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A Study on Establishing Conversations and Failing to Build Conversations in Business Scenario

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ABSTRACT

The outcomes of a conversation are related to concerns that the conversationalists are aware of and unaware of. Indulging in a discussion using familiar words and terms allows for both access and departure, as well as inadvertent agreement, even before getting to the heart of the topic.

There are aspects that influence how well a discussion is orchestrated, and a planned strategy for a circumstance using standard phrases does not always ensure success. The goal of this study is to evaluate the challenges of engaging in a discussion using the traditional technique, as well as the potential of expanding the bounds of situational language education and language for a specific purpose in the environment. The study's premise is that sticking to known words, phrases, and sentences does not always produce the ideal conversational platform, and that learning language based on a context may meet the fundamental criteria but does not always ensure success.

Because they may have greater expertise in engaging in dialogues, an internet survey with a questionnaire was created to study the thoughts and opinions of persons in the field of marketing and company promotion. The data was evaluated and clarified, pointing to potential study areas.

Keywords: questionnaire, discussion

I. INTRODUCTION

In India and worldwide, the use of English has become commonplace in most official circumstances. Because of the increased demand for communication in English among students, researchers have quickly studied the potential of teaching English as a second language in India. Their findings have been highly accepted by institutions. Improvised and novel language teaching strategies that are growing and drawing attention in the area of language education, appealing to the demands of language learners, are continually challenging the imperial regime's relatively simple teaching methods. It is due to the need to swiftly learn English and communicate successfully.

Communication in the field of business is something that is considered to be essential and people get employed in great numbers for the same. Business communication skills are essential for every organization's success, regardless of its size, location, or objective. Business communication is intertwined with an organization's internal culture and public image. As a result, it is the deciding element in internal communication.

Good business communication methods help a company achieve its goals of informing, persuading, building positive relationships, and increasing corporate goodwill. Organizations can only survive if they accept the rapidly changing global challenges and structure and deliver communication processes. Because today's workforce is dynamic, communicating is difficult when done against the backdrop of culture, technology, and competition. Any company's success is heavily reliant on efficient and effective communication.

It occurs between business entities, in markets and market places, within organisations, and between various groups of employees, including owners and employees, buyers and sellers, service providers and customers, salespeople and prospects, and people within the organisation and members of the press.

All of this communication has an influence on company. When done correctly, this type of communication may help to advance corporate goals. Otherwise, it will paint a negative picture of the company and may harm its economic interests. Communication is the lifeblood of every company, and its primary goal is to inspire action via change.

What makes individuals more compelling and persuasive when they speak in English? This is the question that this study is based on.

What keeps them from having a conversation and what do they overlook while speaking English in an Indian context? With this lead, we'll learn about the nature of an oral discourse and the characteristics that make a platform for orchestration successful.

The current research examines a range of factors that encourage speech as well as others that are less important and are overlooked, particularly in oral discourse.

II. DISCOURSE AND MIND-CONTROL

It's not simple to define discourse because there are so many diverse meanings that fall into different categories. Jaworski and Coupland (1999: 1–3) made an excellent effort to categorise the gathered definitions into three categories: (1) anything beyond the phrase, (2) language usage, and (3) a larger spectrum of social activity. The term's widening meaning illustrates why a conversation isn't just about words and circumstances, but also about the mind and its synchronisation. Van Dijk (2001) identifies five methods of mind-control that impact a discourse including power and domination. In other words, it refers to techniques or events that may be used to reaffirm the cooperation of receivers.

Recipients only engage in dialogue when they are under a specific responsibility and in a certain setting. They demonstrate engagement and cooperation in accordance with the circumstances. Some of these scenarios have previously been identified and highlighted by researchers. It has been noted that recipients are more likely to embrace views, information, and perspectives that are similar to their own through discourse from what they perceive to be authoritative, trustworthy, or credible sources, such as scholars, experts, professionals, or trustworthy media (Nesler et al. 1993).

Participants are made or coerced in various contexts, such as educational needs or numerous employment conditions (Giroux 1981). Recipients tend to also accept when there is no alternative information or which alternative beliefs is available (Downing 1984) and when there is nothing to challenge the discourses or information they are exposed to (Wodak 1987).

When people engage in or attempt to engage in a discussion without any responsibility or in a compulsive environment, the situation is different. There are other issues to be asked, such as whether following a standard technique or method will be beneficial. How can one use vocabulary, an initial approach, and other behaviours to their advantage? It's because engaging in a discussion is a challenging process, and most people enter and depart before getting to the meat of the topic.

Obtaining an audience from someone is thus a vital aspect, as does having a good dialogue. The current paper first explores the role of registered words and expressions used at the beginning for accomplishing the audience and achieving a successful oral discourse with the help of a questionnaire.

TABLE I.

S. No	Questions	1 2 3 4				
			Yes	No	Some times	Never
1.	Do you prefer to talk to someone who speaks with a foreign accent?		30	10	18	1
2.	Do you prefer to talk to someone who speaks with a normal Indian accent?		56	1	2	0
3.	You wish to listen only to few words from a stranger before deciding to talk?		25	14	20	0
4.	You wish to listen to a detailed speech from a stranger before deciding to talk?		17	21	20	1
5.	Do you feel like listening to someone who uses uncommon/strange/technical vocabulary?		21	14	22	2
6.	Do feel like listening to someone who uses common/usual/natural vocabulary?		53	0	6	0
7.	Do you appreciate if he/she tries to use his sense of humour?		43	2	14	0
8.	Do you appreciate if he/ she tries to be serious and focused on the purpose?		29	8	18	4

9.	Will you be interested if he/she uses usual and regular introductory strategy? like Hi, I am so & so, Can/could I talk to you	32	4	20	3
10.	Will you be interested if he/uses different introductory strategy? Sorry to bother you/ please don't mistake me	29	12	18	0
11.	Would you like if he/she tries to know more about you?	25	09	21	4
12.	Would you like if he/she does not mind who you are?	13	28	09	09
13.	When someone tries to talk to me my first intention will be to avoid it?	07	30	13	09
14.	Does His/her physical appearance matter?	14	22	16	07
15.	Do you mind if he or she is grammatically not strong?	2	40	12	2

III. METHODOLOGY

It was felt that moving across the state to get the opinion of the people regarding communicative issues a difficult task. So in order to make it effective at the same time to save the cost and time, online approach was opted. Hence Google form was designed with the above questions and the link was mailed to people associated with marketing and sales promotion in India. The respondents were mostly people from Tamil Nadu, and few from across the country had also responded. The data collection was simple and clear and some doubts of the respondents while answering were also answered which were mostly regarding the significance of the questions in the core of the data collection.

The methodology opted is felt to be also effective because sufficient time has been given to the respondents to answer the questions. Secondly, the respondents are not known by the researcher and they were also not aware of the objectives or the hypothesis of the study.

IV. DATA ANALYSIS

The technology offered by Google made the data analysis very simple and clear. The registered data were converted into pie charts and analysed. The data are also tabulated as in Table 1 and here the remarkable feature is that the option of the fourth response (Never) has been used very less. It shows that the questions have made them to think and feel that they quite connected to them.

Though the respondents varied in opinion over so many issues, they also have revealed certain facts that they have something in common. These responses are capable of suggesting few considerations in the field of language teaching. They are as follows:

A. Do you prefer to talk to someone who speaks with a normal Indian accent?

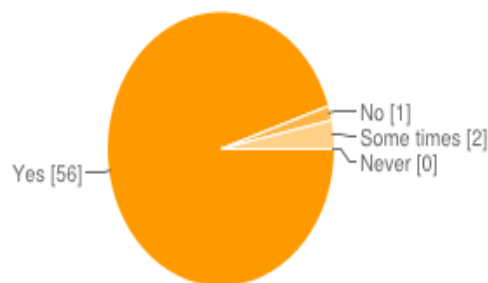


Figure 1

56 of the 59 respondents have agreed to this though 30 of them have said 'yes' for foreign accent also with the previous question. It suggests that foreign accent is not one of the requirements for professional communication and they generally want to operate with a natural accent which is common in the region.

B. Do you feel like listening to someone who uses common/usual/natural vocabulary?

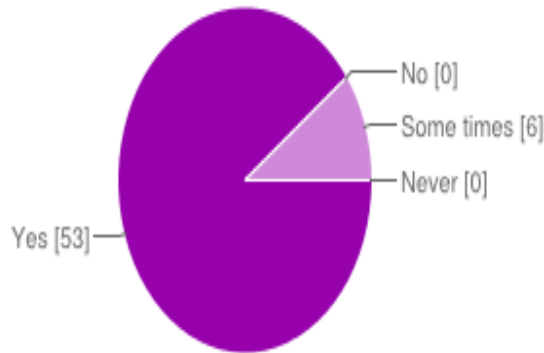


Figure 2

For the question regarding usage of vocabulary, 53 have felt that common and usual vocabulary is preferable though 21 of them have not ruled out the option of technical vocabulary. It can be inferred that common vocabulary is generally preferred by people than technical or uncommon when it comes to that of a professional communicating to people from different field.

C. Do you appreciate if he/she tries to use his sense of humour?

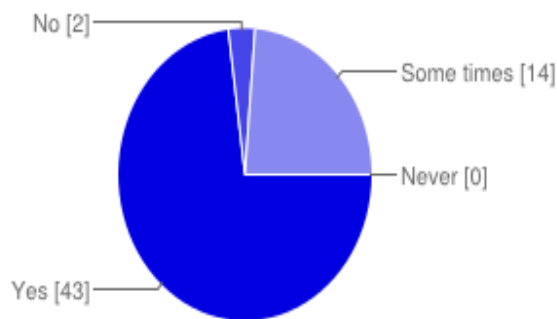


Figure 3

43 of the 59 respondents have suggested that they would appreciate the sense of humour of the conversationalist, though some of them do not mind if the conversationalist is serious and focused on the requirement. From the response it can be understood that sense of humour is an essential persuasive tool for communication

D. Do you mind if he or she is grammatically not strong?

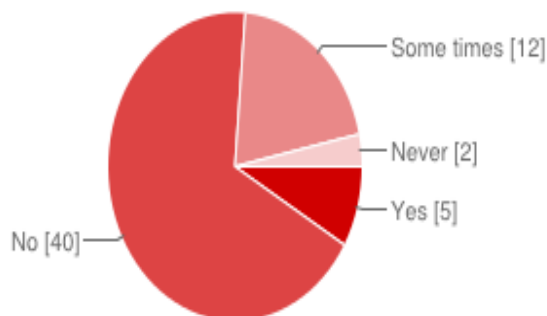


Figure 4

The highlight of this study is the respondents' opinion over the grammatical accuracy of the conversationalists. 40+2 respondents have no problem if the conversationalist is not grammatically accurate and 12 mind it only occasionally. Just two of the 59 respondents care for grammatical accuracy with a conversationalist.

V. CONCLUSION

Participants' responses to the criteria covered in the questionnaire about successful communication were diverse. However, just a handful have taken a firm stance. According to the study, using a native speaker's accent when speaking English to Indians is not the best option. It demonstrates that individuals feel more at ease with persons who have a genuine accent.

Similarly, communication using ordinary, generic, and everyday terminology and phrases is favoured over communication using technical or artificial jargon. The report goes on to say that having a good sense of humour is beneficial to communication strategy and success. It is interesting to see that grammatical precision is not a concern as long as the message is conveyed. The study also shows that with a systematic study, needs analysis for situational language education and language for a specific purpose should take into consideration the target audience's preferences, which may vary from place to place. A student may not be aware of the intended audience's expectations.

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