

CALICUT UNIVERSITY

FIRST SEMESTER

FOUR-YEAR UNDER GRADUATE PROGRAMME (CU-FYUGP)

equipping with excellence

ENGLISH LANGUAGE SKILLS FOR COMMERCE AND MANAGEMENT

ENGIFA101(3)

2024 ADMISSION

PREPARED BY

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CALICUT UNIVERSITY –

FOUR-YEAR UNDER

GRADUATE PROGRAMME

(CU-FYUGP) GENERAL

FOUNDATION COURSE

ABILITY ENHANCEMENT COURSE (AEC)

Programme	GENERAL FOUNDATION COURSE				
Course Code	ENG1FA101(3)				
Course Title	ENGLISH LANGUAGE SKILLS FOR COMMERCE AND MANAGEMENT				
Type of Course	ABILITY ENHANCEMENT COURSE(AEC)- COMMERCE&MANAGEMENT				
Semester	I				
Academic Level	100-199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	3	2	-	2	60
Pre-requisites	Basic communication skills in English				
Course Summary	This course is designed to help learners of commerce and management to enable them to present their subject knowledge confidently in oral and written forms. By mastering LSRW skills through interactive sessions and practicum, the learners will develop effective communication and professional etiquette.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level	Knowledge Category	Evaluation Tools used
CO1	Develop knowledge and skills related to human communication that facilitates their ability to work collaboratively with others.	An	C	Comprehension/ Writing Exercises/ General Discussion
CO2	Understand and practice different techniques of communication required to improve and sustain their employability.	U	Ap	Quiz/Debate/Discussion
CO3	Foster critical thinking to analyse a variety of textual narratives	U	Ap	Personal Narration/ Group Discussion/ Role Play/ Speaking Assignments
CO4	Develop creative potential to foster innovation and artistic expression.	C	Ap	Assignments/ Digital ContentCreation/ Reporting
CO5	Understand and enhance interview etiquette, GD skills, soft skills and similar managerial skills	C	Ap	Blogging/Letter Writing

* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)

- Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)

Detailed Syllabus:

Module	Unit	Content	Hrs	Mark s
I		Listening	7	10
	1	Introduction	1	
	2	How to Take the BS Out of Business Speak: Bob Wiltfong https://www.youtube.com/watch?v=41fjuqBaUt4	2	
	3	The Next Big Wall Street Stock? It's Trash. https://youtu.be/G1dx_P36qw?si=mPaMAi-wIV4yCJL_	2	
	4	Hills Like White Elephants- Ernest Hemingway https://youtu.be/at-l2oL9ED8?si=NxMCKvPnVYHS03xs	2	
II		Speaking	7	10
	5	Introduction	1	
	6	A Telephonic Conversation-Mark Twain	2	
	8	38 Smart Questions to Ask In a Job Interview: The Harvard Business Review Guide https://www.youtube.com/watch?v=jzqOLoorgOs	2	
	9	So, You Want To Be A Motivational Speaker?- Shep Hyken https://www.forbes.com/sites/shephyken/2019/06/30/so-you-want-to-be-a-motivational-speaker/?sh=74e79ab76a54	2	

III	Reading		8
	10	Introduction	2
	11	Microsoft is Born' & 'Success Comes with a Great Vision (Chapter 2 & Chapter 4) - <i>Secrets of Success from the Story of Bill Gates: It is Possible</i> - Lyton Chandomba	4
	12	The Tell-Tale Heart – Edgar Allan Poe	2
IV	Writing		8
	13	Introduction	2
	14	The Science of Strong Business Writing- Harvard Business Review -Bill Birchard https://hbr.org/2021/07/the-science-of-strong-business-writing	2
	15	Declaration of Philadelphia- ILO -pp. 1-3	2
	16	Edited Highlights of the BBC interview with Mark Zuckerberg https://www.bbc.com/news/business-38991668	2

V	Practicum	30
1	<p>Module I:</p> <ol style="list-style-type: none"> 1. Learners are supposed to listen to talks and presentations of successful businessmen or entrepreneurs live or through media apart from what is prescribed as text. 2. Ask learners to engage in group discussions of contemporary relevance where they can use business vocabulary and industry-specific terms. E.g., how beneficial is the merger of public sector banks, Union Budget-Highlights etc. 3. Learners are made to listen to anecdotes (E.g., someone is asking for a loan from a bank for his business or someone describes a business conference he/she attended recently), and based on this, a quiz is conducted to check their comprehension and retention. 4. Organise debate on locally devised systems of waste management. 5. Critically watch the documentary and try to identify the market intervention. 6. Give a speech on the waste management system implemented in your institution. 7. After listening to the story, learners are directed to rewrite it within a given time. 8. Listen to the audio books of your choice and produce transcripts as the assignment. 9. Record a story in your voice and exchange it with your peers for review. 	8

2	<p>Module II:</p> <ol style="list-style-type: none"> 1. Role Play 2. Learners are divided into groups and various customer service scenarios, such as <ol style="list-style-type: none"> a. The impatient customer b. A product fails to meet expectations c. The angry customer d. The frugal customer e. Onboarding training request <p>Learners can prepare conversation scripts for these contexts and present them in the class with the help of the teacher.</p> 3. Minutes Tracking 4. Learners are given minutes of any previously conducted meetings and asked to speak on what has happened in those meetings. 5. Mock Interview 6. Learners are instructed to prepare a list of the most common job interview questions and present them in class. The most appropriate answers for each of them can be framed after discussion, and a mock job interview can be conducted by the teacher. 7. Organise a class on motivational speaking after listening to the content. 8. Imagine yourself as a motivational speaker and give a speech to your class. 9. Write a speech on a relevant topic and submit it as assignment. 	8
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	<p>3 Module III:</p> <ol style="list-style-type: none"> 1. Review Books Learners are asked to prepare a book review of the prescribed text (Chapter 2) after carefully reading it. 2. Reading Comprehension Learners are made to read Chapter 4 of the prescribed text carefully and asked to answer the questions prepared by the teacher based on the chapter. 3. Hashtag activism You can ask your learners to implement a cause-oriented hashtag campaign and use their online voice for good. Learners are to read the comments and analyze the impressions created and awareness generated by your hashtag. The process will unfold somewhat like this: Pick a particular cause. Plan your messaging and decide which hashtag to use. Create social media posts and promote your hashtag campaign. Learn about follows, likes, and comments and how they strengthen your campaign. 4. Create a social media post on the story you have read. 5. Identify other stories from the same author and read it in the class. 	7
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	<p>Module IV:</p> <ol style="list-style-type: none"> 1. Designing Questionnaire-Learners are provided with an already existing questionnaire (related to the stream of Commerce) with some questions hidden and asked to add relevant questions to complete the survey. 2. Mock Meetings-Organise mock meetings in class by assigning duties to groups 3. Twitter summaries- Twitter is famous for its character-limited posts. You can use this social media platform for an innovative summary-writing project. Ask your learners to consolidate their takeaways from a topic or reading discussed in the classroom. They should be able to understand the text, coherently organize the points, and capture the central idea within 280 words, which is the character limit on Twitter. 4. After reading the declaration, make a comparison of the labour codes implemented in India with respect to the goals of ILO. 5. Read and write detailed notes on each labour code introduced in India. 6. Organise a discussion on the nature of the relationship between the Labourers and Employers. 7. Make a summary incorporating major points from the interview you read. 8. Write a report on any other interviews given by well-known entrepreneurs. 9. Construct appropriate questions to interview successful entrepreneurs. 	7
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Mapping of COs with PSOs and Pos:

	PS O1	PS O2	PS O3	PSO 4	PS O5	PS O6	PO1	PO2	PO3	PO4	PO5
CO1	-	1	3	-	-	-	-	1	-	-	3
CO2	3	3	-	-	-	-	1	2	1	.	1
CO3	3	3	1	-	3	1	-	2	1	1	-
CO4	2	2	2	-	-	-	-	-	-	1	-

Corelation level:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz/Midterm Exam
- Viva
- Assignments (20%)
- Final Exam (70%)

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Internal Viva	End Semester Examinations
CO 1	✓	✓		✓
CO 2	✓		✓	✓
CO 3	✓	✓	✓	✓
CO 4	✓	✓		✓
CO5	✓	✓	✓	

Suggested Reading:

- Alain Milliat: Interview of a successful entrepreneur.
- Business English Vocabulary Builder: Idioms, Phrases, and Expressions in American English
- Jackie Bolen
- *They Say/I Say: The Moves That Matter in Academic Writing*, by Gerald Graff and Cathy Birkenstein
- <https://www.amazon.in/English-At-Work-Business-Vocabulary/dp/B0B91ZL9W9>
- E. Suresh Kumar and et al. Enriching Speaking and Writing Skills. Second Edition. Orient
- Black Swan: Hyderabad, 2012
- <https://www.amazon.in/Better-Telephone-Skills-Business-Communication-ebook/dp/B00ZG2JZLC>
- Social Media Communication by Bu Zhong
- <https://www.amazon.in/Writing-Social-Media-Business-Technical/dp/1780174500>

CHAPTER - 1

HOW TO TAKE THE BS OUT OF BUSINESS SPEAK

- BOB WILTFONG

Bob Wiltfong's TEDx talk, "How to Take the BS Out of Business Speak," addresses the pervasive use of business jargon—often referred to as "BS"—and its impact on effective communication in the workplace. He offers insights and strategies to promote clearer and more inclusive interactions. Key points from his talk include:

1. Understanding Business Speak (BS):

- **Definition and Prevalence:** BS refers to the specialized language and jargon commonly used in professional settings. While intended to streamline communication, it often leads to confusion and exclusion. Wiltfong notes that BS has become more widespread in our globalized economy.
- **Origins and Demographics:** BS is predominantly crafted and utilized by well-educated white males in leadership roles, which can create barriers for those outside this demographic.

2. Challenges Posed by BS:

- **Exclusionary Nature:** The use of jargon can alienate individuals unfamiliar with specific terms, hindering inclusivity. Wiltfong shares an anecdote about his friend Emily, who felt marginalized during a meeting due to excessive BS.
- **Barriers to Clear Communication:** Overreliance on jargon can obscure meaning, making it difficult for audiences to grasp essential messages.

3. Strategies to Eliminate BS:

- **Promote Inclusivity:** Use straightforward language that is accessible to all, ensuring that communication is clear and inclusive.
- **Avoid Clichés and Complex Jargon:** Express ideas using fresh and simple language, steering clear of overused phrases and unnecessary complexity.
- **Cultural Awareness:** Recognize that certain phrases may not translate well across cultures. Understanding the origins and implications of terms ensures they are appropriate and comprehensible to diverse audiences. For example, the phrase "drinking the Kool-Aid" has a specific cultural origin that may not be universally understood.

4. The Evolution and Diversity of Language:

- **Phrase Origins:** Many commonly used expressions have unique histories that can influence their interpretation. For instance, "piggyback" originated from a mispronunciation of "pick back."
- **Cultural Variations:** Different cultures have distinct expressions for similar concepts, highlighting the importance of cultural sensitivity in communication. For example, while Americans might say "a drop in the bucket" to describe a small, insignificant amount, the Chinese equivalent is "nine cows and only one cow thread."

5. The Importance of Clear and Inclusive Communication:

- **Enhanced Understanding:** Prioritizing clarity and inclusivity in language fosters better understanding and collaboration within diverse teams.
- **Practical Application:** Wiltfong advocates for the use of simple language to explain ideas clearly, emphasizing that clear communication is more valuable in business than using complex jargon.

By implementing these strategies, professionals can improve communication effectiveness, foster inclusivity, and create a more collaborative work environment.

CHAPTER 2

The Next Big Wall Street Stock? It's Trash.

The waste management industry is emerging as a significant focus for Wall Street investors, driven by sustainability initiatives and evolving waste-to-energy technologies. The video "The Next Big Wall Street Stock? It's Trash." by The Wall Street Journal explores the growing interest of investors in the waste management industry, highlighting how companies are transforming waste into profitable ventures. These developments position the waste management sector as a promising area for investment, combining environmental sustainability with economic growth. These trends underscore the growing recognition of waste management as a vital component of sustainable development and an attractive prospect for investment.

1. Industry Leaders' Performance:

- **Stock Market Trends:** Companies like Waste Management and Republic Services have seen their stock prices reach record highs following the enactment of climate-focused legislation, such as President Biden's climate, tax, and healthcare bill.

2. Waste-to-Energy Initiatives:

- **Methane Capture:** These companies are investing in facilities designed to extract methane from decomposing waste in landfills, converting it into renewable natural gas for use in power generation and heating.

3. Recycling and Resource Recovery:

- **Material Reclamation:** Efforts are underway to enhance the recovery of recyclable materials, such as plastics and cardboard, to meet the growing demand for sustainable products.

4. Government Policies and Incentives:

- **Regulatory Support:** Federal and state policies aimed at reducing greenhouse gas emissions and promoting renewable energy are creating favorable conditions for investments in waste management and recycling sectors.

5. Market Outlook:

- **Sustainability Focus:** The convergence of environmental goals and technological advancements positions the waste management industry as a promising area for investors seeking opportunities in the green economy.
- **Waste-to-Energy Initiatives:** Companies are investing in technologies to convert landfill methane into renewable natural gas, contributing to sustainable energy solutions.

- **Recycling Advancements:** Enhanced recycling processes are being developed to recover valuable materials like plastics and cardboard, aligning with environmental goals and creating new revenue streams.
- **Government Incentives:** Federal and state policies promoting renewable energy and emission reductions are providing financial incentives, making waste management projects more attractive to investors.



CHAPTER 3

Hills Like White Elephants- Ernest Hemingway

"Hills Like White Elephants" is a short story by Ernest Hemingway that explores a conversation between a man and a woman at a train station in Spain. The story is famous for its use of subtext and Hemingway's "iceberg theory" of storytelling, where much is left unsaid. Hemingway's minimalist writing style forces readers to read between the lines, making this a powerful and thought-provoking story about love, freedom, and difficult choices.

Plot Summary:

The story takes place at a train station where an American man and a young woman, referred to as Jig, are waiting for a train to Madrid. As they sit drinking, Jig observes the distant hills and comments that they look like white elephants. This seemingly simple remark sparks a tense and layered conversation between the couple.

The primary subject of their discussion, though never explicitly stated, is an abortion. The man tries to convince Jig that the procedure is simple and will allow them to continue their carefree lifestyle. However, Jig appears uncertain and emotional, suggesting she may desire something more meaningful, possibly a family or a deeper commitment from the man.

Their conversation is filled with pauses and indirect expressions of their emotions, highlighting their conflicting desires and the strain in their relationship. By the end of the story, Jig says she is "fine," but there is an underlying sense of unresolved tension, leaving the reader uncertain about what she will ultimately decide.

Themes:

- **Communication and Miscommunication:** The couple struggles to express their true feelings, leading to an emotionally charged yet vague conversation.
- **Choice and Consequences:** Jig faces a significant decision about her body and future, reflecting broader themes of autonomy and sacrifice.
- **Gender Roles and Power Dynamics:** The man dominates the conversation, subtly pressuring Jig, while she seems hesitant yet aware of the emotional weight of her decision.

Setting:

- A train station in Spain
- A hot, dry landscape with distant hills that resemble white elephants
- The couple is waiting for a train to Madrid

Main Characters:

- **The American Man** – Persuasive, logical, and trying to convince Jig to have an abortion
- **Jig** – A young woman, uncertain and emotional, struggling with the decision

Plot Summary:

- Jig observes the hills and says they look like white elephants, initiating a symbolic conversation
- The couple discusses an unspecified "operation," which is implied to be an abortion
- The man reassures Jig that the procedure is "simple" and their life will return to normal
- Jig is hesitant, possibly wanting a deeper relationship or a family
- Their conversation remains indirect, filled with tension and miscommunication
- The story ends unresolved, with Jig stating she is "fine," leaving her final decision ambiguous

Themes:

- **Communication and Miscommunication** – The couple struggles to express their true emotions
- **Choice and Consequences** – Jig faces a major life-altering decision
- **Gender Roles and Power Dynamics** – The man dominates the conversation, pressuring Jig subtly
- **Symbolism** – The white elephants represent unwanted burdens or difficult choices

Writing Style:

- **Minimalist and Subtext-Heavy** – Hemingway's "iceberg theory" leaves much unsaid
- **Dialogue-Driven** – The entire story is told through conversation

CHAPTER 4

A Telephonic Conversation-Mark Twain

Overview:

- "A Telephonic Conversation" is a short satirical piece by Mark Twain.
- The story humorously depicts a one-sided telephone conversation, highlighting the absurdity of early telephone communication.
- Twain critiques the inefficiency and confusion that often arise when using the telephone.
- The story remains relevant today as it humorously reflects how technology, meant to improve communication, can sometimes create more confusion

Plot Summary:

- The narrator listens to his wife talking on the telephone.
- The conversation is fragmented, with long pauses and random phrases, making it difficult for the listener to follow.
- The wife frequently repeats phrases like "Yes?" and "No?" in different tones, suggesting confusion and miscommunication.
- The narrator humorously imagines what the person on the other end of the line might be saying.
- The conversation ends without any real substance being exchanged, highlighting the inefficiency of telephone conversations at the time.

Themes:

- **Miscommunication and Confusion:** The telephone, instead of improving communication, leads to misunderstandings.
- **Satire of Technology:** Twain humorously critiques the novelty and inefficiency of telephones in the 19th century.
- **Human Nature:** The story reflects how people engage in meaningless or exaggerated conversations.

Writing Style:

- **Humorous and Satirical:** Twain uses wit and irony to mock early telephone interactions.
- **One-Sided Dialogue:** The story is written from the perspective of an eavesdropper, making it more comical.
- **Exaggeration:** Twain exaggerates pauses and reactions to highlight the absurdity of telephone conversations.

CHAPTER 5

38 Smart Questions to Ask In a Job Interview: The Harvard Business Review Guide.

"38 Smart Questions to Ask in a Job Interview," an article by Amy Gallo in the Harvard Business Review, emphasizes the importance of candidates posing thoughtful questions during interviews. This approach not only demonstrates genuine interest but also helps assess alignment with the role and organization. The recommended questions are categorized as follows:

1. Questions About the Specific Role:

- What are your expectations for me in this role?
- What's the most important thing I should accomplish in the first 90 days?
- What are the biggest challenges that someone in this position would face?
- How does this position contribute to the company's short and long-term goals?

2. Questions About the Team:

- Can you tell me about the team I'll be working with?
- What are the team's strengths and the areas where it needs improvement?
- How does the team collaborate and communicate?
- What are the key priorities for the team in the next six months?

3. Questions About the Company:

- What are the current goals that the company is focused on, and how does this team support achieving them?
- What gets you most excited about the company's future?
- How would you describe the company's values?
- How does the company ensure alignment between its values and actions?

4. Questions About the Interviewer:

- How long have you been with the company?
- What do you enjoy most about working here?
- What has been your career path within the company?
- How do you see the company evolving in the next few years?

5. Questions About Professional Development:

- What opportunities are there for professional growth and development?
- How does the company support continuous learning?
- Are there formal mentorship or coaching programs?
- How are employees encouraged to pursue their career goals within the company?

6. Questions About Company Culture:

- How would you describe the work environment here?
- Can you tell me about the company's approach to work-life balance?
- How does the company celebrate successes and achievements?
- What are some challenges the company currently faces in terms of culture?

7. Closing Questions:

- Is there anything else I can provide that would be helpful to you in making your decision?
- What are the next steps in the interview process?
- Is there anything we haven't covered that you think is important to know about working here?
- How do I compare with other candidates you've interviewed for this role?

By tailoring these questions to the specific context of the interview, candidates can gain deeper insights into the role and organization, while also showcasing their enthusiasm and preparedness.

CHAPTER 6

So, You Want To Be A Motivational Speaker?- Shep Hyken

In his Forbes article, "So, You Want To Be A Motivational Speaker?" Shep Hyken offers insights and guidance for individuals aspiring to enter the motivational speaking profession. Hyken emphasizes that becoming a successful motivational speaker requires dedication, continuous learning, and a genuine passion for sharing knowledge and inspiring others.

1. Define Your Expertise:

- Identify a specific area where you possess substantial knowledge and experience.
- Develop unique content that showcases your perspective and insights.

2. Develop Your Speaking Skills:

- Join organizations like the National Speakers Association to enhance your abilities.
- Seek feedback and continuously refine your presentation style.

3. Build Your Brand:

- Create a professional online presence through a website and social media platforms.
- Publish articles, blogs, or books to establish credibility in your chosen field.

4. Gain Experience:

- Start by speaking at local events, workshops, or seminars to build your portfolio.
- Offer pro bono presentations to gain exposure and testimonials.

5. Understand the Business:

- Learn about the logistics of the speaking industry, including contracts, fees, and marketing strategies.
- Network with other professionals to gain insights and opportunities.

CHAPTER 7

Secrets of Success from the Story of Bill Gates: It is Possible

- Lyton Chandomba

In "Secrets of Success from the Story of Bill Gates: It is Possible," Lyton Chandomba delves into the life and achievements of Bill Gates, extracting valuable lessons on vision, innovation, and strategic thinking. While specific chapter summaries are not directly available from the provided sources, the book emphasizes the importance of vision in achieving success.

Key Themes:

- **Visionary Leadership:** Gates' foresight in anticipating technological trends and his ability to steer Microsoft accordingly are highlighted as pivotal to his success.
- **Innovation and Adaptability:** The book underscores the significance of embracing innovation and adapting to changing market dynamics, as exemplified by Gates' journey.
- **Strategic Thinking:** Chandomba emphasizes Gates' strategic approach to business, focusing on long-term goals and meticulous planning.

CHAPTER 8

The Science of Strong Business Writing- Harvard Business Review -Bill Birchard

In his Harvard Business Review article, "The Science of Strong Business Writing," Bill Birchard explores how understanding reader psychology and neuroscience can enhance business writing. By integrating these strategies, business writers can craft content that not only informs but also resonates with readers, leveraging the brain's reward system to enhance engagement and effectiveness. He identifies eight key strategies—each beginning with the letter 'S'—that can transform writing into a more engaging and rewarding experience for readers:

1. **Simplicity:** Utilize short sentences, familiar words, and clear syntax to increase the brain's "processing fluency," making content easier to understand.
2. **Specificity:** Incorporate vivid, concrete language to create clear mental images, aiding in reader comprehension and retention.
3. **Surprise:** Introduce unexpected elements to capture attention and stimulate curiosity, keeping readers engaged.
4. **Stirring Emotion:** Evoke emotions to create a deeper connection with readers, making the content more memorable.
5. **Seduction:** Use persuasive language and compelling arguments to draw readers in and maintain their interest.
6. **Smart Thinking:** Present insightful analysis and intelligent perspectives to engage readers' intellect and add value.
7. **Social Connection:** Write in a conversational tone to foster a sense of dialogue and personal engagement with the reader.
8. **Storytelling:** Weave narratives into the content to provide structure and context, making complex ideas more relatable and understandable.

CHAPTER 9

Declaration of Philadelphia- ILO -pp. 1-3

The Declaration of Philadelphia, adopted on May 10, 1944, by the International Labour Organization (ILO), reaffirmed and expanded the organization's mission in the context of post-World War II reconstruction. This pivotal document emphasized the centrality of human rights in social policy and underscored the necessity for international economic planning to promote social justice and peace. By integrating these principles, the Declaration of Philadelphia sought to adapt the ILO's guiding tenets to the emerging realities of the time, laying the foundation for a more equitable and just global society.

Key Principles Outlined in the Declaration:

1. **Labor Is Not a Commodity:** The Declaration asserts that labor should not be treated merely as a market commodity, highlighting the intrinsic value and dignity of work.
2. **Fundamental Freedoms:** It emphasizes that freedom of expression and association are essential for sustained progress, advocating for the protection of these basic human rights.
3. **Universal Impact of Poverty:** The Declaration acknowledges that poverty anywhere poses a threat to prosperity everywhere, calling for global efforts to eradicate poverty as a means to ensure collective well-being.
4. **Right to Well-Being and Development:** It proclaims that all human beings, irrespective of race, creed, or sex, have the right to pursue both material well-being and spiritual development in conditions of freedom, dignity, economic security, and equal opportunity.
5. **Central Aim of Policies:** The Declaration advocates that all national and international policies should focus on achieving these fundamental objectives, promoting social justice and improving living standards globally.

CHAPTER 10

Edited Highlights of the BBC interview with Mark Zuckerberg

In a 2017 interview with the BBC, Mark Zuckerberg discussed Facebook's evolving mission and its role in fostering global communities. Key highlights include:

Transitioning Focus:

- Zuckerberg highlighted a shift from merely connecting friends and family to empowering community leaders and strengthening existing communities. He emphasized that while Facebook aims to build a global community, it recognizes the importance of numerous smaller communities that fulfill individuals' personal, emotional, and spiritual needs.

Addressing Criticisms:

- When questioned about potential perceptions of being distant from ordinary lives due to his wealth and influence, Zuckerberg acknowledged the importance of empowering people. He attributed Facebook's success to providing individuals with a platform to share opinions and connect, reinforcing the company's commitment to inclusivity.

Globalization and Connectivity:

- Zuckerberg reflected on the changing perceptions of globalization. He noted that while connecting the world was once uncontroversial, recent sentiments have become more skeptical. He attributed this shift to feelings of being left behind by rapid global changes and emphasized the need to build infrastructure that ensures a global community benefits everyone.