


English in Practice 1

Araund R. Nair Steve Hart Nandini Nayar



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Foreword

English has been steadily acquiring worldwide currency as a result of globalisation and free market economies. It is no longer possible for any business or government organisation to work in total isolation. A sound knowledge of English is thus indispensable for all business and government organisations to interact with other business houses and organisations across the world. Understandably, priority is given to personnel with high degree of proficiency in English and excellent communication skills. Universities are waking up to the changing needs in the job market and have initiated revisions of their curriculum and approaches to teaching. Students who have hitherto been exposed to traditionally literature-oriented courses at the undergraduate level are increasingly demanding language-oriented courses that will equip them with the knowledge and skills that are considered prerequisites for employment today.

English in Practice 1 aims to develop language and communication skills of learners at the undergraduate level, laying specific emphasis on their prospective career requirements. The course provides for built-in flexibility, keeping in view the mixed abilities of learners and takes a detailed approach to prepare students for different situations that they might encounter.

The book is divided into four modules: Reading, Vocabulary, Grammar and Comprehension/Composition. The book aims to equip learners with the required language and communication skills for academic purposes and successful professional careers. The book introduces students to a variety of texts with a common theme of 'commerce' running across the chapters. Adopting a holistic approach towards the learning-teaching of English, the book combines literary explorations with grammar, vocabulary and composition tasks, and thereby helps students achieve a high degree of proficiency in English.

We hope teachers and students will equally enjoy working through this course and benefit from the academic exercises. We welcome comments and suggestions for further improvement of the book.

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