ENGLISH FOR SPECIFIC PURPOSES

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The limits of my language are the limits of my world.

–Ludwig Wittgenstein
Learning ENGLISH is a treasure that will follow its owner everywhere.
SWOT ANALYSIS

What’s my specific purpose in learning English?
English is a global language to communicate with anyone whom you don't know how to connect with.

- Travel
- Work
- Deal with higher management
- Pave your road in a highly competitive society
- A good command of English is like “Cherry on the Cake".
Public Says Communication Skills Are Most Important, But Educational Differences Emerge on Writing, Logic and Science

% of U.S. adults who say ___ skills are most important for children to get ahead in the world today, by educational attainment

<table>
<thead>
<tr>
<th></th>
<th>College Degree or More</th>
<th>Some College, No Degree</th>
<th>High School Diploma or Less</th>
</tr>
</thead>
<tbody>
<tr>
<td>Communication</td>
<td>94</td>
<td>92</td>
<td>86</td>
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<tr>
<td>Reading</td>
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<td>Logic</td>
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<td>Teamwork</td>
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<td>Math</td>
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<td>Science</td>
<td>63</td>
<td>63</td>
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<td>Music</td>
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<td>Art</td>
<td>19</td>
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<tr>
<td>Athletic</td>
<td>18</td>
<td>25</td>
<td>31</td>
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</table>


PEW RESEARCH CENTER
Communication Process

Communication is the process of sending and receiving information among people...

Use of channel to transmit the message

Sender

Receiver

Feedback

Noise
A diagram illustrating the communication process. It includes:

- **Physical Context**
- **Feedback Channel**
- **Psychological Context**

The diagram shows:

- **Sender-Receiver**
- **Encoding** and **Decoding**
- **Message**
- **Noise**

The exchange includes:

- "How are you?" = Message
- "Fine, thank you." = Message

This represents a basic model of how information is transmitted and received in a communication scenario.
Time Spent Communicating

Not Communicating 30%

Communicating 70%

Not Communicating 30%

Communicating 70%

Writing 9%

Listening 45%

Reading 16%

Speaking 30%

How can we learn English?
LISTEN TO LEARN

- Listening is to train yourself for oral communication.
- Unfamiliar??
- Not able to comprehend everything in one go?
- Accent of a native English speaker might also be non-understandable as you might find difficulty in understanding the tone and accent of the spoken words and sentences.
- you need to have lot of patience and perseverance.
- Listening to slow English songs, speech, presentations, news, debate or watching movies will help you a lot. Dedication will take you far in improving oral communication skills!
Active Listening

- Use of open & closed questioning
- Avoid prejudice
- Reflect
- Probe
- Avoid interruption & distraction
- Clarify
- Observe non-verbal behaviour
- Summarise
- Listen for feelings
- Signal encouragement
- Show interest
- Encourage
How to Improve Listening Skills in English

- Coursebook Audios
- Communication
  - Teacher
  - ESL students
  - Native speakers
- Special sites
  - tests
  - exercises
  - collections
- Radio
  - BBC
  - VOA
- Podcasts
  - 4 ESL learners
  - what UR interested in
- Audiobooks
- Films
  - DVD
  - Online
  - TV
- Songs
  - Lyrics
  - Karaoke
- Special sites
**Read as much as you can**

- **Reading regularly** can enhance basic oral communication skills.
- Reading English literature, newspapers, magazines, novels, fiction, etc. improves vocabulary skills.
- Reading will aid you in developing your thinking process and enhance your sharpness in gathering ideas and expressing them in English.
1) Start right now to write in English your personal Diary.

2) Decide between a common paper Diary or a digital Diary.

3) You have to commit 100% to the task of writing EVERYDAY no matter what/no excuses (7 days a week).

4) Write more or less depending of your daily free time, your inspiration or your mood. But still write EVERYDAY.

5) Write about anything you like (daily experiences, thoughts, projects...).

6) If you aren't inspired, just write about what you did during the day (Because you always do something, don't you?).

7) Every last day of the month check your diary to see if you haven't missed a single day without writing.

8) Keep doing it for as long as possible.
ENGLISH FOR PROFESSIONAL DEVELOPMENT

- Conferences
- Materials
- Mentoring
- Reflection
- Specialisation
- Workshops
- Social media

- Magazines
- Membership
- Observation
- Research
- Training
What You Do

November 25, 2013 | 14,935 | 311 | 87

What Color Is Your Parachute?

2014 Edition
Revised & Updated Annually
ALUMNI EXCLUSIVE BENEFIT

LIBRARY EJOURNALS

Access top academic journals from anywhere in the world
Video chat with a friend, going to a colleague, or give someone a ring—all without leaving your inbox.

Create an account
Gmail's inbox helps you stay organized by sorting your mail by type.

Create an account
How to Improve Nonverbal Communication Skills

- Maintain eye contact
- Nod your head to convey that you agree
- Smile and show interest
- Lean forward to show speaker your interest
- Use tone of voice that matches your message
ENGLISH FOR BUSINESS PURPOSES

CUSTOMER OR CLIENT?
CUSTOMER NEEDS

R&D (Research and Development): How does feedback from the end user come back to the R&D department? How are design, specification and user-friendliness influenced by customer needs?

Production: How are quality, range and choice influenced by customer needs? How does information on recalls and repairs come back to the production department?

Marketing: How do customer needs influence price and product information? How is market research done? How is packaging designed? What types of merchandising are there?

Distribution: How do the distribution channel and sales locations depend on customer needs? How is speed of delivery maximized? Is there a sales tracking system and how does it help customers?

Sales: How do sales staff make available to other departments their first-hand knowledge of customer needs, how customers use the product, what customers see as the strengths and weaknesses etc.?

After-sales: How are complaints handled? Are there surveys and questionnaires of existing customers? How is knowledge of after-sales staff made available to other departments?
VOCABULARY FOR BUSINESS COMMUNICATION

Tourist attractions and accommodation
cuisine (noun) /kwɪzɪˈn/  
culture (noun) /ˈkʌltʃər/  
environment (noun) /ɪnˈvɛrənment/  
scenery (noun) /ˈsiːnəri/  
sights (plural noun) /saɪts/  
wilderness (noun) /ˈwɪldənəs/  
wildlife (noun) /ˈwaɪldlaɪf/

Types of accommodation
bed and breakfast (noun) /ˌbed ənˈbrekfəst/  
camphsite (noun) /ˈkæmpsait/  
caravan (noun) /ˈkærəvæn/  
farmhouse (noun) /ˈfærmhəʊs/  
guest house (noun) /ˈgest ˈhəʊs/  
hotel (noun) /ˈhəʊtəl/  
house swap (noun) /ˈhəʊs ˈswɒp/  
self-catering accommodation
villa (noun) /ˈvɪlə/  
youth hostel (noun) /ˈjuːθ ˈhəʊstəl/  

Unit 8 Globalisation
Trade and the economy
borrow (verb) /ˈbɔrəʊ/  
debt (noun) /dʒeɪt/  

Social opening
I hope all is well with you.
How's it going?

Reason for writing
I am writing regarding [the meeting / the Thailand project, etc.].
About [the meeting / next week / your party, etc.].

Requesting
I should be grateful if you could email me...
Send me (...) when you can.

Offering help
Please do not hesitate to call me if I can be of any assistance.
If you need anything else, tell me.

Ending
I look forward to hearing from you.
That's all.

Unit 9 Here is the news
Talking about news
Breaking news
Oh no! Have you seen this?

interesting (adj) /ˈɪntrəstɪŋ/  
terrible (adj) /ˈterəbl/  
wonderful (adj) /ˈwʌndəfl/  
worrying (adj) /ˈwɔrɪŋ/  

Unit 11 Making money
Finance and investments
assets (plural noun) /ˈæsəts/  
bond (noun) /bænd/  
commercial property
dividend (noun) /ˈdɪvɪnd/  
interest rate (noun) /ˈɪntレスト,ˈreɪt/  
investment (noun) /ɪnˈvestmənt/  
mortgage (noun) /ˈmɔrɡɪdʒ/  
property (noun) /ˈprɒpəti/  
share (noun) /ʃeə/  
shareholder (noun) /ˈʃeə,ʃeəhɔldr/  

Meetings 1: Asking for and giving opinions
Asking for opinions
What about ...?

What do you think ...?
What's your opinion on ...?

Agreeing
Absolutely.
The language of a politician obscures the truth. The language of an artist reveals it.

- Salman Rushdie
ENGLISH FOR CROSS CULTURAL COMMUNICATION

Attitudes to alcohol
Dealing with emergencies
Formality of dress in business
History
Housing standards
Meal times
Physical distance between
Political system
Public transport
Religion and its importance
Shop opening times
conversation and meetings
Tipping in restaurants

Attitudes to foreigners
Demography – population spread
Geography
Hospitality
Local products
Money – paying restaurant bills
people when they speak
Preparation for meetings
Regions
Respect for authority
Silence – its acceptability in
Thinking – analytical or intuitive?
Titles – Mrs, Dr, etc., and their equivalents
You and I Are the Same

You and I are the same
but we don’t let our hearts see.
Black, White and Asian
Africa, China, United States and all other
countries around the world
Peel off their skin
Like you peel an orange
See their flesh
like you see in my heart
Peel off their meat
And peel my wickedness with it too
Until there’s nothing left
but bones.
Then you will see that you and I
are the same.

--Cambodian student of Class VIII.
A few clicks of the mouse, and you become a doctor

It’s your dream job but you don’t have the qualifications. So, instead of studying for the results you need, you find an Internet website that promises you a certificate with your requirements for just £165. You send your payment and in a few days you receive an authentic-looking fake certificate – an exact copy of one issued by a real university.

The owner of this lucrative business has been investigated by the police several times, but he has never been charged.

Dear Mr Chadwick,

As part of our fraud detection measures, we are trying to identify transactions which may have been undertaken without your consent.

Please check the items below. If they are genuine, no further action is required. If you do not recognise one or more transactions, please call us.

<table>
<thead>
<tr>
<th>Date</th>
<th>Amount</th>
<th>Description</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>09 / 06</td>
<td>£27.80</td>
<td>China Village Restaurant</td>
<td>OK</td>
</tr>
<tr>
<td>10 / 06</td>
<td>£31.37</td>
<td>BP Garage</td>
<td>OK</td>
</tr>
<tr>
<td>11 / 06</td>
<td>£10,000.00</td>
<td>Harrods</td>
<td>Not me!! Never been to Harrods!</td>
</tr>
</tbody>
</table>
Online fraud cases triple

The number of fraud cases involving Internet auction sites nearly tripled in the United States from 2001 to 2002 as an increasing number of people use the sites to buy everything from pets to automobiles. Consumers were defrauded out of $54 million last year.

A typical case involves a cashier’s check, thought by many people to be the same as cash. Jessica Roth advertised a flute on an Internet site for $825. Someone emailed to say he was interested in buying it. He promised to send her a cashier’s check for $5,000 and asked her to wire him the change. When the check arrived, Jessica posted the flute to the buyer and sent him the change of $4,175. The next week her bank told her the cashier’s check was a fake.

Identity theft: a new crime

Identity theft and identity fraud refer to crimes in which someone wrongfully obtains and uses another person’s personal data in some way that involves fraud or deception.

In one notorious case, the criminal not only incurred more than $100,000 of credit card debt, obtained a home loan, and bought homes in the victim’s name, but called his victim to taunt him — saying that he would continue to pose as the victim for as long as he wanted. He eventually filed for bankruptcy, also in the victim’s name. While the victim and his wife spent four years and $15,000 of their own money to restore their credit and reputation, the criminal served a brief prison sentence.
# TECHNOLOGY AND FRAUD

<table>
<thead>
<tr>
<th>Device</th>
<th>Used for</th>
<th>Advantages</th>
<th>Disadvantages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Photofit picture</td>
<td>Finding and identifying criminals</td>
<td>Might help someone to remember</td>
<td>Might not be accurate enough/recognisable</td>
</tr>
<tr>
<td>Lie-detector</td>
<td>Checking whether a suspect is telling the truth</td>
<td>An additional source of evidence</td>
<td>Not everyone accepts their accuracy</td>
</tr>
<tr>
<td>Street cameras (CCTV)</td>
<td>Deterring crime and identifying criminals</td>
<td>Can cover a wide area and provide evidence</td>
<td>Criminals might know where cameras are, and avoid them</td>
</tr>
<tr>
<td>DNA testing</td>
<td>Identifying people</td>
<td>100% reliable, unique to one person</td>
<td>Expensive and DNA not always readily obtainable</td>
</tr>
<tr>
<td>Watermarks / foil strips in banknotes</td>
<td>Deterring/preventing counterfeiting</td>
<td>Difficult for criminals to reproduce</td>
<td>May become copiable in time</td>
</tr>
<tr>
<td>Iris recognition</td>
<td>Identifying people</td>
<td>Unique to one person</td>
<td>Expensive</td>
</tr>
<tr>
<td>Telephone tapping</td>
<td>Gaining prior information about crimes and criminals</td>
<td>Provides additional evidence</td>
<td>Not always legal</td>
</tr>
<tr>
<td>Computer records</td>
<td>Providing evidence of criminal activity</td>
<td>Provides additional evidence</td>
<td>Computer hard disks can be wiped clean and evidence destroyed</td>
</tr>
<tr>
<td>Chip and PIN technology</td>
<td>Preventing credit/debit card fraud</td>
<td>More reliable than other methods</td>
<td>Individual may divulge number to others</td>
</tr>
</tbody>
</table>

**Note**: The obvious problem with the older devices is that criminals catch up with and use modern technology themselves.
<table>
<thead>
<tr>
<th>Word</th>
<th>Definition and examples</th>
</tr>
</thead>
<tbody>
<tr>
<td>ahead of the aircraft</td>
<td>a desirable condition meaning that the flight crew can anticipate what the aircraft will do and what they should plan for in advance: the crew must stay ahead of the aircraft at all times.</td>
</tr>
<tr>
<td>aileron power control unit</td>
<td>a hydraulically powered servo-control which moves the ailerons on the outer wings</td>
</tr>
<tr>
<td>air conditioning pack</td>
<td>a large unit comprising an air cycle machine and pre-cooler which regulates bleed air from the engine compressor for use in conditioning the cabin air</td>
</tr>
<tr>
<td>Air Data Computer</td>
<td>ADC: a digital computer serving as a central source of information on the surrounding atmosphere and the aircraft flight through it. It provides the pressure altitude, outside air temperature, airspeed, Mach number and angle of attack data to the automatic flight control system, the flight instruments and other systems.</td>
</tr>
<tr>
<td>Air Safety Report</td>
<td>a report written after an operational incident. Transparent, non-blaming reporting of incidents contributes significantly to improvements in safety and a better understanding of error chains</td>
</tr>
</tbody>
</table>
| airborne                         | 1) in the air  
2) installed or carried on the aircraft: The ADF is an airborne nav aid                                                                                                                                             |
| airbridge                        | a telescopic walkway for passengers to board and disembark from the aircraft directly from and to the terminal building; it is also referred to as a jetway or jetty                                                                                |
| aircraft maintenance technician  | AMT: an aircraft mechanic or engineer who inspects and services the aircraft (engine oil levels, tyre pressure and wear, signs of fuel or hydraulic leaks, impact damage to the engine air intakes and wing leading edges etc.), performs any small repairs and makes entries in the aircraft technical logbook. These activities are line maintenance |
POLYSEMY  Words that have several meanings; one meaning in ordinary English and another meaning as a legal term

The importance of the context (everyday language v. language for legal purposes)

Examples: common, act, consideration, tender, redemption etc.

DOUBLES AND TRIPLETS  To have and to hold – to own

Any and all – all

Last will and testament

Null and void

Full and complete

Ready, willing and able
ENGLISH FOR LEGAL PURPOSES

LATIN TERMS

Ab ovo – from the beginning
Affidavit – witnessed & signed statement
Bona fide – in good faith
De facto (in fact) and de jure (by right)
Et cetera (etc.) – and so on
Exempli gratia (e. g.) – for example
Id est (i.e.) – that is
Inter alia – among other things
ARCHAIC TERMS IN LEGAL REGISTER USED TODAY

Aforementioned – set out above
Hereafter – after this
Hereby – in this way
Herein – in this (document)
Notwithstanding – despite
Thereafter – after that
Thereby – in that way
Therein – in that (document)
Therewith – with that
TECHNICAL VOCABULARY FOR LEGAL PURPOSES

Tort
Alternative dispute resolution
Remedies
Trafficking
Money laundering
Contract v. agreement
Probation v. parole
Evidence v. proof
Common law v. case law
Barrister, solicitor, lawyer, attorney, counsel, litigator
LEGAL TERMINOLOGY TODAY

Long and complex sentences
The passive
Impersonal style – avoiding personal pronouns
Legal “shall” – imposing an obligation or duty on someone
Technical vocabulary
Archaic and foreign words
Repetition of words
EXAMPLE

Rewrite the following passage:
“ The statement for professional services that you will find enclosed herewith is, in all likelihood, somewhat in excess of your expectations. In the circumstances, I believe it is incumbent upon me to avail myself of this opportunity to provide you with an explanation of the causes therefor. It is my considered judgment that three factors are responsible for this development.”
(Source: R. Wydick, Plain English for Lawyers, p. 57)
The bill I am sending you with this letter is probably higher than you expected, and I would like to explain three reasons why.
THANK YOU FOR YOUR ATTENTION!