symbolic yet its symbols are arranged in a particular system.

(6) **Language is a social event** : Language a possession of a social group. It exists in society. If a language is not used in an society, it dies out.

(e) **What are the Interpersonal and organisational barriers to effective communication ?**

Ans. Interpersonal Barriers : Interpersonal barriers stem from an individual's attitudes or habits, where interpersonal barriers occur due to the inappropriate transaction of words between two or more people.

The most common reasons for interpersonal barriers are :

- Emotional outbursts
- Communication selectivity
- Cultural variations
- Poor listening skills
- Noise in the channel

Limited Vocabulary : An inadequate vocabulary can be a major hindrance in communication. At time your pen falters, or your tongue fumbles as you search for the exact word phrase. In your communication, the connotative and denotative meanings of your words should be absolutely clear to the receiver. During your speech, if you are at a loss for words, your communication will be very ineffective, and you will leave a poor impression on the audience. On the other hand, if you have a varied and substantial vocabulary, you can create an indelible impression on your listeners.

Emotional Outburst : Imagine that you are the President of a well-established company. There are rumours floating amongst your employees that you have indulged in fraudulent activities. You are fully aware that these rumours are baseless. However, when you are asked to address the same employees, you are unable to put your point across, as you are flushed with anger. Despite the fact that you are a confident public speaker, your communication failed as you were overwhelmed by your emotions.

Communication Selectivity : If you are the receiver in a communication process, and you pay attention only to a part of the message, you are imposing a barrier known as *communication selectivity*. You do this because you are interested only in that part of the message which may be of use to you. In such a situation, the sender is not at fault. It is the receiver who breaks the flow of communication.

Cultural Variations : This is one of the predominant factors in communication failure. As businesses are increasing across national boundaries to complete on a global scale, the outlook of global and domestic work force has changed drastically. European, Asian and American firms have expanded their businesses worldwide to create international ties through partnership, collaborations, and affiliations. The management and employees of such countries, while dealing with their multinational workforce. To complete successfully in today's globalized business environment, we must overcome the communication inadequacy arising from different languages and cultures.

Poor Listening Skills : A common obstacle to communication is poor listening habits. We should remember that listening and hearing are not the same. Hearing is a passive exercise while listening requires careful attention and accurate decoding of the signals received from the speaker. Misunderstanding and conflicts can be mitigated if people listen to the message with attention. The various distractions that hinder listening can be emotional disturbances, indifference, aggressiveness and wandering attention.

Noise in the Channel : Noise interferes greatly in the transmission of signals. Noise is any unwanted signal which acts as a hindrance in the flow of communication. It is not necessarily limited to cacophony, but can also occur in visual, audio-visual, written, physical, or psychological forms. All these forms of noise communicate extraneous matter which may allay the receiver's interest in the message, even irritate him.

Organizational Barriers : Communication barriers are not only limited to an individual or two people but exist in entire organizations. Every organization, irrespective of its size, has its own communication techniques and each nurtures its own communication climate.

Too Many Transfer Stations : The more links there are in a communication chain, the greater are the chances of communication that will occur. Imagine for instance, that your professor asks you to convey a message to X. You, because of some inconvenience or sheer laziness, ask your friend Y to do this job. Now, there are four people involved in this communication channel.

The message gets distorted at each level not only because of poor listening or lack of concentration, but also because of several other reasons. Some employees may filter out a part of the message which they consider unimportant. Whatever the reasons for filtering or distorting the message, having too many transfer stations is always a deterrent to effective communication and should be avoided. Transfer stations do serve a purpose, but having too many of them is counted as unproductive.

Fear of Superiors : In rigidly structured organizations, fear or awe of the superiors prevents subordinates from speaking frankly. An employee may not be pleased with his boss's work but is unable to put his point across because of losing his boss's goodwill. As a supervisor, it is essential to create an environment which enables people to speak freely. An open environment is conducive to increasing the confidence and goodwill of a communicator.

Negative Tendencies : Many organizations create work groups. While some groups are formed according to the demands of the task, such as accomplishing a particular project, many other small groups are also formed for recreational, social or community purposes. These groups may be formal or informal and generally consist of people who share values, attitudes, opinions, beliefs and behaviours. Nevertheless, on some occasions it is possible to have a communication barrier due to conflict of ideas between members and non-members of a group.

Use of Inappropriate Media : Some of the common media used in organizations are graphs and charts, telephones, facsimile machines, boards, e-mail, telephones, films and slides, computer presentations, teleconferencing, and video conferencing. While choosing the medium you should therefore keep in mind the advantages, disadvantages and potential barriers to communication.

Before sending a message, you should consider the following factors while choosing the medium :

- time
- cost
- type of message
- intended audience

Information Overload : One of the major problems faced by organizations today is the availability of huge amounts of data which the receiver is unable to handle effectively. This is known as *information overload*.

The usual results of information overload are fatigue, disinterest, and boredom. Under these circumstances, further communication is simply not possible.

(f) What is Technical Communication ? Mention the significance and characteristics of Technical Communication.

Ans. Technical Communication : Technical communication is the transmission of scientific and technical information from one individual or group to another. This exchange of professional information may include simple definition of tools, complex descriptions of machines and processes,

sophisticated explanation and interpretation of scientific principles, analysis or discussion of projects and proposals or systematic presentations of ideas and views. In other words, technical communication is a multi-dimensional, dynamic and interactive process that involves the effective transmission of facts, ideas, thoughts and a systematic understanding of scientific and technical subjects.

The Importance of Technical Communication : Technical communication plays a pivotal role in an organization, whether it is a business enterprise, an industry, or an academic institution. All managerial or administrative activities involve communication, be it planning, organizing, recruiting, co-ordinating, or decision-making. When you write reports, give instructions, or read brochures and manuals, you are involved in the process of communication. Communication serves as an instrument to measure the success or growth of an organization. For example, papers published by research and development organizations bring to light their progress.

The success of any organization is largely recognized by quality and quantity of information flowing through its personnel. When the CEO of an organization presents his company's achievements in a meeting, each of the participants come to know of these milestones. The various types of communication not only help an organization to grow, but also enable the communicators to develop certain attributes.

Technical communication in an organization can be divided into two parts : oral and written. Both are equally important, as it cannot be specified which of these is used more in an organization.

It is not necessary that all these forms of communication should exist in an organization. If the organization is very large, for example, a university with various affiliated institutions, or a business enterprise with branches across the nation and abroad, it may have all these forms of communication, whereas a smaller educational institution or business may not have all of them. However, an organization becomes an organized whole because of its communication. It is this communication which enables employees to work together. It is the vehicle through which management performs all its functions. It is impossible for an organization to survive without communication, for all its activities would come to a standstill. Therefore, its importance can never be ignored.

Table : Forms of Oral and Written Communication

Oral Forms	Written Forms
Face-to-face conversations	Memos
Telephone conversations	Letters
Meetings	E-mails
Seminars	Faxes
Conferences	Notices
Dictation	Circulars
Instruction	Newsletters
Presentations	Reports
Group discussions	Proposals

Characteristics of technical Communication : The characteristics of technical communication are :

1. Accuracy : Accuracy includes accuracy of information as well as accuracy of expression because any error will put a question mark on the reliability of the content.

Accuracy of expression demands that there should be no error of grammar, spelling and punctuation.

2. Brevity : It is the quality of being brief but comprehensive in expression. One must try to give maximum information in minimum words.

3. Clarity : Clarity means to be clear in writing.

4. Comprehensive : It is the next feature of technical writing. The matter presented or written should be completed in all respects.

5. Objectivity : In technical writing, writer is not concerned with sentiments, emotions, personal feelings and subjective comments. It is a systematic discussion, analysis and interpretation of facts.

2. Attempt any four parts of the following :

(a) Give the meaning of the following pairs of homophones.

counsel, council; gate, gait; need, knead; difference, deference; rain, reign.

Ans. 1. Counsel : advice

Council : an assembly

2. Gate : door

Gait : manner of walking

3. Need : require

knead : work with the hands

4. Difference : distinction

Deference : regards

5. Rain : bridle of horse

Reign : rule

(b) Give Synonyms for the following words : Abandon, Candid, Deliberate, fabricate, emolument

Ans. 1. Abandon : Forsake.

2. Candid : Frank

3. Deliberate : Intentional

4. Fabricate : Construct

5. Emolument : Payment

(c) Give Antonyms for the following words : Scanty, Abundant, endanger, pacify, cautions.

Ans. 1. Scanty : Sufficient

2. Abundant : Rare

3. Endanger : Protect

4. Pacify : Comforting

5. Cautions : Incaution

(d) Describe briefly the requisites of a good sentence.

Ans. Requisites of a good sentence :

1. Keep Sentences Short : The most effective sentences are short sentences. For best results we must keep the average readers in mind and construct sentences with around 16 to 18 words.

2. Avoid Sentence Fragments : Ideas should be expressed in complete sentences. A fragment sentence does not convey the complete meaning and can be quite confusing for the reader.

3. Avoid Fused Sentences : A fused sentence is basically an incorrect combination of two independent sentences. Like a sentence fragment, a fused sentence confuses the reader.

4. Economize on Words : The smaller the number of words, the clearer will be the message. The best way to economize is to avoid unnecessary repetition.

5. Avoid Surplus Words : Very often we use words that add nothing to the meaning of the sentence. It is, therefore, advisable to avoid surplus words.

6. Adhering to Rules of Grammar : No clear writing is possible without following the rules of grammar. So, the rules of grammar is an essential condition of clear and effective writing.

(e) Improve the following sentences :

(i) Each of us cleaned our own rooms.

Ans. Each of us cleaned his own rooms.

(ii) One should be very attentive to his duty.

Ans. One should be very attentive to one's duty.

(iii) Sachin scored only twenty five runs.

Ans. Sachin scored twenty five runs only.

(iv) When not yet five his mother died.

Ans. When not yet five, his mother died.

(v) Either of these men may lose their temper at any time.

Ans. Either of these men may lose his temper at any time.

(f) What are the requisites of a good paragraph ? Discuss briefly 'coherence'.

Ans. Requisites of a good paragraph : Paragraph writing is a significant productive skill. The requisites of a good paragraph are :

1. Proper length : Paragraph length should be adjusted according to the needs and requirements of the readers, subject matter, writing style and emphasis. The average paragraph is about 8 to 10 lines.

2. Unity : In order to maintain the unity of the paragraph only one idea should be developed and every sentence should be used to support the main idea.

3. Logical development of ideas : A paragraph should be developed in a logical manner. One sentence should lead on naturally to the next. An appropriate method of development should be used.

4. Coherence : Coherence is important to show the logical relationship between the elements and the construction. Coherence is concerned with how the sentences in a paragraph are connected.

3. Attempt any four parts of the following :

(a) Deline Reports and discuss their characteristics.

Ans. Report : The word 'Report' has been derived from the Latin word 'reportare' which means 'to carry back'. Generally, a report means, 'to give an account of something seen, heard, done etc.'

Lesikar and Flatley define report in the following words :

"A business report is an orderly and 'objective communication of factual information that serves a business purpose."

Characteristics of a Report :

1. Precision : Effective reports clearly reflect their purpose when any report is prepared, the whole matter should be directed by the whole purpose.

2. Factual Details : The report should be very detailed. The scientific accuracy of facts is very essential for a good report.

3. Reader Orientation : While drafting a report, it is necessary to keep in mind the person who is going to read it.

4. Simple and Unambiguous language : A good report is written in simple and understandable language. It should be clear, brief and grammatically correct.

5. Special Format : A technical report has a special format including cover, title page, table of contents, list of illustrations etc.

6. Homogeneity : A report should deal with one topic at a time. All the sections should focus on that topic.

(b) Write a job application for the post of a software engineer in a reputed firm.

Ans. Sanjay Sharma
201-B, BRS Nagar
Ludhiana-12
July 7, 2010
The Managing director
Infosys
Pune

Sir,

I am writing in response to your advertisement in the Hindustan Times, dated July 4, 2010 for the position of a software engineer. I beg to offer my services as a candidate for the same. Please find enclosed a copy of my C.V.

I have completed my B.tech in Computer Science and while doing it I did a project on Steria Limited, Noida. In the course of this project I was able to make some suggestions which were used by the company to improve the quality of their software. I trust that I shall be able to satisfy you perfectly if I am given an opportunity to be interviewed.

Yours Faithfully
Sanjay Sharma
Enclosure : C.V.

(c) Discuss the formal structure of a technical proposal.

Ans. Formal structure of a Technical Proposal

The structure of a formal proposal is similar to that of a formal report. The structure of a formal proposal is discussed here. A formal proposal may include some or all of the following parts :

- | | |
|------------------------------|--------------------------------|
| 1. Title page. | 2. Table of contents. |
| 3. List of figures. | 4. Abstract or summary. |
| 5. Methodology. | 6. Introduction. |
| 7. Statement of problem. | 8. Proposed plan and schedule. |
| 9. Advantages/Disadvantages. | 10. Recommendations. |
| 11. Conclusions. | 12. Appendices. |

(d) How is a letter placing order organised ? Write a letter placing order for 30 LCD Monitors in a business establishment.

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Ans. Organising letter of order : The letter placing order can be organised as follows :

(i) **Opening :** The letter should be begun in order language making it clear that it is a supply/purchase order.

(ii) **Body :** A body that gives detailed description of the item/items, catalogue reference, quantity/number, price, insurance instructions, clear address and such other information that might be necessary to execute the supply order.

(iii) **Closing :** A closing that mentions the time-period for the delivery of the item/items and mode of payment.

Letter Placing Order : Court Lane, Civil Lines, Delhi

July 7, 2010
Mr. Ravi Malhotra
Sales manager
Rava Computers
Ajmer Road,
Jaipur-302006
Dear Mr. Malhotra

Please send the following items :

Catalogue No.	Item Description	Quantity
PC/121	HP LCD Monitors	30

We would appreciate if you could send the items immediately as we are starting the new branch of our company on August 10, 2010. As desired, we would make the payment by crossed bank draft.

Sincerely

Sd/-

Rakesh Mathur
Purchase Manager

(e) Describe the general method of writing report, thesis and dissertation.

Ans. General Method of Writing report, thesis and dissertation : Whether you have to write a short, informal report or a long formal one you need to adopt effective writing strategies. As reports are systematic attempts to discuss problems, situations or conditions and stimulate thinking or action in individuals and groups, you should follow a systematic plan of writing. The following steps will help in organising and presenting the report, thesis and dissertation systematically :

1. Analyse the problem and purpose.
2. Determine the scope of the report.
3. Determine the needs of the audience.
4. Gather all the information.
5. Analyse and organise the information.
6. Write the first draft.
7. Revise, review and edit.
8. Write the final draft.

(f) Write a sales letter to promote the sales of a mobile phone.

Ans. Chitra Phones
Chitra Nagar,
Pune
Ms. Kalpana Arya
Mansarovar Colony
Moradabad (U.P.)

Dear Madam,

It is said that beauty is truth and truth beauty. The statement is quite correct in case of our mobile phone.

It has several features as : bluetooth, infrared, music player, quick access of internets, multimedia and many more like this. It has 2 mega pixel camera. It catches you in different postures and gestures in an attractive manner. With our mobile phone you can make a thing of beauty joy forever.

For further queries you can write to us.

The offer is only for a month. So, purchase it with 20% concession of the original price.

Yours Sincerely
Manish Singh
Sales Manager

4. Attempt any two parts of the following :

(a) What is the importance of Kinesics (Body language) and Audience Analysis in an Oral presentation ?

Ans. Importance of Kinesics and Audience Analysis in an oral presentation

1. **Face and Eyes** : Face is the index of mind. The face, it means, reflects what is going on inside the speaker. In this context, eyes tell us much more than other facial features.

2. **Gestures** : In addition to the face and eyes, other body parts move and convey meaning. These movements are known as gestures : the physical movement of arms, legs, hands and head.

3. **Body-shape and Posture** : As for as body shape is concerned, we cannot do much about it since it is given to us by God. But with the right posture we can impress the interviewer and the audience.

4. **Appearance** : By appearance we mean external appearance in which our dress, jewellery and make-up play a pivotal role. The speaker should consider how others will view him in relation to how he wants to be seen. He should dress up himself in simple dress.

Audience Analysis : The presenter must bear in mind the profile of the audience. He/she should have the knowledge of their expectations, their attitude towards him/her, their age-group, gender, educational background, cultural background and their political religious views, their interests and personal traits.

(b) Write short notes on the following :

(i) Proxemics

(ii) Chronemics

Ans. (i) Proxemics : Proxemics means the space between two persons engaged in the act of communication. Much will depend upon the place where the communication is taking place. It also makes a difference whether the communication between an orator and an audience consisting of twenty or fifty or more persons : as on the occasion of the seminar or it is between two persons. Perhaps the best rule to be followed will be to ensure that none of the parties feel uncomfortable, nobody is made to feel that he or she is being imposed upon by the listener.

Edward T. Hall divides space into four distinct zones. :

(1) **Intimate** : (18 inches) Members of family, relatives, parents fall under this zone.

(2) **Personal** : (18 inches to 4 feet) your close friends, peers.

(3) **Social** : (4 feet to 12 feet) official.

(4) **Public** : (12 feet and may extend to 30 feet). For e. g., like the Prime Minister of the country have to maintain this distance for security reasons.

(ii) **Chronemics** : Chronemics or time dimension means time management. It is the study of how human beings communicate through their use of time. We must reach for the presentation at the right time. It is discourteous to keep audience waiting. Then we have to respect the limit of time allowed for presentation. We should manage to complete it within time. Outline and rehearsals can help us in this management of time.

(c) Discuss the Nuances of Voice Dynamics and explain the four modes of speech delivery in a presentation.

Ans. Voice gives extra life to your delivery. Therefore, you may find it useful to understand the characteristic nuances of voice, namely *quality, volume, rate, pitch, articulation, pronunciation and pauses*.

(1) **Quality** : Quality is a characteristic that distinguishes one voice from another. Each one of us has a unique voice and its quality depends upon its resonating mechanism. It may be rich and resonant, soft and alluring, thin and nasal, hoarse and husky, or harsh and irritating.

(2) **Volume** : Volume is the loudness or the softness of the voice. If the place you are speaking in is large and open, the volume should be high, and if the place is small and enclosed, the volume should be low. If your volume is too high you may sound boorish and insensitive, whereas if it is too

low you may convey an impression of timidity, which has no place in the business world. It also gives the impression that you are not well prepared and lack the confidence to express yourself.

One way to improve your voice and speaking style is through reading aloud. Read children's stories, giving each character a unique way of speaking, to develop vocal variety.

(3) **Pace/Rate** : Rate is the number of words which you speak per minute. It varies from person to person and from 80 to 250 words per minute. The normal rate is from 120 to 150 words. Cultivate your pace so as to fit in this reasonable limit. If a person speaks too slowly and monotonously, he is most likely to be considered a dull speaker even though the contents of his speech may be highly interesting. Similarly, a fast speaker also causes discomfort because the listeners do not get time to grasp the thoughts and switch from one thought to another. Under these circumstances, listeners may just stop listening to you and their attention may go astray.

It is best, therefore, to vary your speaking pace. Use pauses to create emphasis. A well-paced, varied message suggests enthusiasm, self-assurance and awareness of audience.

(4) **Pitch** : Pitch refers to the number of vibrations per second of your voice. The rise and fall of the voice conveys various emotions. If you are excited, joyous, ecstatic, triumphant, and even angry, then your pitch automatically becomes high. A well-balanced pitch results in a clear and effective tone. It helps you avoid being monotonous.

Like the strings of a guitar, if you tense the vocal chords, a higher pitch results, and if you relax the vocal chords, a lower pitch results.

(5) **Articulation** : If all the sounds are not uttered properly, the flow of understanding gets interrupted and deters the listener from grasping the meaning of the message.

(6) **Pronunciation** : If *articulation* means speaking out all the sound distinctly, then pronunciation requires us to speak out sounds in way that is generally accepted. One should be careful enough to pronounce individual sounds along with word stress according to the set norms. Wherever there is confusion, always consult a good dictionary and try to pronounce it accordingly.

(7) **Voice Modulation** : Modulation of voice brings flexibility and vitality to your voice, and you can express emotions, sentiments like importance, careful planning, despondency, suspicion, etc. in the best possible way. If you do not pay special attention to the modulation of your voice, then your voice becomes flat and you emerge as a languid speaker with no command over your voice. Word stress and sentence stress also play an important role in voice modulation.

Modes of Speech delivery : There are four modes of delivery which can be used for making presentations :

1. Extemporaneous
2. Manuscript
3. Impromptu
4. Memorization

1. **Extemporaneous** : Extemporaneous presentation is by far the most popular and effective method when carefully prepared. When speaking extempore you must prepare the notes beforehand and rehearse your presentation.

2. **Manuscript** : In manuscript presentation, material is written out and you are supposed to read it out aloud verbatim. You are not supposed to memorize the speech and then recollect it.

3. **Impromptu** : The impromptu mode, as the word suggests, is what you use when you have to deliver an informal speech without preparation.

4. **Memorization** : This type of delivery stands somewhere between extemporaneous and manuscript presentation. Speech is written out before-hand, then committed to memory and finally delivered from memory.

5. **Attempt any two parts of the following :**

(a) **Drawing your information from Aldous Huxley's essay, compare the language of literature with the language of science.**

Ans. Language as a medium of expression is inadequate, whether in literature or in science. In both, language needs to be purified but the purity of scientific language is different from the purity of literary language.

The aim of the scientist is to say only one thing at a time. The scientist uses the vocabulary and syntax of common speech in order to say something with the greatest clarity. Sometimes, he uses new technical language or jargon to achieve his purpose. The literary artist creates such a language which is capable of conveying the multifarious significance of human experiences on private as well as public levels.

The scientist interprets a natural object like rose, lily or daffodil in the language of biochemistry and genetics. The literary artist, on the other hand has nothing to do with the scientific interpretation of a natural object. His concern is with his private experiences or the private experiences of the other persons. He enjoys the beauty of these natural objects.

(b) Illustrate the following statement of Barry Commoner in his essay 'Science and Survival': 'The new hazards are neither local nor brief.'

Ans. There is considerable scientific disagreement about the medical hazards caused by the new pollutants such as DDT. Actually we have risked these hazards before knowing about their harms. Man has loaded the atmosphere with synthetic chemicals, radioactive pollutants and carbon dioxide. We have burdened our bodies with strontium-90 and DDT for building atom bombs and killing mosquitoes. Science and technology cannot progress without taking some risks. The new hazards are neither local nor brief. Air pollution covers vast areas. Synthetic chemicals may remain in the soil for years. Radioactive pollutants now on the earth's surface will be found there for generations. Excess of carbon dioxide from fuel combustion eventually might cause floods. A single explosion in a nuclear power plant might kill thousands of people. One of the major duties of science is the control of human intervention into nature.

(c) Explain the following passage with reference to the context :

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"The lifeless body on the highway was a mere number representing the operation of inexorable impersonal laws and paying tribute to our genius for accurate measurement. One could not expect the response to have been otherwise. The closer an intellectual synthesis approaches the scientific ideals, the more completely will the human act lose its individual significance and the more fully will we remain detached from its human meaning. Where numerical formulations are involved, this effect becomes specially noticeable."

Ans. Reference : These lines have been taken from the essay 'Humanistic and Scientific approaches to human activity' written by Moody E. Prior.

Context with Explanation : Writer says that there are essential differences between the humanistic and scientific approaches. The effect of a scientific ordering is to produce detachment from the individual experiences. On the other hand, the effect of humanistic ordering is to encourage involvement. The incident of 1951 serves as an example. The national safety council of America predicted that one million traffic fatalities since the first recorded automobile death in 1899 would occur on December 22, 1951 and it did. The public response to this tragedy was lost where people were busy in counting the dead bodies on the highway and paying tribute to human genius for accurate measurement. The writer says that such response could not be expected. Every one lost humanity and individual significance and detached from human meaning and this effect becomes specially noticeable where numerical formulations are involved in place of humanity.