

# 1

## CHAPTER

# ESSENTIALS OF GOOD ENGLISH

### A QUICK REVIEW

#### BUSINESS COMMUNICATION

Topic	Explanation
Introduction	Words are divided into eight classes according to the work they do in a sentence. Noun, Pronoun, Adjectives, Verbs, Adverbs, Prepositions, Conjunctions & Interjections.
Noun	A noun is a naming word. Nouns may be divided into: <b>a. Common nouns:</b> Names given in common to all persons, places or things of the same class. For example, bank, shop, market, etc. <b>b. Collective nouns:</b> Names given to a group of people, animals or things as a whole. E.g. batch, company, university, crowd, flock, etc. <b>c. Proper nouns:</b> Names of particular persons, places or things. E.g. India, Larsen and Toubro, Delhi, January, etc.
Pronoun	Pronouns are used in place of nouns. Pronouns may be: <b>a. Personal Pronouns:</b> To represent a person or things. E.g. I, we, you, she, <b>b. Relative Pronouns:</b> It acts as a pronoun and as conjunction at the same time. E.g. whom, which and that. <b>c. Possessive Pronouns:</b> These show possession. E.g. mine, ours, yours, their, its and hers.
Adjective	A word used to describe or point out, a person, animal, place or thing which the noun names, or to tell the number and quantity is called an Adjective. E.g. Rani is a clever girl.
Verb	Verb is derived from a Latin word 'Verbum' which means a word (part of speech). A verb tells or asserts something about a person or thing or what a person or thing does or what is done to a person or thing or what a person or thing is. E.g. The bell rings, The chair is broken, Ram is beaten.

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Adverb	Adverbs modify the meaning of verbs, adjectives, prepositions, conjunctions, etc. E.g. The CEO is an exceptionally sharp manager. The cash counter is right behind you.
Preposition	A Preposition is placed before a noun or its equivalent in order to show its relationship in terms of time, place, etc. E.g. about, across, ahead, at, along, away, over, round etc.
Conjunction	Conjunction join words and sentences conveying related ideas. E.g. and, but.
Interjection	Interjection are words which are used in a sentence to express strong emotion or feelings. E.g. Hi!, Alas! Oh!
Voice	<p><b>Active Voice:</b> Follow the traffic rules, while driving.</p> <p><b>Passive Voice:</b> The traffic rules should be followed while driving.</p>
Article	The words 'A' or 'An' are Indefinite Articles. 'The' is Definite Article. E.g. Bring me an apple. I have lost a one-rupee note.
Tense	<p>The word tense is derived from Latin word 'tempus', meaning time. Sentence can be in Present Tense, Past Tense and Future Tense.</p> <p><b>Present Tense</b></p> <ol style="list-style-type: none"> <li>1. I read a book. (simple present)</li> <li>2. I am reading a book. (Present continuous)</li> <li>3. I have read a book. (Present Perfect)</li> <li>4. I have been reading a book. (Present Perfect Continuous)</li> </ol> <p><b>Past Tense</b></p> <ol style="list-style-type: none"> <li>1. I jumped from the window. (Simple Past)</li> <li>2. I was jumping from the window. (Past Continuous)</li> <li>3. I had jumped from the window. (Past Perfect)</li> <li>4. I had been jumping from the window. (Past Perfect continuous)</li> </ol> <p><b>Future Tense</b></p> <ol style="list-style-type: none"> <li>1. I shall/will jump. (Simple Future)</li> <li>2. I shall/will be jumping. (Future Continuous)</li> <li>3. I shall/will have jumped. (Future Perfect)</li> <li>4. I shall/will have been jumping. (Future Perfect Continuous)</li> </ol>
Sentence	<p>A group of words, which makes complete sense, is called a sentence. Following are the rules for arranging words in a certain order to form meaningful sentences:</p> <ul style="list-style-type: none"> <li>◆ Make a statement: The government has decided to disinvest its stake in Air-India.</li> <li>◆ Pose a question: Would this step enable them to turn this PSU around?</li> <li>◆ Give a command: Bring about a change of ownership.</li> <li>◆ Make an exclamation: What a way to bridge the fiscal deficit!</li> </ul>

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	<p>A sentence consists of two parts:</p> <p><b>Subject:</b> The part which names the person or thing we are speaking about is called the subject of the sentence.</p> <p><b>Predicate:</b> The part which tells something about the subject is called predicate.</p> <p>A <b>Phrase</b> is a group of words, which neither has a finite verb nor makes any sense by itself. Depending on its place in the sentence, it may be a:</p> <ul style="list-style-type: none"> <li>◆ Noun</li> <li>◆ Adjectival</li> <li>◆ Adverbial Phrase</li> </ul>
Sentence Construction	<ul style="list-style-type: none"> <li>◆ <b>On the basis of complexity of writing.</b> <ul style="list-style-type: none"> <li>■ <b>Loose sentences:</b> are suited to simple style of letter writing.</li> </ul> <p>E.g. The Reserve Bank of India intervened in the forex market as there were strong rumors about an intense speculative activity caused by the spurt in imports.</p> <ul style="list-style-type: none"> <li>■ <b>Periodic Sentences:</b> are decorous and emphatic but more difficult to write. The order is reversed and the main statement is made at the end.</li> </ul> <p>E.g. As there were strong rumors about an intense speculative activity caused by the spurt in imports, the Reserve Bank of India intervened in the forex market.</p> </li> <li>◆ <b>On the basis of Length</b> <ul style="list-style-type: none"> <li>■ <b>Shorter Sentences:</b> easier to write as well as understand</li> <li>■ <b>Longer Sentences:</b> prone to grammatical errors and need careful thought and planning.</li> </ul> </li> </ul>
Prefix and Suffix	<p>An affix is an addition to the base form or stem of a word in order to modify its meaning or create a new word.</p> <p><b>Prefix:</b> If the affix or addition to the root word comes at the beginning, it is called a prefix. E.g. intranet, sub-inspector, megastar, disloyal, dishonest.</p> <p>Prefixes fall into a number of distinct groups such as:</p> <p><b>Supportive Prefixes</b> are prefixes that support or are for the root word.</p> <p><b>Opposing Prefixes</b> are prefixes that are opposed to the action denoted by the root word.</p> <p>Anti (against) - antibody, antibacterial, Contra (against) - contraception, contraindicate,</p> <p>Counter (opposition/retaliation) - counteract, counter-example</p>

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	<p><b>Negative Prefixes</b> are prefixes that denote the absence of distinguishing features of the root word. (The prefixes marked with * can convey different meaning besides those specified herein.)</p> <p>*a (not, without) - amoral, ahistorical,          *an (not, lacking) - anaesthetic, anaemic,          *dis (not) - disloyal, disable, disarm,</p> <p><b>Reversative Prefixes</b> are prefixes that denote the act of undoing the previous act that the root word denotes as being done.</p> <p>de* (reverses the meaning) - decriminalise, dehumidify, deselect, decontaminate</p> <p>dis* (reverses the meaning) - disqualify, dishonest, disinvoke</p> <p>un* (reverses the meaning) - untie, unscramble, unlock</p> <p><b>Derivative Prefixes</b> are those that denote the meaning of removing something or depriving something or someone.</p> <p>de (remove something)-debug, defrost</p> <p>dis (remove something) - disarm, disillusion,</p> <p>un (remove something) - unleaded, unmark,</p> <p><b>Pejorative Prefixes</b> are those that express contempt, disapproval, bad or wrong, mis (badly/wrongly) - miscalculate, misgovern, misspell, mismanage, misalign, misapply.</p> <p><b>Place Prefixes</b> are prefixes that indicate a place or placing of things, situation, etc.</p> <p>ante (before) - antecedent, antechamber,          circum (around)-circumvent, circumnavigate</p> <p>fore (front/before) - forefinger, forecourt</p> <p>out (outside)-outdoor, out-patient,</p> <p><b>Size Prefixes</b> denote size.</p> <p>mega (very large)-megaphone, megastar, (medium)-midi-computer, midibus mini (small)-minibus, miniseries, minicab,</p> <p><b>Time Prefixes</b> denote time.</p> <p>ante (before)-antenatal, antedate ex (former)-ex-wife, ex-president, ex-student fore (before)-forenoon, foresee, foretell.</p> <p><b>Number Prefixes</b> are those that denote number.</p> <p>mono (one/single)-monorail, monochrome,          uni (one)-unidirectional, unilateral, unicycle,          bi (twice/double)-bicycle, bilateral,          di (two, twice)-dioxide, dichromatic duo/du</p> <p><b>Status prefixes</b> are those that denote a status. co (joint)-copartner, coauthor, cofounder, pro (deputy)- proconsul, pro-vice chancellor vice (deputy)-vice president, vice admiral, vice chancellor</p>

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	<p><b>Class Changing Prefixes</b> have the effect of changing the word class, like making transitive verbs from nouns, adjectives, an intensifying force of the verbs used, etc. be-besiege, bewitch, besmear, bewail, encode, endanger, ensure, enlist, enroll.</p> <p><b>Suffix:</b> They are added at the end of a word to form a derivative. Suffixes fall into the following categories: –</p> <ul style="list-style-type: none"> <li>◆ <b>Noun Suffixes:</b> acity (indicates a quality and state of being)-audacity, capacity, ant (denoting attribution of an action or state)-appellant, informant, arrogant. ation/ion (denoting an action or its result)-collaboration, exploration, evolution, exaltation, inhalation, communion, oblivion, objection, cule, cule, ule (indicates small size)-miniscule, particle, molecule, capsuleic-lyri</li> <li>◆ <b>Adjective Suffixes:</b> able/ible (inclined to, capable of, causing)-audible, uncountable, readable. al/ial (kind of)-tidal, accidental managerial, musical, ed (having, affected by)-cultured, heavy-handed, talented</li> <li>◆ <b>Verb Suffixes:</b> fy/ify (indicates or becoming)-beautify, purify, gratify, ise, ize (quality, state or function)-capitalize, modernise, popularise,</li> <li>◆ <b>Adverb Suffixes:</b> ly (forms adverbs from adjectives)-amiably, candidly, surprisingly, greatly wise (of manner or respect or direction)-clockwise, notewise, taxwise, anticlockwise.</li> </ul>
Combination words	<p>These are word elements or combining forms that can be combined with other words that already exist to form new words.</p> <p>E.g.: auto means self - autograph, autopilot.</p> <p>Bio means life-bio-diversity, biology, biography.</p>
Punctuation	<p>Punctuation is the system of symbols that are used to separate written sentences and parts of sentences, and to make their meaning clear.</p> <p>E.g. capital letters, colon, underline, space, full stop, dash, quotation marks, italics, hyphens, stroke, bold emphasis, apostrophe, asterisk. Ellipsis, question mark, semicolon, paragraph, comma, abbreviations, numbers, brackets, exclamation mark, etc.</p>

## ENGLISH VOCABULARY

Topic	Explanation
Choice of Words	<p>The word one chooses to communicate with someone depends on the following factors:</p> <ol style="list-style-type: none"> <li>a. <b>The range or repertoire of your vocabulary:</b> Unless you know a word, you would not be able to use it.</li> <li>b. <b>Your audience or person you are communicating with:</b> Must assess the literacy level of the audience.</li> </ol>

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	<p><b>c. Type of communication:</b> Whether it is formal or informal, oral or written, these factors will also influence your choice of words.</p> <p><b>d. The message you intend to convey:</b> The urgency, disappointment, the level of accuracy required, etc. can also be conveyed through the apt words. Therefore, these too will influence your choice of words.</p> <p><b>e. Context and usage:</b> Certain words can only be used in a particular context, and if they are used otherwise, they would convey the wrong sense; hence influencing the choice of words.</p> <p><b>f. Regional or national differences:</b> Such differences in language or connotation also influence your choice of words. E.g. 'Liberal' in Britain has a positive meaning. It means generous and open minded, whereas in America it is used as a term of political abuse.</p> <p><b>g. Improving Vocabulary:</b> Try and understand the root/etymology of the words. Good dictionaries give all the changes that a root word can undergo.</p>
<p>Tips for choosing the right words</p>	<ul style="list-style-type: none"> <li>◆ <b>Simplicity:</b> Simple language produces the best and the quickest response from everyone.</li> <li>◆ <b>Use familiar words:</b> Use familiar words <i>i.e.</i>, the words with sharp and clear meanings in the mind.</li> <li>◆ <b>Jargon:</b> Jargon is a language that is unique to a particular field of knowledge. E.g. science, technology, art, trade or a profession.</li> <li>◆ <b>Avoid using superfluous words/Verbosity:</b> using more words than necessary is a common weakness.</li> <li>◆ <b>Choose short words:</b> Short words generally communicate better than long words.</li> <li>◆ <b>Select words for precise meaning:</b> Knowledge of language enables you to use words that carry the meaning you want to communicate. E.g. fewer mean "smaller numbers of items" and less to mean "reduced value, degree or quantity".</li> <li>◆ <b>Use Gender-neutral words:</b> Use Gender-neutral words: For reason of fair play and to be in step with today's society in which gender equality is the goal, one should use gender-neutral words. For example; chair, presiding officer, moderator and chairperson.</li> </ul>
<p>Synonyms</p>	<p>Synonyms are words that have very nearly the same meaning.</p> <p>Abridge: shorten, curtail</p> <p>Cordial: gracious, congenial</p> <p>Extravagant: excessive, wasteful</p> <p>Penury: want, poverty</p>

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Antonym	<p>Antonym is a word opposite or contrary in meaning to another word.</p> <p>Hope: Despair  Native: Foreign  Fact: Fiction  Flattery: Criticism  Flexible: Rigid</p>
Homophone	<p>The word, homo, means “same,” and phone means “sound.” Homophones are two words that sound the same, but have different meanings.</p> <p>E.g. <i>Access, Excess</i></p> <p>Access: The workers could access the manager freely. (approach)  Excess: The production is far in excess to the target. (more than)  <i>Bare, Bear</i></p> <p>Bare (adjective): If something is bare, it means that it’s not covered or not decorated. Tom likes to walk around his house in bare feet. He says it’s more comfortable than wearing shoes.  Bear (noun): A large mammal.</p>
Homonym	<p>The word homo - means “same,” and nym means “name.” A homonym is a single word (with one spelling) that has more than one meaning.</p> <p>E.g. <i>Address – Address</i></p> <p>I can give you the address of a good attorney.  That letter was addressed to me.</p> <p><i>Right – Right</i></p> <p>I’m sure I’m right.  Take a right turn</p>
Single Word for Group of Words	<p>The skill to substitute a single word for many helps the speaker/writer express himself / herself better. E.g.</p> <p>Greed - Inordinate desire to gain and hoard wealth</p>
Words Frequently Misspelled	<p>Correct spelling used in written communication shows the attention as well as level of education of the person sending it. However, there are a lot of tricky spelling rules in the English language. E.g. Correct word ‘absence’ is commonly misspelled as abcence, absance.</p> <p>Correct word ‘achieve’ commonly misspelled achieve.</p>
Spelling Errors	<p>Adequate care should be taken to spell words correctly in all communications so that you are able to communicate effectively and impressively.</p> <p>Spelling errors are common when:</p> <ol style="list-style-type: none"> <li>i. Certain alphabets/letters are repeated in a word. E.g. to-morrow, occasion, beginning, profession, etc.</li> </ol>

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	<p><i>ii.</i> One has to sometimes choose between 'ei' and 'ie'. E.g. receive and believe.</p> <p><i>iii.</i> 'E' can be either dropped or retained when changing the root word. For example, true changes into truly but sincere changes into sincerely.</p> <p><i>iv.</i> An extra letter at times alters the meaning of the word. For example, lose and loose.</p> <p><i>v.</i> When noun and verb forms of the same word have different spellings. For example, advice / advise or practice/practise.</p> <p><i>vi.</i> Words have the same pronunciation but different spellings. For example, whether/weather.</p> <p><i>vii.</i> When a choice has to be made between ise (merchandise, enterprise, franchise, etc.) and 'ize' (size, prize, etc.). Some words are spelt differently by the Britishers and Americans, the latter prefer 'z' over 's'.</p> <p><i>viii.</i> When a word similarly spelt has two variants with different meanings in past and past participle forms. For example: Lie-lied-lied.</p>
Abbreviations	Abbreviations are the shortened form of a word, phrase or text.
Abbreviated Form of Words	<p>An abbreviation is a short way of writing a word or a phrase that could also be written out in full.</p> <p>E.g. <i>exempli gratia</i>: For example.</p> <p>Ph.D. <i>Philosophiae Doctor</i>.</p> <p><i>i.e.</i> <i>in absentia</i>: "In absence."</p> <p><i>a.v. ad valorem</i>: "In proportion to the value of something else."</p>
Don't Abbreviate the following :	<p>Following should not be abbreviated:</p> <ul style="list-style-type: none"> <li>◆ Words such as through (thru), night (nite).</li> <li>◆ Days of the week or months of the year (in the normal flow of text).</li> <li>◆ Words at the beginning of a sentence.</li> <li>◆ People's names, unless those abbreviations have come to be accepted as nicknames for those particular individuals.</li> <li>◆ Courses such as eco (for economics) or pol.sc (for political science).</li> </ul>
Idioms and Phrases	<p>A Phrase is a group of words, a part of the sentence which does not make a complete sentence, but has an independent meaning and makes some sense.</p> <ol style="list-style-type: none"> <li>1. Beat back (compelled to retreat)</li> <li>2. Boil down to (to amount to)</li> <li>3. Gloss over (to ignore)</li> <li>4. Pull one through (to recover, to help one recover)</li> <li>5. To catch a Tartar (to encounter a strong adversary)</li> </ol>

Topic	Explanation
	<p>6. To make much ado about nothing (to make a great fuss about a trifle)</p> <p>7. To throw cold water upon (to discourage someone from doing something)</p> <p>8. Bad blood (ill will towards each other, enmity)</p> <p>9. The gift of the gab (eloquence, fluency in speech)</p> <p>10. To weather the storm (to come out of a crisis successfully)</p> <p><b>Idiomatic expressions in which the principal word is the verb</b></p> <ul style="list-style-type: none"> <li>◆ To fall to someone's lot (to become someone's responsibility)</li> <li>◆ To keep the wolf from the door (to keep away extreme poverty and hunger)</li> </ul> <p><b>Idiomatic expressions formed with the help of verbs</b></p> <ul style="list-style-type: none"> <li>◆ To blunt the edge of (to make something less effective)</li> <li>◆ To flog a dead horse (waste one's energies on a lost cause)</li> </ul> <p><b>Idiomatic phrases formed by the combination of a noun and an adjective each, noun phrases and adverbial phrases</b></p> <ul style="list-style-type: none"> <li>◆ Elbow room (adequate space to move or work in)</li> <li>◆ A nine-day wonder (a person or event that attracts a lot of notice for a short time but is soon forgotten)</li> <li>◆ Tall talk (boastful language)</li> </ul> <p><b>Prepositional and other Phrases in English used with the verb "to be"</b></p> <ul style="list-style-type: none"> <li>◆ To be at sea (confused, uncertain)</li> </ul> <p>To be at one's wits end (be completely at a loss as to what to do)</p>
Idiomatic expression belonging to particular subject	<p>Following are a few Idiomatic expression that can be classified under particular subject:-</p> <ol style="list-style-type: none"> <li>1. Money, debt, business, etc: To bring a thing under the hammer (to sell something by auction), To pay one's way (earn enough to cover one's expenses).</li> <li>2. <b>Warfare:</b> To take something by storm (to capture a place by sudden and violent attack), To strike one's flag or colours or to show the white (to surrender).</li> <li>3. <b>Sea and ships:</b> To weather the storm (to come out of a crisis successfully), To be in the same boat (be in the same difficult circumstances as others).</li> <li>4. <b>Fire, light, candles:</b> The game is not worth the candle (the advantage or enjoyment to be gained is not worth the time spent in gaining it).</li> <li>5. <b>Death:</b> All the phrases given below mean, 'to dies a natural death' as opposed to a violent or sudden death (from murder, in accident or in battle-field, etc.). These phrases also apply to death after a long illness. E.g. To pass away, to go the way of all flesh, to breathe one's last</li> </ol>