

## Module VII

### A) English for Banking and Industries

#### A. Notice, Agenda, Minutes:

There is a certain method regarding how the meetings are organized, conducted and the record of the same is kept. There are three important aspects of the meeting: Notice, Agenda, Minutes.

##### **I. Notice**

1. A meeting is called after by giving prior notice to all the persons expected to attend the meeting.
2. The notice must be issued by a competent authority.
3. It has to be given well in advance so that members will be able to attend the meeting.
4. It should be written in simple, brief, to the point and formal language.

The notice must include the following points.

- Name of the body/group which is to meet.
- Day, date and time of the meeting
- Place of the meeting,
- Agenda of the meeting

##### **II. Agenda: -**

An Agenda is a list of items to be discussed in the meeting. It is also called sent with the meeting.

1. An agenda is a list of items to be discussed in the meeting.
2. It is also called the business of the meeting.
3. It is usually sent with the notice.
4. It helps the members to think about the subject before they come for the meeting.
5. It is written in the form of points.

##### **Two ways of writing agenda -**

1. Beginning with nouns,
  - Appointment of sub- committee □ Proposal to open a new branch.
  - Fund collection
  - Review of the month's activities.
2. With infinitive verbs
  - To appoint a sub-committee.
  - To consider a proposal to open a new branch.
  - To collect funds.
  - To review activities of the month.

### III. Minutes

1. Minutes of meetings are the record of the discussion/decisions made in the meeting.
2. Minutes are final when they are approved in the next meeting and signed by the chairman and secretary.
3. Minutes are legal documents and can be produced in a court of law as evidence.

The Minutes of a meeting must contain the following details.

- Name of the body and nature of the meeting.
- Day, date, time and place of the meeting.
- Name of the chairman and members present.
- Names of people in attendance' i.e., invited officials like auditor, the solicitor, who are not members of the meeting.
- Names of the members absent.
- Record of all proposals.
- Use of simple past tense and passive voice.

### **B. Writing Advertisements**

**Introduction:** An advertisement is promotion of goods, services, companies and ideas. An advertisement is a promotional strategy where seller tries to influence customer. Generally, an advertisement is published in media. Media is mainly of two types: 1) Print media 2) Electronic Media. The print media includes newspapers, magazines, journals, leaflets, brochures, pamphlets etc. While Electronic media includes radio, television and internet. In the present unit the students have to draft or design an advertisement in a print media.

#### A) Structure of an Advertisement:

In the structure of an advertisement the following points must be considered.

##### **1. Headline:**

- i. Headlines usually are in capital letters
- ii. Words used in headlines are simple and easy to understand
- iii. Headline should be appealing to the audience or customers
- iv. Headline should attract the attention of the customers.
- ii. Headline should increase curiosity in the mind of the customers.

##### **2. Body copy:**

- i. It provides details about the product or the current offers.
- ii. Present tense is used here.
- iii. It explains benefits of the products, expert opinion, narrative about the product.

##### **3. Tagline:**

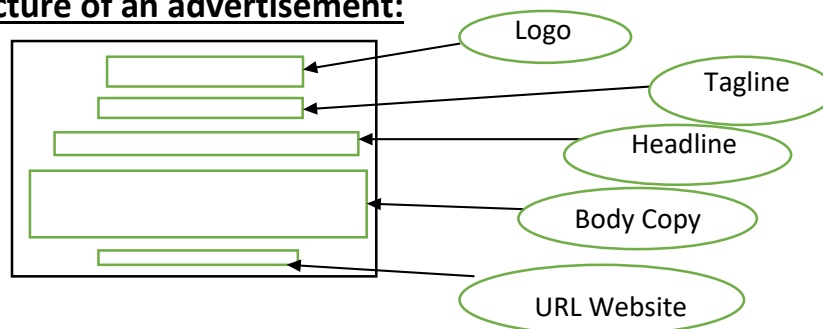
This is known as brand slogan. Slogans describe a brand or a company name. It expresses the importance and benefits of the product. The language here is persuasive, catchy and provocative.

##### **4. Logo:** This is brand symbol.

## B) The Language of an Advertisement:

- i. Use of adjectives
- ii. Catchy Words/Phrases
- iii. Use of short sentences
- iv. Use of imperatives
- v. Use of figures of speech- simile, personification, metaphor, hyperbole
- vi. Use of humour
- vii. Familiar language
- viii. Emotive language
- ix. Use of poetic language
- x. Frequent use of adjectives
- xi. Use of present tense
- xii. Conversion
- xiii. Types of sentences-imperative, interrogative, exclamatory
- xiv. Code-switching and code –mixing
- xv. Matrix Language
- xvi. Emotive language
  - xvii. Monologue, Dialogue, Humour.
  - xviii.

## C) Structure of an advertisement:



## A) Sample Examples:

Question: Draft the following advertisement

1. Draft an advertisement for a Cell Phone.

**OPPO**

**Selfie Expert**  
*Dual Selfie Camera*

*Wherever you go, we will be there*

**Get more for less**  
Android, Smart and faster, long durable  
Battery backup , 40 MP rear camera  
50 MP front camera, fast network,  
extendable memory.  
[www.oppoandroid.in](http://www.oppoandroid.in)



	<h1>Samsung</h1>	<i>Be</i>
<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="border: 1px solid green; padding: 2px; transform: rotate(-5deg); display: inline-block;">Guaranteed Brand</div> <div style="border: 1px solid green; padding: 2px; transform: rotate(5deg); display: inline-block;">Guaranteed Life</div> </div> <p style="text-align: center; font-style: italic;">clean be healthy !</p> <p style="text-align: center; font-style: italic;"><b><i>We guarantee clean and healthy life</i></b></p> <p style="text-align: center;">Cleans brightly, kills germs, heavy duty, less power consumption, low maintenance, service after sale available, care centre in your region.</p> <p style="text-align: center;"><a href="http://www.samsungservices.in">www.samsungservices.in</a></p>		

### E) Questions for practice:

1. Write an advertisement copy for a Two Wheeler.
2. Write an advertisement copy for a Refrigerator

### **A. Writing Business Reports:**

A report is an important medium by which the members of an organization communicate with each other about job related matters.

#### **The Business Report include:-**

- Business report generally related to administration, finance, marketing, personnel management, production, new branches or projects etc.
- A good business report arrives in time and it has up to date information.
- It is clear, concise and grammatically correct.
- It is well organized.
- There are heading and sub-headings.
- Tables, figures and charts are used where necessary.
- It addresses the problem and suggests a solution.

#### **There are two types of reports- formal and informal.**

- A short informal report is in the form of a letter. It is prepared by a subordinate and he submits it to the section head.
- A short formal report has rigid format. It is written when there is more complex and important investigation that has to be reported to the highest management.

**The format of the formal report is as follows:**

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Date:

To,

The name and designation of the authority

**Title/ Subject:**

**1. Terms of Reference/** Introduction

( What was asked to do, by whom, and by what date)

**2.Procedure:** Steps taken for investigation like interviews, visits.

**3. Findings: Observations to be given point wise.**

**4. Recommendations:** Related to the observation.

Signature of the writer

## **B) SENOR PAYROLL**

- William E. Barrett

### **Introduction:-**

William Edmund Barrett ( 1900- 1986), was an American author. Born in New York City, he graduated from Manhattan College in 1922. He worked as an aeronautics consultant with the Denver Public Library from 1941 on.

In 'Senor Payroll' we have the theme of control, power, determination, connection and acceptance. The story focuses on a need for adaptability from both the workers and the management.

### **Summary:-**

In 'Senor Payroll' we have the theme of control, power, determination, connection and acceptance. The story focuses on the a need for adaptability from both the workers and the management. It also explains how adaptability is a survival skill in an organization.

Larry and the narrator were Junior Engineers cum clerks in the gas plant. Anything that could be classified as paper work came to the flat double desk across which we faced each other. Sometimes they received bewildering orders and they had to put them into effect. They had to obey the orders and work accordingly. For the Maxican labourers, they were the pay masters.

The stokers were big maxican men. They worked hard and skillfully. The aristocrats among them were the stokers, big men who worked Herculean eight hour shifts in the fierce heat of the retorts. There was pride and dignity in their work. They hurled the coal with their shovels into the tiny doors of the furnace. The company paid its men only twice a month on the fifth and on the twentieth. But the Maxican workers wanted their payment after every three or four days. So Larry and the narrator had to give them advances against their payments.

There was a certain elasticity in the company rules, Larry and narrator sent the necessary forms to the main office and received an 'advance' against a man's pay check. Then one day downtown favoured us with a memorandum: there have been too many abuses of the advance-against-wages privilege. Hereafter, no advance against wages will be made to any employee except in a case of genuine emergency. Jaun Garcia's asked for an advance for his wife's sickness. But narrator pointed to the notice. He explained to Jaun patiently that the company was kind and sympathetic but that it was a great nuisance to have to pay wages every few days. Juan did not get money, he went out silently. Very soon all the maxican workers were discussing about the advances. The narrator felt ashamed of himself. He looked across the desk at Larry, he avoided narrators eyes. What they did not know was that Jaun Garcia, Pete Mendoza and Francisco Gonzalez had spread the word and that every Maxican in the plant was explaining the order to every other Maxican.

The next morning Jaun Garcia's wife was practically dying, Pete Mendoza's mother would hardly last the day, there was a varitable epidemic among children and just for variety there was one sick father. They suspected, people was very sick and also examines private lives. Larry and narrator made out their forms with an added line describing the 'genuine emergency', people got paid.

Then there was another notice from the main office. It said that the payment would be made only on the fifth and twentieth only the people quitting their services would get their

payments. Next day Jaun Garcia came to the narrator and told him that he was quitting his job. The narrator argued with him that the company was good and treated them well like children, but in the end they paid off, because Jaun Garcia quit. And so did Gonzalez, Mendoza Obregon, Ayala and Orteza, the best stokers, men who could not be replaced. Larry and Narrator thought that there would be a serious problem in the plant after three days. The foreman was also worried and didn't know how to get skilled man for the work. But problem was solved by hiring temporary services of stokers. Jaun Garcia and other had come there as temporary workers.

Now everyday there was a line of resigning stokers and another line of stokers seeking work. Learning this new problem the main officer was upset. They saw that the same men were on payroll twice in a week. Then sent one more notice. Hereafter, no employee who resigns may be rehired within a period of 30 days. When Juan Gracia resigned, the narrator showed him the new notice. All of them thought over it and they resigned their jobs. The narrator thought that it was a bad day for the company. Larry and narrator looked at each other when they were gone and they both knew that neither of us had been pulling for Downtown to win this duel. It was a blue day.

The next morning, all the stokers were in the line for seeking jobs. The narrator told to Juan Garcia that he couldn't hire him as per the notice. Jaun Garcia told him, 'I am Manuel Hernandez, I work as the stoker in Pueblo, in Santa Fe, in many places'. So the narrator had to rehire his services. Then narrator hired Gonzalez too, who swore that his name was Carrera and Ayala, who had shamelessly become smith. Then the chain of resignations and rehiring services with the new changed names continued within a week the payroll looked like a history of Latin America.

Finally Larry and the narrator went to the head office and explained the grave situation to the superintendent in the main office and told the whole story. Then the company nullified all its previous orders. Now there were no rules any more. So Larry told the workers to choose their best names for all time and join their duties. The Mexican workers were pleased to know this.

In the story, writer focuses on a need for adaptability from both the workers and the management. It also explains how adaptability is a survival skill in an organization. In this story we have the theme of control, power, determination, connection and acceptance.

**Q.1 A) Complete the following sentences.**

- 1) The narrator worked as **clerk** in the gas plant.
- 2) The company paid its workers **two times** in a month.
- 3) The genuine emergency stated by Jaun Garcia was that **his wife was dying**.
- 4) The new order of the company said, "Hereafter, no employee who resigns may be rehired within a period of **30** days".
- 5) In the end the stokers **continue to work with different names**.

**Q.1 B) Answer the following questions in one word/phrase/sentence each:**

- 1) What was the name of the narrator's companion?

Ans. Larry.

- 2) What was the original manner of payment of the company?

Ans. Twice a month, on the fifth and the twentieth of the month.

- 3) What 'genuine emergency' is mentioned by Pete Mendoza?

Ans. Pete Mendoza's mother would hardly last the day.

4) What was the second order of the company about the payment of the wages?

Ans. The second order stated that employees would be paid on fifth and twentieth of the month but the employees leaving the service of the company would be given their payment of wages immediately.

5) What was the third order of the company about the payment of the wages?

Ans. The third order said that no employee who resigned might be rehired within a period of 30 days.

**Q.2 Write short notes.**

- 1) Company's efforts to control the workers.
- 2) The response of the stokers to the moves of the company.
- 3) The narrator's attitude towards the workers.