

Socio Psycho Linguistics Study On Scrutinizing The Impact Of Visionary Literature In Training Elevator Pitch For Employability Purposes

Manjusha C B* , Utkarsh Mahadeo Khaire , Rasika V Shende***, Jesika Ghatode******

**Assistant Professor, Department of Humanities and Social Sciences, Visvesvaraya National Institute of Technology Nagpur, Maharashtra – 440010. India. Email ID: manjushacb@yahoo.com*

*** Assistant Professor, Department of Data Science and Intelligent Systems, Indian Institute of Information Technology Dharwad, Karnataka – 580009. India.*

****Research Scholar, Department of Humanities and Social Sciences, Visvesvaraya National Institute of Technology Nagpur, Maharashtra – 440010. India.*

***** Research Scholar, Department of Humanities and Social Sciences, Visvesvaraya National Institute of Technology Nagpur, Maharashtra – 440010. India.*

Abstract

The world around is becoming much competitive that people do not have time to listen. The present pandemic has brought a revolution in almost all the fields of human life, not sparing the interview milieu. There is a need for an exclusive speech technique to reduce the conversation timing in such a scenario. Considering the need, the elevator pitch is trained to the final year undergraduate students using the module designed using Visual, Aural, Read/Write, and Kinesthetic sensory [VARK] modalities. From the experiment results, it is understood that there is an impact in edifying elevator pitches using visionary literature. The study results indicate that this kind of study will be effective and result in better output in placement training sessions especially among women candidates considering their sociological and psychological milieu. It is proven that elevator pitch is the need of the hour.

Keywords: Artificial Intelligence, Elevator pitch, Employability skills, Speech techniques, Visionary Literature.

I Introduction

Education supports man with the power of thinking, which leads to new inventions and innovation. With the progress in the field of research and discovery, there occurs a transformation in the educational practices to assist the learners in adapting to the changing trends. In this contemporary economical world, two concepts decide the achievement of the target of any person concerning the career. They are effective communication skills for expressing their thoughts and a sound

knowledge and understanding of professional ethics to adapt to the new environment. It is also to be remembered that job-ready candidates are in demand in the era of Artificial intelligence, Globalization, and the Industrial Revolution-4.0 (I.R. - 4.0).

On the other hand, introducing innovative teaching methodologies to enhance the students' communication and employability skills is expanding. English language assists and plays an imperative part in the present scenario in developing the language skills as the professional advancement of any individual

needs informative competency in English, which is considered mandatory. To develop a country's fruitful nationals, innovative and creative methods of language teaching are adopted and given due significance in schools and colleges these days. To accomplish this, the researchers are yet to identify "The Method" to make the teaching-learning process more effective and proficient. The heterogeneous nature of the society has got the students with various requirements and diverse foundations.

Review of Literature

1.1 Importance of Communication Skills for Employability

Ahmad (2016) has brought out the importance of English communication skills through this research article. The focus is on listening and speaking skills and the need to understand verbal and non-verbal cues. Ahmad has stated that "to be employable, it is important to have enhanced communication skills as it ranks first in the most needed attributes." It is understood from the article that many companies are giving training on communication skills for their employees to compete and to overcome the challenges. He has concluded by stating that one must utilize the available language sources to develop culturally and materially to do the best in the world of high competition. This review has helped the researcher to understand the role of communication skills for better employment.

Sadiku (2015), through this article, has explicitly brought out the need for communication skills. The objective of the article is to highlight the importance of all four skills during a lecture hour. The various methods that could be adopted are task-based, functional methods, and situation-based methods. To facilitate teaching and learning, the methods and techniques are to be analyzed before practicing. The instructors and the learners ought to collaborate on learning and teaching to build a

cooperative relationship in the process. It is concluded that the development in the skills would make a student academically strong, resulting in magical happenings in the cycle of life and career. This article has helped the current research in understanding the need to impart communication skills during lecture hours.

Moslehifar and Ibrahim (2012), through their article, have stated that the key skill looked upon by employees "is the ability to speak effectively in English." This article reports an exploration of the English Language Oral Communication (ELOC) needs of HRD undergraduates. From the results, it is understood that chosen respondents view oral communication skills as an important skill for the workplace. It is found that 80% of the respondents have stated that most business communication will involve communicating with the customers orally, for which better oral communication skills are mandatory. The article could be understood that oral communication skills play a crucial role in the workplace. This article is relevant for the study as it insists on the necessitate of acquiring effective speaking modus.

Al-Mahrooqi (2012) has done a study to scrutinize various methods of how the schools and universities of Oman teach English communication skills from a student perspective. From the results, it is understood that 14 out of 58 participants have stated that the communication skills are either indirectly or not taught at all. Grammar exercises are given more importance than communication skills. From the study, it is understood that as English skills remain as a foreign language in many parts of the world, efforts should be taken by the language teachers to enhance the students' communication skills, which would assist them for overall academic and professional development. Thus, the role of language instructors is reviewed through this study which

has assisted in incorporating different methods for the present study.

1.2 Elevator Pitch

Mason et al. (2003), through his article “The incredible power of an elevator pitch,” vividly states that developing the art of elevator pitch is a strategy to improve the sales performance of any organization. He adds that this 30-word version is to be memorized by the salespeople to achieve their target. In explaining the power of elevator pitch, David has quoted an example of a restaurant which states, “five minutes or the food is free.” Through this, he mentions that when restaurants are taking many innovative methods to gain the customers' attention, how much preparation should be a salesperson. He concludes by stating that many brainstorming sessions will be conducted to train the salespeople with the elevator pitch. One of the prime focuses of this study is introducing elevator pitch, and analyzing this article has assisted in understanding the need for the elevator pitch in this competitive world.

Ellis Jr (2014) has brought out elevator pitch needs for neurological conditions through his article. He has explicitly brought out the need for an elevator pitch in establishing the healthcare firms. He states that the traditional method of describing things has failed to convince the stakeholders. Hence, recent approaches like elevator pitches are used to articulate the various communications related to healthcare. The inability to present the known concepts is also a neurological problem that Charles could rectify through elevator pitch practice. The concept of how an elevator pitch acts as a sales pitch is highlighted in this article, which has served the purpose of designing activities of the present study.

In their article, Rieger et al. (2017) state that Scientific Elevator Speech (SES) assists the trainees in communicating and presenting their ideas to the general audience in a precise and

concise way. The chosen populations for the research are 300 participants pursuing postdoctoral fellowship and doctorate from Texas University, and training is given on elevator pitches through workshops. At the end of the sessions, the participants have understood the concept of SES and have started using it in their presentation forums. An insight review of this article has supported the intention of this research of how elevator pitches can be taught to the target population in presenting the scientific ideas in a self-explanatory and brief manner without any hurdle.

Begley (2018) has conducted a study on “using elevator pitches to develop research and communication skills in Biology.” Around 20 participants doing the Microbiology course were chosen and asked to give presentations on their research area for under ninety seconds. Gail has stated that though the participants found it difficult to explain their research concepts within the stipulated time, they gradually developed their skills after understanding the nuances of elevator pitches through training. This research article has paved the way for a better understanding of how elevated speech can be trained to the chosen populace in presenting ideas related to scientific or research topics.

Through their research article, Ellis et al. (2015) state that “Elevator pitches, or brief talks in which individuals pitch an idea, sell a solution to a problem, or raise awareness of an issue, have gained increasing popularity within the business world.” They have further stated that “While school-based professionals may not view themselves as having to “sell,” audiologists and speech-language pathologists are in the business of “selling” our ability to create change for students with communication disorders, elevator pitches serve as a viable advocacy tool and can be used to influence decision-makers and bring about meaningful change in our professions.” Various measures on how to train elevator pitch to be concentrated are the derived

conclusion from the study, which has assisted in designing activities of the module for the present study.

1.3 Analysis of Speech Pericopes using Rhetoric

Ivanov (2013) has studied A rhetorical analysis of Steve Jobs Stanford commencement speech. It could be understood from the article that adequate preparation and extensive use of Rhetorics has made him comparable to the renowned speakers and speeches. The use of ethos, pathos, logos, and kairos has strengthened his argument, which has persuaded his listeners to pursue their dreams. This article has brought out the intensity of employing Rhetorics in a speech and has served its purpose by introducing kairos for the present research.

Martin (2011) has completed a study on Communicating Vision: a Linguistic Analysis of Leadership Speeches. It is understood that “it was during the late 1980s and early 1990s that the concept of vision as a leadership competency became prevalent in the literature as stated by Conger and Kanungo (1998), Posner and Kouzes (1988), Larwood et al. (1995), Nanus (1992). In particular, at that time, the literature on theories of charismatic and transformational leadership contained guidance for leaders to have a vision”.

Hackman and Johnson (2013) state, “Weber is one of the first scholars, to the best of my knowledge, to mention vision when he wrote in the late 1940s of charismatic leadership. Weber uses the term charisma to describe secular leaders, expanding the term beyond its traditional meaning of a gift from God, to include all leaders who attract followers through their exceptional powers”. Of charismatic leaders, Weber wrote the following description: “[He] is set apart from ordinary men and treated as endowed with supernatural, superhuman or at least specifically exceptional powers or qualities... such as are not accessible to the ordinary person, but are regarded as of divine

origin or as exemplary. Based on them, the individual concerned is treated as a leader”. (Hackman and Johnson 2013). She has further added that “Since then, various scholars have added to Weber’s concept of the charismatic leader.

1.5 Research Gap

From the literature review, it could be understood that though many researchers have already focused on the usage of technology like CALL and MALL in language classrooms, using VARK modalities to introduce elevator pitch strategies is not explored. Similarly, the concept of teaching language through literature and still developed using literature is an exhausted topic. Still, when it comes to the concept of using visionary literature for professional purposes, this research stands unique. A literature survey thoroughly understands the concepts of mixed methods and a wide knowledge of designing the modules and activities.

2 Need of Elevator Pitch in the Present Milieu

In the epoch of Artificial Intelligence, there is a dire need for better communication skills, especially speaking skills. Every professional need is controlled nowadays by technological implications like humanoids. The need to cope with the programming time limits is escalating day by day, and so swift and apt spoken language is in great demand and not beating around the bush concept. The present research focuses on how technology could enhance speaking skills using elevator pitch strategies; a few existing Artificial Intelligence (A.I.) platforms and their development are explored and elaborated.

Artificial Intelligence is extremely well known in various fields, such as building and

therapeutic consideration, medical fields, hospitality management sectors, etc. Artificial Intelligence has also been utilized in language teaching and learning for a better and virtually interactive learning process. With the advancement of artificial intelligence techniques, learners have one more medium for language learning. An example is an electronic dictionary through which the language learners can learn vocabulary, expressions, and accents. Learners can likewise enhance their speaking and listening skills with the help of this speaking dictionary.

From the field of marketing to the film industry, the need for an elevator pitch is high. If the businessman or the marketing executive can persuade the customers within the eye-twitching moment, their business will be successful. Similarly, only if the story narrated to the producer and director is persuading, the movie will hit the screen. So is the teaching sector, where elevator pitch is in great demand to attain teaching and learning objectives without any distractions. In all walks of human life, there arises a need for persuasion where the role of the elevator pitch is highlighted.

Speaking is an art of expressing inner feelings, ideologies, principles, and thoughts. This research focuses on how an individual who can communicate orally and persuade the audience can positively affect the session. It is the message that is communicated has more impact. "Being concise" is the mantra, and that is where the need for elevator pitch arises. Emphasizing this fact, this research focuses on the elevator pitch strategies to enhance the speaking skill which would assist in the better performance of the candidate in any professional forums like interviews, project presentation, managing client requirements, debate, group discussions, etc.,

3 Research Methodology

The sampling method used for the study is purposive sampling. The researcher has conducted a survey focusing on needs analysis from select colleges of Tamil Nadu, Karnataka, and Maharashtra. The student respondents chosen for the study are exclusively the final year U.G degree students from streams of English, Psychology, Commerce, Geology, and Management Studies. The methodology adopted for the study is mixed methods encompassing the purposive sampling technique. This research is a combination of the elevator pitch approach and mock interview technique.

3.1 Elevator Pitch Approach

The elevator pitch approach is employed for the present study as it is the core concept of the research. According to the present study, the elevator pitch approach encompasses various procedural frameworks to bring out the concept of elevator pitch strategies. In the present study, the strategies of the elevator pitch are introduced to the students and exemplified using visionary literature.

3.2 Mock Interview Technique

The technique used for the study is the mock interview technique, as the research aims to introduce elevator pitch strategies for professional purposes. One of the core concepts of professional purpose is the job interview. Bearing this in mind, this study has made use of a mock interview technique that concentrates on the following features

- Public Speaking
- Project Presentation
- Group Discussion
- Marketing
- Interview Questions
- Body Language

The pilot study of the present study was carried out in January 2020. It is understood from the study that though the students are strong academically, they lack basic communication skills, especially in speaking. A statement from a student states, “I have cleared all my exams without any arrear till my final year, but I’m very nervous to talk in English, and I’m afraid about presenting my project in front of all.” (III B.A student). The pilot study phase of this research has paved the way for the researcher to understand various needs and possible ways to accomplish the purpose of the research. Thus, this phase has helped in observing the learners, analyzing the needs and knowledge of the learners, questionnaire preparation, and choosing the materials. After examining the data collected from the pilot study, four subject experts prepared and validated questionnaires for the survey. The survey was conducted for 700 students pursuing final year Under Graduation from four different Arts and Science colleges in Tamil Nadu, Karnataka, and Maharashtra to understand their needs and awareness towards the importance of enhancing speaking skills for professional purposes.

4 Intervention and Module

Considering the needs of the respondents and after analyzing their level of motivation, the module is designed consisting of five activities. Each activity is designed in such a way that it serves the objective of the study. Five activities in the module are

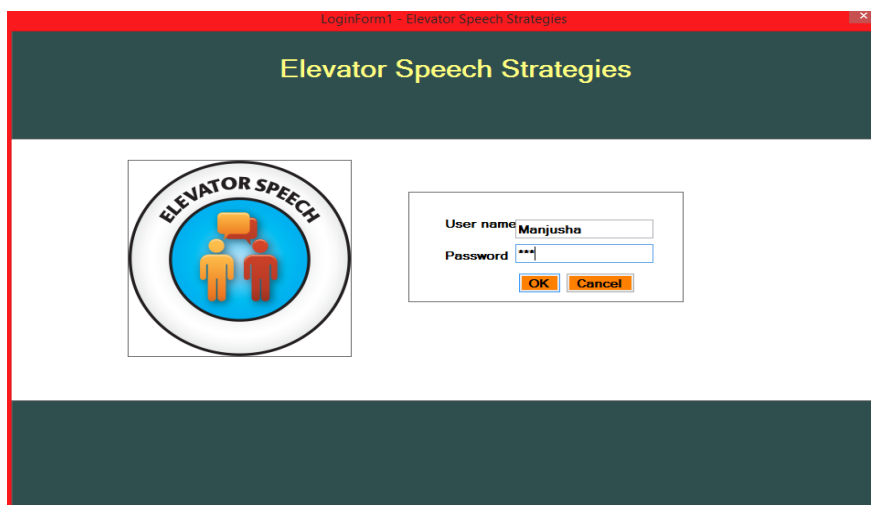
- a. Break the ice (Self Intro)
- b. Why We? (Reason for opting the particular concern)
- c. ‘Idea (Project ideas)
- d. Internal efficacy (Strengths)
- e. Film your fortune (Future in 5 years)

Introducing the elevator pitch strategies through visionary literature for professional purposes is the basis of all the activities. VARK

modalities are incorporated in designing the module. The mock interview method and the elevator pitch approach are followed in planning the module. Steps are taken to ensure that the needs of the respondents are achieved in the module. To assist the respondents better and train them to prepare their speeches and other professional talks better, along with the teaching materials, methods to analyze the materials are taught based on the provided materials for each activity.

The pre-test is carried out with the module base for 240 respondents who are the chosen populace of the investigation. The pre-test scores are evaluated using the designed application that has helped calculate the elevator pitches time-lapse. The scores are analyzed in detail using SPSS. The designed module is introduced to 120 respondents of the experimental group before post-test during the intervention process. The elevator pitch strategies are introduced to the students using the crafted module. A post-test is conducted after the intervention using the module for 120 learners of the experimental group. Post-test is conducted for both the control and experimental group, and their scores are evaluated using the designed software.

To evaluate the pre and post-test scores of the research, the elevator pitch application is designed to calculate the time duration. This application is developed employing Visual Basic (V.B.), .NET is also used in designing the application as it controls all dimensions of the implementation of the application. It assigns memory for the data storage and directions, granting or refuting the suitable permissions to the application, instigates and administers application completing, and manages the reallocation of memory for resources that are not needed further. The following are a few snapshots of the application designed

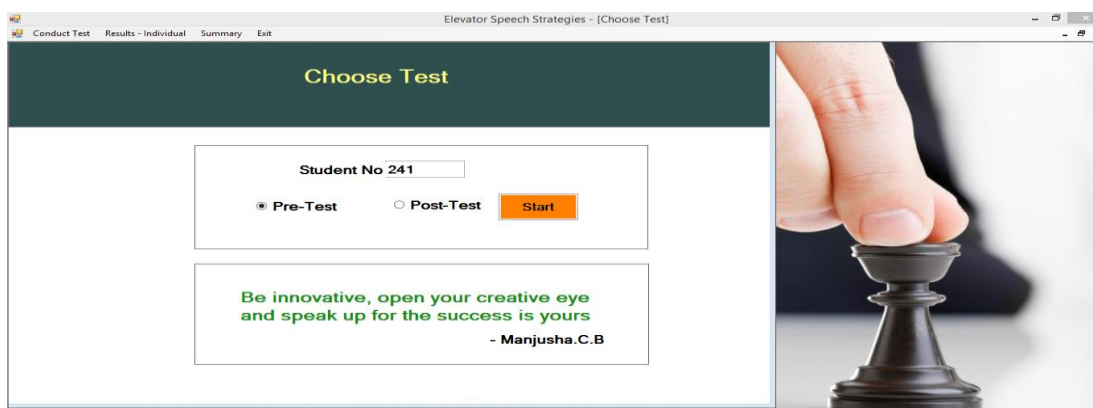


(Fig 1 Image of login screen)

Fig 1 is the snapshot of the first screen that appears on the desktop as soon as the student clicks on it. This is the login form where the student has to enter the username and password and proceed further.

Fig 2 is the snapshot of choosing the test form that appears when the student login. This is the form where the student has to select the type of test to be carried on with the assigned student

number that appears automatically. This application is used to calculate the time taken for the students to answer each question in the activities. Seconds taken for each activity and the average time taken are calculated using the software created exclusively for the study.



(Fig 2 Image of choosing the test)

5 Results and Discussion

The overall comparison between the pre-test and post-test scores is shown in table 1 to bring out the mean score differences to prove the

formulated hypotheses based on the variables. It is understood from the table that as the calculated value is higher than the table value, there is a significant difference, and the module designed for the intervention stands accepted.

(Table 2 Overall comparison between pre-test and post-test)

			Pre-Test		Post-Test		Results			
	Variables	N	Mean	STD	Mean	STD	t-value	Df	p-value	Remarks
Gender	Male	122	4237.20	371.58	3494.84	58.99	21.79	242	<0.0001	Significant
	Female	118	4210.76	316.18	3623.27	54.20	19.89	234	<0.0001	Significant
State of Residing	Day Scholar	110	4227.07	352.93	3598.53	53.61	18.46	218	<0.0001	Significant
	Hosteller	130	4219.85	334.85	3352.12	52.21	29.19	238	<0.0001	Significant
Learner Category	First Generation Graduate Student	107	4242.98	323.83	3092.67	50.51	36.30	212	<0.0001	Significant
	Others	133	4108.33	359.97	3401.86	54.12	22.38	264	<0.0001	Significant
Area of Residence	Urban	117	4208.80	336.50	3347.64	316.87	20.15	232	<0.0001	Significant
	Rural	46	4001.15	447.84	3109.52	406.13	10.002	90	<0.0001	Significant
	Semi Urban	77	4483.74	294.45	3595.99	345.8	17.14	152	<0.0001	Significant
Medium of Instruction	English	101	4096.27	371.25	3200.71	50.72	24.02	200	<0.0001	Significant
	Tamil	60	4220.96	370.64	3138.01	55.52	22.38	118	<0.0001	Significant
	Kannada/Marathi	49	4224.57	348.03	3308.71	49.84	18.23	96	<0.0001	Significant
	Other	30	4319.30	369.93	3389.43	56.3	13.61	58	<0.0001	Significant
Type of School Studied	State Board	117	4227.23	355.35	3202.12	49.6	30.90	232	<0.0001	Significant
	Matriculation	60	4224.57	348.03	3488.02	55.53	16.18	118	<0.0001	Significant
	CBSE	37	4015.60	402.18	3507.62	53.85	7.61	72	<0.0001	Significant
	Other	26	4317.15	384.78	3586.62	56.02	9.57	50	<0.0001	Significant

From the data analysis, it is observed that among the gender, male students have performed better than female students. This result leads to the observation of the pilot study where a maximum of female respondents have stated that “cultural practices of their family will not permit them to pursue their higher studies nor allow them to develop their employability skills.” Whereas male respondents have stated that “they are in a situation to get better placement because of various socio-economic conditions and need to enhance their language skills for the same.” This urge among the male respondents has resulted in their performance.

When it comes to the performance of the hostellers and day scholars, hostellers have performed better than the day scholars, and the assumed reasons from their point of view are, hostellers have more time than the day scholars. When day scholars have to travel for a minimum of two hours every day, hostellers do not have to spend so much time traveling. Similarly, hostellers are exempted from domestic chores, whereas day scholars are doing part-time jobs. One more reason to be noted is that hostellers can work in teams whereas day scholars are deprived of it. All these reasons have resulted in the better performance of the hostellers. Among the first-generation learners and others, area of residence; the medium of instruction and board of study, first-generation learners, students from a rural background, respondents from regional language medium and state board schools have performed better.

These findings take to the results of the pilot study and survey analysis. It is observed that the level of expectation and interest in learning a language is high among first-generation students as they are the representatives of their entire family. They feel that they have achieved something beyond the zenith when they speak in English. Most of the first-generation learners of this study are from a rural background, where the maximum schools

are from state board with the medium of instruction as the regional language. All these economical instabilities have a major role in language learning and acquisition, and it has been proved through the study's findings.

6 Inferential Findings

- From the data analysis and hypotheses testing, it is understood that there is an impact of visionary literature in introducing elevator pitch strategies.
- Students have learned the nuances of Elevator pitch strategies through the concepts of rhetoric and Persuasive devices.
- As there is a significant difference in the performance of the control and experimental group, the need to impart English for professional purposes at the Undergraduate level is observed.
- There is a significant difference in the scores of male and female respondents and the impact among female respondents is better.

7 Summary

This study has concentrated on analyzing the impact of visionary literature in introducing elevator pitch strategies for professional purposes. Focusing on the aim of the research study, a module with five activities is designed after analyzing the needs and suggestions of the respondents from students, H.R., and Educationalists using the questionnaire framed for the survey. Almost all the professional stages encountered by an individual in the workplace are considered while designing the module. The study results indicate that this kind of study will be effective and result in better output in placement training sessions. As quoted by George Bernard Shaw, The single biggest

problem in communication is the illusion that it has taken place. To produce job-ready candidates, the greatest challenge to overcome is to make them speak in a persuading way to achieve their dream job and survive in the corporate world race.

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