

**TEACHING BUSINESS COMMUNICATION: WORKSHEET FOR THE SHORT FILM
*SALT 'N' PEPPER***

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Abstract

The Internet is a resource-rich environment and can be effectively employed in the classroom. Based on classroom experiences, this paper aims to provide a ready-made, downloadable worksheet to be used in the tutorial classes by the Business Communication teachers.

Without stifling the teacher's creativity, the worksheet helps to make the tutorial class more interesting by concentrating on one short film Salt 'n' Pepper. Easily available on the Youtube and in the national language Hindi with English Subtitles, the short film is additionally useful for learners from the vernacular medium. The short film not only provokes the youth to reflect on their lifestyles but can also test their understanding of the basic concepts of Business Communication in particular and the inequities created by globalization in general.

The scope of the paper can be extended to further LSRW activities and develop the creative, critical, collaborative and communicative skills of the learners who can be asked to experiment with their cell phones by teaming up to create a short film on significant topics in their subjects.

Keywords: *Business Communication, Teaching, You tube*

Introduction At the outset, it is imperative to mention that this paper is a result of creative thinking to attract learners to the tutorial classes where attendance is a real challenge. A significant reason for absenteeism is that these tutorials are normally held after 4 lectures and the learners are exhausted and in no mood to participate in group discussions of social issues. One innovative way is to explore and deploy the genre of short films. Watching a short film of 10-15 minutes keeps them engaged, refreshes their minds and can be used for either initiating

classroom discussions or eliciting individual responses. The paper has been divided into three parts. The first looks at the conventions of the short film, the second sums up the gist of the short film *Salt 'n' Pepper* and the third gives the worksheet covering concepts of Business Communication and Commerce; some basic concepts of globalization.

Conventions of the Short Film This part will delineate the conventions of the short film genre and outline the reasons as to why it is significant for a director. A short film has less number of characters enabling viewers to relate to them in a short time. It has fewer locations due to a low budget and can last for 5-10 minutes or a maximum of 35 minutes. It takes up an everyday situation and provides a twist. Todorov's Theory of Equilibrium can be applied to short films. In simple words, equilibrium is when everything is normal, disequilibrium is when a problem occurs and there is a new equilibrium when a problem is solved and everything is back to normal, albeit with a marked and noticeable change. Although the short film may not be a box-office hit, it can prove useful in showcasing an upcoming director's talents. The director can put forth proposals for a prospective movie which requires a higher budget.

Based on classroom experiences, this paper shares as to how the film *Salt 'n' Pepper* which is easily available on You tube can be visually engaging as well as serve as an ice-breaker while initiating group discussions and the teacher can train learners to understand socially relevant issues. It is vital to mention that the selection of the short film is based on the teacher-researcher's subjective view and could be varied according to the needs of the learners, interests of the teachers and the relevant contexts.

Salt 'n' Pepper Exploring the perspectives of different social classes and how they choose to cope with life, the short film of 14.41 minutes, *Salt N Pepper*, written and directed by Mohinder Pratap Singh, deals with a youth-related issue and brings home its theme - *There's more to life than love*. The title itself is a pun and pepper is a key trope. Located in an urban home, the short film has only three characters- a young girl, a hungry farmer and a pizza delivery boy and largely revolves around the young girl enacted by Tejaswinin Kolhapure and Nawazuddin Siddiqui, the hungry farmer who rescues her from committing suicide, enlightens her and apparently highlights life skills like adaptability.

For drawing on previous knowledge and using the skills of application and analysis, the teacher must have completed the following topics - Objectives of Communication, Methods and Modes of Communication and Parts of the Letter. Since the learners belong to the Commerce field they

must be definitely aware of the basics of globalization learnt in Commerce and Economics. The next part will outline the pre-viewing questions to enhance the learner's receptive faculties and thereafter the worksheet which will induce the learners to think critically. It should take approximately 45 minutes to view the short film and use the worksheet.

Requirements: LCD Projector, internet connection/the short film downloaded from You tube

Pre-viewing Questions

Name some of the issues that are important to the youth.

What do you love to eat the most?

List some major changes in the eating patterns of the youth and the older generation?

Compare and illustrate two major differences between the local market and a mall.

What do you understand by globalization?

Method: The above questions will have served to provoke the thoughts of the learners. Then ask them to watch the film attentively and answer the questions given in the worksheet which can be distributed either before the film begins or after the film ends. If the learners are able to go through the questions before the film, they might be able to answer some of the easier questions but may lose their attention midway. If the worksheet is distributed to them after watching the short film, they can be asked to respond individually or preferably in groups of five allowing them to be more attentive and providing an opportunity for reflective thinking and group work.

Worksheet

1. Which vehicles or means of transport are shown?
a. Truck b. Auto c. Bus d. Cart e. All of the above
2. Name the Bollywood movie clipping shown in the short film?
a. Devadas b. Bhagwandas c. Ramdas d. Haridas e. Laxmidas
3. Who is the addressee in the letter?
a. Gokul b. Gopal c. Gohil d. Gokarna e. Govind
4. Who is the addresser?
a. Zeenat b. Zenakhi c. Zeenari d. Zeenali e. Zena
5. The Salutation used by the girl is _____.
a. Formal b. Informal c. Official d. None of the above
5. The dateline on the letter is _____.
a. 19 December 2006 b. 12 December 2006 c. 20 December d. 26 December

6. Which is the mode of communication immediately after the shot of the letter?
a. Telephone b. Mobile c. Internet d. Video
7. How many characters are present in this short film?
a. One b. two c. three d. none of the above
8. Which of the following technologies or modes of communication are used?
a. Television b. Letter c. Telephoned. All of the above
9. Whom does the protagonist's childhood friend love?
a. Soma b. Hema c. Reena d. Seema
10. What is the occupation of the thief?
a. Farmer b. Beggar c. Landlord d. Waiter
11. The farmer-turned-thief addresses the girl as _____.
a. Madam b. Miss c. Memsahab d. Bibiji
12. Which of the following food items are referred to in the film?
a. Noodles, biscuits and Pizza b. Biscuits, Pasta and Pizzac. Pizza, Pasta and Biscuits
d. Pasta, Noodles and Biscuits
13. Identify the promotional offer made by the Pizza Centre?
a. 50% off on the next pizza b. 50 % off c. 25% off on the first pizza d. Buy one get one
14. What communication does the thief use to ask her why she was about to commit suicide?
a. Verbal b. Non-verbal c. Virtual d. Silence
15. The girl places an order for _____.
a. A pizza b. A double cheese pizza c. A double cheese country pizza d. A country pizza
16. How is the pizza delivery boy's arrival communicated?
a. Doorbell rings b. Mobile rings c. The delivery boy shouts d. None of the above
17. What is the fall in the price of pepper (per quintal in rupees) in eight years?
a. 27000 to 6000 b. 25000 to 7000 c. 24000 to 8000 d. 26000 to 9000
18. Highlight the reason for the decrease in the price of local pepper.
a. Import of foreign goods b. Lack of local produce c. Poor quality of local produce d. Superior quality of foreign goods
19. Who has the farmer lost due to pepper?
a. His brother b. His father c. His uncle d. His mother
20. Love is a ----- person's sport.

a. Rich b. Poor c. Middle-class d. Lower-class

21. What non-verbal communication is used to indicate that the girl does not eat the pizza?

a. Gesture b. Speech c. Poster d. Posture

22. The theme of the short film is _____.

a. Love is life. b. There's more to life than love. c. Love is greater than life. d. Love life.

23. The Film Industry offers employment opportunities to many and here are some of the occupations which are given credit on the screen. What is the nature of each employee's work?

Reflect and list the other occupations one can find in the film industry?

Cinematographer	Writer	Director	Producer	Casting director
Vocals	Lyricist	Keyboard player	Art director	Production controller
Make-up person	Hair dresser	Spot boys	Camera attendant	Light men
Background Scorer	Dress men	Choreographer	Stuntmen	Post-production editor

24. Questions for eliciting Oral communication or initiating Group Discussion

What are the locations and props deployed in the film?

How does the short film indicate that the girl will try to commit suicide?

From where does she get the inspiration from?

What historical influences are cited by her while mentioning her undying love?

Discuss the influence of Bollywood romance or the romantic figures on the youth.

Can you recollect any such incidents in your college, neighbourhood or society?

How does the short film bring home to us the sad plight of the farmer?

Does the farmer indicate his protest against the government policy of importing? How?

Do you think there is a change in the girl's behavior at the end? What is the final twist?

How does the film hint at the inequities between the villager and the urban-dweller?

Reflect on the major changes which have occurred due to globalization?

What are the merits of the Pizza Centre with respect to its services?

If you were a local farmer, what methods will you employ to increase the sales of your produce?

Concluding Remarks and Scope: As already mentioned, the worksheet is a result of the innovative approach and creative thinking on the part of the teacher to attract the exhausted learners to the tutorial classes. Another aim is to use the easily available resource-rich internet

and deploy ICT resources to enhance the teaching-learning process. What is convenient about this method is that the learners can review the video at their own pace. They can use their understanding to initiate further discussions, brainstorm ideas and apply their learning in practical life. The scope of this class can be widened by asking the learners to collaborate in a group, tap their creative juices and create such visually pleasing, conceptually clear short films with their mobiles or cellphones. This will aid in reinforcing the four significant skills of twenty-first century, namely creative, critical, collaborative and communicative skills.

Works Cited

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Salt 'n' Pepper <https://www.youtube.com/watch?v=1nUAPIysIdE&hd=1>

