

*Times of India*  
*Gideon Arulmani*

## **THE ANALYTICAL LOGICAL CAREERS.**

*"Imagine all the leaves on the moon are pink!" I said to 8 year old Sunitha.* *Ram has just returned from the moon with a moon leaf! What would the colour of the leaf be?" "Pink"...* came the prompt reply.

The answer seems obvious. But others may say there cannot be any leaves on the moon. Still others might wonder how Ram managed to get a moon leaf! Whatever your response, consider what you did when you attempted to answer the question. You took the given information, processed it in your mind, put the data together and then decided on your answer. You used your ability to analyse data and look at it *logically*. Your ability to plan, analyse, reason, deal with information... all rest on your *analytical-logical ability*. Logical thinking lies at the core of almost every aspect of our lives.

Logical thinking and reasoning abilities, go beyond scientific and mathematical careers. The *archaeologist's reconstruction* of the entire skeleton of a long extinct dinosaur from a fragment of a bone is a feat of logic. The *psychologist* listens to the emotional problems of a client, looks for patterns, cause and effect relationships and then structures the relevant therapy. *Sociologists* base their understanding of societies on an analysis of social data.

Almost *all* careers require the ability to think logically and plan. The human being's ability to reason and use logic, is one of the most frequently tested aptitudes. While all of us have it to some degree at least, some of us are better at planning and logical thinking, than others.

Let me pause here, to put in a word about *entrance exams*. More and more good institutions today check your aptitude for the courses they offer, before you are given admission. Most of these tests also check your ability to reason and analyse information... your analytical logical skills. Therefore, bone up on questions that tap the logical ability. Working on puzzles, analogies and basic mathematical operations, would help you quite a bit with entrance examinations.

### **Careers Linked to the Analytical Logical Aptitude.**

All forms of *research* based activities, require a high logical ability. The researcher begins with a *question*. The question maybe, "Why are a larger number of babies in a particular slum born with mental handicap?" The researcher then collects data using various types of tests, and questionnaires, studies living conditions, and compares the health of babies in many other slums. All this information is analyzed until the *answer* to the initial question is found. This is an example of a research question that may be asked by Clinical Psychologists, Medical Sociologists, Nutritionists, Toxicologists, and workers in Community Medicine. Whatever the field maybe, research uses the rules of logic to explore uncharted territory and add new knowledge to a particular field.

**The Computer Programmer**, relies heavily on the logical aptitude to write effective and economical programmes. The computer is a machine. It cannot act on its own. What it does understand is a form of *logic*. A good programmer is one who can convert the client's requirements into a "programme" that a computer "understands".

**The Media Planner**, *plans* out an advertising campaign. Is there space in the market for yet another brand of soap ? Who would be the ideal target audience for a new line of jeans... 5 to 10 year olds, teenagers, young adults, elderly people ? Answers to these type of questions, help the media planner interpret market trends and then plan the advertising campaign for a product.

**The Intelligence and Investigative Careers**, deal with the collection and analysis of information, to prevent or investigate crime, corruption, frauds, economic offenses, and so on. The Central Bureau of Investigation seems constantly to be on the heels of yet another scam! Ballistics specialists in police departments help track down a criminal by analysing the bullet fired from his or her gun.

**Careers in Finance:** Most of these careers go beyond adding up columns of figures. The Finance professional is a key person in helping a company understand its cash flows and become more efficient in the way its funds are earned and spent. The Cost and Work accountant for example, helps a company work out the actual cost of production and the optimal profit margin.

While all careers require some amount of the logical ability, certain careers are specifically loaded for this aptitude. Some other careers that require the logical ability are, engineering, statistics, pure science, management, operations research, actuary, banking, and company secretaryship. Take a closer look at yourself. If you enjoy understanding numbers, if you like planning and analysis or working with information and data, then perhaps the Analytical Logical type of careers are for you.

