

COMMUNICATIVE ENGLISH

SEMESTER VI

Accuracy and Fluency

Basically, **accuracy** is the ability to produce grammatically and lexically accurate English sentences, while **fluency** is the ability to produce language in a coherent, effortless way.

Clearly, activities in the classroom which promote accuracy are going to be very different to those which promote fluency, which is why you need to be clear which you are focusing on at any time.

What is more important in learning a foreign language? Fluency or accuracy?

Accuracy

Accuracy is relative. A very young child isn't capable of the same level of accuracy as an adult. The child will make mistakes and misuse vocabulary.

Teachers who concentrate on accuracy help their students to produce grammatically correct written and spoken English, ideally aiming towards the accuracy of a native speaker of similar age and background.

The emphasis in the classroom will be on grammar presentations and exercises, reading comprehension and suchlike.

Fluency

A fluent speaker, on the other hand, may well make grammatical errors but will speak or write efficiently (without pauses). They will be able to converse freely and talk with native-speakers about many different subjects.

Fluency generally increases as learners progress and become more comfortable using the language.

Language teachers who concentrate on fluency help their students to express themselves in English. They pay more attention to meaning and context and are less concerned with grammatical errors.

Typical fluency activities are role playing and more communicative activities where English is used as a medium of communication rather than an end in itself.

Accuracy vs Fluency

Taken as a given that students' needs should always dictate what you teach them, the question of whether it is more important to work on accuracy or fluency in the language classroom remains.

Many teachers believe that fluency is a goal worth striving towards only with students who are at a fairly advanced level. Other teachers, strong in the belief that the learning of a language is about communication, feel that fluency should be the main goal in their teaching and that it should be practiced right from the start.

More traditional teachers tend to give accuracy greater importance; more liberal teachers tend towards fluency.

Often a rigid educational system where tests and exams are the focus, will have students (and their traditional teachers) believe that language accuracy is what matters most, and giving the "correct" answers often becomes an obsession. Students who have been taught this way can complete any grammar gap-fill you care to give them, but will struggle to order a coffee in a real English speaking situation.

On the other hand, a more communicative approach will produce students who can converse at length on almost any subject but could well make horrendous spelling and grammatical mistakes in their writing.

In the end, however, it really boils down to the the needs of the student.

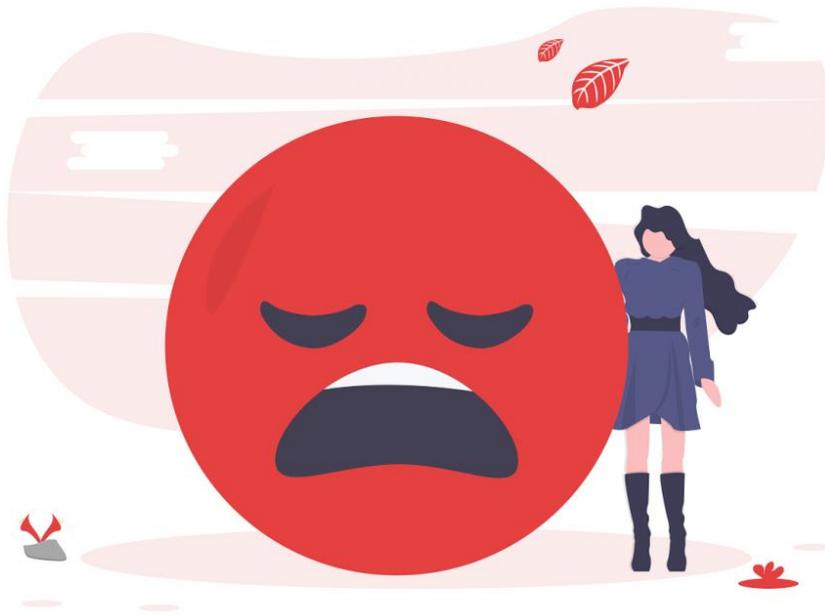
Common Interview Questions and Answers

Question 1: "Why do you want to work for our company?"

As one of the most common interview questions, this question helps interviewers gauge what your motives are for wanting to work with them (aside from a paycheck). Interviewers are looking for candidates who stand out because they are passionate about the business and what they do.

Answer: "I've been following the company for a few years and really enjoy the work you do. The fact that you employ eco-friendly practices and care about the environment really resonates with my own personal ethics."

When answering this question, you want to show the interviewer that you are motivated by something other than money. This is a great answer because it shows that you are already a fan of the company, you know what they do, and you share similar values.



Question 2: “What are your weaknesses?”

This is a question that often throws candidates for a loop. If you tell the interviewer about things you’re bad at, they won’t want to hire you!

This isn’t necessarily true. Interviewers know that everyone has weaknesses, and by being honest about yours, you can give them the information they need to determine if you’ll be a good fit for the job.

One of the worst things you can do in this situation is to try to dress up a strength as a weakness. You might be tempted to say something like, “Oh, my greatest weakness is I work too hard.” It might make you *sound* good, but interviewers can spot this kind of deception a mile away.

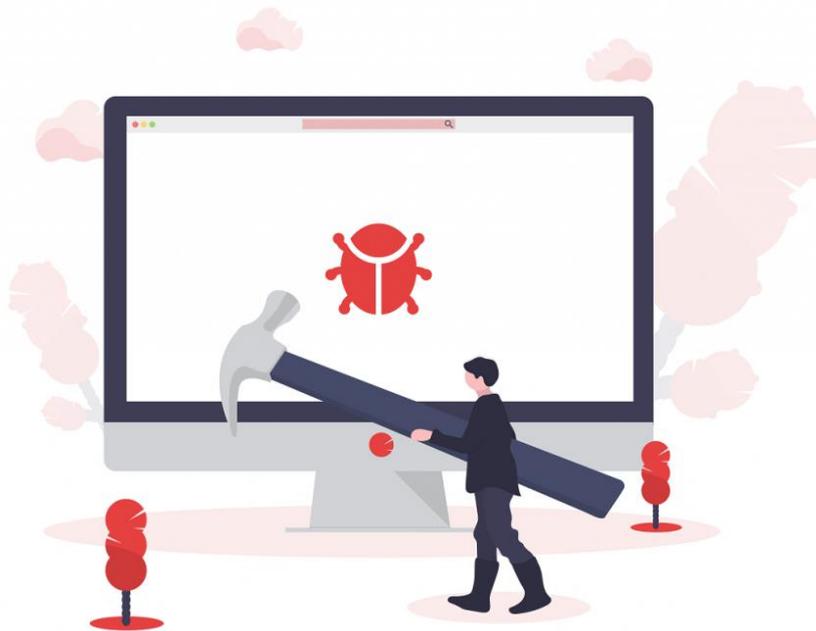
Answer: “I’m not the most confident public speaker. I have trouble giving presentations, but I’ve been working on improving myself. I recently joined Toastmasters International, and it has helped me a lot.”

When answering this kind of question, you need to remember three things:

1. Choose an actual weakness.
2. Choose a weakness that won’t be a deal breaker in your job.
3. Show how you are trying to improve the weakness.

Interviewers know that nobody’s perfect, and they don’t expect you to be. It’s okay to tell them about your weaknesses, just make sure you choose one that won’t be a deal breaker for the job. If you are applying for a salesperson position, telling the interviewer about how you have trouble with public speaking might not be the best idea.

Additionally, pick a weakness that you have actively made an effort to fix. Not only will this show the interviewer your weakness won't be a weakness for long, but it will also show them that you're motivated to become a better employee.

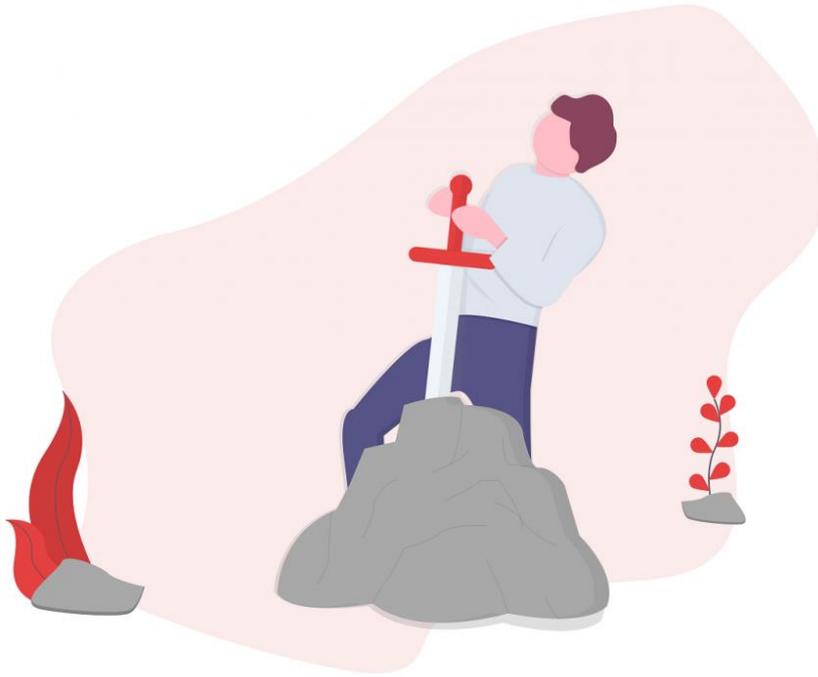


Question 3: “Tell me about a time you made a mistake. What did you do to fix it?”

Similar to the previous question, the interviewer wants to know about your weaknesses and how you work with them. Mistakes happen, so it's important for them to know how you react under pressure.

Answer: “I underestimated how long it would take to finish a small project that I was going to complete by myself. A few days before the task was due, I knew that I wasn't going to be able to finish it on time. I asked a few of my colleagues for help, and even though the additional pressure wasn't ideal, we were able to finish on time.”

When answering this question, it's important to choose a situation with a happy ending. You want to show the interviewer that you can take responsibility for your mistakes and then take the action needed to get the job done.



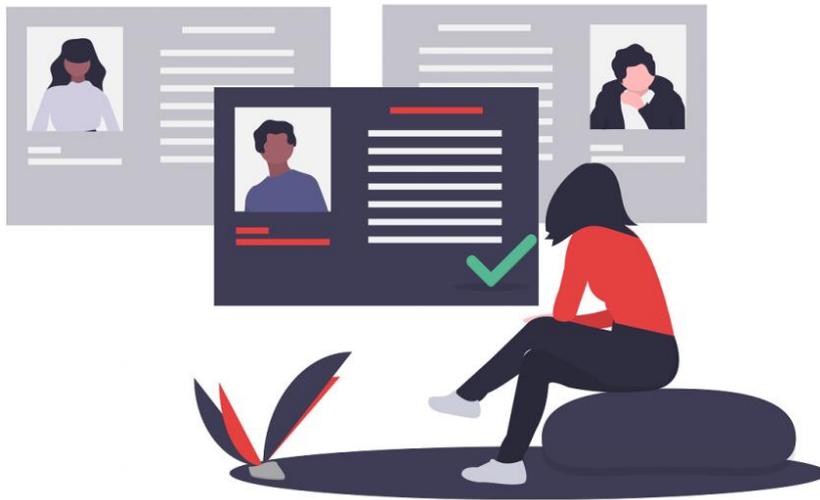
Question 4: “What are your strengths?”

One of the biggest problems candidates have during an interview is they undersell themselves. When asked a question like this, they adopt a humble attitude and downplay their accomplishments.

However, that’s the exact opposite of what you *should* be doing. If you’re good at something, let the interviewer know! You’re there to impress them, so tell them all about that time you single-handedly saved your last company’s product launch.

Answer: “One of my biggest strengths is that I work well under pressure. When things get difficult, I’m able to keep my cool and work efficiently to get the job done.”

When choosing your strengths, make sure to choose something that is applicable to the job you’re interviewing for. The ability to work under pressure is a desirable quality no matter your industry which makes it a good strength to showcase during an interview.



Question 5: “Why do you think we should hire you over other qualified candidates?”

In business, there is a term referred to as an USP ([unique selling point](#)). A unique selling point is something special only you possess that will convince the interviewer to pick you over all the other candidates.

When asked this question, it pays to take the time to figure out what your USP is and why it makes you a better candidate than any of the dozens of other applicants.

Answer: “I’m a visionary thinker. When others get mired down in the same old thought process, I’m constantly looking for new ways to improve current systems. I used this quality to help improve our on-boarding process at my last job, resulting in a 24% rise in employee longevity.”

When answering this question, you want to focus on a unique aspect of your personality and back it up with quantifiable evidence. If you can show the interviewer that you have something nobody else does and it provides positive results, you’re one step closer to a job offer.

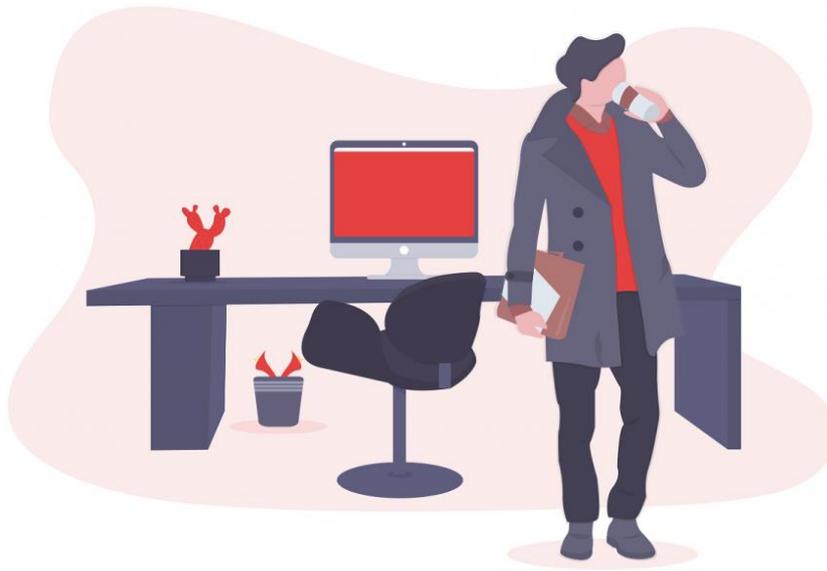


Question 6: “What are some of your hobbies?”

This is a question designed to tell the interviewer about who you are as a person and whether or not you’ll fit in with the company. When answering this question, be honest but tailor your answers to the job you’re applying for. If you are applying to a publishing agency, mentioning that you love to read will look good to the interviewer.

Answer: “I’m the captain of a soccer team in my district’s league. I also like to code in my free time, so I’ve been learning Python.”

When answering this question, make your hobbies work for you. If you occupy any leadership positions on a team or when volunteering, let them know. If you’re interviewing for a job as a programmer and like to learn new codes in your free time, mention it.



Question 7: “What was the reason for leaving your last position?”

The way you talk about your previous job tells the interviewer a lot about who you are as a person. Be honest but professional. Even if you left your last company on bad terms, don't bad-mouth them to the interviewer.

This can be tricky because sometimes interviewers will try to goad candidates into talking badly about their last job to see how professional they remain. Even if it seems like the interviewer is sympathetic to your situation, give them your reason for leaving and leave it at that.

Answer: “It was a great company, but I just felt like we were going in different directions. I didn't see an opportunity to grow there, so I left.”

You don't have to go into detail when answering this question. Many times, people leave jobs because they don't agree with the way things are done. Instead of ranting about how the leadership at your last job didn't know how to run a business, saying that you felt you were growing in different directions is a polite and professional way to convey that it wasn't a good fit.

[Best interview questions and answers](#)

1. Tell me about yourself.

Your interviewers will likely start out with a question about you and your background to get to know you. Start by giving them an overview about your current position or activities then provide the most important and relevant highlights from your background that make you the most qualified for the role. If you'd like, it is generally acceptable to include some light personal details about things like your pets, hobbies or family. Doing so can help you be more memorable and personable to the interviewer.

Example: *“Currently, I serve as the assistant to three of the company’s five executive team members including the CEO. During my time at the organisation, I have been recognised for my time management skills, writing abilities and commitment to excellence.”*

From my 12 years of experience as an executive assistant, I’ve developed the ability to anticipate roadblocks and create effective alternative plans. My greatest value to any executive is my ability to work independently, freeing up their time to focus on the needs of the business.

It’s clear that you’re looking for someone who understands the nuances of managing a CEO’s busy day and can proactively tackle issues. As someone with a sharp eye for detail and a drive to organise, I thrive on making sure every day has a clear plan and every plan is clearly communicated.”

For more on answering this question, visit [Interview Question: “Tell Me About Yourself.”](#)

2. How would you describe yourself?

When interviewers ask you to talk about yourself, they’re looking for information about how your qualities and characteristics align with the skills they believe is required to succeed in the role. If possible, include quantifiable results to demonstrate how you use your best attributes to drive success.

Example: *“I am a vigilant and proactive Security Officer working to ensure safe, secure and orderly environments. I’m also a lifelong learner always seeking out the latest security equipment and techniques to patrol buildings. Lastly, I am thorough in documenting all incidents and actively making suggestions to management about security improvements and changes.”*

For more on answering this question, visit [Interview Question: “How Would You Describe Yourself?”](#)

3. What makes you unique?

Employers often ask this question to identify why you might be more qualified than other candidates they’re interviewing. To answer, focus on why hiring you would benefit the employer. As you don’t know the other applicants, it can be challenging to think about your answer in relation to theirs. Addressing why your background makes you a good fit will let employers know why your traits and qualifications make you well prepared.

Example: *“What makes me unique is my experience of four years in retail. Because I’ve had first-hand experience fielding shoppers’ questions, feedback and complaints, I know what customers want. I know what it takes to create a positive consumer experience through marketing.”*

4. Why do you want to work here?

Interviewers often ask this question as a way to determine whether or not you took time to research the company and to learn why you see yourself as a good fit. The best way to

prepare for this question is to do your homework and learn about the products, services, mission, history and culture of this workplace. In your answer, mention the aspects of the company that appeal to you and align with your career goals. Explain why you're looking for these things in an employer.

Example: *“The company’s mission to help college graduates pay off their student loan debt speaks to me. I’ve been in that situation and I’d love the opportunity to work with a company that’s making a difference. Finding a company with a positive work environment and values that align with my own has remained a priority throughout my job search and this company ranks at the top of the list.”*

5. What interests you about this role?

Like the previous question, hiring managers often include this question to make sure you understand the role and to give you the opportunity to highlight your relevant skills. In addition to thoroughly reading the job description, it can be helpful to compare the role requirements against your skills and experience. Choose a few things you particularly enjoy or excel at and focus on those in your answer.

Example: *“I’ve been passionate about user experience design for most of my professional career. I was excited to see this company uses Adobe products because I’m well versed in the entire suite. Also, I’m a huge advocate for applying agile workflows to design. I think it’s the most effective way to tackle large projects. I was able to successfully build and launch an agile process in my previous role as UX manager and we saw considerable improvements in project speed.”*

6. What motivates you?

Employers ask this question to gauge your level of self-awareness and ensure your sources of motivation align with the role. To answer, be as specific as possible, provide real-life examples and tie your answer back to the job role.

Example: *“Making a true difference in the lives of my patients and their families motivates me to strive for excellence in everything I do. I look forward to seeing my patients’ reaction when we get a positive outcome that will change their lives forever. That’s why I became a nurse and why I’m pursuing a position in pediatrics.”*

7. What are you passionate about?

Much like the previous question about motivation, employers might ask what you are passionate about to better understand what drives you and what you care most deeply about. This can help them understand whether you are a good fit for the role and if it fits into your larger goals. To answer, select something you are genuinely passionate about, explain why you're passionate about it, give examples of how you've pursued this passion and relate it back to the job.

Example: *“As an experienced, service-oriented professional with more than a decade of experience working in boutique salons, I thrive on creating a welcoming environment for all clients and providing the highest quality skincare services. My specialised training, along*

with my interpersonal skills, has helped me become adept at developing long-term, trusted relationships that help to build a loyal client base. These relationships are the reason I'm excited to go to work every day."

8. Why are you leaving your current job?

There are many reasons for leaving a job. Prepare a thoughtful answer that will give your interviewer confidence that you're being deliberate about this job change. Instead of focusing on the negative aspects of your current or previous role, focus on the future and what you hope to gain in your next position.

Example: *"I'm looking for an opportunity that gives me the ability to build closer, long-term relationships with clients. In my current role, the sales cycle is so short that I don't spend as much time building a rapport with my customers as I'd like. Relationship-building is one of the reasons I chose a career in sales and I look forward to working with a company in which that's a top priority."*

9. What are your greatest strengths?

This question gives you an opportunity to talk about your technical and soft skills. To answer, share qualities and personal attributes and then relate them back to the role for which you're interviewing.

Example: *"I'm a natural problem solver. I find it rewarding to dig deep and uncover solutions to challenges. It's like solving a puzzle. It's something I've always excelled at and something I enjoy. Much of product development is about finding innovative solutions to challenging issues, which is what drew me to this career path in the first place."*

For more on answering this question, visit [Interview Question: "What Are Your Strengths And Weaknesses?"](#)

10. What are your greatest weaknesses?

It can feel awkward to discuss your weaknesses in an environment where you're expected to focus on your accomplishments. However, when answered correctly, sharing your weaknesses can show that you are self-aware and want to continuously get better at your job—traits that are extremely attractive to many employers. Remember to start with the weakness and then discuss the measures you've taken to improve. This way, you're finishing your answer on a positive note.

Example: *"I sometimes have trouble saying 'no' and end up overwhelmed by my workload. Earlier in my career, I would take on so many projects that I'd work evenings and weekends. It was stressful. I realised this was counterproductive so I started using workload management tools and setting better expectations for myself and my teammates."*

11. What are your goals for the future?

Often, hiring managers ask about your future goals to determine whether or not you're looking to stay with the company in the long term. Additionally, this question is used to

gauge your ambition, expectations for your career and your ability to plan ahead. The best way to handle this question is to determine your current career trajectory and how this role plays into helping you reach your ultimate goals.

Example: *“I would like to continue developing my marketing expertise as well as my leadership skills over the next several years. One of the reasons I’m interested in working for a fast-growing start-up company is that I’ll have the ability to wear many hats and collaborate with many different departments. I believe this experience will serve me well in achieving my ultimate goal of leading a marketing department someday.”*

12. Where do you see yourself in five years?

Understanding how you imagine your life in the future can help employers understand whether the trajectory of the role and company fits in with your personal development goals. To answer, provide general ideas about the skills you want to develop, the types of roles you would like to be in and the things you would like to have accomplished.

Example: *“In five years, I’d like to be an industry expert in my field with the ability to train and mentor students and entry-level designers. I would also like to gain specialised knowledge in user experience to be a well-rounded contributor working with design and marketing teams on large scale projects that make a difference in the company and to the global community.”*

13. Can you tell me about a difficult work situation and how you overcame it?

This question is often used to assess how well you perform under pressure as well as your problem-solving abilities. Keep in mind stories are more memorable than facts and figures so strive to ‘show’ instead of ‘tell’. This is also an excellent opportunity to show your human side and how you’re willing to go the extra mile without being asked.

Example: *“It was the first day of my boss’s two-week vacation and our agency’s highest-paying client threatened to leave because he didn’t feel he was getting the personalised service he was promised. I spent my lunch hour on the phone with him talking through his concerns. We even brainstormed ideas for his next campaign. He was so grateful for the personal attention that he signed another six-month contract before my boss even returned from her trip.”*

14. What is your salary range expectation?

Interviewers ask this question to make sure your expectations are in line with the amount they’ve budgeted for the role. If you give a salary range exceedingly lower or higher than the market value of the position, it gives the impression that you don’t know your worth. Research the typical compensation range for the role on [Indeed Salaries](#) and request for the higher side of your range. Be sure to let the hiring manager know if you’re flexible with your rate.

Example: *“My salary expectation is between INR XX,XXX and INR XX,XXX, which is the average salary for a candidate with my level of experience in this city. However, I am flexible.”*

15. Why should we hire you?

While this question may seem like an intimidation tactic, interviewers generally bring this up to offer you another opportunity to explain why you're the best candidate. Your answer should address the skills and experience you offer and why you're a good culture fit.

Example: *"I have a passion for application development that's grown stronger over the course of my five-year career. The company's mission aligns with my personal values and from my limited time in the office, I can already tell this is the sort of positive culture in which I would thrive. I want to work for a company that has the potential to reshape the industry and I believe you're doing just that."*

For more on answering this question, visit [Interview Question: "Why Should We Hire You?"](#)

16. Do you have any questions?

This might be one of the most important questions asked during the interview process because it allows you to explore any subject that hasn't been addressed and shows the interviewer you're excited about the role. By this point, you'll likely have already covered most of the basics about the position and the company so take time to ask the interviewer questions about their own experiences with the company and gain tips on how you can succeed if hired.

Example: *"What do you love about working for this company? What would success look like in this role? What are some of the challenges people typically face in this position?"*