ABSTRACT

The growing number of multinational corporations and joint ventures in India indicates the increasing use of English as the main medium of communication. Nowadays business correspondence written in English is extensively used in the Indian business context. However, little research has been done in this area. The present research attempts to shed light on the rhetoric of English using persuasive communication in sales promotion writing in business context. This thesis contains five chapters. The present work has been classified into five chapters.

The chapter 1 presents the origin of language and language as the means of communication that has its roots in the study of persuasion. It proceeds further to discuss English as a language of communication and the objectives of teaching writing English as a second Language. The various factors and approaches in language teaching and learning to improve persuasive writing skills in sales contexts are discussed in detail. The chapter 2 explicitly makes an attempt to substantiate the role of writing in the process of communication especially in business contexts. The various methods and approaches and suitable tone in teaching business writings are reviewed in detail. The importance of persuasive writing skills to develop confidence in their present and future career is supported through a detailed literature survey. The implications of review of related research studies is provided at the end of the chapter to show how the researcher has chalked out a model for his work.

The chapter 3 defines the problems to be investigated in valid terms. It is often stated that a problem well defined is half-solved. It delineates the objectives and assumptions. In addition, this chapter states the research hypothesis which provides direction to current investigation. The
activities, objectives and teaching modules planned to improve the persuasive writing skills which is the lifeblood of business today and how they have been carried out are discussed in details. Finally, it charts out the scope, need and importance and delimitations of the study. The results of the pretest, progressive tests and post test are documented for analysis. The chapter 4 presents a detailed description of the three phased experimental testing methods. The resulting scores are tabulated. The results of the three phased tests are analysed by using statistical methods such as Mean, Standard Deviation, Correlation matrix and ‘t’ test. The analysis and interpretations of the quantified output data are analysed and validated on persuasive writing skills of the students. The educational implications and industrial for comprehensive suggestive framework on the findings of the research study are given.

The chapter 5 forms the concluding part of the thesis. The findings and their relevance in proving the hypotheses have been dealt with in detail. The scope for further research is also given in the chapter. Thus, the five chapters document the entire research work that has been carried out in the experimental study. The present experimental study is a step towards developing the persuasive writing skills of the engineering students. The researcher has concretized the abstract term persuasion in business 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. The researcher hopes that the study would motivate the teachers and students to pursue further read and write keeping persuasive skills in mind.