

Communication Skills

BBA IV Semester

Unit 1

Communication (Meaning, Concept and Process)

Communication is a dynamic process that takes place around us all the time. In fact we spend 70% of our time receiving and sending messages.

The meaning:

The origin of the word “communication” is “communicare” or “communis” which means “to impart”, “to participate”, “to share” or “to make common.” The sense of sharing is inherent in the very origin and meaning of “communication.”

Definitions:

1. Keith Davis: Communication is a process of passing information and understanding from one person to another.
2. John Adair: Communication is essentially the ability of one person to make contact with another and make himself or herself understood.
3. William Newman and Charles Summer: Communication is an exchange of ideas, facts, opinions or emotions of two or more persons.
4. Louis Allen: Communication is a bridge of meaning. It involves a systematic and continuous process of telling, listening and understanding.
5. Peter Little: Communication is a process by which information is transmitted between individuals and / or organizations so that an understanding response results.
6. Murphy, Hildebrandt, Thomas: Communication is a process of transmitting and receiving verbal and non-verbal messages. It is considered effective when it achieves the desired response or reaction from the receiver.

The process of communication:

Communication is a two-way process involving the following elements: a sender, a message, a medium, a channel, a receiver, a response and feedback. However, it is not sufficient to have just all these elements; there should be cooperation and understanding between the two parties involved. It is important to have a common frame of reference or context for successful and meaningful communication, e.g. a common language or common interpretation of a gesture.

Essentially communication involves the sender or the communicator and the receiver. Both should necessarily share a mutually accepted code e.g. a common language. The context in

which the communication takes place is called the “communication environment”. The content of the code is sent in a certain medium (oral, written or non-verbal) using channels (air, mikes, body, pictures, text, etc.) in the form of encoded messages. The “code” is not restricted to only language; it may also involve the use of costumes, gestures, colors among other things.

The process of communication can be described in the following manner:

The sender sends a “message” using a “medium” and a “channel” to the “receiver”. The message arrives in the sensory world of the receiver. The receiver’s brain filters the message on the basis of his/her knowledge, emotions, attitudes, and biases and gives the message a unique meaning. This meaning may trigger a response which the mind of the receiver forms. The receiver encodes his/her response and sends it across as “feedback” into the sensory world of the sender. This completes one cycle of communication and the process continues in a cyclic manner, i.e. cycle after cycle, as long as the people involved care to communicate.

The components of the communication process can be listed as follows:

1. Idea or impulse that arises in the sender’s mind
2. Formal expression of the idea or impulse using a medium and channel : encoding
3. Interpretation of the message by the receiver: decoding
4. Reaction or response of the receiver
5. Conveying the reaction/response in the feedback using a medium and channel
6. Decoding of the feedback received

The essentials of effective communication are:

1. A common communication environment
2. Cooperation between the sender and the receiver
3. Selection of an appropriate channel
4. Correct encoding and decoding of the message
5. Receipt of the desired response and feedback

Noise:

In some cases, the message may fail to produce the desired response because of a semantic gap or a barrier between the sender and the receiver. This is termed as “noise”; it refers to any unplanned interference in the communication which causes a hindrance in the transmission of the message. There are two types of “noise”:

1. Channel noise: This refers to static, mechanical failures, problems in volume, pitch, legibility of text, etc.
2. Semantic: Here “noise” is generated internally resulting from errors in the message itself: ambiguity, grammatical errors, wrong spellings, incorrect punctuation, etc.

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Feedback:

The transmission of the receiver's response to the sender is called "feedback." It is one of the most vital factors of the communication process. It is essential because it is a barometer of effective communication. The sender needs to know whether the receiver of the message has received it in the intended way and whether he responds in the desired manner. Of course, even if one receives a response, it may or may not be the one you had expected. But once you receive some response, you know that the message has been communicated, e.g. a notice for a meeting. There could be both positive and negative responses to this message; some may turn up for the meeting and some may not. Communication is said to be fully effective only when you get the desired response.

Feedback helps in improving communication as it enables the sender to pinpoint defects in the transmission of the message. A skilful communicator is always looking for warning signs that the communication is not going well and adjusts messages accordingly. Being alert to feedback helps the sender know whether he/she is on the right track. In the long run, it helps in understanding one's strengths and weaknesses in the communication context.

In the business world, managers should ensure that adequate facilities and opportunities exist for obtaining feedback. This is done through establishment of internal systems and forums which enable employees to express their views and influence decisions. Market research is another way of obtaining feedback and information from employees and external target groups.

Types: Feedback may be **positive** or **negative**. Positive feedback occurs when the receiver receives the desired response based on a clear understanding of the symbols used in the message. Negative feedback occurs when there is an undesired response because of miscommunication. In some cases, not getting feedback is also a sort of feedback. For instance, complete silence on the part of the receiver is also an indicator of either effective communication (agreement) or a failure on the part of the communicator (inability to understand, dissent).

Observation of changes in the recipient's behavior in face-to-face communication is a source of valuable feedback in cases where the receiver does not explicitly express his reaction. For instance, if a counselor gives a pep-talk to a depressed student and notices that he is more cheerful, relaxed and willing to talk on his next visit, he interprets this change as a positive response.

Feedback may be either **immediate** or **delayed**. For example, oral responses are immediately conveyed but in case of written communication, the feedback may take some time.

BARRIERS TO COMMUNICATION

INTRODUCTION:Communication is one of our basic needs. We require to communicate with many people for personal and professional purpose. But while communicating we may face many hurdles or problems. Sometimes the message is not passed properly or gets lost. There are

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chances of misunderstanding between the sender or the receiver. Sometimes language used in the communication is not understood properly. This results into Communication breakdown or communication failure. There are many reasons behind the problems in the communication process. Let's study the Communication Barriers in detail.

Definition of the Barrier to Communication: 'Any obstacle or problem in the process of Communication which hinders/obstructs the process of Communication is called Barrier.'

Barriers are part of process of Communication. Whenever we are communicating we encode and decode. We use various channels for passing messages. At any level or at any moment or stage there can be problems in communication process. Sometimes the sender may not use proper language that the receiver will understand. Receiver may not be able to Decode properly. There can be lot of noise in the surrounding which can disturb us. It rarely happens that barriers do not arise in the communication process. Many times barriers arise in the minds of the sender and receiver. The intended messages are not sent to the receivers .

Types of Barriers: We face many barriers while communicating. These barriers can create obstacles in the communication process. These barriers are classified into the following types.

1. **Physical or Environmental Barriers** : The Barriers in the surrounding or in the environment are the physical barriers.

2. **Language/Semantic or Linguistic Barriers** : Barriers arising due to the different language or differences in language can create problems in communication. Semantic Barriers means the problems arising because of the different meanings of the words.

3. **Psychological Barriers:** Barriers or problems arising due to the stress or psychological problems are psychological barriers. It is difficult to accept and overcome these barriers.

4. **Socio-Cultural Barriers** : Due to differences in social status or cultural barriers many times we face differences in communication. These are socio-cultural barriers.

Question:What is the meaning of Physical Barrier/Environmental Barriers ?Give examples of Physical Barriers.

1. **Physical Barriers** : Many barriers arise in the surroundings or our environment. These barriers create problems or confusion in communication.

- Noise: Traffic Noise or noise of machines in factory create disturbances in communication. Noise pollution is biggest contributor or environment pollution in India.

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- Time and Distance :Physical distances between people can create major problems in communication. Time zones around the world are not same. Due to differences in timings between countries we have to adjust with the time difference of that country.
- Defects in Communication Systems: Many times the instruments or machines used in communication such as Telephones, Fax or Computer can develop problems. The network of Internet can fail or the Mike or Microphone used in the programmes can create loud noise. Due to excess rains or natural calamity it becomes difficult to use the instruments properly. The failure of Electronic power also results into communication loss or messages are not sent properly.
- Wrong Selection of Medium : Medium means the objects used in communication eg. Emails,Mobile Phones or Telephones etc. The correct medium is necessary. The improper use of some machines such as Emails can delay the messages.
 - High Temperature and Humidity: Excess Temperature or heat or cold Temperature create difficulties in communication

Many times human physical defects such as stammering ,bad hearing, failure of communication channels and bad handwriting also create misunderstanding in learning the message.

Q.What is the meaning of Language or Semantic Barrier?

2. **Language Barriers:** Barriers arising due to differences in languages, words meaning or pronunciation can create confusion among the people. Linguistic means related to the language. Semantic means the meaning of the words.Following are some of the examples of language barriers.

- Different Languages or lack of Common Language can create obstacles in Communication. A person who does not understand the native language or even foreign language cannot communicate well. This becomes very difficult situation.
- Multiplicity of words: words can have different meanings. Word power is gift to human beings but at the same times multiple meaning or spellings of the words can create the problems in communication.
- Words with similar pronunciation but different meaning [Homophones]also create problems in communication. E.g. Except-accept, fair- fare, council-counsel,principal-principle[etc].
- Jargon words[Technical words]used by professionals such as Engineers/Doctors or any other professionals. Many times, jargon words are used unintentionally. But common people or those who do not understand the meaning of these words face problems.
- By-passed Instructions: Means many times short cuts are used while passing the messages. Eg. A Manager ordered the newly appointed secretary to go and burn the C.D.She literally burned it . He meant to copy the C.D.

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Question: What is the meaning of Psychological Barrier?

3. Psychological Barriers:

Psyche means mind. Psychological barriers arise in the minds. Human mind is very complex thing to understand. We face many times some conflicts due to situations or surrounding events. So these barriers are bound to arise. But the real problem is that people do not accept that these barriers exist in their minds. Due to status, old age and ego problems many times psychological barriers are created. These are difficult to overcome. Because people do not accept that they face barriers or they lack proper understanding to face the world. The following are situations or examples of psychological barriers.

1. Ego: 'I' Attitude means I am great feeling can create barrier in mind. Ego barriers create conflict in human relations.
2. Prejudice: bias [wrong opinion] about people on the basis of community, caste, religions or on personal basis is very negative for communication. Prejudice can hamper the communication.
3. Emotions and feelings : Emotional Disturbances of the sender or receiver can distort [change] the communication .
4. Halo Effect: like or dislike about a person can create halo or horn effect. This can affect communication.
5. Self Image: Positive or Negative image about self is the way of looking at the world. Negative self- image can destroy or hamper communication . Such people always think negatively and do not look at the things or events properly.
6. Filtering in Messages: Messages are filtered [changed] intentionally. We always try to defend ourselves or protect ourselves during some problems so that many times messages are changed by the inferiors
7. Closed Mind : Most of the time our minds are closed or not able to learn new things. With old age or change in attitude this problem is observed. This is also a very barrier in communication.
8. Status : Status create barriers in the employees . Higher or lower status create obstacles in thinking or mixing with people. People keep distance while communicating due to status barriers.
9. Perceptions :The way we look at the world or attitude determines our Communication strategy. Wrong or negative perceptions can create difficulty in communication . People who have negative perceptions or think negatively look at every thing or event negatively.
10. Poor Retention : ability to retain the message or remember is important. But if it is poor then communication becomes difficult.
11. Interest and Attitudes : Interests and Attitudes of people determines communication strategy. Lack of interest or wrong attitude can lead improper communication.
12. Day-Dreaming: Many students have habits of dreaming or thinking about something else when some lecture is going on or talk is going on. This obstructs the communication and messages are not reached properly.

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Question:What is the meaning of the Socio-cultural Barriers?

4. Socio-Cultural Barriers:

Culture is way of life, values or principles .Cultural differences between people can create barriers . Different religious practices are followed around the world. Due to many time differences in the culture can create misunderstanding in communication. Due to globalization and liberalized policies in business, people around the world are travelling and working in multinational corporates or companies. This led to mixing or intermingling between people But due to differences in language, religious practices, dressing styles, food habits many times people get confused and are not able to understand each other properly. This led to communication failure. The following are examples or socio-cultural barriers.

- Concept of Time : The time is not perceived similarly across the cultures. In Western culture Time is important. In Asian culture Time is taken leisurely. The concept of punctuality differs in cultures.
- Assumptions about social strata or caste system. Caste system is observed in India. But in every culture some kind or differences in the society in the form of religion, community differences or sects or class division is observed. We should not always assume someone superior or inferior because of caste or class system.
- Etiquettes and Mannerisms: In every society or cultures different types of mannerisms are observed. This includes rule of behaviors or how to follow certain code of conduct . Different forms of address and salutation or different methods of dressing [formal or informal wearing] are observed. This can be confusing sometimes.
- Food preparation method or serving methods are not the same. There are certain expected norms of eating food in meeting .These are called dining etiquettes.
- Body Language[Non Verbal Behavior] methods around the world are not same. There can be misunderstandings because of this.
- Proximity[Concept of Space]differs from culture to culture. In some culture close distance between people is not approved. In some culture close distance is accepted.
- Value system is not same across the cultures.Values or good behavior or ethical principles guide in our life. But the methods of these value system is not same around the world.
- **How to overcome the Barriers?**
- Physical Barriers: By overcoming defects in communication system ,by controlling noise ,physical distance Physical Barriers can be overcome to some extent. Though we can't overcome some physical barriers such as time , distance or defects in machine, we can control Physical barriers to some extent. Efforts are required by all people to overcome physical barriers.
- Language Barrier: Lot of efforts are required to overcome Language Barriers. There should be respect for any language before learning new language. It requires many efforts

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to learn foreign language. So learning the correct pronunciation and accent and improving vocabulary [word power]we can master a language. We have to improve listening skills and then only language can be understood properly.

- **Psychological Barriers:** It is true that psychological barriers are difficult to overcome or solve. There must be acceptance of ones mistakes or limitations. This will led to understanding of human life. People do not accept their faults or limitations. This leads to many problems. We have to be humble and respectful towards other people. Many times the sender and the receiver are not in proper frame of mind. So this creates problems in Communication. Misunderstanding, lack of interests, mental and physical disturbance can cause problems because of that. Efforts should be taken by superiors and all reporting people to overcome the problems.
- **Socio –Cultural Barriers:** These Barriers can be overcome by proper study of other cultures . It is very much essential to learn new cultural values and observing people and accepting their cultures .We have to develop open mindedness in this regard. We have to understand the mannerisms of other people.

Role of communication in Organizational effectiveness

1. Need for proper and efficient operation of the business:

Communication is very important for the proper and efficient operation of a business or an organization unit. It makes a business unit effective and dynamic because of the coordination of various departments and continuous sale of products, requires effective communication.

Hence, without communication success in business is not possible.

2. Developing skill of coordination:

The procedure of communication helps in developing coordination and cooperation amongst human beings. It helps in the exchange of thoughts and information strengthens unity and increases the efficiency of employees.

In organizations, there are different departments which carry on their specific activities independently. Better cooperation amongst different departments is achieved through the directives from a high level of management.

3. Need for effective leadership:

Communication skill is an important pre-condition for effective **leadership**. A superior who is well skilled and versed enough to communicate possess the quality of leadership.

In the best communication network, the exchange and flow of information and ideas amongst the employees and superiors lead to better understanding and thereby removing misunderstanding in the working environment with more faster and effective communication media the leaders will be in a much better position to transfer their ideas, messages, emotions, course of action and suggestions to another employee successfully.

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4. Helps in proper planning:

Effective communication is always graceful in an organization's functioning and planning. Communication plays an essential role in the effective implementation of the organizational plan and in achieving the defined objectives and targets.

5. Helps in the development of management skills:

Communication is important for management to ensure proper execution. It is because of communication that management achieves its objectives or targets, is able to give directives and carry on formal responsibilities and also evaluate or examine the behavior of employees.

Thus, it is said that communication is a very important aspect of successful management.

6. Improving public relations:

In this modern era of business, it is important for a business organization to take its place in society. With changing times the definition of public relations has also undergone a change. The importance of public relations is now being realized in not only public undertaking and semi-government institutes but also in industries and corporates.

One can find public relations personnel in all of these organizations. It defines that communication is playing an important role in this direction.

7. Helps in providing competitive information:

Modern business is very competitive by nature. To face the problems of competition more and more information is important. It is not only mandatory to obtain useful information and pass on to concerned individuals, but it is also necessary to take suitable steps to face the challenges or problems of competition.

8. Delegation and decentralization:

In big organizations, it is not possible for the top level of management to supervise each and every activity of the business organization by themselves and, therefore, they have to adopt the procedure of delegation and decentralization of activities or powers, which is possible only through effective communication.

9. Achieving high productivity through job satisfaction:

The aspect of job satisfaction is developed through the medium of communication, which results in the form of achieving high productivity by employees in an organization.

It is through communication that an individual can express his skills, role, and efficiency his expectations in the business organization. In the absence of effective communication employees level of job-satisfaction will decline and will affect their productivity adversely.

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10. Democratic management system:

Each and every individual in an organization has a salient desire to participate in the process of management, and an efficient manager creates such an environment for his employees where they can authoritatively participate in the managerial decision-making process.

Effective communication always plays a special role in maintaining continuous contact between management and employees.

Why Communication is Important for Managers

Almost all the business activities of a superior are performed through effective communication and, therefore, effective communication procedure is very important for a manager. The basic activities of a manager are as follows:

- (i) To organize,
- (ii) To achieve the goals,
- (iii) To communicate and encourage,
- (iv) To measure the task,
- (v) To develop a personality.

Every manager has to do all the above activities. Communication is a primary tool in the hands of the manager to undertake his responsibilities successfully. Whatever he writes or speaks, in other words, whatever message or information he has to convey, depends on the communication process.

The success of every manager depends on the process of effective communication. The ability to write, listen, read, think establishes him as a successful and effective manager.

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UNIT-II

Seven (7) Principles of Effective Public Speaking

According to Richard Zeoli, the founder and president of RZC Impact, an executive communications training firm, the author of *The 7 Principles of Public Speaking* and is a Visiting Associate at the Eagleton Institute of Politics at Rutgers University in New Jersey, there are seven principles of public speaking.

1.

Perception: Stop trying to be a great “public” speaker.

People want to listen to someone who is interesting, relaxed, and comfortable. In the routine conversations we have every day, we have no problem being ourselves. Yet too often, when we stand up to give a speech, something changes. We focus on the “public” at the expense of the “speaking.” To become an effective public speaker, you must do just the opposite: focus on the speaking and let go of the “public.” Think of it as a conversation between you and the

audience. If you can carry on a relaxed conversation with one (1) or two (2) people, you can give a great speech. Whether your audience consists of two (2) people or 2000 and whether you're talking about the latest medical breakthrough or what you did today at work, be yourself; talk directly to people and make a connection with them.²

Perfection: When you make a mistake, no one cares about you.

Even the most accomplished public speaker will make a mistake at some point. Just keep in mind that you'll notice more than anyone in your audience. The most important thing a speaker can do after making a mistake is to keep going. Don't stop and—
unless the mistake was truly earth shattering

—
never apologize to the audience for a minor slip. Unless they are reading the speech during your delivery, the audience won't know if you left out a word, said the wrong name, or skipped a page. Because “to err is human,” a mistake can actually work for you, because it allows you to connect with your audience. People don't want to hear from someone who is “perfect;” they will relate much more easily to someone who is real.
3.

Visualization: If you can see it, you can speak it.

Winners in all aspects of life have this in common: they practice visualization to achieve their goals. Sales people envision themselves closing the deal; executives picture themselves developing new ventures; athletes close their eyes and imagine themselves making that basket, hitting that home run, or breaking that record. The same is true in public speaking. The best way to fight anxiety and to become a more comfortable speaker is to practice in the one place where no one else can see you

—
your mind. If you visualize on a consistent basis, your mind will become used to the prospect of speaking in public, and pretty soon you'll conquer any feelings of anxiety.⁴

Discipline: Practice makes perfectly good.

Your goal is not to be a perfect public speaker. There is no such thing. Your goal is to be an effective public speaker. Like anything else in life, it takes practice. We too often take communication for granted because we speak to people every day. But when your prosperity is directly linked to how well you perform in front a group, you need to give the task the same attention as if you were a professional athlete. Remember, even world champion athletes practice every day. Try taking a class where you practice giving speeches. The following should be considered when delivering a speech:

○

Articulation

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Modulation

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Stage Presence

○

Facial expression, gestures, and movements

○

Rapport with the audience⁵.

Description: Make it more personal.

Whatever the topic, audiences respond best when speakers personalize their communication. Take every opportunity to put a face on the facts of your presentation. People like to hear about other people's experiences—the triumphs, tragedies, and everyday humorous anecdotes that make up their lives. Tell stories. Whenever possible, insert a personal-interest element in your public speaking. Not only will it make your listeners warm up to you, but it will also do wonders at putting you at ease. After all, on what subject is your expertise greater than on the subject of you?⁶

Inspiration: Speak to serve.

For a twist that is sure to take much of the fear out of public speaking, take the focus off of yourself and shift it to your audience. After all, the objective is not to benefit the speaker but to benefit the audience, through teaching, motivation, or entertainment. So in all of your preparation and presentation, you should think about your purpose. How can you help your audience members achieve their goals?⁷

Anticipation: Always leave 'em wanting more.

Always make your presentation

just a bit shorter than anticipated. If you've followed the first

six (6)

principles outlined here you already have their attention and interest, and it's better to leave your listeners wishing you had spoken for just a few more minutes than squirming in their seats waiting for your speech finally to end

Structuring the Speech

Organizing speeches serves two important functions. First, organization helps improve clarity of thought in a systematic way. Second, organization increases the likelihood that the speech will be effective

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Audiences are unlikely to understand disorganized speeches and even less likely to think that disorganized speakers are reliable or credible. Speeches are organized into three main parts: introduction, body, and conclusion.

Introduction

The introduction of the speech establishes the first, crucial contact between the speaker and the audience. For most classroom speeches, the introduction should last less than a minute. The introduction needs to accomplish three things:

Focus your audience's attention. Speakers must have an “attention grabber” to interest the audience—a joke, astonishing fact, or anecdote. (Rhetorical questions like “Haven’t you ever wondered how...” are notoriously ineffective.) The introduction is the place where the main claim or idea should be stated very clearly to give the audience a sense of the purpose of the speech. Speakers need to orient the audience and make connections between what they know or are already interested in and the speech topic.

Establish goodwill and credibility. Many people believe the most important part of persuasion was ethos, or the character the speaker exhibited to the audience. The audience needs to see the speaker as someone to listen to attentively and sympathetically. Ethos is generated by both delivery style and content of the speech. Making eye contact with the audience and displaying confidence in voice and body are two important ways to establish ethos. In addition, if you express ideas that are original and intelligent, you will show what “intellectual character.” Audiences pay attention to habits of thought that are interesting and worth listening to.

Give a preview. Mentioning the main points to be covered in the body prepares the audience to listen for them. Repetition is an important aspect of public speaking, for listening is an imperfect art, and audience members nearly always tune out in parts--sometimes to think about previous parts of the speech, sometimes for other reasons. The preview should end with a transition, a brief phrase or a pause to signal to the audience that the speech is moving out of the introduction and into the body.

The body follows and is itself structured by a mode of organization, a logical or culturally specific pattern of thinking about ideas, events, objects, and processes. Having a mode of organization means grouping similar material together and linking the component parts together with transitions. Good transitions show the relation between parts of a speech. They display the logic of the speech. Common transition phrases include: in addition to, furthermore, even more, next, after that, then, as a result, beyond that, in contrast, however, and on the other hand. One special type of transition is called the internal summary, a brief restatement of the main point being completed.

Body

In the body, the fewer the main points the better. For short classroom speeches, under 10 minutes, speeches should not have more than three main points. For longer speeches, more than five main points ensures that audiences will have trouble following and remembering the speech. In the speech, main points should be clearly stated and "signposted," marked off as distinct and important to

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the audience. Transitions often serve to signpost new points, as do pauses before an important idea. Additionally, speakers might number main points—first, second, third or first, next, finally. Always make it easy for the audience to recognize and follow key ideas.

There are several common modes of organizing the information in the body of your speech:

Temporal organization groups information according to when it happened or will happen. Types of temporal patterns include chronological (in the sequence it occurred) and reverse chronological (from ending back to start). Inquiry order is one special mode of temporal organization useful in presenting some kinds of research: here you organize the body in accord with the unfolding processes of thinking and gathering data, taking the audience from the initial curiosity and questions to final results.

Cause-effect is a related mode of organization, showing how one event brings about another. Cause-effect, like other temporal modes, may be used for past, present, or future events and processes. Cause-effect can also be reversed, from effect back to cause.

Spatial patterns group and organize your speech based on physical arrangement of its parts. If a speech is describing a place, a physical object, or a process of movement--downtown Mercer, a plant cell, or the Battle of Shiloh--spatial patterns can be useful.

Topical designs are appropriate when the subject matter has clear categories of division. Government in the United States, for instance, falls into federal, state, and local categories; or into executive, legislative, and judicial branches; into elected and appointed officials. Categories like these can help divide the subject matter to organize the main points.

Compare/contrast takes two or more entities and draws attention to their differences and/or similarities. Sometimes speakers explain a difficult subject by comparing it with an easier, more accessible one--to explain nuclear fusion with the stages of high school romance, for instance. The use of analogies often assists in audience understanding.

Conclusion

Following a transition from the body of the speech, the conclusion follows. The conclusion should be somewhat shorter than the introduction and accomplishes two purposes: summarize main ideas and give the speech a sense of closure and completion. Good conclusions might refer back to the introduction, offer an analogy or metaphor that captures the main idea, or leave the audience with a question or a challenge of some type. Brief quotations can also make effective conclusions (just as they can make effective openings for introductions).

Here are 11 Public Speaking Skills That Every Student Should Develop:

1. Confidence

The first step to becoming a great public speaker is developing confidence in your abilities. Confidence is essentially a feeling of self-assurance. It's the belief that you can achieve your goals, regardless of

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the obstacles in your way. When it comes to public speaking, confidence is about more than just having faith in your ability to deliver a great speech. It's also about believing that you have something valuable to say—something that your audience needs to hear. Developing confidence as a public speaker takes time and practice.

2. Eye Contact

Eye contact is an important public speaking skill. By maintaining eye contact with your audience, you appear confident and sincere. It also helps to keep your audience engaged and focused on what you're saying. Additionally, eye contact can help to build rapport and trust with your audience. If you seem disinterested or distracted, your audience is likely to lose interest as well. So next time you're giving a presentation or speech, make sure to keep those eyeballs locked in!

3. Vocal Variety

If you want to keep your audience's attention, it's important to use vocal variety when you're speaking. This means varying the volume, pitch and pace of your voice to keep things interesting.

Vocal variety is important in public speaking for a few reasons. For one, it helps to keep the audience engaged. If a speaker monotonizes their way through a presentation, it becomes very easy for listeners to tune out. By changing the pitch, volume, and rate of their voice, a speaker can more effectively hold their audience's attention. Additionally, vocal variety can help to convey emotion and emphasis. A well-chosen word can have far more impact when spoken with feeling than when delivered in a flat, monotone voice. Finally, vocal variety simply sounds better than speaking in a single monotone. Public speaking is an auditory experience, and varied vocal delivery makes for a more pleasant and engaging listening experience.

4. Gestures

Gestures are an important part of public speaking. They can help to emphasize a point, convey emotion, and add interest to a presentation. When used effectively, gestures can help to engage the audience and make a public speaker more dynamic and engaging. However, it is important to use gestures sparingly and deliberately. Too many gestures can be distracting and make a public speaker appear nervous or uncomfortable. It is also important to be aware of the nonverbal messages that gestures can send. For example, crossing one's arms can convey defensiveness or hostility. Therefore, it is important to use gestures thoughtfully and only when they will genuinely add to a public speaking engagement.

5. Storytelling

Who doesn't love a good story? Whether you're giving a presentation at work or delivering a speech at a wedding, being able to weave a tale is a valuable public speaking skill. A good story can engage your audience, help them to understand your message, and make your talk more memorable. When choosing a story to share, look for one that is relevant to your topic and that will resonate with your audience. Once you have a story in mind, take some time to rehearse it so that you can tell it in a way that is natural and engaging. With a little practice, you'll be surprised at how much difference storytelling can make to your public speaking.

6. Brevity

Brevity is the art of saying what you need to say in the fewest possible words. It's about making every word count. And it's an essential public speaking skill. When you're speaking in public, you don't have time to waste. You need to get your point across quickly and efficiently. That's why it's important to be concise. When you're concise, you're focused and deliberate. You're not rambling or going off on tangents. You're clear and to the point.

Conciseness is important because it keeps your audience engaged and focused on what you're saying. It also makes you more credible and trustworthy. If you can say what you need to say in a few words, your audience will respect you for it.

7. Humor

A little bit of humour can go a long way in making your presentation more enjoyable for both you and your audience. Just be careful not to overdo it and always err on the side of tastefulness.

8. Passion

If you're passionate about what you're saying, it will come through in your delivery and engage your audience. So, if you're not excited about your topic, it might be time to choose a different one.

9. Preparation

As the old saying goes, "fail to prepare, prepare to fail." Preparedness is key when it comes to public speaking. You should always have a clear understanding of what you want to say before taking the stage. This means knowing your material inside and out and being able to anticipate questions or rebuttals from your audience.

For example, if you want to give a great presentation, you need to put in the time and effort to properly prepare for it. This means having a well-thought-out plan and knowing everything that needs to be said.

10. Practice

Whether you're giving a presentation at work or delivering a speech at a public event, practice is the key to success. By taking the time to prepare and rehearse your remarks, you'll be able to speak with confidence and engage your audience. In addition, practice will also help you to overcome any nervousness or anxiety about public speaking.

So if you want to improve your public speaking skills, remember that practice makes perfect. The more you rehearse, the more confident you'll feel when it's time to take the stage.

11. Posture

Public speaking is a skill that is often underrated. Many people believe that as long as they have something interesting to say, their audience will be captivated. However, the reality is that public speaking is about much more than the words you say. It's also about how you say them. Your tone, your body language, and your posture all play a role in how your audience perceives you. And of all of these factors, posture is perhaps the most important.

When you stand up straight, you project confidence. You convey to your audience that you are comfortable with yourself and with what you're saying. On the other hand, if you slouch or fidget, you appear nervous and unsure. Therefore, it's crucial to maintain a good posture when speaking.

By following these tips, you'll be well on your way to becoming a great public speaker. Just remember that confidence is key and practice makes perfect. So, don't be afraid to get out there and give it your best shot!

Group Discussion:

The group discussion is a personality test most popular with public / private sector undertaking, government departments, commercial firms, iims, universities and other educational organizations to screen candidates, after the written test.

In GD all there equal as participants. No one is officially chosen as leader. But a candidate by his / her initiative / ability to join in the discussion, maturity and clarity or ideas and understanding of group dynamics gradually beings to direct the course of discussion and mediate between the opposing views to above a evolve a comprehensive view of the whole group.

Techniques for GD

1. The group usually consists of 8 to 10 candidates
2. No one is nominated as leader, coordinator or chairman to conduct the discussion.
3. Normally, 20 to 30 min. is given as time to complete the discussion.
4. Each candidate is indicated by his / her roll number and is to be addressed adoringly.
5. The seating is arranged is a circle and the candidate are seated adoring to the ascending order of whole members.

I. Strategy:

(a) To gain group's attention

- To begin speak to the person sitting diagonally opposite to you.
- Or, begin speaking to the person who has just finished talking.
- Make friend by speaking to those who have been ignored by the rest of the group.
- **II. Your objective:** Getting the group's attention is the first thing. Having got it, use it to make your point most effectively.

III. Language:

- Formal
-

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-
- Simple, correct spoken English
 - Not colonial English
 - Not literary English

IV. Body Language:-

a. Posture-

- Formal (Straight back, hands together in the front/on the edge of the table)

- Must reflect enthusiasm

b. Gestures and bodymovements:

- Shouldn't be threatening or restricting othermembers.
- Avoid excessive use of hands.
- Be natural.

c. Eye contact: Establish eye contact with as many as you while speaking.

GD gives the opportunity to assess certain traits and skills, (such as the following) of the candidates that are not possible to observe in a resume, written examination or an interview:

- leadership qualities
- quality of participation
- analytical skills
- problem solving skills
- oral communication skills
- ability to handle people
- team spirit
- non-verbal behaviour
- conformation to norms
- decision-making ability
- inter-personal behaviour
- behaviour in a group
- body language
- how much importance do you give to the group objective as well as your own
- how well do you listen to viewpoints of others and how open-minded are you in accepting views

WHAT DO SELECTORS LOOK FOR?

In a GD what do the panel of selectors look for? They will be looking for a variety of attributes in you, which they were unable to assess from the resume. These will include the following:

- Did you make any useful contribution at all?
- What was your level of knowledge about the subject?
- Did you communicate effectively?
- Were you a good listener?
- Did you unnecessarily interrupt others?
- How positive or negative was your body language?
- Did you exhibit any analytical skills?
- Did you provide leadership to the group?
- How good a team player were you?
- Did you look or sound "selfish"?

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- Did you do anything to bring the group to focus on the topic rather than going outside it?

GROUP DISCUSSION: THE DO'S:

So also your proficiency in vocabulary, grammar, accent and so on. These help to draw the attention of the selectors towards you. To bring out the best in you and to create the desired impact on the selectors, you

need to adhere to some Do's and Don'ts. These Do's are:

- o Listen to others attentively; you may even take brief notes.
- o Enter the discussion at an early stage.
- o Communicate with confidence.
- o Make sure that your contributions are focused on the given topic.
- o Try to speak something new which has not been said by the earlier speakers.
- o Group Discussions If you find that any participant is not making her/his viewpoint clear, ask pertinent questions.
- o Even when you oppose a view point, use dignified language.
- o Try to make your contributions take the centre point for the discussion.
- o If the discussion is going out of focus, try to point this out and bring it back on track.
- o Use positive body language.
- o Remain confident and interested throughout, whether you are speaking or not speaking.
- o Conclude each argument at the right time and in the right manner.
- o Collaborate instead of compete.

GROUP DISCUSSION: THE DON'TS:

The selectors will be critically observing your every action while the GD is on, and will be making notes of the positive points as well as the negative points. While it is important to demonstrate strengths, it is equally important to work on your weaknesses. So please take note of the don'ts listed below:

- Don't appear or feel restless when someone is speaking.
- Don't keep silent for a long time; the selectors are there to hear you speak.
- Don't exhibit negative body language.
- Don't use abusive or objectionable language or gestures.
- Don't interrupt others when they are speaking.
- Don't impose your views upon others.
- Don't get irritated or lose temper if someone disagrees with you.
- Don't deviate from the subject given for discussion.
- Don't take anything personally.
- Don't give instructions to others in the group.
- Don't speak for the sake of speaking.

Communication in Committees, Seminars and Conference:

Committees:

A committee is a group of people who work collectively, discuss, decide and recommend

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solutions to the problems (of a concern) which possibly cannot be solved by an individual. A committee consists of a group of men conversant with a subject; naturally their advice will be much superior to that of one man. Committees work very well in large complex corporate organizations having multifaceted problems too big and too complex to be dealt effectively by one person. In a committee, ideas put forth by several persons are pooled and offered for criticism; the ideas are developed and thus recommendations are made as regards procedure and policies.

Principles of a Committee:

1. The number of persons in a committee should depend upon the need and be optimum minimum (about 5 to 10 persons).
2. Responsibility, authority, objectives and duties of the committee should be clearly defined.
3. Agenda of the committee should be prepared and communicated to the committee members at least a week before they meet for discussions.
4. Problems which can be taken care of by an individual should not be included in the agenda of the committee.
5. Committee meetings should begin and end on prefixed timings.
6. Problems not related to the subject-matter at hand should not be discussed because it will simply waste time.
7. The operation of the committee should be a cooperative development.
8. The recommendations made by the committee should be published and circulated to interested and concerned persons. The committee should be apprised of the action taken based upon its recommendations.
9. A committee must be dissolved after its purpose is over.

Types of Committee:

- (a) A standing or permanent committee is needed in a complex organisation experiencing multifaceted problems almost all the times.
- (b) A temporary committee is formed to face and solve problems arising occasionally.
- (c) The committee in control has full powers to act and may assume a position that could be manned by one individual.
- (d) The coordination and discussion committee discusses problems and gives its advice. It has no power to act.

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(e) The advisory committee explores various aspects of a problem and suggests courses of action to the concerned executive, thereby helping him to reach the decisions for which he is held responsible. The committee does not have power to act. Advisory Committee is used extensively in business.

(f) The educational committee aids in getting information about company problems, policies and projects to major individuals concerned. It also gives an insight into the ultimate company organization, etc.

Advantages of a Committee:

1. A committee often performs worth-while tasks since two experts are better than one.
2. A committee coordinates the efforts of the departments which are represented (e.g., sales, production and engineering) in development of a new product.
3. A committee is of special value in broad policy determination and rounding out plans.
4. A committee reduces the work load of management.
5. Committees are especially good at innovation or brain storming.
6. A committee helps securing co-operation of various personnel.
7. A committee is effectively used to appoint persons to fill vacant positions in the enterprise.
8. Committee meetings may be called to train younger executives and to give them a keener insight into the operation of the business.

Limitations of a Committee:

1. Sometimes it turns out to be true that what a committee finishes in a week, a good individual may complete in a day.
2. It may be said that committee operations are slow and committees tend to hang on for a considerable time.
3. An executive afraid to stand behind his own decisions may use a rubber-stamp committee and thereby share his responsibility with others.
4. In a committee, no individual can be held responsible for anything.
5. Committee decisions represent generally a compromised position and do not truly reflect the real feelings of the individual committee (or group) members.

Conferences:

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A conference is a meeting of a large group of persons assembled for the purpose of discussing common problems or activities. The number of participants may be anything from 10 to 500 or more; a large conference is divided into small groups for the purpose of discussions. The participants may not be from the same organization. The conference is a tool of learning and training and development; members pool together and share their knowledge and experience, and discuss their problems. It is an enriching activity. It does not have a task to complete; any conclusions that are arrived at during the discussions are included in a report of the conference. Copies of the report are given to the participants and their organizations. A conference does not have any authority but it may make recommendations since the participants are persons who have experience and are engaged in the activity and are directly affected by the state of affairs in the field.

A conference is generally understood as a meeting of several people to discuss a particular topic. It is often confused with a convention, colloquia or symposium. While a conference differs from the others in terms of size and purpose, the term can be used to cover the general concept. A convention is larger than a conference; it is a gathering of delegates representing several groups.

At a conference, innovative ideas are thrown about and new information is exchanged among experts. Its purpose could be one of the following:

- An **academic conference** is a gathering of scientists or academicians, where research findings are presented or a workshop is conducted.
- A **business conference** is held for people working in the same company or industry. They come together to discuss new trends and opportunities pertaining to the business.
- A **trade conference** takes place on a larger scale. Besides businessmen, there are members of the public who come to network with vendors and make new connections. Such a conference consists of workshops and white paper presentations.
- An **unconference** differs from the traditional conference, since it avoids the high costs, top-down organizational hierarchy and sponsored presentations. All attendees are equally knowledgeable about

the topic and the discussion follows an open mode; usually without a single speaker addressing the gathering.

Most conferences have one or more keynote speakers who will deliver the keynote speech. These are common at academic and business conferences. The speakers chosen are eminent personalities in the related field and their presence is meant to attract more people to attend the conference. There are various types of conferences:

- A **symposium** is a casual gathering and includes refreshments and entertainment.
- A **seminar** is organized to discuss a particular topic. They are usually educational in nature and attendees are expected to gain new knowledge or skills at the end of the seminar.
- A **workshop** is more of a hands-on experience for the participants with demonstrations and activities; the amount of time one speaker addresses the group is limited.
- A **round-table** conference is a get-together of peers to exchange thoughts and

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opinions on a certain topic, usually political or commercial. There are a limited number of participants who sit at a round table, so that each one can face all the others

For the smooth running of a conference, meticulous planning must be carried out well in advance. All important aspects of the conference must be covered, so it is better to maintain a checklist. A back-up plan to handle emergencies is always mandatory. The planning works better when individuals in the planning and administrative committee have clear roles and responsibilities assigned.

Firstly, the purpose of the conference must be clearly understood. The budget needs to be defined. While some companies have sufficiently large conference rooms to accommodate the event, an external venue is most commonly needed. The advantage of using a conference room in a hotel is that accommodation costs might be offered at a discounted rate. One needs to negotiate for the lowest price at several venues that meet the specifications of the conference.

Once the date, time and venue of the conference are fixed, the availability of all presenters, vendors, attendees and special guests needs to be confirmed. Registration forms have to be sent out and as the responses come in, they must be recorded to get the confirmed number of attendees. This is needed to take care of the logistics for the conference, such as flight bookings, accommodation and car pick-ups for important attendees like the keynote speaker and special guests. Based on the theme of the conference, the invites, agendas and brochures have to be designed. Sponsors' names and logos must be included in these leaflets for advertizing.

The rules of thumb when choosing a venue are as follows:

- Is there wi-fi connectivity and technical infrastructure to support the number of attendees? This includes audio-visual facilities, projectors and communication equipment like phones, speakers and microphones.
- Does the building have air-conditioning or heating, depending on the climate and season?
- Is a separate meeting room required? What about infrastructure for speakers, for e.g., a dais and stand?
- Does the venue have catering facilities? Snacks and meals will be needed, and a private dining room is preferred.
- Is there ample provision for car parking? Is there security on the premises?

Before the actual event, a detailed program schedule has to be ready; this includes the order of activities, list of speakers and breaks for refreshments and meals. Volunteers must be assigned to help and guide attendees during the conference. The schedule and other important details have to be shared with these volunteers and they must be trained in advance to handle queries.

A lot of things are needed during the conference, such as basic stationery supplies, name tags for confirmed attendees and seating arrangements. At the main entrance to the venue, a registration table would need to be setup, with a receipt book for collecting participation fees. Arrangements must be made to provide water, tea and coffee throughout the duration of the conference.

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As each of these points is being taken care of in preparation for the conference, the budget has to be continuously tracked and expenses have to be managed accordingly. Tracking of the master plan also needs to be done on an ongoing basis. In this way, the conference will progress smoothly and will appear well-planned to all.

Seminars:

A seminar may be defined as “a discussion in a small group in which the result of research or advance study is presented through oral or written reports.” Seminar is simply group communication in which open person makes a presentation or speech on a topic by highlighting its contents in the light of present and pressing problems. This presentation or speech is followed by questions and expect comments from the audience. Thus seminar is mixture of speech and group discussion. During seminar one person acts as chairman of the session and conducts the seminar by introducing the topic and the speaker. At the end of the session, he asks the audience to raise questions and ensures that the discussion follows in the light of the theme.

Significance of Seminar

Seminar helps bring expert in a particular subject together to present their experiences and views. There is a meaningful discussion on the papers, presented, their summaries and recommendations, if any, of these papers are published in the form of a report for wider circulation.

A seminar is an effective method of oral communication. Thus, one important aspect of a seminar is thorough and in-depth knowledge of the subject and proper delivery. This involves careful articulation, stress on important words and effective modulation of the voice.

How to Make Seminar Effective

The effectiveness of seminar depends upon how different parties and persons play their role in effective way. These parties and persons include organizations, speakers, chairperson and audience.

Organizer's Role: To make seminar effective, organizers should

1. Plan the seminar in advance by deciding the date, venue and theme of the seminar.
2. Publish the relevant material in advance.
3. Advertise it in newspapers and invite various participants within time.
4. Ensure the proper arrangement of OHP, slides, lighting, and other audio visual aids.
5. Facilitate arrangement of sitting, tea or lunch, etc.

Speaker's Role: The speaker of seminar should

1. Prepare the topic before hand by searching the material from library and websites, organizing the in the topic in logical order and pondering over the various relevant issues.

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2. Ensure that his speech is informative, illuminating and interesting.
3. Use the appropriate visual aids like OHP, transparencies, slides, etc.
4. Take the time limits into consideration.
5. Try to answer maximum questions of the audience of the end.
6. Convey thanks to the audience for their patient listening.
7. How speech or presentation can be made effective, have been discussed in the chapter on speech and presentation.

Chair Person's Role: The chairperson of the session should

1. Introduce the topic briefly. This should be followed by the speaker's introduction in brief by highlighting his area of his specialization and his achievements.
2. Ensure that the speaker finishes his speech within the time limit.
3. Invite questions from audience at the end of the speech.
4. Ensure that the discussion follows in the light of the theme and no one hurts the feelings of another during question/answer session.
5. Sum up findings of the speech after question answer session.
6. Thank the speaker and the audience at the end.

Audience's Role: The audience should

1. Occupy seats before the start of the seminar.
2. Listen patiently to the speeches of various speakers.
3. Note down important points and citations.
4. Avoid disturbing the speaker during the speech.
5. Ask relevant question
6. Stay till the conclusion of the seminar.

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Unit-iv

Introduction

Non-verbal communication is the information that is communicated without the use of words. It includes apparent behaviours such as, facial expressions, eyes, touch, tone of voice, as well as less obvious messages such as dress, posture spatial distance between two or more people.

Commonly, non-verbal communication is learnt after birth & practiced and refined through a person's lifetime.

Non verbal communication is used because

1. Words have limitations
2. Non-verbal signals are powerful
3. Non-verbal messages are likely to be more genuine
4. Non-verbal signals can express feelings in appropriate to state
5. A separate communication channel is necessary to help Send complex messages

Researchers say that only 7% of message is sent through words, with remaining 93% sent through non- verbal expressions.

The study of body motion as related to speech is known as kinesics. This includes – Mutual gaze *facial warmth or pleasantness* child like behavior* direct orientation, etc.

The Role of Different Parts of the Body language in Communication is as Follows –

1. **Facial expressions** - The expression of the face is the most obvious aspect of body language. Expressions accompany the speaker's words and also indicate the listener's reaction.
2. **Eye contact** - The study of the role of eyes in non-verbal communication is sometimes referred to as "oculesics". Eye contact can indicate interest, attention involvement.
3. **Gestures** - A gesture is a non-vocal bodily movement intended to express meaning. They may be articulated with hands, arms or body, & also included movement of head, face, & eyes such as winking, nodding, or rolling one's eyes.

Posture- It can be used to determine a participant's degree of attention or involvement.

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7. **Posture** - It can be used to determine a participant's degree of attention or involvement. The difference in status between communicator & the level of fondness the person has for the communicator.

Nonverbal Communication Definition

Let's start with a definition of nonverbal communication so we are all coming at this from the same basis:

Nonverbal communication includes all other aspects of communication other than the words themselves. Nonverbal communication helps us to establish our identity and negotiate relationships.

Common Examples of Nonverbal Communication

1. **Gestures:** Movements of our hands, arms, and head tell a lot about how we feel about an issue, what we are passionate or sad about, and even when we are angry. If we are excited, our gestures may increase in frequency and speed. If we are sad, our gestures might stop altogether.
2. **Body Language:** This is how our body reflects our internal emotions or thoughts. If we are sad, we might close in and sit with our arms crossed, head down. But if we are confident, we will probably stand upright with our shoulders back and we will look others in the eye as we communicate.
3. **How we utter words tells a lot about what is going on inside of us.** If we stutter and stumble through our speech patterns, it might indicate we are nervous or perhaps uncomfortable discussing a certain issue. Or, it might indicate we are not telling the truth in our discussion and are lying or fabricating a story.
4. **Features of our environment:** The way we decorate our environment tells a lot about the things we value, the things we are interested in, and shares our style with the outside world.
5. **Objects that affect our personal image & interaction patterns:** These are things we own or decorate ourselves with (this includes body modifications like tattooing/piercing(s)), they tell others what is important to us, they reveal what group(s) we belong to, and even our personal philosophy on modesty and sexuality.

5 Principles of Nonverbal Communication

1. **There are similarities and differences between verbal and nonverbal communication.**

Similarities between verbal and nonverbal communication include:

- Like verbal communication, nonverbal communication is symbolic. This means that it is ambiguous, arbitrary, and abstract just like verbal communication is. A handshake

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may be bone crushing to one person but to another it may seem wimpy. And, what do the people shaking hands mean by that handshake? It's all arbitrary. Is the handshake a greeting between coworkers or is it an agreement to something (i.e. "let's shake on it")? It is really an ambiguous, abstract motion.

- Like verbal communication, nonverbal communication is governed by rules. The rules are mutually agreed upon between people and develop over time. We know that kissing indicates an intimate relationship and that kissing using your tongue means a really intimate relationship usually involving something stronger than friendship maybe even a sexual relationship.

- Like verbal communication, nonverbal communication may be intentional or unintentional.

Sometimes our facial expression may give another the "right idea" or the "wrong idea" depending on how our facial expression is interpreted. Like verbal communication, nonverbal communication is subjective in its interpretation.

- Like verbal communication, nonverbal communication is culture-bound and reflects the values & norms of a culture.

Differences between verbal and nonverbal communication include:

- Nonverbal communication is perceived as more believable than verbal communication. Many believe that what comes out of our mouth might be a lie but our body will never lie – body language is the true communication. If you are ever pulled over for a OWI (operating while intoxicated) or DUI (driving under the influence) and are asked to take a sobriety test – the one where you get out of the car and the cop asks you the questions and you "walk the yellow line" and/or touch the end of your nose and/or stand on one foot – one of the things that policeman is going to watch you for is body language. He is going to be watching to see where you look, your coordination, and your responsiveness to his test questions. FYI: A drunk person will tend to look at their feet or the line right in front of their feet but a sober person will tend to look much further out. And, no, I have never been through this test! I don't have personal experience with this but I do have a close friend who is a police chief so we've chatted about this concept before.

- Nonverbal communication is multi-channeled while verbal communication is single channeled.

Verbal communication comes out of our mouths (if we are deaf, it comes out of our hands through sign language!) but nonverbal comes out of our entire body – hands, facial expressions, body stance, feet placement, etc.

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- Verbal communication is discrete while nonverbal communication is continuous. Discrete meaning that verbal communication happens in a given time frame – continuous meaning that nonverbal goes on and on, 24/7, not stopping.

2. Nonverbal communication can supplement or replace verbal communication.

My children know when I give them “the look” that they better straighten up and behave. Sometimes, “the look” is more effective than anything that would ever come out of my mouth.

3. Nonverbal communication can regulate interaction.

If I am chatting with a friend that is rattling along in his communication to the point I get confused, I might put one finger up to stop him so he will clarify what he means or he might even stop his rattling banter so I can comment.

4. Nonverbal communication can establish relational level meanings including responsiveness, liking, and power or control.

When we look others in the eye, we establish a relationship with them - we invite the person to converse with us if we use friendly eyes but we discourage the person by not making eye contact. We use smiles, hugs, and some cultures use kisses as greetings to show that you like someone. We may give someone the "cold shoulder" by deliberately using body language to ignore the person. We exercise power and control through a variety of techniques: we may stand over a person to show our power in the situation or we may encourage the other so sit down to even out the power in a situation.

5. Nonverbal communication reflects cultural values.

When we see the American flag on someone's hat or t-shirt, we know that that symbol represents the cultural value of freedom in the United States. The symbol represents the Constitution, the style of government, the world power our nation has, and everything that American's stand behind as a collective culture. When that symbol is burnt, torn or destroyed, many American's become upset because the destruction of this powerful symbol represents the destruction of our core values: freedom of speech, government by the people/for the people, freedom of religion, etc.

Types of Nonverbal Communication

1. **Kinesics:** This includes body posture and the motions the body engages in. Kinesics is a fancy word for “body language.” We all know that body language is very revealing. In fact, research in communication shows that 90% of our communication is actually told through body language – not through the words we use! An important concept with body language is the phrase “We cannot not communicate.” I know the double negative in that phrase sounds funny but the statement is valid. What it means is that we are always communicating – 24/7 we are always communicating even when we are not

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vocally speaking

because so much of our communication is nonverbal. Therefore, “we cannot not communicate!”

2. **Haptics:** This means “physical touch” – how we like to be touched, what is an acceptable level or amount of touching, and what is culturally normal or acceptable touching. Some families are touchy- feely families (mine is this way!) where everyone is showing open physical affection. Others are much more closed with less physical contact between members (my husband’s family is more this type – it took me years to get my father in law used to me hugging him!). These backgrounds tend to transfer

themselves into our future comfort zones. For instance, if I come from a “huggy” family, I will probably be comfortable with large amounts of physical touch – perhaps from people I haven’t even known for a long period of time. This can also be a cultural reflection as some cultures are much more openly physical than others.

3. **Physical Appearance:** This involves everything from the way we dress to the personal grooming habits we engage in. This one is pretty obvious! Just think about the last person you were romantically

interested in – the one who “turned you on” when you looked at him or her. What was it about them that caused you to turn your head for another look?

4. **Artifacts:** These are the personal objects we display, value, or hold on to because they have meaning for us. My grandmother used to say, we can tell a lot about a person by the junk that they keep! And, my Dad always says “One man’s junk is another man’s treasure!” To remember this word, think about an archaeologist on a dig in an ancient civilization. She finds an “artifact” from that civilization and attempts to assign meaning to it.

5. **Proxemics:** This is the study of space and how we use the space around us. Some of us like to fill up the space while others like a sparse existence. Some people are “pack-rats” who fill up our interiors while others are “neat freaks” with everything in its place in their space. To remember this word, think of “proximity.”

6. **Chronemics:** This is the use of time. How we use time, our punctuality in arriving or departing, and what our routines are says a lot about who we are. Some of us live by the clock – regimented and controlled by it. Others of us are more free spirits – we come and go on our whims. To remember this word, think of “chronology.”

7. **Paralanguage:** This is our vocal language but without actual words being used. It includes the utterances of our speech. For example, if I am listening to a shocking story that my friend is sharing with me, I might encourage her to continue by saying “oh!” or “ah!” if I am enlightened by what she says. Likewise, if I get hurt, I might cry out in alarm. These are not real words but are what we consider normal in our communication. To remember this word, break it down – para = “goes along with.” Therefore, paralanguage means something that goes along with language.

8. **Silence:** How we use silence or don’t use silence says a lot about our emotions. We can use silence as a weapon if we are angry or disappointed in them, i.e. giving someone the “silent treatment.” Or we

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might just be a quiet person by nature who enjoys “peace and quiet.” Sometimes people are perceived as shy because they tend to be quieter than others.

Listening

Listening is a process of Receiving, Interpreting and reacting to a message received from the Speaker

Types of Listening → Superficial listening → Appreciative Listening → Focused listening → Evaluative listening → Attentive listening → Content listening → Critical listening → Empathetic listening

Superficial Listening } In this type of listening the listener has little awareness of the content what is being said. } The output in this type of listening is zero because the listener tends to ignore the message, and is not able to concentrate on the theme, main points and supporting details of the message.

Appreciative listening } The main purpose of appreciative listening is to get enjoyment and pleasure. } The output may be taking part in the entertainment process.

Focused Listening } It involves listening for specific information. } This is the most common type of listening that we practice in non – formal oral communicative situations.

Evaluative Listening } It involves evaluation of the oral message or commentary and developing a line of thought. } The listener interprets and analysis what he or she listens to in order to understand both the explicit as well as implicit meaning of the oral message . } Thus the main purpose of evaluative listening is to evaluate the content of the oral message to select appropriate information.

Attentive Listening ∞ It demands the complete attention of the listener. ∞ It is basically active and intelligent listening in situations such as group discussions, meetings, job interviews and so on. ∞ The listener pays attention to all parts of the message, that is , the central idea, main points, supporting details, examples and illustrations.

Content Listening- It is to understand and retain the speaker’s message. θ You may ask questions, but basically information flows from the speaker to you. θ It doesn’t matter that you agree or disagree, approve or disapprove-only that you understand.

Critical Listening → It is to understand and evaluate the meaning of the speaker’s message on several levels. → When the purpose is to accept or reject the message or to evaluate it critically. For example: listening to a sales person before making a purchase involves critical listening. Similarly, when you read a book with the objective of writing book review.

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Empathetic Listening; When we listen to a distressed friend who wants to share his feelings, we provide emotional and moral support in the form of Empathetic Listening. When psychiatrists listen to their patients, their listening is classified as empathetic listening.

Barriers to Listening

A barrier is anything that gets in the way of clear communication. Below is a list of barriers.

Physical barriers -Physical Barriers consist of any sound that prevents a person from being heard. Physical noise interferes with a speaker's ability to send messages and with an audience's ability to receive them. Examples: whispers, cheers, passing cars or intercom interruptions.

People related barriers:

Physiological barriers. • Physiological barriers arise when the listener suffers from ill health, fatigue, sleeplessness, hearing problems and the like, • It may also arise due to the accent and pronunciation shortcomings of the speaker.

Psychological barriers- Psychological barriers cover the value system and the behavioral aspects. Some examples where listening fails to be effective on account of people related factors are as follows: • The speaker speaks in a shrill voice that does not reach the receiver. • The speaker speaks very rapidly or with an accent that is not clear.

• The receiver of the message does not consider the speaker to be well informed. • The receiver lets the mind wander rather than stay focused on the message. • The listener perceives the speaker to be lacking in depth or not having adequate authority.

Overload of message } It is difficult for the brain to digest the overloaded message. } When the message is lengthy or illogical in sequencing, it becomes more painful to retain the concentration. As a result listening becomes ineffective.

Ego ♣ Thinking that my own ideas are more important than those of other persons or "I am always right" and "the other is wrong" is the major stumbling block in the way of listening. ♣ Listening requires open mind and heart free from negative emotions. ♣ If the mind is closed for the other person's message, there will be no listening."

Essentials of Effective Listening

1. Show Respect

Respect that every human beings are different. Other peoples opinions and stories may be different from ours. Showing respect is essential for effective listening.

2. Be sensitive

Sometimes people just needs someone who can listen to their problems and stories so preaching and acting like a problem expert in this situation can cause deeper problems.

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There will be moments you need to be a little more sensitive on what other people think and feel, especially if you want to resolve the problem or save the relationship.

3. Pause

Learn to leave at least a couple of seconds pause after the speaker talks before giving your reply. On the other hand, before starting a conversation, set a rule or agreement that both sides will let the other person listen first before speaking or replying. This may feel awkward or weird at first but it's an effective way to create a good conversing environment. It will be uneasy at first, but it will be much easier when it becomes a habit.

4. Listen to Understand

Most of us are listening because we want to have a good reply. This kind of attitude often gives us a problem when it comes to communication. Keep in mind that the most effective conversations are the ones where we've used our ears more than our mouth.

Difference between Listening and Hearing

Basis for Comparison	Hearing	Listening
Meaning	Hearing refers to one's ability to perceive sounds, by receiving vibrations through ears.	Listening is something done consciously, that involves the analysis and understanding of the sounds you hear.
What is it?	An ability	A skill
Nature	Primary and continuous	Secondary and temporary
Act	Physiological	Psychological
Involves	Receipt of message through ears.	Interpretation of the message received by ears.
Process	Passive bodily process	Active mental process
Occurs at	Subconscious level	Conscious level
Use of senses	Only one	More than one
Reason	We are neither aware nor we have any control over the sounds we hear.	We listen to acquire knowledge and receive information.
Concentration	Not required	Required

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UNIT-IV

Notice:

The persons entitled to attend a meeting must be informed of the time, place, date and business of the meeting in proper time.

The communication informing the persons entitled to attend the meeting about time, place, date and business of the meeting is called the „notice“.

To make the meeting valid, the notice must be served by the right person by the right means to all the persons entitled to attend the meeting. Usually, the notice is drafted and issued by the Secretary under the instruction of the Director of the company. A notice, in order to be valid, must be signed by the proper authority.

The requisites of the meeting can be classified into the following classes:

1. The notice must specify the exact date, time and place of the meeting.
2. The notice must state the nature of business to be transacted at the meeting. A complete agenda is appended to the notice.
3. The notice should be served to all members entitled to attend the meeting.
4. The notice must be clear and unconditional.
5. Proper length of notice must be given in accordance with the rules of the organization.

Agenda:

1. Election of the Chairman.
2. Adoption of the Memorandum of Association, Articles of Association and Certificate of Incorporation of the Company.
3. Appointment of the first Directors of the Company.

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4. Appointment of the Chairman of the Board.
5. Appointment of the Managing Director.
6. Appointment of the Secretary with retrospective effect.
7. Appointment of the Bankers of the Company and Auditors.
8. Fixation of the date of the next Board meeting.
9. Any other business.

Minutes: Minute is an official written statement of the motions and resolutions taken in a meeting. It is brief but a complete record of all discussions held among the members of the meeting. It is also defined as the official record of the proceeding of a meeting that should be needed to approve by the participating members of the meeting.

An accurate written record of meetings is essential not only for all those who attended the meeting but also for those who were unable to attend. Some definitions of minute are as follows:

According to Rajendra Pal and Korlahalli, “Minutes are the official records of the proceedings of meeting.

So, minutes are the brief and complete official written record of all discussion which is held among the members of the meeting.

Types of Minutes

Generally, the minutes of a meeting can be divided into two groups. They are the follows:

1. Minutes of narration: These minutes will be a concise summary of all discussions which took place, reports received, actions to be taken and decisions made. It includes:

- Names of the participating members.
- Name of the proposer and supporter.
- Discussion summary. Resolutions.

2. Voting pattern etc. Minutes of resolution: Minutes of resolution means the written statement of the decisions that have been taken and approved by the participating members of the meeting. Only the main conclusions which are reached at the meeting are recorded in minutes of resolution. These are usually used for minutes of AGMs and other statutory meetings.

Factors considered in drafting minute

The following factors should be considered in drafting minutes of a meeting:

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1. Name and address of the organization
2. Name of the meeting
3. Date, time and venue of the meeting
4. Name of the chairperson
5. Name and signature of the participating members
6. Serial number
7. Following of the rules and structure of minutes
8. Name of the proposer and supplier of resolutions
9. Number of regret letters
10. Easy and understandable language
11. Divisions
12. Proper data
13. Signature of the president
14. **Job Application Letters:** Meaning of job application letter, Definition of job application letter, Types of Job Applications Letters -Job application may be the first important business letter after in a person has got graduation from a college or university. There is always tough competition in the job market and the prospective employers will form their first impression about the job seeker from his application. A job application letter is a letter which is written by the job seeker to a prospective employer for a position in his organization. In fact, a job application letter is written to sell one's qualities and services to an employer.
- 15.
16. What is Job Application Letter
- 17.
18. According to **Quible and Others**, "A letter of application is a message designed to inform the reader of your desire for a position in his or her organization and to request an interview for that position."
- 19.
20. **Solicited Application Letter:** Solicited application letters are written in response to an advertisement for hiring or recruitment. Here the job seeker knows the vacancy and can tailor his application as per the requirements of the said post. If you're sending a solicited application letter, you will usually know what qualifications the organization is seeking. In this case, highlight the chief qualifications and mirror the requirements specified in the advertisement. You should grab the attention by focusing on the *Proven Skills*, sometimes used in the advertisement.
21. **Unsolicited Application Letter:** Unsolicited application letters are written at the writer's own initiative to the organization. Who has not advertised for recruitment? Unsolicited application letter is also called prospecting letter. But in case of writing an unsolicited letter, you have a better chance of being read and receiving individualized attention. You can gain attention by focusing on the needs of the employers and how they will be gained by employing you.
22. **Preparation of Curriculum Vitae**
23. **Resume Building:**
24. Resume is most important tool when applying for a job. It doesn't matter how qualified the one is, or how much experience one has - if his/her resume is poorly presented or badly written, he/she is going to have trouble getting the job they want - or even an interview.
25. The Purpose of a Resume- Resume is a marketing tool. It

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- needs to demonstrate: Candidate is employable
26. How candidate meet the job and the organization's requirements That candidate has the right qualifications and education
 27. That candidate has the right experience and skills
 28. That candidate has the right level of professionalism for the job
 - 29.
 30. **How Long Should Resume Be-** There is no set length for a resume. A resume varies in length depending
 31. on your experience and education. If candidate hasn't worked much before, one or two pages is best, but

three pages is okay if candidate has got a lot of study and work behind you. Make sure candidate should not add something extra to make it appear more substantial his resume. If resume is only one page, as long as it's well-presented it might get better results than a two-page resume full of unnecessary information.

How Should I Order My Resume- Generally it's always good to present the information on your resume in this order:

- Contact details
- Opening statement
- List of key skills
- List of technical/software skills
- Personal attributes/career overview
- Educational qualifications
- Employment history/volunteering/work
- Placements
- References/referees

The most important thing is to get the most useful information across first. For example, if your education history is not specifically related to the job, put it toward the end of your resume, behind the information that is related to the job.

Need to Change Resume for Each Application- Applicant need to tailor resume to every job application so that it responds to the specific requirements of the job he/she applying for. Applicant might not need to change much, but do need to make sure for opening statement, key skills and personal attributes all respond to the needs of the role, based on the job ad (if there was one) and the research have done into the job. He should also tailor resume to show how his work experience specifically meets the needs of the job he is applying for.

How to Tailor Your Resume- Ways that you can tailor your resume include:

- Using your opening statement to link your experience and education to the organization and their requirements of the job
- Listing your most relevant key skills first
- Including examples of achievements that meet the advertised requirements of the job
- Including specifically relevant key words and phrases throughout your resume

What Your Resume Should Include:

1. Contact Details- Make sure you include your name, email address and a contact phone number on your resume. You don't have to include your home address, although there might be some situations when doing so would be a good idea. Don't include your contact details in the header of your resume. Recruitment software sometimes has difficulty reading information in headers or footers, so it's a good idea to avoid headers altogether.

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You can put your contact details in the footer of your resume, but if you do, you must make sure they're also in the main body of the document.

2. Opening Statement- An opening statement is a summary of who you are, where you've studied and/or worked, and what you bring to the job. It should be about six lines long and written in first person without the personal reference (i.e., don't say "I did this" - say "Did this" instead). Your opening statement should start with one sentence about who you are and what you bring to the job, then describe the skills and attributes you have that suit you to the job.

3. Key Skills & Strengths- Your resume should include a list of between 10 and 15 skills that link your experience to the job you're applying for. If the job you're applying for was advertised, either the ad or the position description may provide a list of skills and experiences that are essential for doing the job. It may also provide a list of "desirable" skills and experience. Your list of key skills & strengths needs to respond to all of the items on the "essential" list and as many items as possible on the "desirable" list. When putting together this list, think of things you've done or learned to do as part of:

- Jobs you've had
- Your studies
- Any work placements you've done
- Any volunteering you've done

4. Technical/Software Skills- This is a short list of the names of software or technology you know how to

use. Examples might include:

- Word processing or spreadsheet software
- Programming languages
- Tools (e.g., cash registers, EFTPOS)
- Personal Attributes

If you haven't got much work experience, a list of personal attributes can be another way to demonstrate that you're the right person for the job.

5. Educational History- Your Educational History only needs to show your highest level of education. You don't need to include your results, unless showing them proves how well you are suited to the job. If you can, you should also include a few bullet points listing your academic achievements (e.g., school or class captaincies, awards you've won, or groups you've been part of).

6. Employment History- When providing your employment history, start with the your most recent job and go backwards from there. Give the position title and the dates you worked there. If you haven't had a job before, you can use other things to demonstrate your experience, including:

- Work experience you've done through school
- Work placements or internships that you've done through university or TAFE
- Volunteer work you've done

For each job provide a list of the things that you achieved while in that job, and the significant contributions you made to the organization. Make sure that these achievements and contributions match the key skills and strengths listed earlier on your resume.

7. References/Referees- Your resume should list two people who can positively recommend you as an employee. Ideally your references will be people that you have worked with before. Provide their name, their position title, and a way that they can be contacted.

8. Testimonials- A testimonial is another good way to prove that your skill and experience is what the employer is looking for. Getting a testimonial can be as easy as asking a colleague, teacher or previous employer to write a couple of sentences about you. Ideally the people you get testimonials from should also be included in your

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references. You can include any testimonials you get as part of your educational history or your employment/volunteering/work placement history. Usually it's enough to include one or two testimonials in your resume. Any more than two is probably too many.

9. **Keywords-** Many recruitment agencies use software that scans applications for key words and phrases. Applications that don't use the right keywords tend to be automatically rejected. Key words and phrases that this software looks for can include the names of:

- Skills
- Jobs
- Activities
- Qualifications
- Software
- Tools

To make sure your resume has the right key words and phrases, check out the job ad and make a list of the words and phrases it uses. If you don't have a written job ad to refer to, you can use a job search engine to find other ads for similar jobs and see what kind of keywords those ads use. Once you have a list to work from, start adding those words and phrases to your resume. Good places to add keywords include:

- Your opening statement
- Your educational history
- Your list of key skills
- Your employment history

What NOT to Put On Your Resume- Here are a few things not to include on your resume. Note that there may be circumstances when including some of the following information shows that you're a good fit for the job. If that's the case, including that information would be a good idea.

Personal details Normally these would be your name, address, date of birth, telephone number and email.

Types or Factual Errors- Submitting a resume or cover letter with spelling mistakes will guarantee you don't get an interview. You should spell-check your resume before you send it, but you should also get someone else to read it as well and check for mistakes you might have missed. Double-check everything that you include in your resume. If you mention the company's name, make sure you get it right. If you mention the name of places you've worked before, make sure you get that right. Mistakes on resumes are worse than typos.

Images and Graphics- Don't include images or photos on your resume. Not only are images disliked by recruiters and HR professionals, they can also create problems with recruitment software.

Content in Headers- Many resumes only feature the applicant's name and contact details in the header of the document. Some recruitment software is unable to read information in headers and footers. If you do include information in the header and footer of your resume, make sure you include it in the body of the document too. **Fancy Formatting-** Stick to easy-to-read fonts and formats. This makes it easier for recruiters to review your resume. It also means any recruitment software that reviews your resume can easily read the information. Good fonts to use include:

- Verdana
- Arial

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- Century gothic
- Calibri

Don't use large headers to break up the sections of your resume. Use a 10- or 11-point font for your main content and a 12- or 14-point maximum for headers.

Information in Tables- Some resume templates present information in tables to help with layout, but some recruitment software is unable to read tables. Your resume should only be formatted using line breaks and simple formatting (like setting multiple columns across the page).

PDF Versions of Your Resume- Some recruitment software can't read PDFs. Unless a job ad specifically says to provide your resume as a .PDF, you should always only submit your resume in word format (.doc or .docx).

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UNIT-V

BUSINESS LETTERS- KINDS – LAYOUT AND PART – ENQUIRY AND REPLY – OFFERS & QUOTATIONS – ORDERS – EXECUTION AND CANCELLATIONS – COMPLAINT LETTERS – CLAIMS AND ADJUSTMENTS – COMMERCIAL TERMS AND ABBREVIATIONS

MEANING OF BUSINESS LETTER:

Business people have to communicate with the customers, the suppliers, the debtors, the creditors, the public authorities and the public at large as well as among themselves for the purpose of exchanging their views and of sending and receiving information. This is required to initiate, carry out and to conclude transactions.

Communication can be in two ways:

(1) Oral:

Either face to face or with the help of various machines and

(2) Written:

By writing letters. This written communication is otherwise called correspondence. The word correspondence has a sense of 'similarity' and 'association' in it. To correspond means to be in conformity or agreement with something or somebody.

Correspondence or written communication may take place between any two persons or parties. Commercial correspondence means correspondence by the business people on matters of commerce.

The word correspondence has a sense of plurality. It means letters or a pair of letters consisting of an original letter followed by a reply. 'A' letter has little value. The communication is complete when a letter is replied, or an action is taken in response to a letter.

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IMPORTANCE OF BUSINESS LETTER:

Businessmen must establish contact with the people and then only they can develop their organisations. Importance of communication is very great in business life (Ref. 3.44). There was a time when the size of business was normally small and varied means of communication were not available, direct meetings or face-to-face communication was practiced by the businessmen. Later on, the policy of sending representatives for direct contacts was introduced. All these methods have their limitations.

The importance of business letters as the cheapest and most extensive form of communication was first realised in USA and UK and now this method has been accepted as the best method of communication all over the world. This has been possible with the introduction of ever-growing postal services. In the meantime, standardization of the form and the style of business letters have made them more popular and acceptable by all.

The commercial correspondence has a language of its own which is markedly different from personal letters. Day by day improvements are being made in the form and the style of business letters making them more impressive, meaningful and compact.

A large number of books on the subject are available in the market in the aid of the business world. Invention of different machines for the purpose makes business letters fast in production and in distribution.

It does not mean, however, that other means of communication have been abandoned.

ADVANTAGES OF BUSINESS LETTER:

Communication through letters occupies the largest share in the total volume of communication because of the following advantages:

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- (1) Letters are less costly than other means of communication.
- (2) Letters can be sent to long distant places by post within a short time. Of course, letters may be sent by messengers within neighboring areas.
- (3) Letters are drafted after proper thinking and planning and so the subject matter can be presented in a systematic and logical way.
- (4) The ideas conveyed in letters are clear and free from ambiguity.
- (5) The size of a letter may be big or small as required.
- (6) Letters simultaneously provide evidence and exact copies can be retained.
- (7) Same communication may-be made to a number of persons at a time, through duplicating or printing.
- (8) Many unpleasant and delicate matters which cannot be spoken face to face or through mechanical devices can be written in letters in a discreet language.
- (9) Letters are suitable for all types of communication.
- (10) There is standardization in form and style readily acceptable by the business world. Even internationally accepted code language is used.

(1) Components:

A business letter has the following components like any other form of communication. —A writer or corres-pondent—He is the communicator. He has the primarily responsibility to make a

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letter purposeful and effective.

(a) He must know the form and the style of writing letters. Different types of letters have different styles. The secretary of an organisation, who is in charge of the office including the correspondence department, is supposed

to be well conversant with the art. There are experienced correspondence clerks whose services are utilized for the purpose.

(b) He must have a command over the language and English is the main language used in the commercial world. (The second internationally accepted language is French.)

(c) He must be conversant with the facts on which he is writing a letter otherwise he cannot faithfully express the facts and the viewpoints.

(d) He must also know the technical terms and phrases necessary to be used in particular types of letters. He can take the help of different types of dictionaries available in the market.

(e) He must make planning before he sets forth to write a letter.

(f) In case he is writing a reply he must read the initiating letter very carefully.

(g) The drafting will depend much upon the nature of the recipient.

(2) The Addressee or the Recipient or the Reader:

A letter is always directed to a recipient (or recipients). He is the communicatee or the addressee
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or the reader. If the letter is unimpressive, the recipient may not read it and so not necessarily a recipient is the reader. The drafting of a letter largely depends on the nature of the recipient. Moreover, a letter must reach the recipient, in the shortest possible time.

That depends much upon the external factor—the efficiency of the postal system unless a letter is sent by a messenger. The form of a letter depends much upon the nature of the recipient.

(3) The Message:

A letter carries a message or stimuli. It may be long or short, pleasant and unpleasant, general or particular, regular or urgent, meant for an individual or many, initial or responsive, etc. The style of writing depends much upon the nature of the message.

KINDS OF BUSINESS LETTERS:

1) Sales Letter

This is the most common form of a business letter that is used in almost every field. The sales letter serves as an introduction for the customer about the product and/or the company. A typical Sales letter starts off with a line or statement which captures the interest of the reader who is more often than not a target customer or a prospect.

The purpose of a sales letter is to ensure that the reader takes an action and that is why strong calls to action are included in it. The call to action includes a website link, phone number, social media handles, etc. which would connect the customer with the company for further info.

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2) Acknowledgment letter

A letter sent for acknowledgment or recognition or receipt of material or letter from the other party is called an acknowledgment letter. The acknowledgment can be of receipt of goods and services, receipt of any other letter or of general inquiries.

It is usually sent by post or by mail. The letter is also used for replying to the queries and complaints sent by customers or clients to state and acknowledge that we have received the communication.

3) Order Letters

As the name suggests, these are types of Business letters that are sent solely for the purpose of placing orders and they may be sent to wholesalers, retailers, or a manufacturer.

The order letter includes all the relevant details related to the order such as invoice or receipt number, product details along with specifications, quantity of the order, Sales tax number and other details related to the manufacturer and a figure indicating the total amount of the order.

Depending on the agreed payment terms the payment amount may or may not be included in with the Order letter.

4) Apology letter

An apology letter is written in order to express regret regarding a certain matter, which says the acknowledgment of mistake or issue or error along with an apology. It is a way of showing sincere regret towards the mistake along with the steps to rectify it or make necessary changes to try and undo the damage.

Apology letter may be issued by the company for the customer or to the dealer or even to an

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internal stakeholder.

5) Complaint Letter

Complaint letters are the types of Business letters written by one party to another party or entity to convey dismay about a certain issue. Complaints are indicators that something has went wrong and that has been indicated by a formal business letter.

A customer may issue a product complaint letter to address something that is wrong with the product or to highlight a deficiency in services leading to dissatisfaction. The complaint letters are short and usually direct in nature, addressed to the company or person or department in charge.

Sometimes complaint letters may also contain steps to rectify the problem or expected compensation. A complaint letter is followed by an acknowledgment letter and then an apology letter, if applicable.

6) Appreciation letters

These types of communication letters are written by senior management to the junior management for the conveyance of gratitude in order to congratulate them on a job well done or in order to motivate them.

7) Circular Letters

These types of business letters are sent to a closed group or selected people with the purpose of being circulated widely. The purpose of circular letters is to either convey customers about the sale or news or intimate about important information about newly launched or built facilities.

This can also be used to deliver news about new product launches. Circular letters are also used to reach new and prospect customers to let them know about the new information and new

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developments.

8) Inquiry Letters

These types of business letters are sent for inquiry about certain information. The primary purpose is to know about something or if someone has any query which needs to be answered. The inquiry letter is to be kept short and to the point with directly addressing the inquiry.

The person who asks query is called an inquirer and the inquirer should make sure to include his address and contact details for the authorities to get back to them.

9) Confirmation letter

Whenever there is a discussion or mutual agreement between two parties, and the discussion leads to an understanding or mutual agreement, that agreement is quoted in a confirmation letter.

10) Adjustment Letter

Adjustment letters are the ones that are sent to the customers as a response to their claim or complaint. The adjustment can be either in customers' favor in which case, the letter should begin accordingly and if it is not in the favor of the customer, the tone should be kept factual with a message that you understand the complaint.

QUALITIES OF A GOOD BUSINESS LETTER:

Letter-writing is an art. The style of the letterhead, the paper on which the letter is written, the neatness of writing etc. will create good impression in the minds of the reader.

1. Clarity:

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Clear thinking and simple expression are the two important virtues of effective writing. A good letter should show its idea directly and clearly. Each sentence should be as simple as possible. The reader should have no difficulty in understanding what the writer means to say. When the reader

gets the same meaning from the-message as what the sender intended, it is a good letter.

2. Conciseness:

Transmission of maximum information by using minimum words should be the aim of letter-writing. Unnecessary details and roundabout expressions should be avoided. People are busy and they receive a number of letters daily. Unless one says quickly what one wishes to say, he will not be able to get the attention of the reader and focus it on the message. Therefore, a letter should be simple and brief.

3. Completeness:

The letter should contain all the essential points a reader is expected to know. For example, a sales letter should include the description of the goods, price, quality, how and where to buy, the date of delivery, discounts etc. If it gives only partial information, it is not a complete letter.

4. Correctness:

The correctness demands no error at all in grammar, idiom, spelling, and punctuation. Besides, the information given in the letter must be accurate; otherwise it will shake the confidence of the reader. The message should not be transmitted unless the sender is sure of its correctness.

5. Courtesy:

[Type text]

[Type text]

Courtesy means politeness. It always pays to be courteous in business. It softens the sting of an unpleasant piece of information, creates goodwill and produces a favorable response. Good-will is a great asset for an organisation and courtesy in correspondence is one of the most natural and economical means of building it.

6. Cheerfulness:

There should be no negative approach in a letter. It must begin with a positive and optimistic note. The approach should be friendly and convincing.

7. Promptness:

Promptness in replying a letter is absolutely necessary. The general practice is to reply a letter the same day it is received. When it is known that a reply to a letter requires time it is necessary to acknowledge the letter received and intimate the probable time required sending full reply.

8. Appropriateness:

Appropriateness refers to writing or replying letters keeping in mind the relation and psychology of the reader as well as the need of the occasion. The tone, style and language should be changed according to the occasion.

9. The 'You' attitude:

[Type text]

[Type text]

In business letters, the reader's interest must be emphasised and not the sender's interest. To make letters effective, avoid words such as 'I' and 'we' and use as many as 'you' as possible. The 'you attitude' can be used effectively in all kinds of business letters.

10. Integral:

The purpose of business communication is to create understanding, bring about cooperation and initiate constructive action. Therefore, all communication should be in conformity with the general objectives of the organisation.

PARTS OF A BUSINESS LETTER:

The following parts usually constitute the structure of a business letter:

1. Heading:

Many business organisations use printed letter head for business correspondence. The letterhead contains the name, the address, the line of business, telegraphic address, telephone numbers, telex numbers, e-mail address etc.

2. Date:

The date should be indicated in the upper right-hand corner of the letter sheet. It is generally written two or three spaces below the last line of the letterhead.

There are two methods of indicating the date:

(i) In the order of day, month and year — 10 July 1999.

[Type text]

[Type text]

(ii) In the order of month, day and year — July 10, 1999. Both methods are acceptable.

It is advisable to write the names of the month in full.

3. Inside Address:

The inside address consists of the names and address of the person or firm to whom the letter is written. It is generally written two spaces above the attention line and two spaces below the level of date. If there is no attention line it is given above the salutation in the left margin. The full address, i.e., the name of the person, firm, street, road etc. should be written as indicated in the source you got the address from. The details should not be abbreviated.

While addressing a firm, 'Messer' is used before the name. If the firm bears personal title, messers should be used. If the letter is addressed to an officer by name write Mr. or Shri before the name. If the officer is an unmarried woman add Miss and if married Mrs. or Smt. before her name.

4. Attention Line:

When a letter is addressed to a company so that it should reach a particular office by name or a particular department, then attention line is typed below the inside address. This line is generally underlined.

5. Salutation:

Salutation means greetings. It shows the respect or affection or politeness which you introduce in a letter. The choice of salutation depends upon the personal relationship between the writer and the reader. It is placed two spaces below attention line or two spaces below the inside address.

While addressing a firm, company or a club, etc. use 'Dear Sirs'.

[Type text]

[Type text]

6. Subject:

The purpose of subject line is to let the reader know immediately what the message is about. By seeing this the reader can understand at a glance what the letter is about. The usual practice is to type this line in a double space between the salutation and the first line of the body.

Dear Sirs,

Subj.: Payment of Bill.

7. Reference:

In a reply to an earlier letter reference numbers, date etc. may be mentioned below the subject. Subject and reference must be separate and must stand out clearly to get the attention of the reader.

8. Body of the letter:

The body is the most important part of a letter. The purpose of this part is to convey the message and to produce a suitable response in the reader. It is, therefore, important to organ-ise and arrange the material very carefully.

Generally, the body consists of the following:

(i) Opening paragraph.

(ii) Main paragraph.

(iii) Closing paragraph.

[Type text]

[Type text]

The opening paragraph should be written in such a way that it attracts the attention of the reader and makes him go through the letter.

The main paragraph contains the subject matter. It should cover all the relevant points which the writer wants to convey. It should be written in simple, clear and unambiguous terms.

The closing paragraph should indicate the expectations, intentions and wishes of the sender.

9. Complimentary close:

The complimentary close is a polite way of ending a letter. It is typed two spaces below the last line of the body of the letter.

10. Signature:

Signature is the assent of the writer to the subject-matter of the letter. It is placed below the complementary close.

LAYOUT OF A BUSINESS LETTER:

The general appearance of the letter will create a favorable impression in the minds of the reader.

It is, therefore, advisable to remember the following points with regard to layout or appearance of the letter:

1. Stationery:

For making an initial impression it is necessary to use good quality paper. Use of the best stationery is a good investment. White paper is preferable as the letters stand out clearly on it and make easy reading. The size of the paper may be according to the suitability of each

[Type text]

[Type text]

organisation.

2. Typing:

Typing saves time and gives a good appearance. It is, therefore, necessary to get the letters neatly typed. Typing of letter involves extra expenses. But the appearance of the letter will pay rich dividends.

3. Margin:

Margin in a letter adds to its attractiveness. One inch (2.54 CMS) margin on all sides is the standard one. Margin may be suitably changed according to the size of the paper and it should give a picture frame appearance.

4. Folding:

Care should be taken when folding a letter. It should be done with minimum number of folds and the letter should not look bulky when placed in a cover. The folds should be well pressed down. When a letter is placed in a cover it must give a smart look.

5. Envelope:

The color and quality of the envelope must match the inside letter. The envelope should suit the size of the paper on which the letter is typed.

ENQUIRY

Enquiry means to ask a question, and inquiry is a formal investigation. Inquiry has a formal and official ring to it, while enquiry is informal in its connotation.

[Type text]

[Type text]

In general parlance, it is understood that enquire is to be used for 'asking', while inquire is what constitutes 'making a formal investigation.

An enquiry letter is written by a potential customer, on the lookout for a product or with a desire to avail the service offered by a seller or an organization. An enquiry letter is neither a contract nor does it entail any contractual obligation between the two.

The purpose of the letter of inquiry is to determine if an organization and its proposal fit within the Foundation's eligibility guidelines before the organization expends resources to put together a full proposal.

THE LETTER OF ENQUIRY

The letter of inquiry should include the following sections: The introduction serves as the executive summary. It includes the name of your organization, the amount needed or requested, and a description of the project.

REPLY LETTERS TO ENQUIRY:

A response letter provides the answers or information requested in a letter of inquiry. The objective is to satisfy the reader with an action that fulfills their request. If you have neither the information requested nor the authority to reply, forward the inquiry on to the correct person.

Letter to respond to an inquiry about products or services.

GUIDELINES

- You should quickly respond to customers' request or queries because it shows that you value them. If you write a heartfelt letter, the customers will not only remember your product or service; they will also like your attitude.

[Type text]

[Type text]

Your positive attitude boosts the clients' confidence in your abilities to meet their needs.

- Mention the client's request.
- Tell the reader how you handled his/her request. Give some information about a particular product or service and promote it.
- Explain the procedure of ordering. Invite the reader to ask any questions he/she has in mind.
- End on a positive note.

[Type text]

[Type text]

Sample Letter of Inquiry

(one to two pages)

Organization Letterhead

Date

M. Gregory Cantori
Executive Director
The Marion I. & Henry J. Knott Foundation
3904 Hickory Avenue
Baltimore, MD 21211

Dear Mr. Cantori

We are seeking support of \$XX,XXX from the Marion I. & Henry J. Knott Foundation for (operational/general support, project support, capital, etc.) of our (program/operations). We believe this project is aligned with The Marion I. & Henry J. Knott Foundation's mission in (field of interest and other funded projects).

Established in 19XX, we serve the (geographical) community with services: (List). Recently we were honored by (description) for (accomplishment). (Insert one or two other accomplishments, measurable outcomes, of project or entire organization.)

The project for which we request funds will make a difference in the lives of (such and such clientele) in the following way: (insert compelling specifics of plan). The project will take X amount of time, totaling X \$\$\$\$ and we expect to see the following outcomes: [a], [b], and [c].

We have received (grant support, contributions, in-kind, volunteer help, etc.) in the early stages. Support for the first year will likely come from [a], [b], and [c] (confirmed, pending) and the project will (be completed at that time, or supported in the future by [a], [b], and [c]).

We would be happy to meet with you to discuss this request in more detail and look forward to submitting a full proposal.

Sincerely,

(sign)

Your Name
Title

[Type text]

[Type text]

Letter writing - Read the notes and write an appropriate reply.

SENDER: Mr. Steve Chapman of Freeman's Plc., Birmingham, furniture manufacturer; he can grant a 10% discount on orders received by end of month; delivery from stock guaranteed; payment on delivery.

RECEIVER: Ms. Susan Philips of Epson Ltd, Liverpool, who enquired about a range of office desks.

Freeman's
15 Dalton Street
B45 0AJ Birmingham - UK

29 April 2016
Epson Ltd
8 Gordon Road
Liverpool, L10 1LA - UK

Dear Ms. Susan Philips,

REPLY TO ENQUIRY

In reply to your letter of 20 April 2016 regarding our range of office desks, we are glad to inform you that our sales terms are the following:

- Delivery: from stock guaranteed;
- Payment: on delivery;

More over we enclose our color catalogue and up-date price list - from which you will certainly realize that our high quality items are offer a competitive prices.

As to possible discounts, we can grant a 10% discount on orders received by end of this month.

We feel confident you will find our terms and products to you satisfaction and that we will be hearing from you soon.

Yours faithfully

Steve Chapman

Marketing Department

Enc: 2

[Type text]

