CHAPTER 5

CONCLUSION

5.1 INTRODUCTION

In the competitive business scenario, written communication especially business promotion letters decide the business prospects of the companies and customers. Business letters are written in different situations such as sales, purchase, credit settlement problems such as delay in payment, delivery of items, etc. The situations demand the use of tone and point of view. Use of wrong tone and unsuitable point of view in business letters deprives the writer of a business opportunity. Hence the students of engineering need to be trained in using appropriate tone and point of view in business communication so that they can be successful in their professional career. But the present English language curricula focus more on grammatical and structural aspects rather than linking them with career situations. Further, the books and researches on ‘tones’ which are scanty, provide in adequate guidance to the students. Hence, the researcher attempted to focus on persuasive tone in business promotion letters.

5.2 NEED FOR THE STUDY

ELT (English Language Teaching) experts in an effort to provide a need-based syllabus design focus on the specific areas of language. (ESP) and English for Academic Purpose (EAP) have suggested a different approach to English language learning and teaching. Experts like H.G. Widdowson and
A.J. Herbert introduced technical vocabulary and impersonal passive structure to express scientific and technical facts. But the career needs of technical students also demand business communication especially business letter writing. Adequate training in the use of tone point of view in business communication would enable the Engineering students respond suitably to purchase. Sales, complaint business persuasion etc in their professional career. But the materials available on tone are so scanty that the students of Engineering could not identify the components/factors which concretize them to emerge business persuasion. Having been an English teacher for the past twenty five years to the students of technical and engineering, the researcher felt the imperative need to focus on tone in business promotion writings. Hence, the researcher had chosen the topic.

5.3 HIGHLIGHTS OF THE RELATED STUDY

Business communication is a form of written communication. Communicative competence in general embraces linguistic skills but not the reverse. (Widdowson 1973), Bell (1975) argues that communicative competence is an intake knowledge which permits the user of a language to comprehend utterance and adds that such knowledge is clearly concerned with the level of discourse in which language operates as an open systems in constant interaction with its environment. Jupp & Hodlin (1975) propose that the student has to learn is not language but communication (emphasis mine) and the best of the success is in successful communication in real world. Thus, the ‘communicative competence’ in English in specific situations.

Books and research works on business communication deal with format and the techniques of presenting the content such as precision clarity, appropriate words, politeness etc Shurter (1948) emphasizes ‘you’ attitude and friendly tone in business letters.
King & Ann Cree (1962) deal with persuasive techniques in business letter especially in sales letters and stress the use of friendly tone. Gartside (1973) reveals that a competent knowledge of words and a mastery over their use is necessary to write effective business letters. Gerson & Gerson (2000) analyse positive tone and negative tone in business letters. Sarawathi (1981) in her research study analyses the letters from or to banks, offices and universities and identifies the global conventions in letters with reference to tone and points out and concludes different tones according to the variations in role relationship and the students tend to use exaggerated tones.

Thus, books and researches on business letters mostly deals with i. the format ii. theoretical points such clarity, precision etc iii. Grammatical accuracy and language iv. Formal and informal tone in general. The researcher came across only scanty material on tone in business letters. Hence, the researcher ventured to make indepth study by identifying the components of persuasive tone in sales contexts and attempted to assess the improvement of skills of the students through an experimental study.

5.4 THE SCOPE FOR THE FURTHER RESEARCH

The area which the researcher has chosen has the potential for focusing on different aspects of the issues. It is not possible to exhaust all the aspects of the issues in a time framed study. Hence, the researcher has delimited his study to a few mostly needed persuasive writing genre skills.

The above research necessities and highlights the need for conducting other pertinent researchers which would enable the academic research community to pursue a comprehensive and integrated aspects of this research.
The researcher has not dealt with the impact of the students rural/urban background on persuasive skills in business writing with special reference to purchase contexts. Hence, the following topic is suggested.

- A study of the impact of students rural urban background on the expression of persuasive skills in purchase contexts

The difference in the level of improvement efficiency between boys and girls in using persuasive skills, in sales contexts has not been attempted by the researcher. Hence the following study may be pursued.

- A comparative study of the level of improvement in using persuasive skills in sales promotion writing between ug boys and girls

The researcher has not attempted study the influence of socio-cultural background of the students on the use of persuasive writing skills in business promotion writing So the following topic can be taken for research.

- The influence of socio-cultural background of the students on the use of persuasive writing skills in business promotion- an experimental study.

A comparative study of the performance of English medium and Tamil medium students has not been attempted in this research work Hence the following title is suggested for further research

- The performance of English medium and Tamil medium students on the use of persuasive writing skills in sales contexts- a comparative study.
This researcher has not compared the performance of UG students of engineering studying in different branches. Hence the following research topic is suggested.

- A comparative study of the performance of students of mechanical civil electrical electronics engineering in using persuasive writing skills in sales contexts.

The present study was confined to Engineering students for improving persuasive skills in sales contexts. The present study can also be extended to MBA Programmes. Hence, the following research topic is suggested

- Improving the persuasive writing skills of MBA students with special reference to business contexts

5.5 THE FINDINGS

To sum up a diligent study of the responses of 57 students to the given tasks on persuasive writing skills reveal the following implications which are presented as findings:

1. At the surface level ‘tone’ look difficult to express. But the study revealed that they lend themselves to scientific analysis. Hence, persuasive tone in business which is abstract and embedded in language can be easily concretized through functions and language.

2. Tone emerges slowly and gradually. If the function sequence and exponents of each function are meticulously followed.
3. If the writer leaves out any function moves to the next or alters the sequences of functions, the tone emerges only partially. The deficiency in total effect of tone could be identified by the reader himself.

4. There is room for emergence of the persuasive tone only when the positive aspects of a product are mentioned and appropriate language components are used. But for the highlighting of the special features the way to persuasive tone will prove to be difficult.

5. The use of sentence structures and function sequence which is more functional and persuasive language from which concept of business persuasion emerges. There is room of emergence of persuasive skills/tone only when the factor which provides positive suggestions power of you “view point and focus on reader/buyer which are main criteria for effective business promotion writing.

6. The abstract term persuasive tone/skills are concretized under tow section namely functions and exponents.

7. Thus, the rhetorical pattern are employed based on strategies rather than linguistic features.

5.6 HYPOTHESSES TESTED

The hypotheses set at the beginning of the research have been tested through the analysis.
5.6.1 Hypothesis

1. The level of attainment of engineering students in business promotion paragraph writing using persuasive language with special reference to sales contexts at the entry level is low.

The micro level analysis of the contribution for the effectiveness of the tasks has been applied in meaningful communicative contexts. The sample persuasive paragraph given in the pretest depicted all the independent variables for emerging persuasive skills/tone have been taken up for prediction analysis. The study reveals contribution of each component taken for analysis. The overall contribution for emerging persuasive skills/tone indicates that persuasive tone emerges slowly, and gradually, if the function sequence and exponents of each function are meticulously followed. The level of attainment (O1) of engineering students in business promotion paragraph writing using persuasive language at the entry level is low (41.57).

5.6.2 Hypothesis

2. There will be significant mean difference between the pretest (A1) and the post test (C1) scores on persuasive writing skills/genre used in sales communication contexts.

There is highly significant, mean difference between the post test and pre test (14.57) at entry level. The ‘t’ test validates that the calculated ‘t’ value is greater than the tabulated ‘t’ value at the 0.01% level of significant. Therefore, there is a significant mean difference between the pre test and the post test scores on persuasive writing skills.
5.6.3 Hypothesis

3. There will be significant interrelationship between function sequence and exponents of the functions such as sentence structure, factors, logical connectors (transitional device) and choice of appropriate business vocabulary.

From the statistical data, it is revealed that the mean score of the function sequence of request for order in pretest (2.49) is the lowest of all the mean scores on persuasive writing skills. Hence, an adequate focus was given in the progressive tests. As a result, the mean scores on statement of request for order moves up to (0.66) in the post test. The data obtained in the inter correlation matrix reveal that the function sequence on persuasive writing skills in pretest does not correlate significantly with any other variable. The data implies that the persuasive writing skills/tone will emerge only if the functions are well planned and sequential. The mean scores of the persuasive function sequenced in progressive tests and in post test reveal a fluctuating trend. But there is overall performance in the post test mean score (61.89) compared with pre test mean score (41.57).

5.6.4 Hypothesis

4. The predictive efficiency of each of the exponents of persuasive language differ significantly in identifying the functional efficiency of the students.

The collected data prove that the function sequence and criteria for writing an effective sales promotion writing skills contributes to a major extent to the final score. Hence, it could be inferred that more focus should be given to function sequence. Only then persuasive skills/tone will emerge. Secondly, integration of the exponents of
the appropriate functions would build up the persuasive skills/tone gradually.

5.7 CONCLUSION

The post test (C1) scores (02) are higher than the pretest scores (01), it is concluded that there is improvement in functional efficiency of students using persuasive writing skills in sales promotion paragraph writing due to the experimental treatment given. The present experimental study is a step towards developing the persuasive writing skills of the engineering students. The researcher has concretized the abstract term persuasive skills in sales contexts and given a detailed conceptual framework for implementation to wider samples. The study would be helpful to teachers and students in perceiving how persuasive skills emerges in language if the components are used appropriately. The teachers must employ appropriate teaching strategies to make the students achieve the concurrent development of thought and language in writing. Adequate development and application of the recent trends in the development of written communications skills to the students makes the job of the language teachers more rewarding.

Further, a language teaching curriculum incorporating the insight gained from research in this area must be designed. When there is a proper correlation among the curriculum, research and actual teaching practice in the classroom, the goals of language teaching may be achieved. The researcher believes that review and analysis has enabled to meet the objectives outlined at the beginning of the present study. It has enlightened the researcher as to how persuasive tone/skills analysis might play an important role in the teaching of languages. It has persuaded that such teaching will play an important role into the future to develop the confidence necessary to achieve fluency. The researcher hopes that the study would motivate the teachers and students to pursue further read and write keeping persuasive skills in mind.