

Course Code: MGO-6105

Course Name: Communication for

Management

MASTER OF BUSINESS ADMINISTRATION (MANAGEMENT STUDIES)

PROGRAMME DESIGN COMMITTEE

Prof. Masood Parveez Vice Chancellor – Chairman MTSOU, Tripura	Director of Distance Education Aligarh Muslim University, Aligarh	IGNOU, New Delhi
Prof. Abdul Wadood Siddiqui Dean Academics MTSOU, Tripura	Prof. Ashish Mishra Professor of Management Mangalayatan University, Jabalpur	Prof. Anurag Saxena Professor of Management IGNOU, New Delhi
Prof. C.R.K. Murty Professor of Distance Education IGNOU, New Delhi	Prof. Rajeev Sharma Professor of Management Mangalayatan University, Aligarh	Prof. Arvind Hans Professor of Management MTSOU, Tripura
Prof. Mohd. Nafees Ahmad Ansari	Prof. K. Ravi Sankar Professor of Management	Prof. Prakash D Achari Professor of Management Usha Martin University, Ranchi

COURSE WRITERS

Dr. Arvind Hans Professor of Management MTSOU, Tripura MGO-6201 Entrepreneurship & SMEs Management	MGO-6202 Business Environment Dr. Meenakshi Kumari Assistant Professor of Management MTSOU, Tripura MGO-6203 Research Methodology	MTSOU, Tripura MGO-6204 Business Laws Mr. Rana Taku Assistant Professor of Management MTSOU, Tripura MGO-6205 Human Resource Management
Dr. Saifullah Khalid Associate Professor of Management MTSOU, Tripura	Dr. Nyarik Geyi Assistant Professor of Management	

COURSE EDITORS

Prof. Ashish Mishra Professor of Management Mangalayatan University, Jabalpur	Prof. Anurag Saxena Professor of Management IGNOU, New Delhi	Dr. Prakash Mishra Associate Professor of Management Mangalayatan University, Jabalpur
Prof. Rajeev Sharma Professor of Management Mangalayatan University, Aligarh	Dr. Swati Saxena Associate Professor of Management Mangalayatan University, Jabalpur	Dr. Ashutosh Saxena Associate Professor of Management Mangalayatan University, Jabalpur

FORMAT EDITORS

Dr. Nitendra Singh Associate Professor of English MTSOU, Tripura	MTSOU, Tripura	Ms. Vanshika Singh Assistant Professor of English MTSOU, Tripura
Ms. Angela Fatima Mirza Assistant Professor of English	Dr. Faizan Assistant Professor of English MTSOU, Tripura	

MATERIAL PRODUCTION

1. Mr. Himanshu Saxena 2. Ms. Rainu Verma	3. Mr. Jeetendra Kumar 4. Mr. Khiresh Sharma	5. Mr. Ankur Kumar Sharma 6. Mr. Pankaj Kumar
--	---	--

CONTENT

	Page No.
Block I: Introducing Business Communication	5-67
Unit 1: Basic forms of communication; Self Development and Communication Development of positive personal attitude	
Unit 2: Communication models and processes; Self Development and Communication Development of positive personal attitude; Corporate	
Unit 3: Audience analysis, Principles of effective communication, formal and informal communication networks, Grapevine, miscommunication (barriers)	
Block II: Effective Listening	68-128
Unit 4: Principles of effective listening; Factors affecting listening exercise	
Unit 5: Oral, written and video sessions	
Unit 6: Modern forms of communicating	
Unit 7: Fax; E-Mail; Video conferencing etc. nonverbal aspects of communication, Kinesics, Proxemics, Para language, sign language	
Block III: Writing Skills	129-189
Unit 8: Planning business message; rewriting and editing; the first draft; reconstructing the final draft	
Unit 9: Business letters; Appearance of request letters; Good news and bad newsletters; Persuasive letters	
Unit 10: Sales letters; Collection letters; Office memorandum, notice and circular.	
Unit 11: Writing a resume and letter of application	
Block IV: Report Writing	190-239
Unit 12: Introduction to a proposal, short report and formal report, report preparation	
Unit 13: Sales presentation, training presentation	
Unit 14: Conducting surveys, speeches to motivate	
Block V: Practices In Business Communication	240-297
Unit 15: Group discussions; Mock interviews; Seminars; Effective listening exercises	
Unit 16: Individual and group presentations, Oral presentation	
Unit 17: Principles of oral presentation, Factors affecting presentation	
Unit 18: Interviewing skills: Appearing in interviews; conducting interviews	

BLOCK I: INTRODUCING BUSINESS COMMUNICATION

UNIT 1: BASIC FORMS OF COMMUNICATION; SELF DEVELOPMENT AND COMMUNICATION DEVELOPMENT OF POSITIVE PERSONAL ATTITUDE

STRUCTURE

1.0 Objectives

1.1 Introduction

1.2 Meaning of Communication

1.3 Basic Forms of Communication

1.4 Importance of Communication

1.5 Self Development and Communication

 1.5.1 Purpose for Self-development

 1.5.2 Effects of Self-development on Communication

 1.5.3 How communication promotes personal growth

1.6 Development of Positive Personal Attitudes

 1.6.1 Definition of Attitude

 1.6.2 Meaning of Positive Attitude

 1.6.3 Developing a positive outlook

1.7 Self-Development and Communication Development of Positive Personal Attitude

1.8 Effective Communication Skills

1.9 Let Us Sum up

1.10 Key Words

1.11 Review Questions

1.12 References

1.0 OBJECTIVES

After studying this unit, you should be able to

- explain the concept of business communication and its importance in an organization.
- Careful planning and decision-making help companies in achieving targeted goals and objectives.
- help an organisation's growth and efficient performance of its different duties.

1.1 INTRODUCTION

Effective business communication involves sharing information both within an organisation and with people outside of it. This type of communication helps employees and management work together to achieve common goals while streamlining organizational procedures and reducing mistakes. Communication is one of the most important parts of running a successful business. Business communication is the process of getting information from one person to another, both inside and outside of a business setting. The word “Business Communication” comes from the fact that business-related communication is a part of everyday conversation. In other words, “Business Communication” is when people in business talk to each other about business-related jobs.

1.2 MEANING OF COMMUNICATION

The Latin word *communis*, from which the English word “communication” comes, means “to share” or “common sense.” Communication means that two or more people have the same thoughts. In other words, the sharing and exchange of information,

thoughts, views, feelings, or attitudes. Management is all about being able to talk to people. Planning, hiring, supervising, and managing are the most important parts of management, but they can't be done well without good communication.

Communication is a two-way process in which people or groups send words or information to each other. This process keeps going, and there must be at least one source and one listener for the information to be passed on. These words can be ideas, thoughts, feelings, or anything else.

Managing communications means planning and putting in place communication routes in a company or organization in a methodical way. This flow of communication between or within businesses makes sure that each writer gets their word across. Learning how to handle the communication lines in an organization can help you move things along faster and keep the business growing steadily. In this piece, we talk about what information management is and how it can be used in business.

Management and communication go hand in hand. Communication is the process of sharing knowledge between two or more people. Machines are becoming more and more a part of communication, but we will only talk about communication between people here. Planning, preparing, leading, and managing are all parts of management that depend on good communication. Managers need to be able to get accurate information in order to make plans and send accurate information out in order for the plans to be carried out. Everyone in an organization can be kept up to date when information is sent and received correctly. But, as we saw in the first case, communication can cause big problems in businesses when

information is misunderstood or when wrong information gets around.

1.3 BASIC FORMS OF COMMUNICATION

We exchange information with one another in a variety of ways. For instance, you may share a presentation with a group through verbal communication. When submitting a job application or sending an email, you could employ textual communication. Here is a closer examination of the four major types of communication:

1. Verbal Communication

Verbal communication refers to the use of words to convey information orally or visually. It is one of the most popular varieties and is often used in meetings, one-on-one chats, video conferences, and phone calls. The importance of verbal communication stems from its effectiveness. Supporting verbal communication with nonverbal and textual communication might be useful.

You may take the following actions to improve your verbal communication abilities:

- Speak in a loud, assured voice. Use a loud voice, especially while speaking to a small or large group of people, so that everyone can readily hear you. Speaking with assurance will make it easier for others to comprehend your views.
- Listen attentively. The flip side of verbal communication is paying close attention to what people are saying and hearing them. When leading a meeting, giving a presentation, or simply taking part in a one-on-one chat, active listening skills are essential. You will develop as a communicator by doing this.

- Steer clear of unnecessary words. It might be tempting to use filler words like “um,” “like,” “so,” or “yeah,” particularly while giving a presentation. While stopping after a statement or gathering your thoughts can seem natural, it can also be inconvenient for your listeners. Consider giving your presentation to a reliable friend or coworker who can point out your usage of filler terms. When you find yourself inclined to utilize them, try to replace them by taking a breath.

2. Nonverbal Communication

Nonverbal communication is the exchange of information with others via body language, gestures, and facial expressions. It may be used both consciously and unconsciously. When you hear a good or entertaining concept or fact, for instance, you could unconsciously grin. When attempting to comprehend the thoughts and emotions of another, nonverbal communication may be useful.

They may be feeling tense, furious, or worried if they are exhibiting “closed” body language like crossed arms or slumped shoulders. They may be feeling upbeat and receptive to knowledge if they are standing with both feet on the ground and their arms at their sides or on the table in “open” body language.

You may take the following actions to improve your nonverbal communication abilities:

- Take note of how your emotions affect your body. Try to pinpoint where in your body you feel each feeling as it arises during the day, whether it be enthusiastic, bored, joyful, or annoyed. For instance, you could feel your stomach tighten when you’re frightened. You may have more control over how you seem on the outside by being more aware of how your emotions impact your body.

- Be conscious of how you communicate without speaking. When you feel attentive, open, and optimistic about your surroundings, make an attempt to project these emotions via your body language. If you are uncertain or worried about the information, you might accompany your verbal message with body language, such as a forehead wrinkle. Use body language in addition to verbal communication by approaching the presenter one-on-one to provide feedback or by asking follow-up questions.
- Copy the nonverbal cues you find most persuasive. Use it as a model for how to improve your own nonverbal communications if you discover that certain body language or facial expressions work well in a particular situation. For instance, if you see that head nodding effectively conveys acceptance and good feedback, employ it in your next meeting when you are feeling the same way.

3. Visual Communication

Using images such as pictures, artwork, sketches, charts, and graphs to communicate information is known as visual communication. During presentations, visuals are often utilized as a support to give useful context in addition to textual and/or vocal information. Because everyone learns differently, some individuals may benefit more from visual communication when it comes to understanding concepts and information.

You may take the following actions to improve your visual communication abilities:

- Before incorporating any images, get feedback. Consider soliciting input from others before sharing a visual aid in your presentation or email. Concepts may sometimes become hazy

or unclear when images are added. You may evaluate if the image enhances your messaging by getting a second opinion.

- Think about your audience. Ensure that the graphics you choose are simple enough for your viewers to understand. For instance, take the time to explain what is occurring on the chart and how it relates to what you are saying if you are presenting a chart with new data. Under no circumstances may you use sensitive, insensitive, violent, or graphic images.
- Establish personal objectives to go through the things you want to achieve step by step in order to develop your communication abilities. To decide which areas are ideal to concentrate on first, it could be good to speak with dependable coworkers, bosses, or mentors.

4. Written Communication

Writing, typing, or printing symbols like letters and numbers to transmit information is known as written communication. It is beneficial because it offers a record of data for future use. Books, pamphlets, blogs, letters, memoranda, and other written materials are often used to disseminate information. In the office, textual communication often takes the shape of emails and chats.

You may take the following actions to improve your written communication abilities:

- Purpose to be simple. Writing should be as straightforward and uncomplicated as feasible. While including a lot of information, for instance, in instructional communications could be beneficial, you should seek out opportunities to write as simply as you can for your audience to grasp.
- Keep tone out of it. Be cautious when attempting to convey a certain tone in writing since you lack the subtleties of spoken

and nonverbal communication. For instance, depending on the audience, trying to convey a joke, sarcasm, or enthusiasm could be interpreted differently. Instead, make an effort to write clearly and simply, and then follow up with vocal contacts so you can express yourself more personally.

- Spend some time reading through your written correspondence. Rereading your emails, letters, or memoranda might help you find errors or instances when you could have said something better. It could be beneficial to have a trustworthy colleague examine key messages or ones that will be sent widely.
- Keep a record of the writing that you find engaging or effective. Save any pamphlets, emails, or memos that you get but find especially useful or fascinating so you may return to them later when drafting your own messages. Utilizing techniques or aesthetics you like might aid in your improvement over time.

1.4 IMPORTANCE OF COMMUNICATION

1. The Foundation of Coordination

The management communicates to the staff the objectives of the company, how they will be achieved, and how they will interact with one another. This allows for cooperation between multiple departments and personnel. As a result, coordination within the company is based on communications.

2. Skillful Working

An organization's physical and human components are coordinated by a manager to ensure seamless operation. Without effective communication, this cooperation would not be feasible.

3. Decision-Making Foundations

The manager receives information through effective communication that is helpful for making decisions. It was impossible to make judgments without knowledge. Therefore, effective communication is the cornerstone of wise decision-making.

4. Boosts Managerial Effectiveness

The manager communicates the goals, gives directives, and assigns tasks to the team members. These factors all entail communication. Therefore, excellent communication is crucial for the managers' rapid and efficient performance as well as that of the whole business.

5. Promotes collaboration and organizational tranquility

The process of two-way communication encourages cooperation and understanding between employees and between them and management. Less friction results in a factory with less industrial conflict and more effective operations.

6. Increases Employee Morale

Worker adaptation to the physical and social demands of the job is facilitated by effective communication. It also fosters positive interpersonal relationships in the sector. An effective communication system helps management to inspire, influence, and gratify employees, which in turn raises morale and keeps employees engaged.

1.5 SELF DEVELOPMENT AND COMMUNICATION

The relative and subjective concept of self-development. For many individuals, it means different things. Humans may be divided into four categories: physical, intellectual, emotional, and spiritual. The

phrase “self” refers to the whole of a person’s traits, including their physical and intellectual attributes. The phrase “development” relates to growth or maintenance on a tubal, emotional, and mental level. Self-deponent, then, is the harmonious growth of a person’s physical, intellectual, emotional, and spiritual attributes. Communication and self-development go hand in hand and are connected as a system of cause and effect.

1.5.1 Purpose for Self-development

The following are the primary goals of self-development:

(1) Personality development: A person’s personality reflects his nature and actions. The basic goal of self-development is to make oneself into a whole, harmonious being who treats all aspects of human personality fairly and in harmony.

(2) Creating positive habits: Self-improvement involves cultivating behaviors that help you save time, money, energy, and emotions.

(3) Positive attitude development: The major goal of self-deployment is to help a person adopt a positive, upbeat attitude. It helps the individual cultivate a cheerful mindset and keeps him away from negative ideas and sensations. A good attitude tends to make a person happy and upbeat in life.

(4) Self-respect development: A person’s sense of self-respect is aided by self-development. A person is motivated to assess themselves based on their innate traits via self-development. It helps one become a creative, entrepreneurial leader with a clear vision rather than a worker providing services in exchange for pay. Self-growth cultivates fundamental human values based on the timeless

knowledge of many civilizations, creeds, and communities. This leads to the establishment of cultural harmony. This perspective demonstrates good for the nation's cultural coherence.

(6) Improvement of mental capacity: Self-development enables a person to make wise choices that produce desired outcomes. It aids in the brain's logical, analytical, intuitive, and creative growth.

(7) Self-confidence development: Self-confidence is a result of personal growth. It increases awareness, alertness, and attentiveness so that whatever action is taken, it is done completely, consciously, and in the spirit of enlightenment and elevation.

(8) Improvement of organizational effectiveness: Self-development improves an individual's organizational effectiveness. The best potential professional skill development is beneficial. This leads to business development.

(9) Knowledge development: Self-development fosters the propensity to discover, comprehend, and evaluate information, which makes a person more vivacious, brave, and entrepreneurial.

(10) Personal growth as a whole: Personal growth as a whole is aided by self-development. It improves the capacity for cooperation, thoughtfulness, and comparison while working with others. It helps a person grow in terms of their physical, intellectual, materialistic, and spiritual traits.

1.5.2 Effects of Self-development on Communication

The following methods self-development enhances communication skills:

(1) Enhances interpersonal communication abilities: Self-improvement enhances communication abilities such as speaking, writing, and listening. A patient and empathetic person can listen intently and comprehend the ideas and emotions of the person speaking to him better than an impatient and egotistic person can. A mature individual can read and write effectively. A person who has developed themselves may write creatively, listen and talk more effectively, and practice positive thinking.

(2) Improves interpersonal skill: Self-development helps with interpersonal skills, which leads to an improvement in interpersonal abilities. As they acknowledge each other's distinct existence and identity, the self-developed person may experience harmony with others. Since they are not overcome by this urge, they do not attempt to control others.

(3) Enhancement of analytical capacity: Self-development improves a person's analytical capacity, which is important for successful communication. An intelligent individual may make choices that lead to desired outcomes: Additionally, it aids in the brain's logical, analytical, intuitive, and creative development. An someone with a strong sense of self can communicate effectively and evaluate audiences well.

(4) Development of critical skills: A person's ability to think critically is enhanced through self-development. He can quickly design, rewrite, and approve any message thanks to self-development. It helps him to properly assess the message.

(5) Contribution to synergistic collaboration: When workers lack trust and cooperation, communication inside any business suffers. Self-development fosters trust not just in the individual but also in others who are working with them. By working with others, it also fosters a sense of fulfillment. Self-improvement helps make the conversation successful in this situation.

(6) Demonstrate genuine leadership: Leadership is the art of persuading others to cooperate voluntarily. The fundamental traits of a great leader, such as a clear vision, sincerity, integrity, and profound insight, are instilled in a person via self-development. A self-developed individual may modify the environment and make it conducive to dialogue. They can also inspire others.

1.5.3 How communication promotes personal growth

One of the most crucial tools for personal growth is effective communication. A person's confidence grows as a result of using vocal and nonverbal communication as their primary modes of communication. Writing abilities, linguistic fluency, body language, listening ability, etc. aid in self-development. Following are some ways that good communication promotes personal growth:

(1) Self-improvement and writing: Writing is a creative and healing activity. Writing entails investigating an idea or viewpoint and developing it using gathered arguments and presenting it to the intended audience in accurate and understandable terms. Man becomes creative, innovative, and productive via writing. Thus, written communication is beneficial for a person's self-development.

(2) Oral communication and self-development: Oral communication helps people improve themselves. As the speaker seeks to persuade listeners, he considers the concept carefully, fabricates proofs and arguments, and fosters a favorable atmosphere for discussion. He broadens his topic knowledge and gains insight into other people's psyche via this approach. All these accreditation trinities support a person's growth as a person.

(3) Body language and personal growth: Body language inspires thought and aids in personal growth. Diverse emotions and meanings are expressed by combining diverse gestures and body positions. If one can read body language and gestures, one's intelligence will grow. As a result, body language facilitates communication toward personal growth.

(4) Listening and self-improvement: Listening attentively and effectively promotes both professional growth and self-improvement. Emptying the heart of negativity is necessary before listening. feelings and freeing the mind from preconceived notions and fantasies. This listening process demonstrates a person's growth as a person.

1.6 DEVELOPMENT OF POSITIVE PERSONAL ATTITUDES

1.6.1 Definition of Attitude

An attitude is a mental evaluation of a certain person, circumstance, action, item, or concept. Individuals' attitudes determine how they respond to situations, other individuals, or groups. As a result, a person's attitude is an internal condition to which he responds.

“An attitude is fundamentally a type of anticipatory response of action that is not necessarily completed,” claims K. Young.

Additionally, this eagerness to respond suggests some kind of motivating circumstances, either particular or universal.

As reported by bodyguards, “The inclination to respond in favor of or against certain environmental elements, which results in a positive or negative value, is referred to as attitude.”

1.6.2 Meaning of Positive Attitude

Positive attitude is the favorable evaluation of a certain person, activity, item, or concept. One may grow stronger, wealthier, and happier if they are able to harness their inner strength and put it to good use. Strong resolve, self-assurance, and artistic endeavors are signs of a good mindset. A guy with a positive outlook is able to communicate ideas effectively and with understanding while loudly and impartially hearing the opposing viewpoint. Conversely, a person with a bad attitude marked by hostility, envy, an inferiority complex, delusion, etc. is unable to communicate their message adequately and does not consider other people’s viewpoints. One may fully reach their potential in life if they have a good mindset.

1.6.3 Developing a positive outlook

Although views are mostly enduring, they are subject to change when the circumstances are right. One should make an effort to cultivate a cheerful mindset with the assistance of the following:

- (1) One should adopt positive attitudes by adopting positive behaviors and ways of thinking.
- (2) One should cultivate an unbreakable resolve and avoid letting their self-confidence be damaged.

1.7 SELF-DEVELOPMENT AND COMMUNICATION DEVELOPMENT OF POSITIVE PERSONAL ATTITUDE

Developing a positive personal attitude is essential for effective communication and overall personal growth. Here are some key aspects of self-development and communication development related to cultivating a positive attitude:

- **Self-Awareness:** Start by understanding yourself, your values, beliefs, strengths, and weaknesses. Self-awareness is the foundation of personal growth and helps you identify areas where you can improve your attitude and communication.
- **Positive Thinking:** Cultivate a habit of positive thinking. Focus on the bright side of situations, practice gratitude, and replace negative self-talk with affirmations that promote a positive outlook.
- **Emotional Intelligence:** Enhance your emotional intelligence by recognizing and managing your own emotions and understanding the emotions of others. This skill enables you to respond to situations and people with empathy and empathy, fostering positive relationships.

1.8 EFFECTIVE COMMUNICATION SKILLS

Develop strong communication skills, including active listening, clear expression of thoughts and feelings, and the ability to provide constructive feedback. Effective communication promotes understanding and reduces misunderstandings and conflicts.

- **Conflict Resolution:** Learn how to resolve conflicts in a constructive and positive manner. Avoiding unnecessary conflicts and handling disagreements with respect and empathy can maintain a positive attitude in interpersonal relationships.
- **Continuous Learning:** Commit to ongoing self-improvement and learning. Attend workshops, read books, and seek mentors or coaches who can help you develop both personally and in your communication skills.
- **Self-Care:** Take care of your physical and mental health. A healthy body and mind are essential for maintaining a positive attitude and effective communication.
- **Empathy:** Develop empathy by putting yourself in others' shoes and understanding their perspectives and feelings. Empathetic communication fosters understanding and builds trust.
- **Goal Setting:** Set realistic goals for personal and professional development. Having clear objectives can give you a sense of purpose and direction, which contributes to a positive attitude.
- **Positive Surroundings:** Surround yourself with positive influences, supportive friends, and environments that encourage personal growth and a positive attitude.

Remember that developing a positive personal attitude and effective communication skills is an ongoing process. It requires self-reflection, practice, and a commitment to continuous improvement. Over time, these efforts can lead to more fulfilling relationships and personal success.

1.9 LET US SUM UP

Effective communication is crucial for the survival and existence of humans and organizations. It involves creating and sharing ideas, information, views, facts, and feelings between individuals or groups. A manager's ability to direct effectively is vital, as without good communication skills, their skills become irrelevant. Effective communication ensures that subordinates receive proper work and contributes to the overall success of the organization. Effective communication is crucial for transferring information and ideas between places, and to live a meaningful, successful, and fulfilling life, it is essential to learn to communicate effectively with ourselves and others.

Self-development refers to the harmonious development of physical, intellectual, emotional, and spiritual qualities in a person. It is a subjective and relative term that has different meanings for different people. The term self refers to the totality of a person's qualities, while development refers to the process of increasing or maintaining these qualities. Human evolution has led to the development of communication, which originated half a million years ago with verbal speech and 30,000 years ago with symbols. Today, we communicate globally using technologies like the internet, demonstrating the incredible evolution of human communication.

1.10 KEY WORDS

Verbal Communication: This is the most common form of communication and involves the use of spoken words. It includes face-to-face conversations, phone calls, video calls, and any other form of communication where words are spoken.

Non-Verbal Communication: Non-verbal communication encompasses all forms of communication that do not involve words. This includes body language, facial expressions, gestures, posture, and even eye contact.

Written Communication: This involves the use of written words to convey a message. Written communication can take the form of letters, emails, text messages, reports, memos, and more.

Visual Communication: Visual communication relies on images, graphics, charts, diagrams, and other visual elements to convey information. It is often used in presentations, advertising, and design.

Interpersonal Communication: This refers to communication between individuals or small groups of people. Interpersonal communication includes both verbal and non-verbal elements.

1.11 REVIEW QUESTIONS

Q1. What do you mean by Self-development? Explain its objectives. How are the self-development and communication inter-dependent?

Q2. Explain the concept of self-development. How does self-development contribute towards effective communication medication?

Q3. What is the relation between self-development and communication? Is it possible to be self-developed through communication?

Q4: How communication proves helpful in self-development?
Elucidate.

Q5. How self-development is possible?

Q 6. Explain the objectives of self-development.

Q 7. Explain the relationship or interdependence between self-development and communication.

1.12 REFERENCES

1. Bovee, C. L., & Thill, J. V. (2018). *Business Communication Today*. Pearson.
2. Lesikar, R. V., Pettit, J. D., & Flately, M. E. (2010). *Basic Business Communication*. McGraw-Hill.
3. Gupta, C. B. (2013). *Business Communication*. Sultan Chand & Sons.
4. Rao, M. S. (2010). *Soft Skills: Enhancing Employability*. I.K. International Publishing.
5. Carnegie, D. (2009). *How to Win Friends and Influence People*. Simon & Schuster.
6. DeVito, J. A. (2013). *The Interpersonal Communication Book*. Pearson.

UNIT 2: COMMUNICATION MODELS AND PROCESSES; SELF DEVELOPMENT AND COMMUNICATION DEVELOPMENT OF POSITIVE PERSONAL ATTITUDE; CORPORATE

STRUCTURE

2.0 Objectives

2.1 Introduction

2.2 Communication Models

2.3 Types of Communication Models

 2.3.1 Linear Models of Communication

 2.3.2 Interactive Models of Communication

 2.3.3 Transnational Models of Communication

2.4 Process of Communication

2.5 Concept of Self-development in Corporate

2.6 Self-Development Process:

 2.6.1 Increasing Self-Awareness

 2.6.2 Using development methods after doing an awareness analysis.

2.7 Corporate Communication

2.8 Positive Attitude Development as a Personal Development Goal in Corporate

2.9 Let Us Sum up

2.10 Key Words

2.11 Review Questions

2.12 References

2.0 OBJECTIVES

After studying this unit, you should be able to

- convey the content in a way that is clear and understandable.
- communicate ideas effectively, encourage understanding among people, and eventually lead to mutual understanding and cooperation amongst the parties concerned.
- essential for developing strong connections, partnerships, trust, and respect amongst people.

2.1 INTRODUCTION

The goal of communication is to convey a message that is clear and understandable. The two overarching goals of information and persuasion are present in every communication. These two overarching goals are components of other aims.

Whatever it is that we may be saying, what we say has some information. There is also a persuading component since we want the other person to accept what we say, trust us, and agree with us. An aim is something we desire to accomplish via our efforts; it is the reason we engage in a certain activity. We communicate for a purpose when we do so. Our intentions while communicating with or writing to friends are to stay in contact and be kind.

However, in a professional or commercial setting, whether we speak with clients or to coworkers or superiors at work, we have a clear aim or purpose; we want to achieve something, that is, be successful in getting something done.

2.2 COMMUNICATION MODELS

Models of communication are theoretical or conceptual frameworks that describe how people communicate. Additionally, it symbolizes the full exchange of information between the sender and the recipient. The issues about the communication process, such as what is communication, are addressed by the communication model. Who is a part of this procedure? What time does it occur? What location does it occur in? How does it happen? Finally, how is communication carried out?

The creation of several additional ideas and models is also aided by communication models. For instance, the adoption models for mediated communication technologies are based on the communication models.

The components of the communication process, such as context, sender, receiver, encoding, decoding, channel, message, feedback, and noise, are also explained by communication models. These are the elements of communication that sum up the whole exchange of information. Some communication models, however, lack some or all of these components. For instance, there is no feedback in the linear communication paradigm. The communication model also describes the obstacles to communication, such as noise or walls. Effective communication procedures are hampered by communication hurdles or noise.

2.3 TYPES OF COMMUNICATION MODELS

Linear, interactive, and transnational are the three types of communication paradigms. To get additional information and a better understanding, a list of the top communication models—

including the year they were created—has been provided below. The 3 Models of Communication are:

2.3.1 Linear Models of Communication

2.3.2 Interactive Models of Communication

2.3.3 Transnational Models of Communication

2.3.1 Linear Models of Communication

The one-way interaction of the linear communication paradigm lacks feedback. The transactional model is derived from the linear model, while linear is the basic communication paradigm. Without getting a response, the sender and receiver converse. Additionally, it symbolizes the one-way nature of communication.

Aristotle's, Shannon-Weaver's, Lasswell's, and Berlo's SMCR Model of Communication are just a few examples of the many linear communication models that have been developed by academics.

Communication is characterized by linear transmission models as a one-way process. In it, a message is purposefully sent to the recipient. The process's conclusion occurs when the message is received. The sender could not be aware of whether the message reached its intended recipient since there is no feedback loop. Early types were often transmission-based. They often lack the complexity necessary to convey the dynamic features of different types of communication, such as casual face-to-face interaction, due to their linear character.

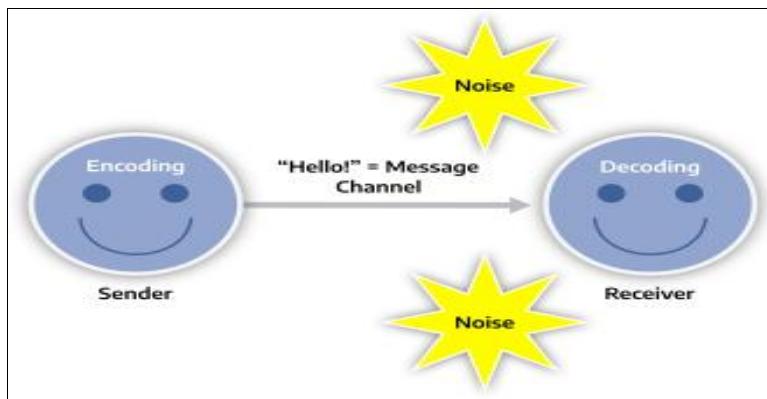


Figure 1: Linear Models of Communication

They neglect the viewpoint of the audience by concentrating only on the sender. For instance, listening is often an intentional activity including listening skills and interpretation rather than something that simply happens. However, certain kinds of communication, including many varieties of computer-mediated communication, may be adequately characterized by them. This is true, for instance, while texting, emailing, blogging, or sharing content on social media. To emphasize how linear transmission models solely include the activities of the sender, some theorists, like Uma Narula, refer to “action models” rather than linear transmission models. The Aristotle’s, Lasswell’s, Shannon-Weaver’s, and Berlo’s modes are among the linear transmission models.

2.3.2 Interactive Models of Communication

The interactive communication model denotes mediated and internet-based communication. For instance, Osgood-Schramm, Westley, and Maclean’s are interactive communication models. Feedback is not simultaneous, providing slow and indirect feedback, and sometimes the communication can be linear if receivers do not reply to senders.

In interaction models, the sender and receiver roles are alternated by the participants in the conversation. As a result, a new message is created once a message is received and sent back to the sender as

feedback. Communication is a two-way process in this sense. Due to the fact that the players rotate between being senders and receivers, this makes the model more complicated.

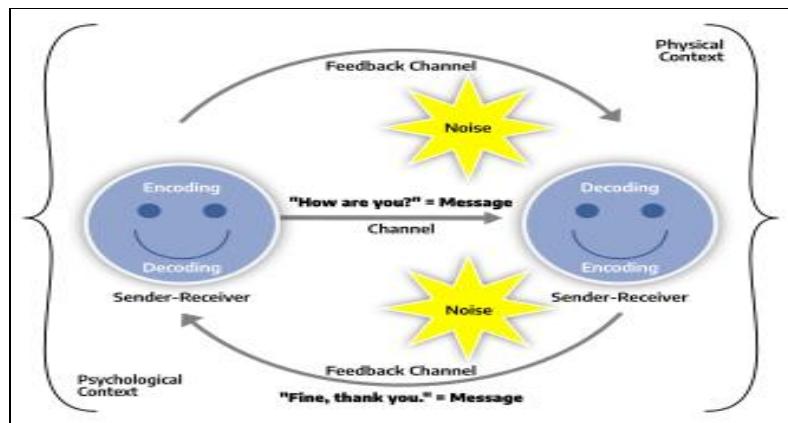


Figure 2: Interactive Models of Communication

These phases occur sequentially for interaction models: first, a message is delivered and received, then another message is sent as feedback, etc. The sender can determine if their message was received and had the desired impact or whether it was corrupted by noise thanks to these feedback loops. Interaction models, for instance, may be used to depict an instant messaging discussion in which the sender delivers a message and then must wait for the response from the recipient. Another example is a question-and-answer session, in which one person asks a question and another person responds. The interactive process is often given greater importance in interaction models than the specific technical issue of how the information is delivered at each stage. Because of this, the context that influences message exchange is given greater weight. This covers both the psychological context, which encompasses mental and emotional elements like tension and anxiety, as well as the physical environment, such as the separation between the speakers. One of the oldest interaction models is Schramm's.

2.3.3 Transactional Models of Communication

A two-way communication process with quick response seems to be the transitional communication paradigm. The foundational element of transitional models of communication is simultaneous feedback. Therefore, without feedback, the communication process won't become transactional. The response is immediate and quick. The recipient is forced to respond right away. Indirect and direct feedback are the main distinctions between the interactive and transactional approaches.

Transitional communication models include, for instance, Wilbur Schramm's model of communication, Barnlund's transactional model of communication, Dance's helical model of communication, and Eugene White's model of communication.

There are two ways that transaction models diverge from interaction models. They see transmitting and reacting as synchronous operations, on the one hand. This may be used to explain how listeners provide feedback via the use of non-verbal cues like body language and facial expressions. In this manner, individuals may indicate their level of agreement with the message while the speaker is speaking. The speaker's message may be affected by this feedback while it is being created. Contrarily, transactional theories emphasize that meaning is formed during conversation and does not preexist it. The idea that communication produces social realities like relationships, individual identities, and communities is often paired with this.

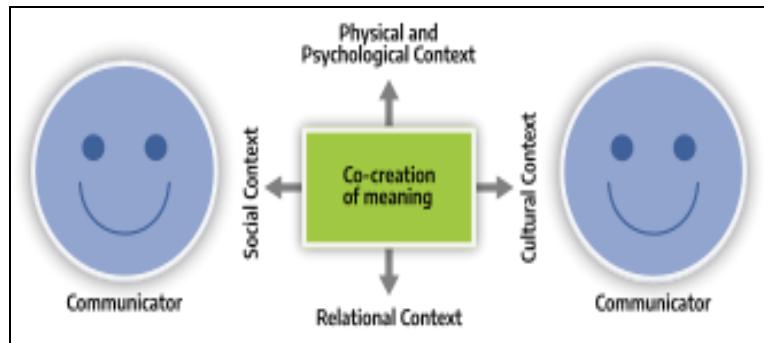


Figure 3: Transactional Models of Communication

Additionally, this has an impact on the communicators' own ideas, emotions, and social identities on a variety of levels. Typically, circumstances and how they affect the transmission of information are given significant importance in transaction models. The three settings of social, relational, and cultural are occasionally separated. Social environments have both overt and covert norms concerning the appropriate formats for messages and responses.

An example would be to refrain from interrupting others and to reciprocate pleasantries. Relational contexts are more particular since they focus on the communicators past interactions and common experiences. If the participants are friends, neighbors, coworkers, or competitors, for example, these are relevant considerations. The communicators' social identities, including ethnicity, gender, nationality, sexual orientation, and socioeconomic status, are all included in the cultural environment. An important early transaction model is Barnlund's.

2.4 PROCESS OF COMMUNICATION

The process of communication is dynamic and starts with the sender conceptualizing ideas. The sender then transmits the message through a channel to the receiver, who then provides feedback in the form of a message or signal within the allotted time frame.

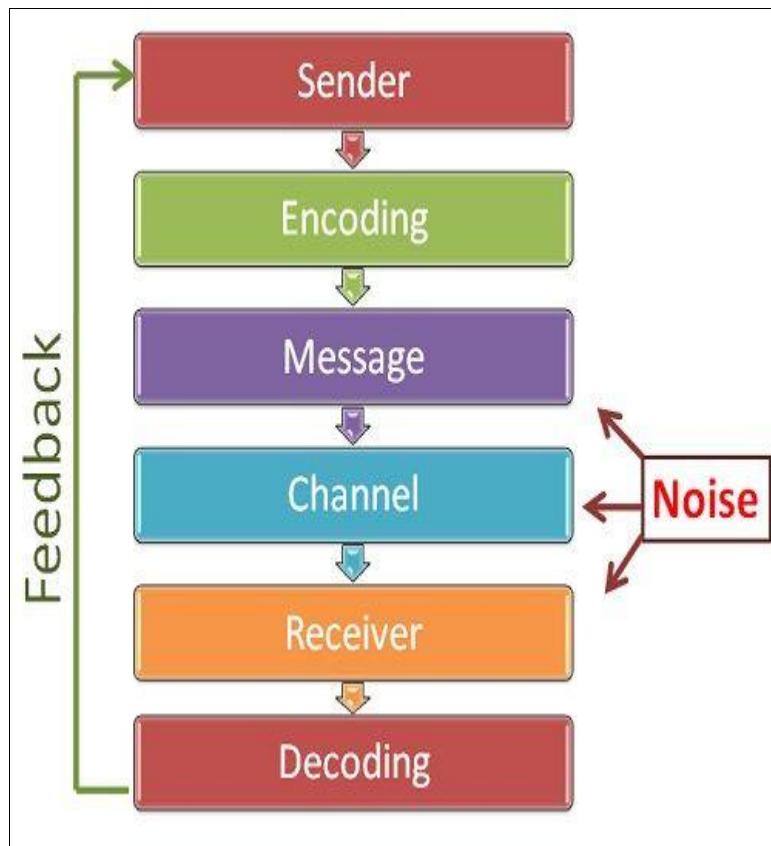


Figure 4: Processes of Communication

- **Sender:** The person who starts the discussion and has formulated the idea that he wants to express to others is the sender, also known as the communicator.
- **Encoding:** The sending party starts the process of encoding by converting the information into a message using certain words or non-verbal cues like symbols, signs, body language, etc. The knowledge, abilities, perspective, history, capabilities, etc. of the messenger have a significant influence on the message's success.
- **Message:** When the encoding is complete, the sender receives the message he was trying to deliver. The message may be sent orally, in writing, symbolically, or nonverbally via body language, silence, sighs, noises, or any other means that prompts a recipient to react.

- **Communication Channel:** The sender chooses the channel he wishes to use to communicate with the receiver. To ensure that the receiver understands the message effectively, it must be properly chosen. The recipient and sender's interpersonal interactions, as well as the urgency of the message being communicated, influence the media that is chosen. A few of the often-utilized communication methods are gesture, sound, writing, and spoken communication.
- **Receiver:** The recipient of a communication is the person for whom it is intended or directed. In order to achieve the goal of communication, he makes every effort to understand it. The receiver's ability to decipher the message relies on his familiarity with the topic, experience, level of trust, and connection with the sender.
- **Decoding:** In this step, the receiver attempts to grasp the sender's message as clearly as possible. Only when the recipient fully comprehends the message as intended by the sender can communication be considered successful.
- **Feedback:** The process's last phase, feedback verifies that the message was properly received and understood by the recipient, as intended by the sender. As the sender is able to gauge the success of his message, it improves communication effectiveness. The receiver's reaction may be vocal or nonverbal.
- **Noise:** Noise is any communication-related impediment brought on by the sender, message, or receiver, such as a dropped call, improper encoding, faulty decoding, a distracted recipient, a message that is difficult to grasp due to bias or unsuitable gestures, etc.

2.5 CONCEPT OF SELF-DEVELOPMENT IN CORPORATE

To support management growth, managers at all levels use the self-development (also known as self-control or self-management) idea to effectively set and accomplish objectives in Corporate. Henry Sims writes that “Self-control refers to those behaviors that a person consciously engages in to accomplish self-selected goals. The specific employee chooses the objectives and carries out the steps necessary to fulfill them.

Managers in self-development programs in Corporate:

1. Determine what needs to be done and how.
2. Take action to fulfill those objectives.
3. Manage the environmental factors influencing their growth.
4. Instead of following changes, introduce modifications as needed.
5. Evaluate their growth in light of the objectives they established.

2.6 SELF-DEVELOPMENT PROCESS:

Self-development comprises the following:

2.6.1 Increasing Self-Awareness

2.6.2 Using development methods after doing an awareness analysis.

2.6.1 Increasing Self-Awareness

Self-awareness improves one's own efficacy. Self-awareness is the degree to which a person is aware of or understands himself. This

would be prevalent among those who are preoccupied with their own behavior, emotions, attitudes, and mannerisms. A person may use his abilities and capabilities more successfully in a particular scenario with the help of increased self-awareness.

However, self-awareness by itself does not make someone productive. Even while we frequently think we understand ourselves, this is not always the case. Self awareness is a psychological idea that aids a person in realizing who they are. It may be created by comprehending the Johari Window paradigm.

Harrington Ingham and Joseph Luft created this idea. The initial few letters of their names were combined to create the phrase “Johari.” The model aids in comprehending a person’s interactions with others. It investigates the dynamics of social interactions.

The approach proposes two aspects for comprehending the self:

1. The characteristics of a person’s behavior and mannerisms that he or she is aware of, and
2. Those facets of his conduct that are known to others (those with whom he interacts).

2.6.2 Using development methods after doing an awareness analysis.

The concept consists of four quadrants that together portray an individual as a whole in relation to others. The premise for representing this connection is knowledge of behavior, emotions, etc. The consciousness of oneself changes with time. It continues evolving as partners to a relationship’s consciousness shift.

The four quadrants describe a person’s psychological state or level of self-awareness in relation to others:

1. Be yourself

In this condition, a person is aware of both herself and other people. Thus, they behave and feel in a way that is open and compatible with one another. Name, age, physical description, location, phone number, and connection with a family or organization are just a few of the details that are included in The Arena.

It includes details about oneself and oneself that are known to oneself and to others. What others know about us and what we know about ourselves are matched in this square. It is a place where people may freely and openly communicate knowledge with one another and with one other. There are seldom any disagreements or bad sentiments amongst people. Blind, closed, and gloomy sections decrease as arena expands.

2. Self-blind

This illustrates a situation where a person is aware of others but not of themselves. Others are aware of his actions and emotions, but he is not. Because of this, even if it's not his aim, his behavior may sometimes be grating. People may have unnoticed behaviors that other people find amusing, bothersome, or appealing.

For instance, a person could be shocked to learn that his style of questioning irritates others since it is seen as cross-examination rather than as an interest in learning more or a request for information. Even if they are aware of his behavior, others do not challenge it because they do not want to anger him.

3. The secret self

A person in this psychological condition is aware of himself but not of others. The closed area contains information that is known only to the individual and kept private from others. He possesses knowledge that others do not. Additionally, he does not express it to

others, and only his own personality is reflected in his actions and emotions.

For instance, a subordinate can feel irritated if his boss does not ask him to sit down during a meeting, yet he will continue to stand up without alerting the boss to his annoyance. Because of their hierarchical connection, the supervisor may believe that the subordinate does not mind standing and accepts his behavior. The majority of individuals harbor a variety of these emotions that they are reluctant to share with the people in question.

4 Unknown self

The Dark section, which is inaccessible to both people and other people, is the fourth area. This illustrates a situation in which a person is unaware of himself and is unknown to others. Until these previously hidden characteristics of a person are revealed, the behavior and emotions of that individual remain unclear.

Some psychologists think that this is a very broad field and that certain events (such as an accident), stages in life, or specialized methods like psychoanalysis may cause a person to suddenly become aware of some concealed elements of himself. Openness or Arena has a key role in enhancing our personal effectiveness; the greater this region, the more successful a person is likely to be.

According to the Johari Window, the size of the Closed and Blind sections determine the size of the Arena (openness); the smaller the other parts, the bigger the Arena. The more an individual expresses their opinions, sentiments, responses, etc. to others (the more their Self-disclosure), the smaller their Closed region will be. Similar to that, his blind spot will get smaller the more feedback he utilizes from others and receives. Therefore, a manager should be more open to himself in order to promote self awareness or self-development.

2.7 CORPORATE COMMUNICATION

The question “What is corporate communication?” has many distinct solutions. Corporate communication, in its simplest form, describes how businesses interact with both internal and external audiences.

A corporate communications plan helps a corporation manage its relationships with many stakeholders and its public perception as a whole. Internal communications, customer communications and marketing, crisis communications, and media and public relations are the four primary subcategories of corporate communication.

The term “media and public relations” (PR) relates to a company’s public image, including how it is conveyed to the media. Initiatives that are very visible are led by the media and public relations. Corporate reputation, corporate responsibility, and organizational identity are the three fundamental facets of PR. Corporate reputation is the general opinion that the public has of the firm.

Effective responses to unfavorable news are a key component of reputation management strategies for businesses. The control of the CEO’s and executive team’s public image is also a component of reputation management.

The firm’s corporate responsibility, or the programs that “give back” to society, is another obligation of the communications team. Community programs, business volunteer days, and corporate foundations are a few examples of these endeavors.

All of the ways a business engages with its consumers and target market are referred to as customer communication and marketing. To do this task, communications specialists collaborate with sales

and marketing personnel. Corporate marketing and branding are often included in consumer communication and outreach.

Finally, crisis communication refers to the way in which an organization communicates in the wake of crises and other unexpected occurrences. Communications specialists often actively approach the media or organize press briefings to create these initiatives. In crisis communication, dealings with local government representatives, lawyers, and first responders are frequent. The objective is to take command of the message as soon as feasible.

Four areas of corporate communication

There are four areas for corporate communication.

Any agreement the firm has with outside parties is covered by corporate communication. The recipients may be broadly classified into four categories.

Intern: workers

Internal communication with workers is often neglected in a unified communication strategy, while being the foundation of efforts. There is a huge variety in this communication. Colleagues interact with one another via emails and letters, forms and reports, circulars, notifications, and newsletters, and management communicates with workers through these same channels. Additionally, these actions should be taken in the spirit of corporate identity, and it should be verified that all components align with the company culture.

It is feasible to expose workers to branding while also communicating the company's principles and conventions by using a corporate communication strategy in internal communication. Additionally, effective communication with staff members provides higher satisfaction and a better working environment.

External: clients

The most crucial contacts, outside the staff, are the clients. If consumers are not treated well, they won't make any purchases and contribute to the demise of a business. A successful business communications plan engages consumers in the appropriate manner and converts them into devoted patrons. Here, marketing and corporate communication converge. This includes everything related to the range of ads, the structure of newsletters, brochures, coupons, and catalogs, as well as the whole internet presence.

However, consumer interaction is not limited to the marketing division. Buyers may also get in touch with the support and billing departments in one way or another. While the majority of businesses have a standardized advertising approach, other consumer touch points must also be brought into line with corporate communication.

External: reporters

Corporate communication should follow the same principles as work with the media, a component of public relations. The business may communicate its corporate identity to the public via the media, particularly through press releases and press conferences. Here, it's crucial to consider both the format and the substance of the message. Corporate social responsibility initiatives, for instance, may be justified in the media. The exterior image may be managed in this manner.

Outside: business associates

Care must be used while contacting shareholders, investors, and other business partners. A company's downfall might be brought on by a disappointed investor. As a result, communication's form and substance are both crucial. Contact happens via reports and letters to shareholders in addition to direct emails and chats. For the

purpose of providing information about the firm to its business partners, several businesses produce specialized brochures. If the business brand is also reflected in various forms of communication, it gives off a highly polished vibe.

2.8 POSITIVE ATTITUDE DEVELOPMENT AS A PERSONAL DEVELOPMENT GOAL IN CORPORATE

Your whole perspective on a situation is reflected in your attitude. Your attitudes matter because they have an impact on two aspects of yourself:

- Your emotional state at any one time,
- How you'll react in any given circumstance.

Positivity makes you feel powerful and encourages adaptive behavior. If you have a bad attitude, you won't feel powerful and you'll behave in an unsuitable manner.

Your core ideas about who you are, what you are capable of, what your limits are, and where you belong in society and the wider world are the foundation of your attitudes.

You create a self-fulfilling prophecy with your attitudes.

- Your mindset has a self-fulfilling prophecy effect, so if you believe you can succeed, your chances of success increase. And if you believe you can't succeed, you almost certainly won't.
- Therefore, you are seriously decreasing your chances of realizing success if you cannot see yourself as successful.
- Thinking on what you need to do next to be more successful can help you become more successful in the long run.

- However, if you dwell on how unfortunate you've been, how no one will give you a chance, and how unfair the world is all day, your circumstance will worsen.
- “There is nothing good or bad; thinking creates that which exists.” Nothing is really good or evil in and of itself; it all depends on how one views it. Act 2 scene 2 of Hamlet by Shakespeare

Why does your mental attitude impact the outcomes of your actions?

- Your activities have an impact on your external outcomes. Your ideas govern the way you behave. As a consequence, your ideas have an impact on your outcomes.
- Naturally, other people and external factors might have an impact on you as well, but it does not alter the fact that you are living your own life and daily exerting influence, for better or worse, on your own outcomes.
- There will be a cumulative negative impact if your own influence on your own outcomes is regressive, scared, and negative.
- On the other hand, a good attitude will have an increasing beneficial impact if your influence on your own outcomes is progressive, bold, and optimistic.

Qualities of Positive Personal Attitude

Positive thinkers often have the following thoughts:

- I am a smart guy who can learn everything I need to in order to accomplish my objectives.

- Other individuals aren't really superior to or inferior to me. However, their skill sets vary. As a result, they are valuable to me. They have knowledge that I lack, and they possess abilities that I lack. In order to accomplish common objectives that are in both of our interests, I will align myself with other individuals and cooperate with them.
- The world is a place where there are many chances and dangers. It doesn't work in my favor or against me. World just IS.
- My responsibility in life is to fulfill my objectives without impinging on the rights of others. And I'll do it by creating ties with those who share my views.
- The scope is bright.
- I'm a kind guy who is ready to assist people in exchange for their assistance.
- To attain my objectives for the benefit of my family, my community, and the world, I will make meaningful plans, set worthy goals, and spend each day acting positively.

2.9 LET US SUM UP

This unit examines the role of communication initiatives in corporate capability, accountability, transparency, and responsiveness. It suggests that effective communication can promote good governance, but a solid evidence base is lacking. Existing studies suggest that creating communication means is not enough; enabling factors must be in place for citizens to hold government accountable. A positive relationship between communication and governance is plausible if good governance requires an inclusive public space based on informed dialogue and debate. However, communication can further poor corporate when

used to protect the state or subject to elite capture. Establishing a clear evidence base is difficult, and the link between communication and corporate is thought to be reciprocal.

2.10 KEY WORDS

Linear Models of Communication: The linear communication model is primarily utilized in marketing, sales, and PR for customer communication, implying that communication occurs in one direction.

Interactive Models of Communication: Transactional communication models view communication as a cooperative process where communicators co-create it, influencing its outcome and effectiveness.

Transactional Models of Communication: The most intricate communication models that most accurately depict conversation.

Communication Channel: The channel that the sender wants to use to connect with the recipient is chosen by him.

Message: The sender gets the message he was attempting to transmit after the encoding is finished.

2.11 REVIEW QUESTIONS

Q 1. Explain the model of Communication in an organization.

Q 2. What is process of communication? Explain briefly.

Q 3. How to develop a positive personal attitude in corporate organization?

Q 4. Why does your mental attitude impact the outcomes of your actions?

Q 5. What is Corporate Communication?

2.12 REFERENCES

1. Berlo, D. K. (1960). *The Process of Communication*. Holt, Rinehart & Winston.
2. Schramm, W. (1954). *How Communication Works*. University of Illinois Press.
3. Robbins, S. P. (2013). *Organizational Behavior*. Pearson.
4. Argyris, C. (1991). *Teaching Smart People How to Learn*. Harvard Business Review Press.
5. Cornelissen, J. (2017). *Corporate Communication: A Guide to Theory and Practice*. Sage.

UNIT 3: AUDIENCE ANALYSIS, PRINCIPLES OF EFFECTIVE COMMUNICATION, FORMAL AND INFORMAL COMMUNICATION NETWORKS, GRAPEVINE, MISCOMMUNICATION (BARRIERS)

STRUCTURE

3.0 Objectives

3.1 Introduction

3.2 Audience Analysis

3.3 Steps to Start with Effective Communication

3.4 Principles of Effective Communication

3.5 Types f Communication

 3.5.1 Formal Communication

 3.5.2 Informal Communication

3.6 Grapevine Communication

 3.6.1 Importance of Grapevine communication

 3.6.2 Types of Grapevine communication

3.7 Miscommunication

 3.7.1 Causes and Solutions for Miscommunication

 3.7.2 Three Tips to Prevent Miscommunication

3.8 Communication Barriers

3.9 Let Us Sum up

3.10 Key Words

3.11 Review Questions

3.12 References

3.0 OBJECTIVES

After studying this unit, you should be able to

- examine your own principles, outlook, and prejudices that could color how you see other people.
- avoid being egocentric.
- look at others to learn about their history, mindset, and values.
- ensure that you pay attention to audience demographics including age, gender, sexual orientation, level of education, religion, and other crucial population traits.
- identify your target audience

3.1 INTRODUCTION

A persuasive speaker is able to expand her own worldview in order to comprehend how her audience members see the world. The speaker goes through a process of initially verbalizing his or her thoughts before crafting a message to be conveyed to an audience of listeners. To comprehend what the speaker is saying, the audience members try to decode it. The speaker's ability to encode a message in a manner that the audience can effectively decode depends on how well they know the audience members beforehand. Utilizing the process of identification to discover points of commonality with your audience is one of the most effective ways to modify your subject and message for them. You may utilize your study to construct a hypothetical, fictitious audience made up of people from the various societal backgrounds you have learned about. After that, you may determine whether or not the audience will find the information appealing. The single most crucial element of creating a speech is understanding your audience—their average age, gender,

education level, religion, language, culture, and membership in any groups. You may utilize the knowledge you learn about your audience from an analysis of it to establish rapport with the people who make up your audience. The uneven allocation of speaking time between the speaker and the listener is a crucial aspect of public speaking settings. This implies that the speaker speaks more and the listener listens, often without interjecting any queries or offering any comments.

3.2 AUDIENCE ANALYSIS

When you talk, you want people to hear you clearly and like what you have to say. An audience is a group of individuals who have gathered to hear the speaker. Members of the audience may be in close proximity to the speaker or they may be linked through other media or other forms of communication technology. The audience might be small and exclusive or big and public. The uneven allocation of speaking time between speaker and listener is a crucial aspect of public speaking settings. As an example, the speaker often speaks longer while the audience listens, frequently without interjecting questions or offering any comments. The crowd may sometimes speak out or express their opinions outright by applauding or making remarks.

There is often little time to go back and clarify your meaning during or after the speech because of the speaker-audience communication gap. Knowing your audience and tailoring your message to them are crucial when organizing a speech. You should create an address that is focused on the audience and is audience-centered.

Since you talk to and for your audience when you give a speech in public, knowing your audience is crucial to the speech-writing process. Knowing your target audience is one of the most crucial

things you must do while speaking to an audience. You should find out the audience's primary demographics, including its general age, gender, education, religion, and culture, as well as the organizations to which its members belong. It will also help you anticipate their needs and prepare your message if you are aware of their views, values, and beliefs.

3.3 STEPS TO START WITH EFFECTIVE COMMUNICATION

Knowing your audience and speaking their language, both literally and metaphorically, is the foundation of all successful communication. This doesn't include changing your fundamental themes; rather, it entails altering how you convey them or the context you provide in order to better explain those ideas in a manner that connects most strongly with the audience you are speaking to. Because audiences may differ considerably, whether within a team or a whole business, doing that can sometimes be much tougher than it seems. So where do you start?

Step 1: Determine your audience

Making a list of the different groups that make up your audience for an upcoming presentation or a memo you're writing might be a good place to start. Do not limit this list. Make sure to take into account all parts of your audience, including any peers and people you may report to, if applicable.

Consider your audience's many subgroups, and in particular:

- Why they are similar
- What makes them apart

What amount of understanding of the subject they bring to the discussion (for example, preconceived assumptions or a lack of background information pertinent to the subject at hand).

STEP 2: Take into account what they are thinking

Consider how people could see your subject and what matters to them as you put yourself in their position. Consider what they are most interested in learning about the subject at hand, as well as how it uniquely pertains to or intrigues them. You may create a compelling message and convey it in ways that will increase your audience's propensity to pay attention, interact, and take action by trying to see the world from their perspective.

STEP 3: Consider what you want them to understand.

Adapting your messaging and methods of communication to your audience is vitally essential, but that doesn't mean you should lose sight of what you want people to understand. Keep in mind your key themes and make sure you are implementing them into your communication in a manner that is both clear and effective and that best meets the needs of your audience.

STEP 4: Based on what you tell them, consider what you need them to understand, experience, or carry out.

Effective communication should enlighten, engage, and excite listeners or readers beyond just conveying facts. When you are writing your next speech or memo, keep that in mind. Consider what you want your audience to take away from what you have stated. Are you requesting that they take any form of action? Has that "ask" been expressed clearly and stated again for emphasis? The best communication motivates individuals to take action, and often, we must ask for what we want!

[Click here to get the Know Your Audience tool for free.](#)

Step 5: Choose the most effective way to communicate this information

We are often told as children that “there’s a time and a place” for that activity. This aphorism also applies to good communication.

If you are providing information about a significant change, it can be appropriate to do it in a town hall or team meeting to allow for active discussion. Consider a memo or frequent e-newsletter, depending on the channels you have available, if you’re sending out regular information that people need to know but probably won’t cause them to worry. The more interactive a location or channel is, the more important it is for a message, regardless of how complicated it is.

STEP 6: Consider how you can most effectively connect with your audience and inspire them to take action.

We are now getting to the core of audience knowledge. Review your list of potential customers and their mentality. Consider a tale you might share with them or an approach you could use to illustrate how their actions would affect the firm as a whole more broadly. This is your opportunity to make your message more relevant and leave them with a strong call to action.

Knowing your audiences and communicating both the information they need to hear and the information they want to hear in a fashion that suits them is ultimately the key. No matter the subject you are communicating, you are preparing yourself and your listeners for a pleasant communications experience when you think about message delivery in those terms.

3.4 PRINCIPLES OF EFFECTIVE COMMUNICATION

Effective communication occurs when a message or piece of information is effectively sent, received, and comprehended by two or more individuals at the same time. Effective communication is to guarantee that the desired message is conveyed regardless of the sender's or receiver's differences. It creates connections that are transparent, truthful, and helpful.

1) Principle of Clarity

The sender must express or articulate the message or information that needs to be sent clearly. Additionally, the message's underlying thesis must be obvious. Effective communication finally results from the sender's clarity of thought and the way in which the message is delivered, which guarantees that the recipient receives the precise message that is intended.

2) The Feedback Principle

The essence of communication, which signifies its conclusion, is feedback. The sender must make sure the recipient has comprehended the message as intended in order for communication to be effective. Feedback in communication is advantageous since it clarifies any misconceptions and helps in the process of making wise decisions.

3) Timeliness Principle

Communication is only effective if it is carried out on schedule. Any lag in the communication process renders it ineffective and, in certain situations, may have an impact on future actions. According to this theory, if the recipient doesn't get the message right away, it may not have any influence on how well the message is received.

4) Active Attention and Listening Principle

Effective communication requires both the sender and the listener to put forth effort. For a message to be successfully understood, the recipient must actively listen. Failure to actively listen might result in misinterpretations of the message.

5) The Audience-Knowledge Principle

Knowing your audience and crafting your message accordingly is one of the cornerstones of effective communication. The background, preferred language, educational level, or age of the recipient might all be considered knowledge. All of these factors would affect how the message is put together, how it flows, and how it is toned. Ignoring these details might result in the recipient misinterpreting the message, which would ultimately lead to unsuccessful communication.

6) Goal-Setting Principle

One of the most important communication rules is objectivity. Since there should always be a purpose or intent for communicating with the recipient of a message or piece of information. One may effectively compose a suitable message by keeping in mind the ultimate objective that must be accomplished with a communication. The subject of the conversation would be lost without a clear objective in mind.

7) The Framing and Organizational Principle

Communication becomes clearer when it is properly framed and organized. Effective message framing comprises employing the appropriate sources to support the message, using the appropriate vocabulary and jargon, and adopting the appropriate tone. Framing the many bits of information in the appropriate order is a crucial part

of message organization for successful communication. A message's significance may alter if it is improperly arranged.

8) The medium and suitable environment principle

This concept focuses on selecting the appropriate setting and medium for a message or piece of information. A message may be delivered orally or in writing, depending on its complexity and relevance. To successfully convey a message, the right time and location should be selected while keeping the recipient in mind.

9) Adequacy Principle

One of the most crucial components of good communication is adequacy. According to this idea, information must be full in every way if it is to be understood by the recipient. Details shouldn't be omitted or minimized. The size of a communication should be chosen based on the intellect and comprehension level of the recipient.

3.5 TYPES OF COMMUNICATION

3.5.1 Formal Communication

The official channels outlined in the organizational chart are used for all formal communications. It may occur between coworkers or managers of the same core group, between a superior and a subordinate, or between a subordinate and a superior. These exchanges, which may be verbal or written, are usually documented and stored at the office.

Vertical communication and horizontal communication are additional categories for formal communication.

A. Vertical Communication

Vertical communication, as the name implies, travels vertically via established routes, either upward or below. While downhill communication goes from a superior to a subordinate, upward communication is the flow of information from a subordinate to a superior.

A few instances of upward communication include requests for loans, progress reports, leave requests, and more. Examples of downward communication include inviting staff to a meeting, assigning tasks to subordinates, notifying them of corporate regulations, etc.

B. Horizontal Communication

One division communicates with another in a horizontal or lateral manner. For instance, a production manager could speak with the finance management about ordering or receiving raw materials.

Formal communication networks may be categorized as follows:

- **Single chain:** Communications in this kind of network are passed down a single chain from each superior to each subordinate.
- **Wheel:** In this network, the single point of contact for all subordinates is their immediate boss. They are not permitted to converse with one another.
- **Circular:** Communication in this kind of network circulates in a circle. Only the two people who are next to one other may converse with each other.
- **Free flow:** Communication between users is open and unrestricted on this network. There are no limitations.
- **Inverted V:** A subordinate is permitted to communicate with both his immediate superior and his superior's superior in an

inverted V network. But only ordained communication occurs in the latter scenario.

3.5.2 Informal Communication

Informal communication is any communication that doesn't follow the official routes of communication. Since informal communication crosses all levels of authority and travels in all directions inside the company, it is sometimes referred to as the "grapevine."

Informal communication travels quickly, often becomes twisted, and it is extremely difficult to determine where it originated. As a result, unfounded rumors are also spread. Rumors and unofficial conversations often have an impact on people's behavior, which may sometimes be detrimental to the workplace environment.

However, since these channels transmit information quickly, they might sometimes be valuable to the management. The use of informal channels by managers to provide information allows them to monitor the responses of their staff.

3.6 GRAPEVINE COMMUNICATION

Every business primarily uses two kinds of channels for communication: official communication channels and informal communication channels. Informal communication inside a company is what is referred to as "grapevine communication." In this kind of communication, the information-sharing path is often unpredictable since it is not pre-determined.

Grapevine communication, which is daily informal contact between workers and authorities, is unquestionably essential for the

successful operation of any firm. Because of its broad reach throughout an organization, it was given the term “grapevine.”

3.6.1 Importance of Grapevine communication

- Since grapevine communication is an informal approach largely dependent on sentiments and emotions, its relevance in every company, regardless of size, cannot be understated. Humans are social creatures, and we need interaction with other people. It's not always appropriate to engage in formal conversation with coworkers since it may become a little boring. Thus, the necessity for informal, or “grapevine,” communication develops.
- A company's interpersonal connections, both between workers and with management, may be strengthened with the help of grapevine communications. This not only increases worker productivity but also fosters a welcoming atmosphere inside the company.
- Employees should have a way to speak to their coworkers casually in order to calm the surging emotions; grapevine is helpful in this regard. When knowledge is passed via the grapevine, it spreads quickly.
- Every position within a company has a set of messages that staff members should spread; in this case, grapevine is useful. Such signals are necessary for the organization to operate effectively. One of the best examples is the position of a secretary, who is responsible for holding confidential, important communications from top management.

- You can't avoid it; chatty folks are everywhere. Their need to speak is aided by grapevine communication. Organizations encourage grapevine communication because it is good for employees' mental health and increases overall organizational effectiveness.

3.6.2 Types of Grapevine Communications

Four subcategories of grapevine communication have been identified.

1. A solitary thread

In this method of communication, the information is sent to a reliable recipient who then passes it on to a second reliable recipient, establishing a chain.

2. Rumors

This kind of communication is used to convey exciting information to a group of individuals, as the name implies. Here, the talk often centers on intriguing topics that are unrelated to work.

3. Possibilities

The individual passing information up the probability chain is unsure about whom to pass it on to.

Because there are so many individuals around him, the guy ends up giving the knowledge out at random to someone who then gives it out at random to others. In this kind of communication, the recipient is not specifically chosen by the sender.

4. A group

In this kind of communication, the sender transmits the information to a chosen group of recipients, who then transmit it to other recipients of their choosing. The sharing of information in this kind

of communication is done in exchange for a favor from the recipient. In this kind of communication, the recipient is chosen; random transmission is not seen.

These four informal communication styles, sometimes known as grapevine methods, are common in organizations.

3.7 MISCOMMUNICATION

Miscommunication occurs when one or both of the interlocutors convey their views incorrectly or see something differently. These deficiencies may have a variety of causes, but they often leave both parties feeling confused and irritated.

It may sometimes have a cascading impact, which might offer room for conflict and other problems. The main cause of miscommunication is a difference in how each party thinks, which causes them to arrive to conflicting conclusions and viewpoints.

3.7.1 Causes and solutions for miscommunication

The majority of writings on corporate communication, professional communication, and emotional intelligence stress the need of avoiding misunderstandings so that others may understand the true intent of your words or phrases. The following are some miscommunication problems' causes and solutions:

1. Psychological

The primary source of misunderstandings is most definitely the human mind. When events take an unexpected turn, people often perceive them negatively and assume the worst. Judgment, preconceptions, and preconceived ideas all contribute.

This is seen as having a negative bias. Recognizing remarks that might be misunderstood and adding explanations for them is one strategy to combat the negative bias.

2. Conversations that are egotistical and unhealthy

Many talks might consist of individuals attempting to outdo each other, listening quickly so they can speak, or making claims and arguments with the intention of winning a debate while blatantly disregarding any points offered by the other side.

This may create an extremely uncomfortable and tense environment, which increases the likelihood of misunderstanding. Understanding other people's perspectives and possessing the capacity of acceptance will be helpful to you in these circumstances. Additionally, presenters must be conscious of their audiences' emotional and behavioral proclivities. They need to structure their phrases accordingly.

3. Ineffective Speaking and Writing

Some individuals struggle to communicate their thoughts or ideas clearly while speaking or writing. A person may insult or confuse a foreigner by trying to communicate with them in that person's native tongue.

Similar to how badly worded communications or articles may lead to misunderstandings and false assumptions. In these circumstances, the speaker must inform the audience of their linguistic shortcomings. Additionally, they should communicate in a structured manner by outlining the what, the importance of it, why, and any other pertinent data.

4. Jargon

Buzzwords and specialized terminologies are utilized over time in any industry, and when used in discussion with someone who may be new to the field or just unaware with the terminology, they may also cause misinterpretation.

For individuals who are familiar with such technical words, this is not a problem, but it might be intimidating for novices. This may be fixed by adopting clearer language and, if at all feasible, by explaining the jargon to those who are not familiar with it.

5. Not Listening Well

People's attention spans have been shortened by technology, which has also increased the need for rapid satisfaction. People dislike being quietly listened to.

Being a good conversationalist has always required being a good listener, and a bad listener might get distracted, lose out on crucial information, and create conflict when the inevitable misunderstanding arises.

6. Technical

Despite how absurd it may seem, technology has not only made the globe smaller and wiser, but it has also exacerbated misunderstanding. Lack of tone, body language, and facial expressions may lead to conflict when signals are misconstrued and a number of assumptions are made.

Face-to-face communication is one traditional technique to address this. Face expressions and body language are used during in-person interactions to correct any improper effects and make the objectives of the participants obvious.

7. Hierarchy

Communication has also been found to be impacted by social institutions. It might be difficult for managers and other leaders to bridge the communication gap with their staff.

Social standards, in addition to other emotions like envy and arrogance, may hinder communication and may manifest in the choice of words or tone of voice, causing a wide chasm. In these situations, reducing misunderstandings may be greatly facilitated by empathy, openness, and humility.

Consequences of Miscommunication

According to studies, poor communication may have a significant emotional impact and lead to tension, annoyance, low morale, and inefficiency. For business workers, waiting for others to communicate and dealing with ineffective meetings were the most stressful situations.

There was a communication gap between the elder generation and the younger generation/millennials since they were less tech savvy and utilized it less.

3.7.2 Three Tips to Prevent Miscommunication

1. Making Use of Clear Communication

- Pre-meditated speech
- Getting the listener's attention
- Verifying your suppositions
- being considerate
- confirming with the audience that they have understood you

- Verify your communication with your listener by following up with them.

2. Practice Good Listening

- interpreting nonverbal cues
- Attending carefully
- Try not to disrupt
- If you're unsure about anything, ask questions.

3. Boost your digital communication

- Prepare the facts you want to convey.
- Reduce your word count to the point.
- One subject only, please
- When necessary, speak to someone face-to-face or over the phone.

3.8 COMMUNICATION BARRIERS

Anything in your company that inhibits individuals from hearing or comprehending messages, ideas, and information is a communication barrier. Additionally, these obstacles may make it difficult to communicate effectively inside the organization, leading to a disconnect.

Multiple sectors of the company begin to suffer when there is no clear strategy (and solution!) for removing these obstacles. From CEOs to managers, and then from managers to their staff, it cascades down.

Types of Communication Barriers

Although there are many communication hurdles to overcome, we want to focus on three of the more prevalent ones right now. You

may already be acquainted with them, but it's crucial that your business be aware of them.

1. Emotional limitations

emotions that might hinder communication in general. Employees may experience a fear or social anxiety associated to connecting or sharing because of how they absorb information differently.

2. Language difficulties

This may cause hurdles both domestically and internationally and represents both vocal and nonverbal communication.

3. Physical hindrances

Communication hurdles may result from how accessible coworkers and corporate executives are. Consider remote work, workers without desks, various workplaces, etc.

Although many firms emphasize these three areas the most, there are still more instances of poor communication.

3.9 LET US SUM UP

Your success in relationships, the business, as a citizen of your nation, and throughout your lifetime depends on your ability to communicate. Your capacity for communication is derived through experience, which may also serve as an excellent instructor. However, this book and the linked corporate communication course will provide you with a plethora of insights gleaned from experienced speakers over the course of their careers. You may immediately become a better communicator by taking note of what they've discovered.

Your capacity for communication determines how successful you are in relationships, business, as a citizen of your country, and in life in general. Your ability to communicate is a result of your experience, which may also be a great teacher. But this book and the related corporate communication course will provide you a wealth of knowledge that has been gathered over the course of professional speakers' careers. By paying attention to what they've learned, you could improve your communication abilities right now.

3.10 KEY WORDS

Formal Communication: Formal communications occur through official channels in an organizational chart, involving superiors and subordinates, subordinates and superiors, or within the same cadre of employees or managers.

Informal Communication: Informal communication is a rapidly spreading and often distorted form of communication that is difficult to detect its source and can lead to false rumors.

Grapevine communication: Grapevine communication is a form of workplace communication where employees discuss their company or coworkers, affecting their team positively or negatively, and managers should be aware of its impact.

3.11 REVIEW QUESTIONS

Q 1. Who Should Read “Business Communication”? And Why?

Q 2. What is the importance of audience analysis in an organization?

Q 3. Explain grapevine communication.

Q 4. What are the principles of effective communication?

Q 5. Explain formal and informal communication.

3.12 REFERENCES

1. McQuail, D. (2010). *McQuail's Mass Communication Theory*. Sage.
2. Adler, R. B., Rosenfeld, L. B., & Proctor, R. F. (2018). *Interplay: The Process of Interpersonal Communication*. Oxford University Press.
3. Guffey, M. E., & Loewy, D. (2014). *Business Communication: Process and Product*. Cengage Learning.
4. Bovee, C. L., & Thill, J. V. (2018). *Business Communication Today*. Pearson.
5. Gamble, T. K., & Gamble, M. (2013). *Communication Works*. McGraw-Hill.
6. Keyton, J. (2011). *Communication and Organizational Culture*. Sage.

BLOCK II: EFFECTIVE LISTENING

UNIT 4: PRINCIPLES OF EFFECTIVE LISTENING; FACTORS AFFECTING LISTENING EXERCISE

STRUCTURE

4.0 Objectives

4.1 Introduction

4.2 Meaning of Effective Listening

4.3 Features of Effective Listening

4.4 Principles of Effective listening

4.5 Factors that affect listening exercises

 4.5.1 Not Paying Attention

 4.5.2 Different Statuses

 4.5.3 Affect of Halo

 4.5.4 Complexes

 4.5.5 An Isolated Mind

 4.5.6 Lack of Retention

 4.5.7 Abstracting

4.6 Guidelines for Improving Listening Skills

4.7 Let Us Sum up

4.8 Key Words

4.9 Review Questions

4.10 References

4.0 OBJECTIVES

After studying this unit you should be able to

- helps in gaining a comprehensive understanding of the communication.
- focus on the messages being communicated, avoiding distractions and preconceptions.
- increase one's understanding and also advise or counsel.

4.1 INTRODUCTION

Your ability to communicate more effectively may improve if you make an effort to practice good listening. Learn listening techniques to improve your verbal and nonverbal communication abilities. Giving your whole attention to the person speaking to you includes effective listening, also known as active listening. An attentive listener pays their whole attention to the speaker and utilizes verbal and nonverbal signs (such as asking questions) to show that they are paying attention.

Because it promotes transparency, frankness, and cooperation, effective listening is an essential communication skill. By showing your conversation partner that you value their opinions, you establish trust and give them the impression that their words are important to you.

Effective listening reduces misunderstandings in the workplace, makes it easier to resolve conflicts and solve problems, and fosters a more encouraging environment for sharing.

4.2 MEANING OF EFFECTIVE LISTENING

The two primary instruments of successful communication—listening and speaking—operate together. One who listens well is liked by everyone. In addition, he has greater sway on other people than the speaker.

While purposeful, listening is not the same as hearing. In order to hear, a person must physically allow sound to enter their ears. However, as we listen, we engage our brains to focus on the topic and make sense of what is being said. Effective listening skills

include attentiveness, nonverbal body language such as eye contact and voice tone, asking questions to clarify understanding, and the ability to sum up what the speaker said.

Effective listening involves conscious and focused attention from a listener toward a speaker in order to maximize communication and establish a trusting relationship. Effective listening refers to a skill in which a listener is aware of their attentiveness and body language and can relay the speaker's message back with ease.

Regardless of one's occupation or position in life, listening skills are paramount to effective communication. One may wonder what effective listening is and how does it pertain to communication. To effectively explain effective listening, it's essential to understand that listening is one communication component between people. To convey messages between each other, each person must engage in speaking and listening skills. This back-and-forth pattern results in a conversation. However, many people will admit that their attention has failed them at one time or another. Nothing is more embarrassing than asking a speaker to repeat herself, or worse yet, having to pretend everything the person said was heard and registered; This may result in a host of problems, including misunderstandings and frustration.

Paying attention while listening is a crucial factor but may also be the most challenging component. To give the speaker full attention, a person must make a conscious effort to stay focused. This action may involve ignoring distracting thoughts and internal dialogue. Note that it will be more challenging to concentrate when a topic is not interesting or difficult to understand.

4.3 FEATURES OF EFFECTIVE LISTENING

To accurately explain effective listening, it's essential to examine the characteristics or features involved. Remember that effective listening is an active process. It requires conscious behavior and an overall presence of mind.

Key features of effective listening that describe how to be an effective listener include the following:

- Attention, or focus, on the speaker
- Non-verbal behavior using body language to acknowledge the speaker
- Probing, which involves asking questions to clarify a statement
- Summarizing, or paraphrasing, what the speaker is saying
- Empathy, or genuine heartfelt understanding, puts the listener in the shoes of the speaker.
- Non-judgment involves keeping personal bias out of the conversation. The listener wants to avoid projection that assigns or projects one's own emotions onto another person.
- Cultural cues, such as unfamiliar body language or facial expressions, should be considered when listening to a person from a different culture. For example, many Asian cultures use minimal eye contact.
- Avoid distractions such as the use of a phone during a conversation.
- Now let's take a more in-depth look at the key characteristics of effective listening.

- Refrain from preparing a response or comment as the speaker is talking.
- Self-monitor and draw attention back to the speaker if thoughts drift.
- Keep eyes focused on the speaker.
- Put away electronic devices.
- Non-Verbal Behavior in Effective Listening
- Non-verbal behavior may also be referred to as body language. What a person is saying with their body, meaning gestures and voice tone, can be as important as what one says with words.

4.4 PRINCIPLES OF EFFECTIVE LISTENING

The ear naturally absorbs sound throughout the hearing process. Humans, however, have a propensity to ignore most noises they hear. Conversations are sometimes included in this. Consider yourself on a packed bus. The person sitting next to you is making a noisy phone call. After some time, you start to tune out the noisy chatter and concentrate on anything else. You physically heard the whole talk, but when you got off the bus, none of it came to mind. You weren't consciously listening; you were just hearing. There are some important principles of effective listening, which can be defined as follows:

1. When someone else is speaking, avoid speaking.

Even though it seems apparent, this is one of the most important aspects of listening well. Be sure to pay close attention while someone is speaking. To properly answer, keep your attention only on their message. To make sure you have understood the other

person's message accurately, you might express your opinions or ask for clarification after they have completed speaking.

Some individuals find it difficult to sit through someone else's speech. They want to cut off the speaker in order to make their point. But keep in mind that a listener's job is to do that—listen.

2. Make the speaker comfortable

Some well-known talk show presenters quickly put their guests at ease. They make their famous visitors feel at ease so they can open up. Even commoners who have never been on television feel at ease in their company. This demonstrates how crucial it is to give the speaker the freedom to express themselves.

Nod and provide additional verbal and nonverbal cues to the speaker to continue, whether you are in a serious conversation with a friend or at a business meeting. The speaker will feel more at ease as a result, which will tremendously improve the discourse.

3. Remove Distractions

Concentrating on the speaker and their words is one of the fundamental listening rules. Distracted listeners or viewers make speakers lose motivation. Consider a period when you had to give a presentation at work or in college. How would you have felt if you had seen your friends looking at their phones or gazing out the window while you were speaking? Feeling dejected and disrespected?

A distracted listener lessens the impact of the message in two ways, per the principles of effective listening. First, a disengaged listener gives the speaker the impression that you find their message boring or uninteresting. A speaker who is disheartened will talk less and

convey less clearly. Second, being preoccupied interferes with hearing and makes it harder for the listener to comprehend what is being said.

4. Acknowledge The Speaker's Pain

One of the guiding principles of effective listening is empathy. It's not only about paying attention when you're listening. Empathy allows you to listen to someone without passing judgment on what they have to say. Even if their ideas and experiences diverge from your own, you appreciate them anyway. When the speaker is in a vulnerable situation, empathy is more crucial. Consider that you are attending a corporate meeting that has been convened to address the weak profits for the quarter. The top management is outlining the several errors committed that resulted in the company's terrible quarter. You must sympathize as a listener. Similar to this, it's crucial to listen empathically when a close friend confides in you their dread and concern about their sick parent.

By paying close attention, utilizing the appropriate nonverbal signs to show your comprehension, and refraining from interrupting the speaker, you may demonstrate empathy. Remember that it's not only about what you say when you do answer. It matters how you pronounce it as well.

5. Pay Attention to Ideas, Not Just Words

Effective communicators know how to choose words that reflect their intentions. Nevertheless, you can find yourself listening to someone whose verbal choices do not effectively communicate their intentions. There could be a number of causes behind this. Maybe the speaker is using a language that they are not very familiar with. They could be anxious. They may be struggling to express their argument because they are trying to convey something complicated.

The concept that words are only a vehicle for a bigger thought or idea is one of the fundamental listening principles. Thus, while someone is speaking, try not to focus only on their words. Make an effort to decipher the speaker's underlying meaning. In this manner, you won't forget about their suggestion and you'll have a more meaningful exchange.

These are only a handful of the main tenets of good listening. The list of listening skills fundamentals, however, is endless. The ABC Framework of Active Listening is a framework for effective listening used in Harappa Education's Listening Actively course. The affective, behavioral, and cognitive aspects of listening are discussed in this paradigm. You will be astounded by the excellent, intelligent conversations you have as you practice developing your listening abilities.

4.5 FACTORS AFFECTING LISTENING EXERCISES

4.5.1 Not Paying Attention

Listening begins with paying attention. When the listener's mind is occupied with unrelated thoughts, emotions, or external distractions, the ears may hear the words, but the mind does not process them. This problem is common in busy workplaces where background noise, constant interruptions, or multitasking reduce concentration. Even a moment of inattention can break the flow of understanding. For example, a manager may miss an important instruction during a meeting simply because they were checking their phone. Effective listening requires mental presence, eye contact, and deliberate focus. Without this basic level of attention, no listening exercise can succeed.

4.5.2 Different Statuses

Differences in social, professional, or economic status influence how people listen. In an organization, subordinates may feel intimidated when a senior officer speaks, making them anxious and less attentive. On the other hand, a person in a higher position may listen less seriously to those below them, assuming their ideas are less valuable. These attitudes create psychological barriers and weaken the flow of communication. For instance, a supervisor who believes workers cannot contribute meaningfully may ignore suggestions, even if they are useful. Effective listening demands equality of respect, irrespective of rank or social standing.

4.5.3 Effect of Halo

The halo effect refers to the tendency to allow one positive or negative trait of a person to influence our overall impression of them. When listening, this bias distorts the message. If we admire someone, we may accept everything they say without evaluation, even when the content is weak or inaccurate. If we have a negative opinion of someone, we may dismiss their ideas before hearing them properly. For example, an employee with a reputation for mistakes might be ignored even when they share a valid observation. The halo effect prevents objective judgment and interferes with accurate listening.

4.5.4 Complexes

Human beings often carry psychological complexes that influence listening. An inferiority complex may make a listener overly sensitive, causing them to misinterpret neutral remarks as criticism. A superiority complex leads to arrogance, making listeners feel they already know more than the speaker. Prejudices based on gender, religion, region, or culture also affect how messages are received. These internal biases block the listener from understanding the

speaker's real intention. For instance, a team member who believes only senior employees have good ideas may not pay attention during a junior colleague's presentation. Overcoming complexes requires self-awareness and emotional maturity.

4.5.5 An Isolated Mind

An isolated or closed mind refuses to accept new ideas, viewpoints, or feedback. Such a listener hears but does not process anything that contradicts their beliefs. This mindset prevents growth and leads to frequent misunderstandings. For example, a person with a fixed opinion about a project will ignore suggestions for improvement, even if they come from experts. An isolated mind blocks curiosity and openness, both of which are essential for good listening. Effective listeners must be mentally flexible, willing to reconsider their assumptions, and open to learning from others.

4.5.6 Lack of Retention

Retention refers to the ability to remember what is heard. Even when listeners pay attention, they may forget the content quickly due to stress, fatigue, complex information, or lack of practice. Poor retention leads to confusion, errors, and repeated communication. For example, an employee who cannot remember meeting instructions will struggle to complete tasks correctly. The human mind naturally forgets information unless the listener is engaged, takes notes, or mentally organizes ideas. Strengthening retention requires concentration, repetition, summarizing key points, and connecting new information with prior knowledge.

4.5.7 Abstracting

Abstracting occurs when the listener selects only certain parts of the message based on personal interest, assumptions, or expectations. Instead of understanding the complete message, the listener filters

information unconsciously. For instance, during a performance review, an employee might only hear the negative comments and ignore the positive feedback. Abstracting leads to an incomplete and often distorted understanding of the communication. It also causes disagreements because the listener may believe the speaker said something that was never intended. Effective listening requires receiving the entire message, not just bits and pieces.

4.6 GUIDELINES FOR IMPROVING LISTENING SKILLS

The ability to talk clearly is correlated with effective communication, yet effective communication is impossible without attentive listening. Only when the uttered word is properly heard, comprehended, interpreted, and recorded in the listener's memory can it serve its intended function.

Both good speaking and excellent listening are essential to successful communication. In order to effectively communicate, the speaker's words must be well-articulated and well-received at the same time. The tips provided here should be useful for enhancing one's listening abilities.

Neither can hear the other when two individuals are speaking at once. When one person wants to talk, the other must remain silent and listen in order for the discourse to be fruitful. Talking and listening cannot occur at the same time. Teachers often advise pupils to stop chatting in class so that they can concentrate on the lecture. Similar to this, the instructor pauses when a pupil wants to speak.

1. Speak less and listen more: Listening is done to understand what the speaker is trying to convey or to pick up knowledge from the speaker. In that it makes use of the wisdom and experience of others, listening is a cooperative action. Therefore, it is in our best interests to spend more time listening than speaking.

2. Avoid being a sponge: You don't have to focus on everything the speaker says. Finding the key topic, subject, or point of contention and focusing on it are more crucial. Smaller details don't matter as much.

3. Pay attention to body language: Good listeners are aware of how things are stated as well as what is being said. Based on the speaker's body language, they may infer his or her emotions, attitudes, and sentiments.

4. Pay attention to the speaker: Facing the speaker and establishing eye contact with him or her conveys interest in what they are saying to the speaker.

5. Distinguish the speaker from the ideas: Good listeners resist the need to be too impressed by the speaker's position, notoriety, charisma, or other physical or identifying characteristics. They distinguish between the individual and their thoughts. Effective communicators are able to concentrate on the subject matter being discussed without getting distracted by their own biases and opinions.

6. Listen for what is left unsaid: Pay close attention to what is not said in addition to what is stated, since this may reveal a lot about the speaker's thoughts and attitudes on the topic at hand.

7. Refrain from becoming emotional: Good listeners keep their composure and refrain from getting worked up or thrilled by the speaker's remarks. It's difficult for the listener to reply or express themselves honestly and reasonably when they are very furious or thrilled.

8. Do not jump to hasty conclusions: Refrain from drawing premature assumptions and give the speaker time to make their argument. They should only attempt to understand and react to it after that. Rapid assumptions could not accurately reflect the speaker's intentions.

9. Develop empathy for the speaker: Good listeners remember the speaker's perspective by paying attention to the overall picture, background restrictions or limits, unique needs, and the speaker's emotional condition.

4. Respect the speaker as a person: It's crucial to listen to others respectfully. Avoid making the speaker feel offended, disregarded, or insulted.

4.7 LET US SUM UP

This chapter teaches what it means to listen, which is to give close attention to what someone is saying. Listening intently is a crucial management ability, and the ability to listen carefully should be developed by managers. The listening process include paying close attention to the speaker, hearing, comprehending, and interpreting their words, as well as assessing their nonverbal cues comprehending and feeling what the speaker is saying. A number of variables have a negative impact on listening, including: lack of focus and the speaker's uneven standing a closed mind, a complex

or halo effect, and listener inadequate recall, early appraisal, abstracting, language, cognitive dissonance, and biases or slant barriers.

Reducing speaking and increasing listening are some suggestions for developing listening skills concentrating on the speaker, and feeling sympathy for them. There are two fundamental types of reactions: simply said the fundamental reaction to clarification and the reflective response. The speaker's comments are paraphrased in a reflective response, and confirms to the speaker that they have been heard clearly. A clarification "assumes" the speaker's internal frame of reference, expands on the speaker's ideas to reveal the Unspoken feelings and ideas of the speaker.

4.8 KEY WORDS

Active hearing: An invaluable talent in and of itself is active listening. You'll probably improve your interpersonal connections and actively engage audiences during presentations if you pay attention to what others are saying and intelligently reply to them, whether in conversation or during a presentation.

Abstracting: Abstracting is the mental process of evaluating concepts based on their weight within the context of the entire communication.

Presenting expertise: Consider sitting among your colleagues at a large meeting that your firm is hosting or in the audience of a TED Talk.

4.9 REVIEW QUESTIONS

Q 1. “Listening is hearing with thoughtful attention.” Discuss.

Q 2. What is the advantage of being a good listener for a business executive?

Q 3. Describe some methods of improving the listening ability of a person.

Q 4. Explain how a reflective response facilitates listening.

Q 5. Bring out the difference between “clarifying” listeners” and “interpretative” listeners.

Q 6. What do you understand by the term “responsive listening”?

4.10 REFERENCES

1. Locker, K. O., & Kaczmarek, S. K. (2014). *Business Communication: Building Critical Skills*. McGraw-Hill.
2. Thill, J. V., & Bovee, C. L. (2016). *Excellence in Business Communication*. Pearson.
3. O’Hair, D., Rubenstein, H., & Stewart, R. (2016). *A Pocket Guide to Public Speaking*. Bedford/St. Martin’s.
4. Gerson, S. J., & Gerson, S. M. (2017). *Technical Communication: Process and Product*. Pearson.
5. Penrose, J. M., Rasberry, R. W., & Myers, R. J. (2007). *Business Communication for Managers*. Cengage Learning.
6. Hynes, G. E. (2016). *Managerial Communication: Strategies and Applications*. McGraw-Hill.

UNIT 5: ORAL, WRITTEN AND VIDEO SESSIONS

STRUCTURE

5.0 Objectives

5.1 Introduction

5.2 Oral Communication

 5.2.1 When oral communication is more effective

 5.2.2 Causes of failure of oral communication

5.3 Written Communication

 5.3.1 When written communication is more effective

 5.3.2 Advice for enhancing written communication

5.4 Video Sessions

 5.4.1 Reasons to use video sessions

5.5 Let Us Sum up

5.6 Key Words

5.7 Review Questions

5.8 References

5.0 OBJECTIVES

After studying this unit you should be able to

- enriched written and verbal communication skills
- enhanced confidence and self-image
- boosted critical thinking and problem-solving capabilities
- better motivational techniques
- increased leadership skills

5.1 INTRODUCTION

A vast range of human knowledge is included into the action, skill, and art of communication. Storytelling is perhaps the most traditional mode of communication. For eons, we have entertained ourselves and helped each other make sense of the world by telling each other tales. The craft of storytelling depends on how well you know yourself, your message, and how to present it to an audience while having a conversation with them at the same time. Your ability to communicate effectively will depend on how you anticipate things, respond to them, and adjust to the process. Although you were not taught how to write or even speak at birth, you have surely learnt both how and when not to tell stories both in writing and aloud as you have grown older.

Preparation, repetition, and perseverance are necessary for effective communication. The “hard knocks”—also known as the school of experience—are one method of learning communication skills among many others. A failed presentation to a customer might result in a “knock” (or lesson learnt) that damages your reputation in the business world. You may test out new concepts and abilities in the classroom setting using a book or other compilation of material before you have to utilize them to successfully communicate in order to close a deal or establish a new relationship. You may think of new methods to express or understand ideas, concepts, and thoughts by listening to yourself or, perhaps, other people’s remarks. Your capacity to communicate in business will finally increase, which will open more doors than you would have imagined and ultimately lead to your success.

5.2 ORAL COMMUNICATION

Oral Information is transferred orally, using both spoken and visual cues, from one person to another. Oral communication examples include talks, presentations, and debates. Even if the information is expressed verbally, non-verbal cues like tone modulation and body language are often used to effectively carry out spoken communication. Visual aids are occasionally combined with oral communication to assist establish the information in a clear manner. Examples include using slides to clearly convey the topic during a meeting or seminar. To guarantee that optimum efficacy is attained, oral and textual communication techniques can be combined. The advantages of oral communication are numerous. This kind of communication is an efficient and straightforward approach. It is beneficial to deliver information, criticism, or both to the recipient right away. Since this kind of communication allows for the instantaneous exchange of feedback, it may be used to provide two-way conversation.

This communication method's second key benefit is that it aids in message delivery with the appropriate tone and pitch required for the message. It also significantly reduces the amount of time and effort required. Compared to other communication methods, oral communication is less formal, which gives your message a more intimate touch. Oral forms, when used in conjunction with appropriate verbal communication, may inspire trust and loyalty in the sender from the recipient. There are several approaches to crafting a compelling oral statement. It's critical to make sure the words are delivered in the appropriate pitch and tone and are appropriately framed.

An efficient oral communication system must include these three essential components: accuracy, brevity, and clarity. It is best to stay away from using jargon and complex language to ensure that the message is understood correctly. Making eye contact and adjusting your body language according to the message are crucial. For instance, serious, severe body language conveys a firm directive more effectively than pleasant, easygoing body language. Oral communication is advantageous, but it also has certain drawbacks. It is possible to misunderstand this type of communication, misinterpreted with ease. Effective oral communication requires a high level of expertise and is not something that everyone can do. Moreover, it is not a communication method that qualifies as documented evidence.

5.2.1 When oral communication is more effective

When it comes to building a direct relationship, keeping secrets, coming to a common agreement, and avoiding complications with oral permission, oral communication works better.

- 1. Immediate communication:** When quick communication with someone is required, oral communication works better.
- 2. Detailed Policy Explanation:** Oral communication is the most effective method of communication when managers' instructions, corporate policies, or procedures need to be explained.
- 3. Establishing direct communication:** Oral communication is preferable for establishing a direct contact between the sender and the recipient or between employees and management.
- 4. Keeping things private:** When information needs to be kept confidential, oral communication works best. Confidentiality is compromised when messages are sent through writing.

5. **Quick reaction:** When the recipient must respond right away, oral communication works best in certain situations.

6. **Seeking to understand one another:** Sometimes coming to an agreement requires an open dialogue. Oral communication is the only way to have such a conversation.

7. **Uneducated recipients:** For those who lack literacy, written communication holds little significance. The sole method to communicate with them is orally.

8. **Steer clear of bureaucratic red tape:** Communication is hampered by bureaucratic complexity. Written communication should be replaced with conversational communication to minimize any delays brought on by red tape or bureaucracy.

5.2.2 Causes of failure of oral communication

1. Lack of preparation: An oral communication cannot capture an audience's attention if its message is poorly prepared. Therefore, the speaker should make the required plans before giving an oral presentation.

2. Excessive assurance: When communicating verbally, the communicator has to be confident in themselves. While confidence is necessary for spoken communication, having too much confidence might make the conversation break down.

3. Being too busy: Oral communication usually takes place in a hectic setting. The message may be distorted as a result. As a result, dialogue loses its effectiveness.

4. Fast transmission speed: The listener could not fully comprehend a message or piece of information that is communicated by the communicator in a hurry. In such a situation, communication will break down if the message is not repeated.

5. Inadequate and flawed demonstration: An essential precondition for oral communication is presentation. Sometimes a speaker's weak or flawed presentation makes communication ineffective.

6. Ignorance: Oral communication breakdowns are mostly caused by inattention. The communication message needs to be given careful consideration by both sides. Communication between the parties is rendered useless if one of them is not paying attention.

7. Emotional content Both parties' emotions may have an impact on how well they communicate. Oral communication can occasionally result in parties losing emotional control. Their emotional outbursts might make the conversation awkward.

8. Disparity in status: The success of oral communication is significantly impacted by the status differences between the speaker and the listener. Communication between the two parties will be cut off if one of them brags about their position while ignoring the other.

9. Inadequate assessment: There is not much time during oral communication for the speaker or the listener to assess the message. Oral communication dysfunction is another result of this.

10. Language obstacle: Another reason oral communication fails is incorrect language use. Language barriers might result from the use of unfamiliar terminology, technical terms, jargon, different accents, etc.

11. Disregard for receiver: When bosses speak with subordinates verbally, they may have the tendency to treat them with disdain. Subordinates may become less interested in the message as a result of this contempt.

12. Personality differences: When communicating verbally, the listener is aware of the speaker's personality. The listener won't pay attention to the speaker's message if they are less personable.

13. Interpretation of the recipient: The way a message is interpreted by the recipient has a big impact on how effective oral communication is. As a rule, listeners consider interpreting the speaker's words based on their own affective disposition. In a scenario like this, listeners can misunderstand the message.

5.3 WRITTEN COMMUNICATION

Written communication is the second oldest known type of communication, behind oral communication. Written communication is any type of communication that is recorded in writing and is sent from one party to another. Written communication can take several forms, such as memos, reports, research papers, and letters. It is a very tangible type of documentation that may be kept for reference in the future. Since the information is written, a large number of individuals may readily receive it, making it a bulk communication medium. Since the knowledge remains constant from person to person, the audience as a whole may rely on the information to be accurate. You must adhere to completeness, clarity, and accuracy in your writing if you want to guarantee an effective written communication form. Since there isn't any way to get feedback right away, written communication needs to be precise and thorough in order to make sure the intended message is understood.

Additionally, bear in mind to communicate clearly and simply at all times. There are limits to written communication as well, such as the inability to get feedback and the lack of appropriate message modulations. These can be successfully solved by combining

written and spoken communication in order to eliminate the disadvantages and combine their advantages.

5.3.1 When written communication is more effective

Conveying Complex Information: Written communication works better than spoken communication when the sender intends to transmit complex information. When the written document is received, the recipient can read it aloud several times until the complete message is understood.

Need for Permanent Record: When a record must be kept for future reference, written communication is preferred.

Interacting with a Wide Audience: Written communication is effective in situations when the audience is geographically scattered and huge in number. The same written document or information sheet might be used by the sender to convey several times.

Less Need for Audience contact: Written communication can also be appropriate in situations where it is not necessary or desirable for there to be instant audience contact.

Preserving Uniformity of Application: The sender should favor written communication over oral communication when any message is to be applied consistently at many locations.

5.3.2 Advice for enhancing written communication

1. Make Use of Common and Short Words.
2. Make use of paragraphs and brief sentences.
3. Exercise Care When Using Technical Terms.
4. Speak with action.
5. Provide Charts and Examples.

6. Give Reasoned Thoughts.
7. Steer clear of superfluous words.
8. Keep Your Words Discriminating.

5.4 VIDEO SESSIONS

A video session is a virtual gathering in which two or more people converse in real time via the internet. It combines audio and video to simulate face-to-face communication so you can see and hear what others are saying, regardless of whether they are using a laptop, mobile device, or camera in a conference room.

It has the ability to unite individuals, streamline cooperation, boost productivity, and provide cost savings for companies of all sizes.

5.4.1 Reasons to use video sessions

You're undoubtedly considering using video conferencing if you haven't already. These ten benefits of video conferencing will help you make an informed decision as you consider your options:

1. Enhances Interaction

Whether you own a small business or are employed by a major corporation, comprehending projects, establishing expectations, and achieving your objectives all depend on effective communication. Video conferences are beneficial. "Humans process visual far faster and more aptly than text or audio," according to a Forbes research. Furthermore, 62 percent of executives concur that video conferencing considerably raises the standard of communication when compared to voice conferencing. Furthermore, half of those polled said that video conferencing raises comprehension levels as well. Those who can keep an eye on other attendees throughout a

meeting will be more attentive, multitask less, and position themselves for better processing and comprehension.

2. Promotes ties between people

Meeting in person allows you to establish a personal connection, read nonverbal clues as well as verbal ones, and start the trust-building process. Even though you might have to travel for certain important meetings, video conferencing can help you stay in touch with clients, team members, and distant employees on a personal level during all other meetings. For those of us who are skeptical, studies indicate that video conferencing is generally seen as a helpful technology that fosters relationships both inside and outside of businesses.

3. Conserves cash

Through video conferencing, your team may meet in person and collaborate as if they were “in person” without having to pay for travel expenses. For training, conferences, large meetings, and all other events in between, there is no need for airfare, which frees up valuable resources for other uses. Moreover, you may employ the greatest personnel and provide them flexibility to work from anywhere with the ability to meet online. After you become accustomed to the technology, you could even be motivated to grow your remote staff in order to attract top people regardless of where they reside and outperform your rivals. Under a single user interface, a complete solution such as Microsoft Teams offers screen sharing, chat, audio, video, recording, and more. This saves you time when juggling various providers, moving between services, and resolving problems.

4. Time-saving

Video conferencing technology saves you time on travel since it allows you to meet almost anywhere. This means you can focus more of your time on more important tasks and less time traveling to meetings. You can save time using it in other ways, too. A meeting may help your team become more aligned more quickly and cut down on the amount of time it takes to finish tasks or projects by eliminating the interruption of a constant stream of emails, clearing up misunderstandings and the need for drawn-out conversations, and reducing confusion.

5. Facilitates teamwork

Beyond providing a means of seeing and hearing your team, the best video conferencing equipment offers further advantages. With its capabilities, which include screen sharing and real-time document editing, everyone can easily see the files they require, participate in the conversation, and establish a culture of collaboration throughout your company. You'll be able to make choices more quickly and intelligently with the input of employees from different locations and time zones when they collaborate whether they are in the office, on the go, occasionally remote, or constantly at home.

6. Increases productivity

Video conferences are a more effective use of everyone's time due to clearer communication through vocal and nonverbal cues, screen sharing, real-time collaboration, and the opportunity to attend from almost anywhere. The greatest part is that video conferencing is as flexible as you want it to be, making it simple to rapidly jump into a brainstorm, respond to a customer inquiry, start an impromptu virtual huddle, or schedule a regular check-in. Closing meetings at designated periods also helps keep participants on schedule and on topic.

7. Promotes more output

You won't have to deal with protracted email chains, misplaced messages, in-document comments, or version control issues—all of which may lead to misunderstandings, delays, and confusion—when working on documents in real-time using video conferencing.

You can make sure everyone has a voice, that all input is taken into consideration, and that issues are promptly addressed by enabling the ability to connect and work together in real-time over the phone. Additionally, before ending the meeting, you may rapidly assemble as a team to ensure that everyone is aware of the project. Additionally, even on meeting days, your team may dedicate more time to more significant professional or personal concerns as video conferencing remove the need for travel. The current workforce prefers to work in this manner since it gives them more freedom, mobility, and time back during their hectic days.

8. Facilitates the scheduling of meetings

It might be difficult to schedule meetings if team members travel often. However, people may participate in a video conference from almost any location, including their homes, businesses, hotels, even taxis. Additionally, it's easy to schedule in-person meetings and keep everyone informed because they can do it with practically any device. Teams may devote more time to exploring chances for company expansion when they have more control over their workday and more manageable calendars. Additionally, remote workers are simpler to motivate and keep.

9. Produces accurate and reliable records

Someone on your team is normally responsible for taking notes during in-person meetings or audio-only calls. Additionally, due to the rapid speed of interactions, specifics are prone to being

overlooked. However, you can save every detail thanks to video conferencing technology that also enables safe recording and transcription. It's also simple to set everyone up for success since you can share the session with others who couldn't attend and go back to them when questions come up.

10. Allows for live events

Video conferencing technologies may be useful for connecting with your whole company, all of your clients, or the general public. These technologies enable you to hold panel discussions, webinars, product debuts, and more—for audiences in your office or around the globe—with the capacity to visually communicate your message.

5.5 LET US SUM UP

Informal oral communication is typically utilized in group discussions, interpersonal encounters, etc. Formal communication, such as written communication, is utilized in educational institutions, businesses, etc. Selecting between the two communication options might be difficult as each has advantages. Oral communication is typically used by people since it is more convenient and requires less time.

Oral communication is the method by which the dispatcher uses word-of-mouth to convey reports or messages to the recipient. On the other hand, written communication involves conveying information or messages to both the sender and the recipient in printed form. In contrast to written communication, which is frequently done in a formal manner, oral communication is casual. Written communication is usually accompanied by a history or a multitude of documents; oral communication is devoid of any

records. Written communication is costly, but spoken communication is quite inexpensive.

Feedback is given quickly in spoken communication, while it takes longer in written communication. While written communication takes longer to arrange transmitting messages, oral communication requires less preparation time before messages are delivered.

There are several and evident benefits to video conferencing. Investigate Microsoft Teams to take full use of all the ways that video conferencing enhances communication and fosters teamwork inside your company. Online meetings with individuals both inside and outside of your company may be arranged, and real-time collaboration is facilitated by the use of high-quality audio and video.

5.6 KEY WORDS

Oral communication: By word of mouth, the dispatcher can convey reports or messages to the recipient through oral communication.

Written communication: Written communication is the exchange of information or messages in written form between the sender and the recipient.

Video conferencing: Business video conferencing solutions are highly configurable systems that may be seamlessly integrated with an organization's current workflow tools and infrastructure.

5.7 REVIEW QUESTIONS

Q1. What do you mean by oral communication?

Q2. What is the difference between oral and written communication?

Q3. When written communication is more effective? Explain

Q4. What do you mean by video session in business?

Q5. Explain some reason to use video sessions in business communication.

5.8 REFERENCES

1. Stewart, J., & Logan, C. (2012). *Together: Communicating Interpersonally*. Oxford University Press.
2. Verderber, K., Verderber, R., & Sellnow, D. (2016). *Communicate!* Cengage Learning.
3. Lucas, S. E. (2015). *The Art of Public Speaking*. McGraw-Hill.
4. Leigh, A., & Maynard, M. (2002). *The Perfect Presentation*. Random House.
5. Barken, D. (2013). *Presentations That Matter*. Harvard Business Publishing.

UNIT 6: MODERN FORMS OF COMMUNICATING

STRUCTURE

6.0 Objectives

6.1 Introduction

6.2 Modern forms of communicating

6.3 Types of Modern communication channels

6.4 Benefits of modern communication methods

6.5 Let Us Sum up

6.6 Key Words

6.7 Review Questions

6.8 References

6.0 OBJECTIVES

After studying this unit, you should be able to

- live chats are helpful for managing enterprises.
- social media, which has altered how contemporary communication is seen.
- whats-app is an example of an instant messaging service that is used for both individual and group talks.

6.1 INTRODUCTION

Communication has changed throughout time as technology has. Early modes of communication included smoke signals, which later gave way to the military's use of morse code. Wired communication became a reality with the development of the telephone.

The invention of the telephone allowed for global communication amongst all people. The conventional ways of communication have been superseded by smartphones and mobile devices nowadays. With the advent of the internet, everyone now has a personal mobile phone, and it is generally assumed that the person being called would answer the call.

The world relies on electronic communication nowadays. These are essentially new means of communication. It has never been simpler for individuals to keep in contact with their loved ones even when they are not physically there thanks to modern communication tools. The need for virtual means of communication increased as a result of the present worldwide pandemic since individuals could still support their friends and families while preserving social distance.

Relationships are forged via communication, and today's technology makes it possible for us to keep in contact with our loved ones no matter where we are in the globe. Our communication is dominated by contemporary technologies nowadays. We have a huge variety of methods to remain in touch, yet each method of communication has a distinct impact on our interpersonal interactions.

6.2 MODERN FORMS OF COMMUNICATING

Communication technology has seen amazing advancements during the last 20 years. Rapidly evolving technological breakthroughs have completely changed how business is conducted. Time and space's limitations are completely gone. Prior to the invention of email and cellular phones, it would take days to write a letter and connect with someone; now, we can do it in a matter of minutes.

Geographical barriers are no longer a barrier to modern corporate communication. The whole globe seems to have been crammed into the little space where, with the aid of a certain facility, communication with anybody located anywhere in the world is conceivable.

The Information Technology period is the current period. The Information Technology Revolution has had a profound, multifaceted impact on corporate communication. The traditional written and formal communication has transformed to more direct and informal contact since information is now more readily available at faster speeds and lower costs. The corporate sector has also come to understand the value of new communication channels, which is why they are prepared to abandon their traditional approaches in favor of modern technology. In terms of using new communication strategies, banks, financial institutions, insurance companies, manufacturing companies, and service organizations have achieved tremendous strides.

6.3 TYPES OF MODERN COMMUNICATION CHANNELS

(1) Electronic Mail, or E-mail

E-mail is a computer feature that allows users to transmit messages from one person or location to another. It entails using a telecommunication to transmit a message links. Electric impulses are used to transmit the message from one end to the other once it is entered on a computer screen at one end. A computer owner is required by this method to join certain electronic mail handler. Email travels quickly. The email system is very inexpensive and saves time and paper.

(2) Internet

The Internet is a worldwide computer network. It is that network that links computers in every country and across international borders. We can utilize the internet to purchase items, get the most recent business information, course information for students at various colleges, etc. You must sign up with an internet service provider in order to utilize the internet.

(3) Fax

Fax is an electronic communication method that uses telephone lines to send photocopies of documents. It is a very rapid way to send and receive visual content, including pictures, charts, papers, copies of artwork, etc. Airtel's sending of papers takes minutes. There is no possibility for copying mistakes since it doesn't need the message to be written or copied beforehand. A document is faxed when it is being instantly sent as a photocopy.

(4) Video Conferencing

This amazing audio-visual communication method uses video conferencing. People who are present in different locations may communicate with one another much as they would during a conference or gathering in a meeting room. Under this technology, a meeting is held with the sound of the participants' voices and television representations of the attendees. The participants may thus hear and see each other on the television screen. They interact in this manner and share opinions. This method allows for direct conversation between interested parties in addition to message transmission.

They communicate with one another and with one another via their postures, facial expressions, gestures, and other body language. In

actuality, it serves as a replacement for face-to-face interaction. You may conduct video conferences in one of two ways:

- Using a computer: This method is referred to as computer conferencing, and it requires a web camera, a phone connection, and an internet connection.
- Without a computer: A digital web camera, video conferencing equipment, phone, satellite connection, and projector are required for video conferencing without a computer.

(5) Cellular Phones

Because they are so compact and portable, cellular phones are often referred to as mobile phones. It offers the benefits of connection, practicality, and freedom of movement. The owner of a mobile phone may converse while operating a vehicle or riding on a train. The majority of commercial transactions and information sharing now occur on mobile devices as it provide the ability to communicate with anybody, anywhere, at any time.

(6) Computer

The brain and center of contemporary information technology is the computer. A computer receives, stores, and analyzes data as directed, transmits information quickly, and high tempo. Business letters, reports, memoranda, and presentations may all be written, edited, revised, and printed using a computer.

(7) Voice mail

This method is used to leave brief messages for those who are not immediately accessible. A computerized call management system and telephone equipment are necessary for this service.

(8) Telex or TelePrompTer

A teleprompter, also known as a telex, is a device that allows textual messages to be sent from one location to another with the aid of a machine. When a message has to be delivered, the typist pushes a button, waits for the dial tone, calls the target number, and enters the message if it is connected. The text of the message as it was written in the on a little piece of paper at the receiver's end, office is typed. This is one of the most efficient and reliable ways to send textual messages.

6.4 BENEFITS OF MODERN COMMUNICATION METHODS

The main benefits of current communication methods may be summed up as follows:

- (1) Modern communication tools enable rapid and simple message transmission from one location to another. With the most recent approach, distances are growing shorter in addition to time being lowered.
- (2) The connectedness of people is increased by modern communication methods. Now, anybody may effortlessly stay in touch with people from anywhere at any time thanks to a mobile phone.
- (3) Teleconferencing may result in significant financial and executive time savings. People who are spread out in different locations may arrange a meeting as if they were all present in the same room without having to travel great distances.

(4) The use of a fax machine makes it simple to send copies of critical papers like diplomas, contracts, agreements, and certifications from one location to another.

(5) The cost of conveying communications was also decreased by modern methods of communication. Email is a lot faster than regular postage for communication. Despite the fact that the communication is sent across the globe, there are no fees associated with sending or receiving email.

(6) The current corporate environment is moving toward a less formal structure with the aid of contemporary communication methods. It reduces workplace paperwork and allows workers to do tasks even while not seated at a desk.

(7) Due to automation, e-commerce greatly reduces the time needed to create, transmit, and complete a commercial transaction.

(8) Contemporary communication tools also provide greater client services. We may easily and quickly get information on the goods, its characteristics, price, and other terms of sale with the aid of the internet.

(9) The development of new business marketplaces is proven to be aided by e-commerce. Customers may now access product information on websites, and orders can be quickly retrieved. As a result, it facilitates entry into new markets and offers prospective consumers convenient, affordable access.

6.5 LET US SUM UP

A major factor in the enhancement of people's general quality of life has been the advancements in communication technology in the contemporary day. As progress continues and modernization and globalization gain traction, people are using a wide range of technology for communication. Computers, laptops, iPads, smartphones, and cell phones are a few of these. Additionally, there are contemporary communication technologies that are employed to effectively facilitate communication processes. others can facilitate contact with others living in remote areas within the same region, different cities, and even nations when they employ technologies to adopt current communication tools. Thus, people have benefited from and found value in the communication that occurs in the present day. In addition, it is imperative that people improve their technological proficiency and ability to use contemporary communication tools.

6.6 KEY WORDS

Email: Email is a computer program that allows communications to be sent between individuals or between locations.

Internet: An international computer network is what is known as the internet. It is that network that spans international territories to link computers worldwide.

Fax: A fax machine, also known as a facsimile machine, transfers printed messages—words and images in copier form—from the sending device to the receiving device in the same way as a traditional telephone transmits speech.

6.7 REVIEW QUESTIONS

- Q1. What do you mean by modern form of communication?
- Q2. Explain different types of modern form of communication.
- Q3. What are the benefits of modern form of communication?

6.8 REFERENCES

1. Fiske, J. (2011). *Introduction to Communication Studies*. Routledge.
2. Straubhaar, J., LaRose, R., & Davenport, L. (2015). *Media Now: Understanding Media, Culture, and Technology*. Cengage Learning.
3. Phillips, D., & Young, P. (2009). *Online Public Relations: A Practical Guide to Developing an Online Strategy in the World of Social Media*. Kogan Page.
4. Lister, M., Dovey, J., Giddings, S., Grant, I., & Kelly, K. (2009). *New Media: A Critical Introduction*. Routledge.
5. Barnett, B. (2014). *Digital Communications*. Pearson.
6. Laudon, K. C., & Traver, C. G. (2021). *E-Commerce: Business, Technology, Society*. Pearson.

UNIT 7: FAX: E-MAIL; VIDEO CONFERENCING ETC. NON VERBAL ASPECTS OF COMMUNICATION, KINESICS, PROXEMICS, PARA LANGUAGE, SIGN LANGUAGE

STRUCTURE

7.0 Objectives

7.1 Introduction

7.2 E-Mail

 7.2.1 E-mail sending procedure

 7.2.2 Ways to Receive E-Mail

 7.2.3 Benefits of E-Mail

7.3 Video Conferencing

 7.3.1 How to Use Video Conferencing

 7.3.2 Video conferencing applications

7.4 Non-verbal Communication

7.5 Features of Non-verbal Communication

7.6 Types of Non-verbal Communication

7.7 Kinesics

7.8 Proxemics

7.9 Paralanguage

7.10 Sign language

7.11 Guidelines for Improvement of Non-verbal Communication

Skills

7.12 Let Us Sum up

7.13 Key Words

7.14 Review Questions

7.15 References

7.0 OBJECTIVES

After studying this unit, you should be able to

- make you recognize the distinction between verbal and nonverbal communication.
- helpful gestures, body and facial expressions expressions.
- recognize various cues and hints provided by face expressions, movements, and positions, eye and body motions contact.
- recognize the purpose of using body language to completely comprehend is the book's core message words.

7.1 INTRODUCTION

Nonverbal communication is ensured by body language, signs, symbols, signals, and gestures. There are many different forms of nonverbal communication. An essential kind of nonverbal communication is facial expressions, which can convey more than what is spoken verbally. More so than in spoken communication, facial expressions may transmit emotions like grief, joy, or enthusiasm. Sometimes, facial expressions communicate in a different way than words. Gestures are powerful communication tools that help a message be heard and understood. Key elements of gesture-based communication include pointing, waving, grinning, and looking. Another nonverbal communication style that is influenced by the speaker's proximity to the audience or listeners is proximity. For instance, keeping a closer distance might be seen as a menacing gesture, but maintaining a gap that is too great denotes uneasiness. Another essential kind of nonverbal communication that guarantees the success or efficiency of nonverbal communication is touch. Successful communication is shown by handshakes, pats on

the back, hands on shoulders, and other physical gestures. These heartfelt actions also reveal the communicator's adoring and affectionate personality. However, depending on the speaker's gender, touching signals might have various meanings. Another important kind of nonverbal communication is eye contact, which engages and persuades listeners on the side of the speaker. It may also be a sign of trust and sincerity. Another kind of nonverbal communication is appearance. More effectively than spoken communication, attire, dressing, and jewelry convey. They communicate with listeners non-verbally and disclose a lot about the communicator.

7.2 E-MAIL

Email is a kind of communication wherein messages or letters are transmitted from one location to another via computer. Email allows for speedier message delivery than any other kind of communication between two locations. A computer owner is required to join a "electronic mail operator" under this scheme. In this approach, messages are transmitted and received by computers rather of being delivered and received on paper. This method ends up being lot less expensive than fax system.

In this approach, the text of the message that has to be delivered is created on the computer screen using a word processor. The message is then delivered over the telephone network to the specified location. The recipient's computer screen shows the message that we have sent. The message is kept in the recipient's mail box if they are not available at that moment. When the worried individual comes back to the computer, he learns that a message has been received and that he may see it on the screen. The individual in question may use a printer to make copies of it if required.

A quick, efficient, and paper-saving method of communication is email. Although the technology is not very pricey, both computers must be online in order to use this feature.

7.2.1 E-mail sending procedure

- An email address is necessary in addition to having a computer and an internet connection in order to send emails. If the recipient is online, email may be sent to them from anywhere. for submitting
- Email initially links a computer network to the network of email programs. Both a password and the user's name are necessary.
- The whole list of potential programmers is then presented on the screen when we first click the window's "start" button to send an email. A "New Message" window will popup when you click it.
- The recipient's email address is entered in the field labeled "To." In the subject box below, input the whole message, and then click the "send" button in the upper-left corner of the New Message Window. Your communication is sent to the appropriate person in this manner.

7.2.2 Ways to Receive E-Mail

Connect the email network to the computer first, providing the user's name and address, in order to start receiving emails. A list of emails that have been received is then shown on the screen. The message may now be viewed by the user.

7.2.3 Benefits of E-Mail

- (1) The most advanced and affordable method of communicating over great distances is email.
- (2) Paper, pens, envelopes, and postal stamps don't cost anything. Both time and money are saved.
- (3) A message may be sent to several people at once via e-mail.
- (4) Messages may be sent by email even if the recipient is not logged in to his computer.
- (5) The message may be printed out by the recipient in addition to being read.
- (6) Email reduces the formality of corporate communication. It makes communication between management and employees simple.
- (7) Email is a lot faster than regular postal for communication. In a fraction of a second, a message may go to every location on earth.
- (8) This robust communication system's service provides instant access to connections throughout the globe.
- (9) Report delivery and dissemination both within and outside the company are improved via email.

7.3 VIDEO CONFERENCING

With the use of web technology called video conferencing, people may have face-to-face meetings without having to go to the same place. Because it reduces the time, costs, and inconveniences of business travel, this technology is especially useful for those who do business across cities or even nations. Routine meetings, business negotiations, and hiring process interviews are all done via video conferencing. A video call or video chat is what is used when a video conference is done informally.

7.3.1 How to Use Video Conferencing

The fundamental benefit of video conferencing over telephone conference calls is that participants can actually see one another, fostering the development of deeper connections.

There are several methods for doing video conferences. Web cams may be attached to or incorporated into laptops, tablets, or desktop computers by users. Video conferencing may also be held using smartphones and other connected mobile devices with cameras. In such cases, the communication is often sent across internet protocols using a software-based platform.

To guarantee the communication is clear and free of technological issues, some companies utilize specialized video conferencing rooms that are furnished with high-end cameras and displays. The gear required for the video conference is often manufactured and installed by outside companies.

7.3.2 Video conferencing applications

Direct video communications between locations may be set up by businesses with various offices to enable their personnel to collaborate better.

A remote class may be taught via video conferencing, with the teacher being able to do it from practically anywhere. This may be done in a business setting, particularly to provide employees with the information they need to execute their tasks more effectively. In the academic sector, video conferencing may be used to link a conventional classroom with students who live a long way from the institution.

A video conference may also be utilized to hold regular staff meetings or to consult with shareholders on the most recent corporate activity. It may be used to display information in an interactive style that encourages conversation among all attendees regarding what they see on screen or to make big corporate announcements, such as presenting a new CEO.

For those who need them, hotels and meeting facilities sometimes provide video conferencing services. This could be provided in specially furnished suites or meeting rooms.

7.4 NON-VERBAL COMMUNICATION

Non-verbal refers to the absence of words or speaking. Thus, non-verbal communication refers to the verbal and non-verbal communications exchanged via body language, signs, facial expressions, tone of voice, color, time, place, writing style, and word choice. Animals use body language, screams, whistles, gestures, and a variety of other instinctively understood signs to express their innermost emotions, including love, wrath, joy, hunger, and the urge to mate. Even if there are differences in how these signals and gestures are exactly understood by different animals, they are generally accepted.

Only humans have developed a written language that allows us to express our ideas in a logical way. Even yet, when we are excited, we often express our sentiments and emotions—such as pleasure, love, wrath, and hatred—by grinning, yelling, frowning, or utilizing other nonverbal cues. Such nonverbal displays of emotion are unplanned. In order to emphasize and change the meaning of our words, we might sometimes purposefully add expressive gestures, tones, and facial expressions to our speech. A spoken

communication is often accompanied by certain nonverbal cues. The combined meaning of a communication is made up of both verbal and nonverbal cues. To properly get the message, the listener should pay attention to body language and non-verbal cues since in addition to the words the speaker says, there is generally something unsaid and implied.

7.5 FEATURES OF NON-VERBAL COMMUNICATION

Beyond what is stated in words, a speaker's or writer's style, tone of voice, and facial expressions reveal his or her attitude and sentiments.

- Useful body gestures are used in nonverbal communication. When a person lifts their hands to carry out a task, like washing their face, it is not a symbolic hint, but rather an instrumental movement. With the exception of motions performed for an instrument, most bodily movements have a purpose and convey information. Movements used for communication serve as nonverbal cues. For instance, wiping one's mouth when approached by an authority figure conveys trepidation, while waving farewell with one's hand conveys politeness and camaraderie.
- Both conscious and unconscious nonverbal clues may be used. They expose the speaker's inner thoughts, sentiments, and emotions, which may be genuine or artificial. To have the desired impression on their audience, skilled actors and orators purposefully employ gestures, facial expressions, bodily movements, and postures. Effective authors use stylistic techniques to reveal underlying attitudes and sentiments.

- But in reality, most individuals reveal their innermost sentiments and ideas via unconscious cues. The speaker may not be aware that they are expressing these emotions. For instance, think about the following declaration made during bilateral negotiations between two hostile nations by the representatives: “This meeting has made history.”
- Different people will perceive non-verbal cues in different ways. For instance, the speaker may see a listener’s prolonged eye contact as a sign of perfect attentiveness and complete acceptance, while to another person, it can indicate that the listener feels powerless or imprisoned.
- The visual may support or refute the spoken message, making it more persuasive than what is heard most of the time. Non-verbal cues are often interpreted as signs of reality. For instance, a person in danger looks pale while claiming to be brave. Even when a speaker says, “I feel encouraged and inspired to stand before such a learned audience,” shaking suggests fear. The communicator’s rank or education might also be inferred from their attire or tone.
- The same motions may also be read differently depending on the situation. Take the friendship between two coworkers A and B, for instance. When A affectionately pats B on the back to congratulate her on a job well done, the pat is seen as a friendly gesture. Now imagine that B is a candidate for promotion and A is the committee’s chairwoman. Someone misleads B into believing that A, as chairwoman, opposed her advancement in order to cause friction between A and B. When A congratulates B and gives her the customary pat on the back the next night when they finally meet, B flinches.

This illustration demonstrates how a couple's connection affects how they perceive one other's gestures.

7.6 TYPES OF NON-VERBAL COMMUNICATION

The Expression of the Emotions in Man and Animals, a book by Charles Darwin that was published in 1872, marked the beginning of scientific study of nonverbal behavior and communication. Since then, a great deal of study has been done on the many forms, outcomes, and manifestations of nonverbal behavior and communication. Non-verbal forms of communication include the following modes-

1 Body language: The nonverbal cues we use to communicate are known as body language. These nonverbal cues play a significant role in everyday conversation. In fact, it's possible that body language makes up 60% to 65% of all communication.

2 Paralanguage: Vocal communication that is distinct from spoken language is referred to as para language. This kind of nonverbal communication include elements like voice volume, intonation, pitch, and tone of voice. Take voice tone as an illustration of the significant impact it may have on a sentence's meaning. Strong voice tones may cause a remark to seem enthusiastic and approved to listeners. The same words might express contempt and lack of interest when used in a cautious manner.

3 Kinesics: Nonverbal communication that incorporates body motions and movements is known as kinesics. It is a scientific study of how body language, including facial expressions, posture, eye contact, and voice, may transmit information about attitudes,

emotions, and ideas. In addition to writing, Morse code, and flags, kinesics is one of the numerous non-verbal communication techniques humans use.

4 Proxemics: In nonverbal communication, proxemics refers to the messages we send via our body language and the physical space we generate. We may convey non-verbally that we don't feel particularly close or secure to someone by moving further away from them. When we approach near to someone, we signal to them that we want a more personal connection or that we feel secure with them.

7.7 KINESICS

Kinesics is the study of body language or movement, particularly gestures and facial expressions. It is useful for conveying nonverbal signals. Any portion of the body that may convey nonverbal signals, such as the face, eyes, arms, and legs, is considered to be a component of kinesic communication. According to others, eye motions are so significant that oculistics—the study of eyes alone—should be conducted on them.

The four essential components of kinesics are eye movement, posture, gesture, and facial expression. Anthropologist Ray Birdwhistell was the first to use the word “kinesics,” which he applied to either specific body parts or the whole body. It’s crucial to keep in mind that different meanings might be attributed to various movements depending on the situation before we look more closely at kinesics. As an example, putting one’s index finger to one’s lips might indicate “be quiet” or “quiet” as in “quite I’m about to play a joke on someone.” Always approach kinesics from a context-based perspective.

Emotions may be expressed via kinesics. For instance, unhappy individuals would use kinesics to show their feelings, such as giving the thumbs-down sign, whereas joyful people will do the reverse, giving the thumbs-up sign. So the answer is yes, kinesics may be utilized to express emotion. Kinesic conduct differs from culture to culture and is not universal. For instance, depending on the hierarchy, a grin could be seen as a favorable gesture in certain cultures but as a negative one in others.

Types of Kinesics

- Emblems
- Illustrators
- Affective displays
- Regulators
- Adaptors

It's just a matter of striking the right balance when it comes to understanding kinesics and communication; for instance, emblems like holding up your hand to display a number or the middle finger to show your annoyance. We hope you've enjoyed reading and learned something from this post; until next time, stay safe.

7.8 PROXEMICS

A sort of nonverbal communication called proxemics involves how we interact with the world around us. Proxemics is the study of the nature, extent, and consequences of the geographical separation people naturally maintain from one another (as in different social and interpersonal circumstances), as well as how this separation connects to external variables like the environment and culture. (Merriam-Webster)

This illustrates how we utilize the environment to express our sense of comfort or our connection to the world. For instance, someone's proxemics might vary from someone who was listening to a lecture at a school if they were discussing private information with a close friend. One wouldn't approach a lecturer when he is delivering the lecture by less than a few inches. These proxemics convey that one person cherishes the professor's space as a public speaker (and maybe a stranger) and that they are very connected to their buddy.

In certain contexts and circumstances, everyone's body is surrounded by a specific amount of space. In certain settings, such as a packed bus or an elevator, there are unwritten laws about personal space. We must respect the close quarters that have been established by that social environment in these situations since we cannot always prescribe to the world how much space we find comfortable. We often have little control over how much space is surrounding us in common locations, such as urinals in a packed washroom or the metro on the way to work. But in the majority of social settings, we may define a boundary around ourselves that is suitable for the context and our degree of comfort. Someone may be almost touching individuals around if they were in a throng at the front of the stage during a performance. But are they really necessary? If one starts to feel uneasy being so close to others, they might opt to move away from the throng and watch the performance from another area of the arena that could provide a little bit more space. These are all typical examples of proxemics.

7.9 PARALANGUAGE

A kind of meta-communication known as paralanguage—also called vocalics—can change meaning, provide nuanced meaning, or

express emotion by employing prosody, pitch, loudness, intonation, and other approaches. It is sometimes solely used to refer to non-phonological characteristics. Whether done knowingly or accidentally, paralanguage may be conveyed.

The emphasis of paralinguistic research is how we express ourselves. Depending on the voice tone, two verbal communications that are otherwise similar may convey entirely distinct meanings.

Here, I'd want to add that in addition to the words themselves, the speaker's voice tone, speech tempo, pitch, and word emphasis all tell a lot when they talk. By varying the emphasis on different words, you may alter the meaning of a statement by how you say it. Any statement may have many meanings based on the tone, loudness, pitch, and other non-verbal signals used to communicate it to the listener.

There are many parts to para language.

1. Voice attributes

Volume, pitch, rhythm, velocity of speech, pronunciation, and enunciation are its constituent parts. Let's examine loudness and the function it serves in communication.

- It serves as a crucial component of good communication since individuals may sometimes talk louder to draw attention.
- Speaking too quietly can obstruct efficient communication. Speaking loudly (overly loudly) might be upsetting or bothersome.
- You must adjust the volume of your voice to the circumstance.

2. Voice qualifications

This one is a result of our feelings. Shouting may be an indication of enthusiasm, anxiety, or even rage whereas a hushed voice conveys respect. Your loudness pitch is crucial in letting your listeners know whether or not you are in charge of the issue.

2. Rhythm:

It has to do with the rhythm and tone of your voice. You will come out as a confident speaker with an authoritative demeanor if your rhythm is seamless. On the other side, a lack of clarity and preparedness might be shown by being out of sync.

3. Speech cadence:

On average, people utter 150 words every minute. Speaking quickly reveals a tense, impatient speaker, but speaking slowly comes out as dull and uninformed about the topic.

4. Speaking clearly and precisely:

A person's image is greatly influenced by their ability to pronounce words correctly. Yes, there are regional variations, thus the best course of action would be to develop a universally known system of word pronunciation. It's important to pronounce words correctly and pay attention to word emphasis and pitch. The proper pronunciation of a word is known as enunciation. It concerns with the way the mouth moves and how quickly people talk. Overly accurate enunciation might come across as unnatural or false, whereas poor enunciation shows carelessness.

5. Qualities of the voice

Vocal characteristics are audible noises such as whistling, sobbing, clearing one's throat, and sighing that are used to convey a message.

Taking note of and comprehending these noises helps enhance communication.

6. Vocal separation:

‘Fillers’ is another name for vocal segregates. I suppose..., Ah..., Err..., Actually..., You see..., etc. They are the uncomfortable parts of speaking and need to be avoided whenever feasible. These meaningless fillers reveal a lack of assurance and clarity.

7.10 SIGN LANGUAGE

Sign languages, sometimes referred to as signed languages, are languages in which meaning is expressed visually rather than audibly. Combining non-manual indicators with manual articulation allows sign languages to be articulated. Full-fledged natural languages with their own vocabulary and grammar are sign languages. Although there are certain commonalities across various sign languages, sign languages are not all-encompassing nor mutually comprehensible.

Said and signed communication are regarded by linguists as forms of natural language, which means that they both developed naturally over time without careful design and via an abstract, drawn-out aging process. Despite the evident differences in modality, there is a significant overlap between the brain substrates of spoken language processing and sign language processing. Body language is a form of nonverbal communication and should not be confused with sign language.

Sign languages are the foundation of local deaf cultures and have evolved into practical ways of communication wherever there are deaf communities. While the majority of users of signing are deaf or

hard of hearing, hearing people also use it in a variety of situations. These include people who are unable to speak for themselves, people who struggle with oral language because of a disability or other condition, and people who have deaf family members, including children of deaf adults.

It is unknown how many sign languages there are in the globe. Most nations have one native sign language, however some have more than one. 150 sign languages are included in the 2021 edition of Ethnologue, but over 200 are listed in the SIGN-HUB Atlas of Sign Language Structures, which also mentions that there may be additional sign languages that have not yet been identified or recorded. According to Ethnologue, the 151st most “spoken” language in the world as of 2021 is Indo-Pakistani Sign Language, which is also the most widely used sign language worldwide.

7.11 GUIDELINES FOR IMPROVEMENT OF NON-VERBAL COMMUNICATION SKILLS

The majority of spoken communication has emotional undertones that are communicated via body language, gestures, facial emotions, and voice modulation. These nonverbal cues reveal what the speaker means to say but does not express verbally. Paying attention to these non-verbal cues may help people better understand what is being said and add to what they already know.

Observe and interpret nonverbal cues:

- Accurately interpret nonverbal cues in light of the context and culture.
- Watch out for deceptive nonverbal cues that are intentionally offered in order to trick you.

We highlight some of the non-verbal cues we all use to communicate that are helpful to be aware of for your next meeting now that most of us are attending in-person meetings and events again and there is pent-up demand for business travel.

1. Maintain appropriate eye contact

A significant portion of non-verbal communication involves eye contact. Maintaining eye contact while speaking is a fantastic approach to let the other person know you're listening and paying attention to what they're saying. Keep your eyes on the person's face as they talk, and glance at them again when you respond, but avoid gazing, to make excellent eye contact. Instead of concentrating on just one or two people while speaking to a group, attempt to momentarily establish eye contact with everyone present, especially those in the back.

Be mindful, however, because in certain cultures, avoiding eye contact denotes indifference. Others could feel uncomfortable if they make too much eye contact.

2. Pay attention to your body language

Your posture is really important. Face your audience directly and attentively while standing or sitting up straight. Use hand gestures and some movement to underline your remarks, if applicable. Do not fidget, pick at your nails, or cross your arms and legs. All of this may signal that you are uneasy, uninterested, or even defensive. Additionally, be considerate of others' personal space and keep in mind that various cultures and people may have different standards and preferences about physical closeness and contact.

3. Facial expressions are truthful

Our emotions are tightly correlated with our facial expressions, which make it simple to see what we are thinking and experiencing.

Facial expressions come easily to us when we engage with others. Think about how much a simple nod, grin, or frown may say. Recognize your own facial emotions and work on relaxing them in front of a mirror to project an open look and, while you're doing it, a grin. You'll observe that it will be simpler and more interesting to pique someone's interest in what you are saying.

4. Experiment with your vocal tone

Another crucial non-verbal cue is the tone of your voice. It may express emotion and sentiments like joy, sorrow, rage, and boredom. When you talk, be aware of how your tone affects other people and pay attention to it since it may help to magnify your message. Those listening will be inspired to share your excitement and remain attentive if you are enthusiastic and passionate about what you are discussing and show that in your tone of voice. We have all heard speakers with monophonic tones. Did you experience mental wandering? Did you stop being interested in what they had to say? Aim to avoid becoming that person. Make sure you have clear pronunciation and refrain from speaking too quickly or slowly.

5. Pay attention to behavioral variations

Someone may not be as happy as they seem if their words and actions don't match, such as when a team member claims they're enthusiastic to work on a new project but is instead glancing down at the floor or scowling. Discover the issue and how you may help by heeding these warnings and looking further.

6. Ask if you're unsure

Misreading the cues is one of the major dangers of deciphering nonverbal communication. Ask for explanation if you are unsure or perplexed by someone's nonverbal indications. By doing this, you avoid misunderstandings. And if you go further into people's

message and purpose, you may discover what they're truly attempting to express.

7. Perfectionism is a learned skill

Some individuals may have an innate aptitude for recognizing nonverbal signs. Don't worry if you are not one of them. By exercising your talents, you can get better. It's helpful to observe other people's nonverbal communication in order to determine what works and what doesn't. Think on communicating with friends and family and getting their opinion on your body language. By using these techniques, you may have a better understanding of your own distinctive communication style.

7.12 LET US SUM UP

This study chapter's major goal is to have a thorough grasp of communication in the present day. Their general quality of life has significantly improved as a result of the changes that have been made to the communication system in the contemporary period. People are using a range of technologies for communication as developments take place, modernity spreads, and the world becomes more interconnected. Computers, laptops, iPads, smartphones, and mobile phones are among examples. Additionally, there are contemporary communication technologies that are used to effectively facilitate communication operations. others are able to facilitate contact with others living in remote places in the same areas, other cities, and even nations when they employ technology in the execution of current communication tools. Therefore, the communication that occurs in the present day has been valuable and beneficial to the people. Additionally, it is important for people to improve their knowledge on how to use technology and

contemporary communication tools. The importance of communication in the current age, communication skills in the modern era, and modern communication technologies are the primary topics that have been considered in this research paper.

7.13 KEY WORDS

Video Advertising: With the aid of social platforms like YouTube, Facebook, Snapchat, and Instagram, video has truly taken off during the last several years.

Text Messaging using SMS: Text messaging has several purposes, as we are all aware. They are a wonderful method to provide brief information that may be read and responded to at the recipient's convenience since they are brief and often casual.

Direct Email: Direct messaging on social networks is comparable to email, however email tends to be more official.

7.14 REVIEW QUESTIONS

Q 1. What do you mean by non verbal communication in modern business?

Q 2. Why are different types of electronic tools used to prepare documents?

Q 3. How do these documents serve the purpose of sharing professional information?

Q 4. Discuss email writing and SMS writing points from the Unit in brief.

7.15 REFERENCES

1. Birdwhistell, R. L. (1970). *Kinesics and Context: Essays on Body Motion Communication*. University of Pennsylvania Press.
2. Hall, E. T. (1966). *The Hidden Dimension*. Anchor Books.
3. Knapp, M. L., & Hall, J. A. (2010). *Nonverbal Communication in Human Interaction*. Wadsworth.
4. Burgoon, J. K., Guerrero, L. K., & Floyd, K. (2016). *Nonverbal Communication*. Routledge.
5. Walther, J. B. (1996). “Computer-Mediated Communication: Impersonal, Interpersonal, and Hyperpersonal Interaction.” *Communication Research*, 23(1), 3–43.
6. Sutton-Spence, R., & Woll, B. (1999). *The Linguistics of British Sign Language: An Introduction*. Cambridge University Press.

BLOCK III: WRITING SKILLS

UNIT 8: PLANNING BUSINESS MESSAGE; REWRITING AND EDITING; THE FIRST DRAFT; RECONSTRUCTING THE FINAL DRAFT

STRUCTURE

- 8.0 Objectives
- 8.1 Introduction
- 8.2 Writing skills
- 8.3 How to improve your business writing skills
- 8.4 Planning Business Messages
- 8.5 Writing Process
 - 8.1 Rewriting
 - 8.2 Drafting
 - 8.3 Revising
- 8.6 The first draft and Reconstructing the final draft
- 8.7 Let Us Sum up
- 8.8 Key Words
- 8.9 Review Questions
- 8.10 References

8.0 OBJECTIVES

After studying this unit, you should be able to

- recognize the fundamental challenges of writing clearly, simply, and accurately.
- identify the various writing goals.
- develop your planning skills for written communication by paying close attention to the requirements and anticipations of potential readers.

- be familiar with the fundamental rules of effective written communication.
- use proper vocabulary and words to write clearly and effectively.

8.1 INTRODUCTION

Writing is a method of conveying information for a particular purpose. It demonstrates one's capacity for clear thinking and effective language usage. A manager is in charge of writing a number of documents, including responses to inquiries from customers, memorandum that record agreements, proposals for contracts, official or informal reports that serve as the basis for action, and so on. A manager must be able to communicate information, concepts, directives, conclusions, and welfare suggestions in writing at a level appropriate for the audience. However, a manager's goal in creating a specific document is only achieved when readers fully grasp the message that is being conveyed. Therefore, a manager should be able to express their ideas clearly and succinctly in writing.

8.2 WRITING SKILLS

Effective writing is not something that just happens. Nothing simply happens. Writing clearly, precisely, concisely, and simply requires a certain set of talents. The other information and abilities that make up an executive's professional qualifications and criteria are just as important as their writing abilities. The writing abilities needed for business writing are generally the same as those needed for writing in general. Business authors should carefully review the spelling, grammar, and punctuation; ensure that phrases and paragraphs are

rationally organized and adhere to excellent writing rules Clarity, simplicity, and directness in structure.

Business people often use various written papers to interact with one another. Professionals may effectively and concisely convey critical information to others by using business writing. You may develop in your job and interact with business professionals more clearly if you know how to enhance your business writing abilities.

You can communicate successfully in a professional context via writing if you have business writing abilities. These abilities often involve persuasion, proofreading, and communication. In circumstances when you may need to send an email, compose a memo, or write a letter to your customers, coworkers, or supervisors, they assist you communicate with your audience more clearly. You may increase your credibility at work and come across as more professional when communicating with customers and coworkers by developing your business writing abilities.

8.3 HOW TO IMPROVE YOUR BUSINESS WRITING SKILLS

The following techniques will help you develop your business writing skills and produce more productive workplace communications:

1. Before you write, consider

Plan your message before writing it to guarantee that your business materials are successful. Finding the goal of your communication should be one of your initial tasks. By selecting a few crucial elements to include in your work, you can monitor your progress. You may guarantee that you only provide the most important information by planning your messaging. You may properly

compose your message by knowing which goal you wish to attain. In general, business writing may be divided into the following four types:

Instructional: The receivers of this kind of communication are given instructions on how to carry out a procedure or job. Memos and instruction manuals are two examples of instructional communications.

Informational: These communications, including financial statements and other business reports, provide the audience pertinent information about the company. Informational communications may be used to track the status of a project, make choices, or guarantee compliance.

Persuasive: The goal of these communications is to use information that is relevant to their target audiences to persuade people to take certain actions. Press announcements, project proposals, and sales presentations are a few examples.

Transactional: This category includes the majority of everyday workplace communications, which serve the purposes of disseminating information and soliciting feedback. Emails, business letters, and bills are a few examples.

2. Be concise

In business writing, keeping your major ideas succinct might aid in keeping your readers interested despite their hectic schedules. Try to keep your papers' language and organizational structure as brief as you can. Find ways to convey your ideas in as few words or sentences as you can, and swap out complicated terms or phrases with shorter, plainer alternatives. Eliminating superfluous adjectives, adverbs, and other extraneous information is another efficient technique. For instance, you may say We loved seeing you

on Tuesday instead of We really valued meeting with you on Tuesday.

3. Recognize your audience

In your working life, you write to a broad range of individuals, so it's helpful to take into account their particular requirements and interests while communicating. Consider the importance of the document to your audience and how you may express it in your business writing. Consider the audience for your message, its purpose, and the amount of interest your target audience has in it. Additionally, take into account your connection with the receivers since it might affect how formal or informal your letter is. While certain audiences may expect you to be professional, others might prefer a more casual tone.

4. Use an active voice

The object or subject performs the action in sentences that utilize the active voice. The sentence's subject is given an action in the passive voice. By using the active voice over the passive voice, you may reinforce your message while increasing clarity and cutting down on wordiness. Additionally, it helps your audience understand the meaning of your messages more readily and develops a more captivating story.

5. Steer clear of jargon

Many different businesses and organizations have their own lingo. Although these unusual terminology may be used as shorthand, others outside the industry may find them confusing. Making sure that everyone can comprehend your messages is one of the goals of business writing. Therefore, while communicating to external receivers, take care to avoid using any phrases that they may not be acquainted with.

If you can't avoid using jargon, attempt to describe the idea as simply as you can. Additionally, for clarity, spell out acronyms unique to your company or sector. Additionally, since some acronyms have numerous meanings, doing this is required. For instance, IP may, to one individual, refer to internet protocol while to another, to intellectual property.

6. Send your letter right away

Business writing necessitates going right to the point, but creative writing allows you to build up to the primary concept. The information you want to convey to your audience is what it is and why it matters to them. They may lose interest in your communications if they can't easily understand the aim of your writing since they're often preoccupied at work.

Consider your major ideas before you start writing, then create a summary statement that you may use at the start of your written message. The primary idea should be included in the first sentence of each paragraph when composing papers with several paragraphs. By doing this, you save your audience the time and effort of looking for the key idea of your communication on their own.

7. Put accuracy first

Unless you are writing to express your beliefs, try to concentrate on the facts rather than offering your opinions because accuracy is a crucial component of business writing. Use accurate facts or statistics when writing persuasive messages since they may persuade your audience to accept your advice. Your professional reputation is also increased by refraining from using exaggeration or views. The ability to provide correct information develops trust with your audience and encourages them to pay attention to what you have to say.

8. Describe your call to action in detail

Include a clear call to action in your writing if you want the reader to take action as a result of your message. In emails or other direct communications, calls to action are often helpful. To ensure that the receiver knows what to do and any expectations for how the activity should be accomplished, be as precise as you can in your instructions. This method makes sure that your message may be delivered without the need to add on further instructions or explanations, which might take up more time than is essential.

9. Use your true voice when you write

Keep your writing personal and distinctive while creating less formal corporate correspondence. Use everyday language in your writing as if you were conversing to the receiver face-to-face. This might assist you in earning your readers' confidence. Use straightforward language to avoid boring your readers with long or complicated sentences. When appropriate, use a more casual tone to give your reader a sense of who you are. It's also important to keep in mind who you're writing for, since writing to customers could demand more official language than writing to coworkers.

10. Continue to act professionally

Respectful communication is a key component of displaying professionalism. It's important to strike a balance between your genuine self and your professional self even if you may want to show off your authenticity to build rapport. When evaluating the professionalism of your communications, consider if you would feel at ease having a manager read it or if the general public had access to it. So that you may better establish your professional credibility, try to stay away from slang or exaggeration.

11. Make template files

Consider making a template you may use to speed up your writing process if you routinely send the same kinds of written communication to coworkers or customers. You may start writing more rapidly even if you don't adhere to your templates perfectly. For instance, using a template might help you save time and concentrate more on other crucial activities if you send a follow-up email to your customers once a month. Review any templates-used papers to make sure that you have appropriately replaced any incorrect information, such as customer or business names.

12. Make use of writing tools

Whatever level of writing ability you possess, you may discover a selection of online writing tools to assist you in improving your grammar knowledge and developing effective writing practices. These resources include online dictionaries and thesauruses, grammar and readability checks, and even technology that can discern tone. After proofreading, use these resources as a last evaluation. These resources may also direct your attention toward your writing's weak points and fortify it.

13. Check your communications for errors.

Always edit your writing as completely as you can, regardless of what you write. Look over the message for any grammar, spelling, or other mistakes. Your audience will see you as competent and trustworthy if your material is well-written. Think about reading the text out loud to yourself. Make sure the content flows logically and sounds interesting to the reader. Additionally, it might make it simpler to detect any repetitious or superfluous wording.

14. Request input

Ask for comments from others as you gain confidence in your business writing skills. You may ask for assistance from qualified authors and editors as well as dependable coworkers and acquaintances. These resources might provide you writing tips and aid with tone improvement. When requesting certain types of comments, try to be as clear as possible. Think about if you're utilizing the appropriate tone or clear structure and terminology, for instance. By doing this, you concentrate on certain areas to advance gradually.

15. Continue training

Writing for business may be improved with regular practice. When composing new communications, be careful to adhere to journalistic best practices and any organizational style manuals to ensure consistency in your writing. Review your prior writing projects on a regular basis, and try to keep tabs on your development. To assist you better understand your writing voice and identify the errors you make most often so you can avoid them while writing professionally, think about spending some time writing outside of work.

8.4 PLANNING BUSINESS MESSAGES

Ever though the focus of this whole module is writing, the majority of your planning will take place before you ever type a single phrase. When you plan and outline, your analysis and organizing are completed, leaving you with nothing to worry about when it's time to write except sentence structure, word choice, and tone.

When you were in school, did your instructors ever force you to write an outline before you could begin writing your paper? It may

have been described as a “pre-writing” stage. It turns out that such summaries are not simply busywork but also life skills. You should continue to commit to outlining as mature business communicators. You may use an outline as a road map for your writing and to help you overcome bad writing habits. A writer is better off with an outline. They don’t have to be written out and numbered as in school; they may just be on a piece of paper at the computer or a notepad. To keep your outline organized, however, use the word processor’s outline feature. Cutting and pasting also makes it simple to change the order of your points.

Planning begins with audience response, which corresponds to the document’s organizational structure.

Positive, neutral, and negative audience types were discussed earlier in this session. These audiences could be exposed to persuasive, defiant, or positive messages:

- Positive news or routine messages are both good. Positive or neutral reactions are more probable from the recipient.
- Negative information is terrible news. The recipient is likely to have an unfavorable response.
- Persuasive communications are a category that overlaps others. It is anticipated that the receiver will require persuasion to do the desired action. The recipient is sometimes more like to an appreciative audience. In other situations, the recipient resembles a hostile audience more.

There are three or four blocks in every message:

News: The communication makes its point clearly, whether it is good or bad news. The news should be plainly understood by the recipient.

Reasons: This section offers justification for or commentary on the news. This information is required to help the recipient understand or take action.

Goodwill and Action: In the last sentence, the sender makes a quick, genuine comment intended to keep the professional relationship going. Without some information, a reminder, or a call to action on the communication's goal, the closing paragraph is incomplete.

Buffer: Typically, only antagonistic and sometimes persuasive communications include this. A buffer introduces the subject but not outlining the complete message's conclusion at the beginning of a communication if the reader is likely to be on the negative end of the continuum.

8.5 WRITING PROCESS

Whatever you are writing, the process will be simpler if you stick to a well-thought-out strategy. Rewriting, drafting, and editing are the three stages of the writing process.

Let's pretend you are the owner of a well-known McDonald's franchise to provide an example of the writing process. You run into trouble at rush hour. Customers gripe about the chaotic, lengthy queues they must stand in to get assistance. One day two customers almost got into a brawl for cutting in front of the queue. Additionally, people often neglect to look at the menu because they are focused on finding methods to move up in line. When it is their time, they are still unsure. You're attempting to persuade other franchisees that a single-line (serpentine) system would be more effective. You might reach the other owners via phone. When they get together for their next district meeting, you want to make a strong case that they will remember and be prepared to act upon.

You make the decision to write a persuading email in the hopes that it would get their support.

8.1 Rewriting: You get ready to write at the first stage of the writing process. Analyzing your target audience and writing goal is required. Your message will be heard by other franchise owners, some of whom are highly educated and others who are not. You want to persuade them in writing that changing the policy will enhance customer service. You believe a single-line system, like the one used in banks, would calm things down and make consumers happy since they wouldn't have to worry about where they were in line.

Rewriting also entails speculating on the response your target audience will have to your message. While some of the other business owners are certain to agree with you, others may be concerned that clients may choose to shop elsewhere if they see a lengthy single line. You strive to come up with the appropriate language and tone while tailoring your message to the audience in order to get their acceptance.

8.2 Drafting: The second stage is gathering information, arranging it, and finally crafting the message. You would probably look at various types of firms that employ single lines for clients when doing research for this message. You may investigate your rivals. What are Burger King and Wendy's doing? You may try making several calls to find out whether other franchise owners are bothered by crowded lines.

You may conduct a brainstorming session with a few owners before sending a letter to the complete group to see what solutions they have for the issue. When you have gathered sufficient data, you should concentrate on structuring your message. Should you give your remedy right away? Should you gradually build up to it by

outlining the issue, providing support, and then concluding? with the answer? The actual drafting of the letter is the last stage of the second writing phase. Many authors rush their writing at this phase because they are certain that their revisions will improve their thoughts.

8.3 Revising: In the third stage of the procedure, you edit, proofread, and assess your message. After writing the initial draft, you will need to spend a lot of time refining the message for readability, clarity, and tone. Could some of it be altered to further illustrate your point? Now is the moment to consider how to make your message's structure and tone better. The next step is to carefully check to verify that the spelling, grammar, punctuation, and format are all right. The last step is assessing your message to see if it achieves your aim.

8.6 THE FIRST DRAFT AND RECONSTRUCTING THE FINAL DRAFT

You said everything you wanted to express in the first draft. Everything you wanted to say—those things that are crucial to the plot—is in the final manuscript.

While the final document should be dripping with enormous information, the initial draft is likely to have more abstractions.

The final manuscript shouldn't include every nuance that you found amusing or brilliant or that occurred to you over the many inspired and difficult writing hours. Instead, it need to provide pertinent information that deepens the meaning. For instance, the purple floral sofa may not have as much significance as the cracked pot by the window. The shattered pot suggests that something has occurred, maybe a break-in or a more general state of decay in the characters' life, but the purple sofa is just a matter of choice.

Depending on your preferences, the final draft may be longer or shorter than the previous one, but it should be more concentrated.

During revisions, I often cut thousands of words, although other authors start with a skeleton and add more detail afterward. I usually start off with an overly ambitious first draft and cut it down over time. In the end, your final draft should be more narrowly focused, regardless of whether you build upon or reduce your first draft. The connections between the different elements of your story will be more obvious, and the themes will have been deepened by the character's actions and observations.

You said everything you wanted to express in the first draft. What is crucial to the tale is included in the final version.

Your baby, the thing you can't let go of, is the first draft. The final draft is your admission that a book has to be engaging, conscious of its readership, and compel page-turning behavior.

By "concession," I don't mean that you've sold your creative soul; rather, I mean that you've discovered a method to bring together your finest vision and your honed storytelling abilities to create a work of art that is both significant and enjoyable.

8.7 LET US SUM UP

This chapter demonstrates how a manager's professional competency may be gauged by their ability to convey information in a clear, succinct, and accurate manner in writing. It goes into great length on the components of effective written communication, including planning, purpose identification, audience consideration, language selection, and effective tone. In order to improve readers' ability to communicate in writing, this chapter also offers advice on

how to understand grammar, how to utilize words, and how to create sentences.

8.8 KEY WORDS

First draft: A draft is a paragraphed version of your writing. A first draft is sometimes referred to as a “rough draft,” and as the name implies, it will be quite “rough” and far from ideal.

Final draft: The version of the paper you will hand in to your professor is the final draft. Examine the final draft’s presentation and structure with great care.

8.9 REVIEW QUESTIONS

Q 1. Why do most of us find it difficult to convey our thoughts in written form? How can we overcome these difficulties?

Q 2. Do re-writing thinking and post-writing revising help the writer? Please discuss.

Q 3. “It is simple to be difficult, but very difficult to be simple while writing.” Elucidate.

Q 4. How does extensive reading help in writing effectively?

8.10 REFERENCES

1. Strunk, W., Jr., & White, E. B. (2000). *The Elements of Style*. Longman.
2. Zinsser, W. (2006). *On Writing Well: The Classic Guide to Writing Nonfiction*. Harper Perennial.
3. Guffey, M. E., & Loewy, D. (2014). *Business Communication: Process and Product*. Cengage Learning.

4. Thill, J. V., & Bovee, C. L. (2016). *Excellence in Business Communication*. Pearson.
5. Garner, B. A. (2013). *HBR Guide to Better Business Writing*. Harvard Business Review Press.
6. The Chicago Manual of Style (17th ed.). (2017). University of Chicago Press.

UNIT 9: BUSINESS LETTERS; APPEARANCE OF REQUEST LETTERS; GOOD NEWS AND BAD NEWSLETTERS; PERSUASIVE LETTERS

STRUCTURE

- 9.0 Objectives
- 9.1 Introduction
- 9.2 Business Letters
- 9.3 Useful Advice for Composing Convincing Business Letters
- 9.4 Selecting the Format for the Letter
- 9.5 Appearance of request letters
- 9.6 Good News and Bad News Letters
- 9.7 Persuasive letters
- 9.8 Let Us Sum up
- 9.9 Key Words
- 9.10 Review Questions
- 9.11 References

9.0 OBJECTIVES

After studying this unit, you should be able to

- determine the components of a successful letter.
- create, draft, edit, and modify letters that are comprehensive, well-structured, and addressed to particular recipients.

9.1 INTRODUCTION

A letter, being among the most formal papers you can send, is a great way to show your respect for the person you are writing to. You may convey to the receiver that they are important by sending them a letter. Memorandum are identical papers for official communications within a company, whereas letters are often one- to

two-page documents delivered to individuals or groups outside of the organization from which they are sent.

9.2 BUSINESS LETTERS

Writings intended to persuade the recipient are known as persuasive business letters. It can be to convince people to support a cause, engage you for a service, or purchase a product.

To be persuasive, these letters need to employ powerful language and tone, whatever the subject matter may be. And in your letter, we'll include all the practical advice to assist you in doing this.

These easy guidelines will help you write persuasive business letters that influence others to take action on your behalf. Are you prepared to compose a persuasive letter? Now let's get started!

9.3 USEFUL ADVICE FOR COMPOSING CONVINCING BUSINESS LETTERS

1. Understand the Recipient.

Before you begin writing your request letter, ask yourself these questions:

- My reader is who?
- How are they able to assist me?
- Do they make decisions, or will they forward my request to a higher authority?

Depending on who you're writing to, your request letter's format and content will change.

2. Be Brief.

Because your readers are probably preoccupied with their daily responsibilities, make sure your letter includes all the information they require. Keep your message pleasant, succinct, and direct.

Use the recipient's name only once, if at all possible, and limit your sentences to no more than three lines. Avoid overloading your viewers with details.

3. Make it readable.

When composing your letter, avoid losing the reader's attention by veering from your core topic. Steer clear of lengthy, dense phrases and paragraphs, which can be daunting and challenging to read.

Simple, declarative statements are acceptable, although commas, colons, and semicolons can be used to break up longer sentences. Moreover, you might begin a new paragraph to describe an alternative concept.

4. Put in a Strong Call to Action.

You should make your call to action brief and easy to understand. It must be rapidly understood by the receiver in order for them to take action. It is best to have an energetic voice while making a call to action.

5. Persuade without making demands.

Recipients shouldn't be treated as like they owe you anything. Draw the reader in by bringing up a point of agreement and emphasizing the advantages of acting.

6. Make it doable.

Give the receiver all the information they need and let them know what you want them to do. Provide contact details, direct phone

numbers, file links, and other information to make it easy for the individual to react.

7. Write with friendliness and engage the emotions of your audience.

You want to build rapport and trust with the person you are writing to. It will be simpler to convince them to act as a result. Instead of being combative or hostile, focus on making them feel good. To break up the content, you can insert some clever jokes or a personal story.

8. Act with professionalism and courtesy.

No matter what is written in your letter, you must always be kind and professional. By doing this, you'll be able to make a solid first impression and maintain the reader's attention in your writing.

9.4 SELECTING THE FORMAT FOR THE LETTER

Even though email has replaced many of the occasions on which letters were sent before the turn of the twenty-first century, letters are still written for a number of reasons.

- Employer cover letters for job applications
- Thank-you notes and other tokens of affection
- recommendation letters (also known as reference letters)
- Transmittal letters to provide proposals or reports
- Campaign activities, such political lobbying or fund-raising
- official statements to clients about goods, services, and promotions

- As proof in case cases progress into the legal system, firms get complaints and other claims that need to be documented in a proper paper trail.
- official notification of rejection to employment or program candidates
- notifications of collection to those whose payments are past due

The benefits of letters in these situations include formality, secrecy (it is forbidden to read another person's mail), and a record of the evidence.

9.5 APPEARANCE OF REQUEST LETTERS

A formal letter asking for a favor, product, information, service, or permission from a particular person is called a request letter. This kind of letter needs to be written with accuracy and clarity, and it should always deliver its point in a clear and concise manner. Request letters are typically sent to a variety of people and organizations, including employers, landlords, and educational institutions like banks or schools. A request letter might be used, for example, to ask for a job transfer from an employer or to get samples from a business. We will go into great depth about the ideal structure and format for a successful request letter in the parts that follow.

Request Letter Format

{Date}

{Recipient's Full Name}

{Recipient's Title/Position} (if known)

{Recipient's Company/Organization Name (if applicable)}

{Recipient's Address}

{City, State, Zip Code}

Subject: Request for {Specific Nature of Request}

Dear {Mr./Mrs./Ms./Dr. Last Name},

I hope this letter finds you well. My name is {Your Name}, and I am currently a {student/employee/tenant/account holder} associated with {school/company/residence/bank}.

I am writing to formally request {specific service/product/favor, etc.}. It would be greatly beneficial if you could {specific action you want them to take}. This support will enable me to {specific benefit or reason, such as “continue my studies without interruption” or “secure my housing situation”}.

Should you require any additional information or clarification, please feel free to reach out to me at {email address} or {phone number}.

I deeply appreciate your attention to this matter and thank you in advance for your understanding and assistance.

Warm regards,

{Your Name}

{Contact Details, if not provided above}

Sample Request Letter

21 July 2054

Safe Haven Alarms Ltd.

12 Annex Road

Glendale

Subject: Urgent Repair Needed for Alarm System, Product Number:
SH34107GT

Dear Mr. Bellfire,

I trust this letter finds you well. I am reaching out regarding the alarm system, with Product Number SH34107GT, that Safe Haven Alarms Ltd. installed in the parking lot of Sahara Enterprises on 4 July 2054.

It has come to my attention that the alarm system is overly sensitive to movement, resulting in frequent false alarms. The recurrent and unexpected loud alerts have disrupted our daily operations, proving to be a significant distraction for our employees. Moreover, several clients have raised concerns about this issue during their visits.

Given the inconvenience and potential harm this could cause to our professional image, I kindly request that you dispatch a technician to rectify this problem at the earliest. We value the services of Safe Haven Alarms Ltd. and believe that your prompt action on this matter will further solidify our trust in your company.

Thank you for your immediate attention to this issue and for understanding our position.

Warm regards,

Lana Snow

CEO, Sahara Enterprises

9.6 GOOD NEWS AND BAD NEWS LETTERS

In business communication, both good and bad news letters are written.

Another way to categorize letters is by their message or substance. Good-news letters are ones that include positive information, a positive message, or good news. poor-news letters are those that carry unfavorable information, a poor message, or terrible news. On this basis, official letters as well as private correspondence might be categorized. Good-news letters include those that authorize a loan to a customer, provide an overdraft facility to a business, announce an appointment or promotion, or grant a client's request.

Regretfully, the terrible task of breaking bad news to others must also be undertaken in the corporate world. It might be a loan application turned down, a promotion that is overdue turned down, or a client request turned down.

Additionally, business entities must create letters that, from the recipient's perspective, convey neither good nor negative news. These letters include neutral statements and are referred to as "neutral-news letters." They may introduce a new product, a change in office hours or location, or both.

Because of its contents, an excellent news letter is simple to compose. A letter delivering terrible news must be worded in an inoffensive manner. Generally, neutral letters are unsolicited correspondence. It could be seen as spam by the recipient. Therefore, it is important to compose them carefully so that the recipient's or customer's curiosity is piqued and he replies as the sender wishes.

These broad classifications based on content are based on generic characteristics and categorize letters as official or personal, formal or casual, good news letters, bad news letters, and neutral message letters. Depending on the type of business they handle or conduct, business letters can be categorized. Naturally, every business letter addresses a certain aspect of the company.

One of the best letters you can write is the “Good News/Bad News” letter. When you have a legitimate issue and would like it resolved, you should send this letter. For instance, you had to take a cold shower before your business meeting since the motel where you stayed did not have hot water. You would prefer reimbursement because you believe you shouldn’t have to pay the entire cost of the accommodation.

The layout and tone of the good news/bad news letter are crucial components.

The letter’s structure

There are four components to the structure:

- (1) a positive news paragraph that opens;
- (2) the negative news;
- (3) a solution
- (4) a gesture of kindness

Your first paragraph should set the reader up for success by providing positive reinforcement. Try to mention anything good about your prior interactions with the business, person, or item. Good news establishes the scene and wins the reader over.

The unpleasant news should be communicated in the letter’s body. Clearly state the issue. Provide the reader with as much information

as necessary, but don't tell her anything she doesn't need to know or care about.

The problem should be solved in paragraph three. Which would you prefer—a credit to your charge account, an exchange, or a refund? By providing a solution, you enable the reader to save time. She can ask how you would like the issue resolved without having to give you a call.

Conclude the letter by expressing your belief that the issue is being resolved. Keep in mind that the person you are writing to is not the cause of the issue. She did not create, produce, package, transport, or deliver your item.

The letter's tone

It matters how the letter is written. sound judgment. Give a factual explanation without passing judgment. Don't hold the reader responsible for the issue. Steer clear of using the pronoun "you." Instead of using active voice, use passive voice.

Try using "The wrong part was sent to me" or "I received the wrong part" in place of "You sent me the wrong part." The issue should be the main focus of the conversation, not the person who made the mistake.

Be diplomatic and sensitive. If you come out as irate or impolite, the reader won't be motivated to find a speedy solution.

This is an illustration of a letter with good and terrible news.

Greetings, Sir or Madam

Throughout my several business stays at your hotel, I have always been pleased with the accommodations and level of service.

Regretfully, I had to take a cold shower before a business meeting on (date) since there was no hot water available on my most recent visit.

You will undoubtedly concur that it is irrational to charge \$xxxx for a room without hot water. Regarding my Visa account number, xxxx xxxx xxxx xxxx, expiration date mm/yy, I would want a partial reimbursement of some sort.

I appreciate your thoughtfulness. I'm excited to stay at your hotel once more.

Sincerely, yours

9.7 PERSUASIVE LETTERS

A persuasive letter is one that aims to persuade a group of people or an organization to support the writer's (sender's) cause, passion, or viewpoint. Any kind of organization, including a school, bank, college, NGO, municipality, etc., may receive it. The people might be CEOs, directors, or representatives of the government, etc. To put it simply, the goal of the persuasive letter is to "Get your work done."

Any topic can be the subject of persuasion; examples include:

- A grievance
- A transaction
- An appeal
- A proposal or any other issue that needs persuasion

In light of this, a persuasive letter can be anything from a cover letter to a complaint letter, petition letter, request letter, sales letter, and so on. This is due to the fact that the sender used a moderate to

extreme degree of persuasion in each of the aforementioned instances.

A persuasive letter may also be known as a sales letter or a complaint letter, depending on the area in which you reside. The format of a persuasive letter is formal and can take one of four forms: full block style, semi-block style, modified block style, or modified semi-block style. As was previously said, letters of persuasion are professional documents, but depending on the situation, you may include some casual components. A persuasive letter does increase awareness of the subject matter even though it may or may not succeed in achieving its goal. And when you are tackling some significant societal concerns, it might serve as an inspiration for others.

9.8 LET US SUM UP

Like any other type of business correspondence, a business letter has to be professional, clear, and brief. The goal of the letter should be obvious, and its wording and substance should be customized to meet the recipient's particular requirements. Keep in mind that the letter should achieve your goals while fostering or preserving a positive relationship with your correspondent.

Printing business letters on high-quality paper and using a professional, readable font—like Times New Roman in 12 point—are recommended. While there are a few appropriate arrangements for the text, block format is the most widely used and features all of the paragraphs justified to the left margin. Except for the final line and your name, which should have four line spaces left for you to manually sign your name, the content should be double-spaced with single spacing between paragraphs.

9.9 KEY WORDS

Business Letters: Business letters are official and organized since they are often written from one organization to another, unlike internal memoranda.

Opening: The first paragraph of your letter should state your purpose for writing, be it to request an interview or to convey significant news.

Body: The information introduced in the introduction is expanded upon in the body of the letter. It might consist of one or more paragraphs with supporting data, arguments, or proof to get the reader to take action.

Closing: The letter's conclusion should direct the reader to take a certain step. This section may contain assertions or recommendations that sway the reader's perspective or prompt a certain action.

Request Letters: In a letter making a clear request, start with your goal. This request might be an order, a claim, a favor request, or a request for information.

Bad Letters: A letter that starts with a buffer—a kind and impartial statement about the circumstances—should be sent when negative news, like a rejection, is to be expected.

9.10 REVIEW QUESTIONS

Q 1. What are the business letters in a company? Explain briefly.

Q 2. What is the format to write a business letter in a company?

Q 3. How to write a good news letter?

Q 4. How to write a bad news letters?

Q 5. ‘A persuasive letter is one that aims to persuade a group of people or an organization.’ Explain.

9.11 REFERENCES

1. Bovee, C. L., & Thill, J. V. (2018). *Business Communication Today*. Pearson.
2. Lesikar, R. V., Pettit, J. D., & Flatley, M. E. (2010). *Basic Business Communication*. McGraw-Hill.
3. Guffey, M. E., & Loewy, D. (2014). *Business Communication: Process and Product*. Cengage Learning.
4. Sharma, R. C., & Mohan, K. (2012). *Business Correspondence and Report Writing*. Tata McGraw-Hill.
5. Garner, B. A. (2013). *HBR Guide to Better Business Writing*. Harvard Business Review Press.
6. Locker, K. O., & Kaczmarek, S. K. (2014). *Business and Administrative Communication*. McGraw-Hill.

UNIT 10: SALES LETTERS; COLLECTION LETTERS; OFFICE MEMORANDUM, NOTICE AND CIRCULAR

STRUCTURE

- 10.0 Objectives
- 10.1 Introduction
- 10.2 A Sales Letter
- 10.3 Effective Sales Letters
- 10.4 Collection Letters
- 10.5 Collection Letter Types
- 10.6 Office Memorandum
- 10.7 Let Us Sum up
- 10.8 Key Words
- 10.9 Review Questions
- 10.10 References

10.0 OBJECTIVES

After studying this unit, you should be able to

- deal with financial transactions on the daily basis.
- determine the sales and collection of a successful letter

10.1 INTRODUCTION

Terms of purchase and sale between two parties serve as the foundation for business transactions. There are two main types of commercial transactions or sales: credit basis and cash basis. Sending payment request or collection letters becomes necessary when company transactions are contingent on credit sales.

Collection letters are written notifications that are given to customers informing them of past due payments. When a debtor defaults or postpones payment for an unspecified reason, collection letters are sent. A recurring theme in the credit insurance industry is incidents like these. However, because a few of these incidents cannot lead to the complete cancellation of the credit sales policy, businesses rely on the payment collections letter to notify the debtor and collect the outstanding money.

From a reminder letter to the last warning letter threatening legal action against the debtor, the payment collection letters are issued in a sequence of one to four written letters.

10.2 A SALES LETTER

A sales letter is one that is meant to inform readers about and eventually close a deal on a good or service. This kind of letter is intended to generate business. It also bears the appearance of a letter of announcement. There are several names for a sales letter, including a business sales letter, marketing sales letter, and letter of sale. Since the client receives it directly, it is sometimes referred to as direct mail. An explanation of a sales letter offers further details that help clarify the previously mentioned one.

First off, sales letters are a marketing tactic that companies frequently use when they lack the funds to advertise their goods or services on television or through other media. They are also utilized by some organizations whose primary means of sales are mail order. These are used by a certain number of businesses to notify their devoted clientele about exclusive deals and promotions. While most businesses communicate via regular mail, many now utilize electronic mail. A sales paper email differs from an electronic one in terms of structure and appearance. The former will be more

textual, while the latter will be more pictorial. But there are no hard and fast rules, and one might adhere to a certain structure that suits the company the best. However, for a sales letter to be effective, it must always include the Four Essentials.

10.3 EFFECTIVE SALES LETTERS

The most widely utilized method for creating a sales letter that is guaranteed to be successful is AIDA.

A - Attention

I - Interest

D - Desire

A - Action

Attention: Drawing attention to your goods or service is the first and most important stage. A well-chosen headline effectively achieves that. As they say, “First impressions are lasting impressions,” the first impressions are what might ensure a sale.

Interest: Creating interest is a sales letter’s second major responsibility. It’s important to capture and maintain the reader’s interest after you’ve gained them. Sustained flow of related information creates sufficient curiosity.

Desire: The third crucial component, desire, is introduced by giving concrete and real-world instances. When the advantages are communicated in plain terms, desire is sparked.

Action: The purpose of the first three aspects is to set up a concluding call to action. Occasionally, nevertheless, persuasion is required in order to make a successful sell. In this instance, it also

becomes the sender's call to action as you need to convince the potential buyer to become the real buyer.

We have included comprehensive instructions on how to employ these crucial components in the "How to write a Sales Letter" part of the Effective Sales Letters Tips section.

10.4 COLLECTION LETTERS

A collection letter notifies a customer in writing that his payments are overdue. It is a formal communication to a debtor. Letters of collection may contain queries, cautions, reminders, or notice of impending legal action. A collection letter ought to be worded politely even though it serves as a strong notice to the borrower. It is improper to use derogatory, abusive, or slang language.

Features of the Collection Letter

- The purpose or rationale of drafting a collection letter.
- Reference to any prior correspondence.
- The name of the lending institution or creditor.
- The lender's name.
- total amount of debt.
- extra fees or conditions.
- The final day to pay off the loan.
- Asking about the hold-up.

A list of potential legal measures ought to be included in the letter in the event of multiple reminders.

10.5 COLLECTION LETTER TYPES

Three categories can be used to broadly classify collecting letters.

They are

1. General Reminders.
2. letters of inquiry.
3. official letters for collecting.

Letter of Reminder Collection

It is written with the presumption that the client will forget to submit payment. Presumptions are formed on things like financial difficulties or health problems. Always write it in an amicable tone.

Letter of Inquiry and Collection

This kind of letter's primary goal is to make an inquiry, as its name implies. The writer would want to know why the payments are being delayed. Here, the author requests that you be eager to assist the client. Here, one has the option of making partial payments. It facilitates keeping a positive rapport with the client.

Appeal collection letter

Since the borrower has not replied to any of the prior remainders, the writer writes this letter. Here, the author adopts a forceful style without being impolite. It is necessary to uphold justice.

Letter of Ultimatum Collection

The author of this article outlines the steps that can be done should the loan not be repaid. One applies the fair and reasonable assertions. This letter lists several penalties, such as being barred from

conducting business in the future and filing lawsuits.Letter of Collection

10.6 OFFICE MEMORANDUM

A memo, sometimes referred to as a “memo,” is a formal, technically sound document that is typically used for internal communications inside an organization. Colleagues from other sections, units, or departments within the same organization utilize memos for official interactions, announcements, notifications, and information exchange of any type. They are often used for brief communications that are one page or less in length. Memos are the conventional written papers that have been used for years to exchange information. They are one of the oldest forms of knowledge exchange, sharing, and circulation, but they are never out of style. However, in the internet age, e-memos are now created and sent in order to keep informed. Today’s enterprises have an intra-e-connectivity that links all of their cloud-connected computer systems, making it simple and direct to share, trade, or circulate information.

Additionally, it should be noted that memos are frequently used in government offices, educational institutions, and public governing bodies as an efficient and convenient way to send or receive important information to an individual or a sizable audience of recipients who are part of a specific or general audience. Memos often start with a header that includes details like the date, time, to, from, and subject line, sometimes with RE (for “Reference”). Memos may be generated in a variety of styles or structures depending on the company or institution employing them, much like other official written documents. The following key components are

frequently utilized to produce a memo, however the most standard format generally contains them:

- Date - The time the memo was created and distributed.
- To - Lists the memo's recipients.
- From - Information about the author, including their title and affiliations
- Subject: Typically, this refers to the memo's main topic, which should be succinct and to the point.

Depending on an organization's requirements or the information communicated, the structure and order of the aforementioned list of titles and elements may change. Unless the firm has its own preferred style, this is often the sequence that is utilized most frequently. For your understanding, kindly refer to the prepared sample memo example below. If you look carefully, the example memo supplied below also includes "some additional points" offered in the box for the reader to understand how to properly create a technical write-up and what the essential strategies are that may be useful when doing so. This is very helpful for a new student. For instance, the first sentence plainly relates to the subject line, but deftly hides the terrible news and creates a positive first impression.

Additionally, the first sentence establishes the tone for the reader's reception of the subsequent bad news. The second paragraph that follows provides more details about the perks that the firm has offered to its workers. It also offers a few signals about the news to come, which may help the reader be prepared for some bad news in the memo's subsequent sections. According to the background material that was provided, as previously indicated, the third paragraph now discloses the crucial information that may not be understood by the workers, thus it is concluded with some

encouraging words. The message concludes with an action news and “forward-looking statement” in its last paragraph. This is a very excellent example for new writers to grasp how well selected words may communicate a message without having a significant impression on the reader right away. As a result, writing, particularly formal writing, is a talent that has to be polished and practiced often in order to keep up with modern times and technology.

Memorandum

Date: 10 October 2021

From: HR Director

Subject: Adjusted office hours

As you are aware, we had tried out staggered delivery throughout the month of September scheduling for each level of the office building of seven and a half hours to solve the parking problem. The staggered schedules let the personnel park while the two events were taking place.

Parking levels of the parking lot were being renovated. The execution of staggered timings is made possible by everyone's participation appreciated. In order to make up for the time that was lost during this time, it is determined to alter the office hours. As a result, starting on November 1, 2021, the office hours from 9 to 6 p.m.

On Monday at 11 a.m., there will be a meeting to go over the implementation of the new office hours.

10.7 LET US SUM UP

You need to have understood by the conclusion of this Unit how crucial it is to write professionally while communicating in writing. You should also be aware of the benefits that producing a convincing essay with sound grammar and spelling might have on your chances of putting quickly and more effectively. Drafting reports, memorandum, directives, agendas, and minutes should also be in your skill set.

Written drafts of many forms and kinds of business papers are necessary. They play a crucial role in the efficient operation of an organization, the planning and information exchange of a commercial or professional meeting, or the submission of the written minutes of the same.

Business reports, memos, circular letters, order letters, agendas, and minutes are just a few examples of important written documents that call for writing skill and ability. These are the papers that are crucial for preserving important records of the meetings were conducted, a written communication was handled professionally, and at the same time preserving meticulous records in the form of reports, memorandum, circulars, instructions, agendas, and minutes that have been expertly drafted.

10.8 KEY WORDS

Memorandum: a short note or notice used in the business environment

Technical writing: writing related to a particular discipline, here, business writing

Format and structure: the form of presentation of something, here, a formal document, such as report, memo, circular, order letter, agenda, and minutes

Acknowledgement: an act of admitting the knowledge of someone's skills or some official information

10.9 REVIEW QUESTIONS

- Q 1. What do you mean by sales letters? Explain.
- Q 2. Why collection letter is important in business?
- Q 3. What is a memorandum?
- Q 4. Why is a memo prepared?

10.10 REFERENCES

1. Bovee, C. L., & Thill, J. V. (2018). *Business Communication Today*. Pearson.
2. Guffey, M. E., & Loewy, D. (2014). *Business Communication: Process and Product*. Cengage Learning.
3. Sharma, R. C., & Mohan, K. (2012). *Business Correspondence and Report Writing*. Tata McGraw-Hill.
4. Lesikar, R. V., Pettit, J. D., & Flatley, M. E. (2010). *Basic Business Communication: Skills for Empowering the Internet Generation*. McGraw-Hill.
5. Courtland, L., & Bovee, C. (2003). *Sales and Marketing Letters That Get Results*. The McGraw-Hill Companies.
6. Locker, K. O., & Kaczmarek, S. K. (2014). *Business and Administrative Communication*. McGraw-Hill.

UNIT 11: WRITING RESUME AND LETTER OF APPLICATION

STRUCTURE

11.0 Objectives

11.1 Introduction

11.2 Writing Resume

11.3 Types of Writing Resume

 11.3.1 Chronologically Format

 11.3.2 Functional Layout

 11.3.3 Combined Layout

11.4 Letter of Application

11.5 How to Write a Cover Letter

11.6 How to format your application letter

11.7 Let Us Sum up

11.8 Key Words

11.9 Review Questions

11.10 References

11.0 OBJECTIVES

After studying this unit, you should be able to

- understand the writing resume
- write an effective letter of application.

11.1 INTRODUCTION

A letter of application (also known as a cover letter, application letter, or job application letter) is a one-page letter sent with your resume to convince employers you're qualified for their role.

The principles of job seeking remain the same, despite significant changes in the job market in recent years: creating a strong CV and accompanying cover letter is the best approach to land the position you're after.

11.2 WRITING RESUME

The process of creating a resume is straightforward to understand and only requires five basic steps to complete. Writing a resume might take a lot of time. Therefore, we've made our resume guidance and tools as time-saving as feasible.

11.3 TYPES OF WRITING RESUME

Nowadays, the majority of job applicants utilize one of three primary resume templates. Each style aims to assist you in highlighting and organizing the most salient aspects of your professional experience by arranging the resume's components in a different way.

Among those three forms are the:

11.3.1 Chronological Format

11.3.2 Functional Layout

11.3.3 Combined Layout

Your work experience, the position you're looking for, and your skill level will determine the best format for you. The following explains each format and when to use it:

11.3.1 Chronologically Format

The majority of resumes are formatted chronologically.

Your employment experience appears immediately behind your contact information and a brief introduction on a chronological resume. Your most recent or prior job should be at the top of the experience area, followed by your past roles in order of most recent to least recent.

For most job searchers, the chronological structure works best since it is simple to comprehend and shows a clear development of professional goals.

Example of a chronological resume

An illustration of a chronological résumé, with descriptions for each component.

Chronological resume

Summary

Financial Advisor with 7+ years of experience delivering financial/investment advisory services to high value clients. Proven success in managing multi-million dollar portfolios, driving profitability, and increasing ROI through skillful strategic planning, consulting, and financial advisory services.

Professional Experience

Wells Fargo Advisors – Houston, TX
Senior Financial Advisor, August 2020–Present

- Deliver financial advice to clients, proposing strategies to achieve short- and long-term objectives for investments, insurance, business and estate planning with minimal risk
- Develop, review, and optimize investment portfolios for 300+ high value clients with over \$190M AUM (Assets Under Management)
- Ensure maximum client satisfaction by providing exceptional and personalized service, enhancing client satisfaction ratings from 88% to 99.9% in less than 6 months

Suntrust Investment Services, Inc – New Orleans, LA
Financial Advisor, July 2017–August 2020

- Served as knowledgeable financial advisor to clients, managing an over \$20.75M investment portfolio of 90+ individual and corporate clients
- Devised and applied a new training and accountability program that increased productivity from #10 to #3 in the region in less than 2 year period
- Partnered with cross-functional teams in consulting with clients to provide asset management risk strategy and mitigation, which increased AUM by 50%

Maverick Capital Management – New Orleans, LA
Financial Advisor, July 2014–August 2017

- Served as the primary point of contact for over 15 clients
- Managed the portfolios of several major clients with over \$8.5M in total assets

EDUCATION

Louisiana State University
Baton Rouge, LA
Bachelor of Science in Business Administration, (concentration: finance)
Honors: cum laude (GPA: 3.7/4.0)
May 2014

RELEVANT SKILLS

- Proficient in MS Office (Word, Excel, PowerPoint) Outlook, MS Project, Salesforce, TFS Project Management, and Webex
- Fluent in English, Spanish, and French

11.3.2 Functional Layout

A functional resume, often known as a “skills-based” CV, places more emphasis on your relevant talents than job titles and work history.

The functional resume structure classifies your most valuable professional talents into distinct areas rather than presenting your whole employment history. The examples on your resume’s bullet points under each category show how you’ve used those talents in the workplace, in the classroom, or in your personal life.

If you have had a lot of job gaps or are drafting a resume to change careers and want to draw attention away from your lack of expertise, the functional structure might be helpful.

11.3.3 Combination layout

The combination resume format, sometimes referred to as a hybrid resume, combines the salient elements of both a functional and chronological resume, as the name implies.

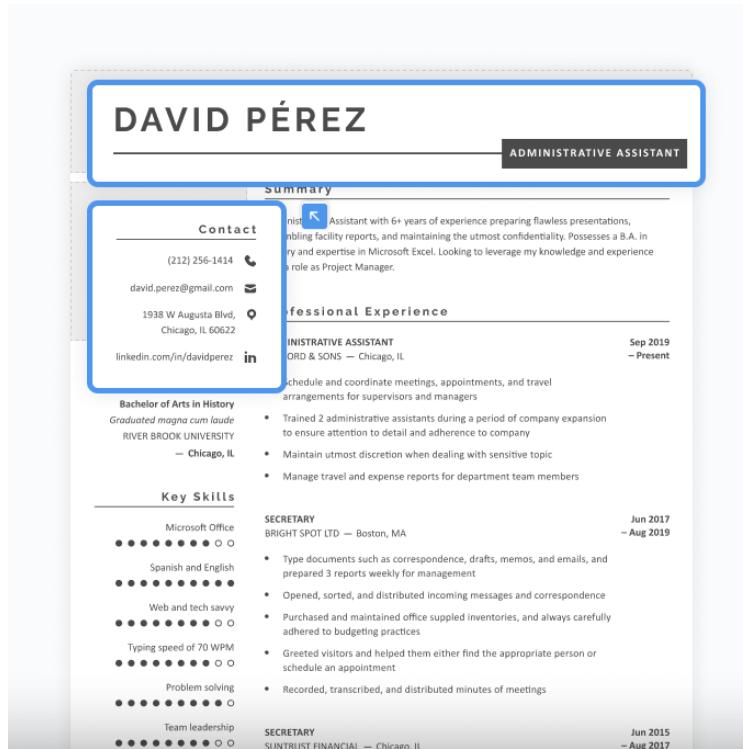
Combination resumes, in particular, have both a substantial technical skills section and a thorough job experience section.

Combination resumes are intended to highlight people with a wealth of experience and a particular skill set that is well-developed.

Provide your contact details.

An illustration of a resume heading

One approach to make your resume stand out is to include icons, like the one in this example.



You've decided on a resume structure and layout. It's time to start talking about the contents of your CV.

The first thing hiring managers should see on your resume is an attention-grabbing header at the top of the page that highlights your contact information.

The following are the essential contact details you need to provide in your resume:

email address (make sure it's a business email address, such as `firstname.lastname@gmail.com`).

phone number

These more elements are also optional:

a website or online portfolio (if applicable to the position)

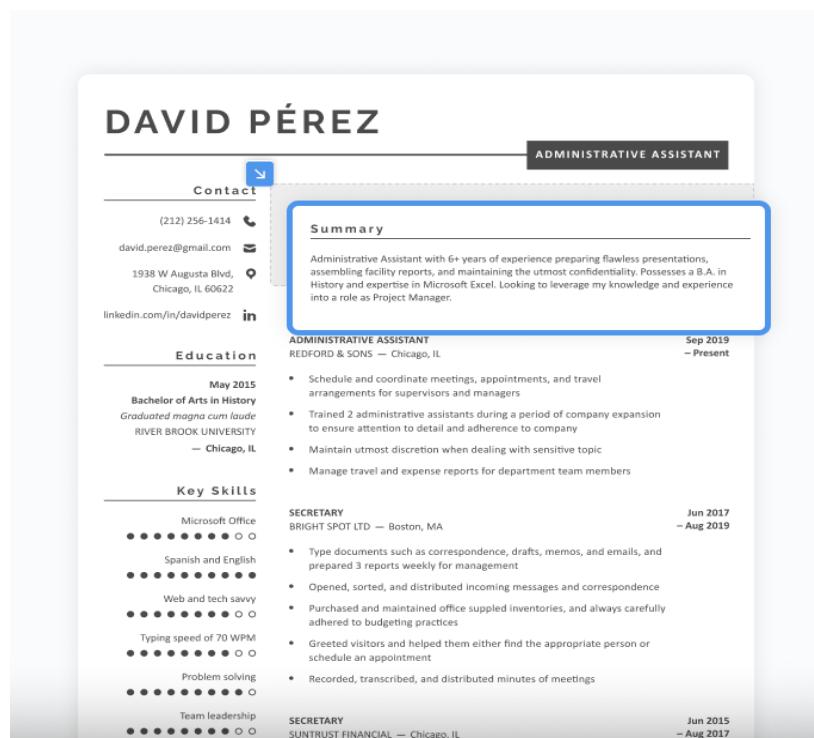
your mailing address (if you wish to demonstrate that you are a local) your LinkedIn URL

a succinct resume headline (a subtitle summarizing your background)

Use a font size more than 20 points for your name as it should always be the largest piece on your resume to make it stand out.

Use a summary or objective at the top of your resume.

An illustration of how to phrase your resume's purpose



For every job opportunity, hiring managers—especially those at large companies—have a significant number of applications to analyze. It might be difficult to ensure that your CV receives the attention it deserves in the face of such intense competition.

As soon as feasible, explain to the hiring manager why you are the best candidate for the position in order to make an impression. That's when an effective resume opening becomes useful.

At the start of your resume, your resume introduction gives a brief summary of your background, education, and experience. It may be written in either sentence or bullet-point format, and it should consist of three to five sentences.

The majority of job searchers today utilize the resume introductions listed below:

Synopsis of a resume

A professional resume summary is an overview that focuses on your greatest accomplishments and competencies.

Summaries of resumes work well for applicants that have:

a number of years of relevant job experience accomplishments that are backed up by data (which puts such accomplishments in context)

This is the precise format for a resume summary:

A sample summary for a resume

Goal of a resume

The purpose of a CV, often known as a career objective, is to highlight how your professional aspirations and career path align with those of the organization. Thus, a resume objective is appropriate for those who:

just graduated from college and lack professional experience, are considering a career change, or are preparing a résumé to apply for a job internally

The following is a formula for creating a compelling resume objective:

An example of an aim on a resume

Enumerate your professional background and achievements.

The job experience area of your resume is the next to look at, and it should be done correctly because it piques the interest of many recruiters and employers.

How to present your employment history on a resume

You most likely don't know how to structure your experience part of your resume if you haven't created one before.

An infographic outlining the proper format for each job experience entry on your resume

Include the following basic data for each job experience entry:

How to include employment history in a resume

Title of job - Dates of employment (month and year)

Name of company - Location of company (state and city)

3-5 bullet points outlining your tasks and accomplishments

When at all feasible, provide precise figures in your bullet points.

Put your most recent employment at the top and previous ones below if you're adding several jobs to your experience area. When explaining current responsibilities on your CV, use the present tense; when addressing former jobs, use the past tense.

List all of the title changes you've had at work, along with the duration of each title you've had. This is the most effective approach to highlight promotions on your CV and show prospective employers how far you've come as a professional.

An example of how to structure a work experience record if you held many titles while working at the same place is provided here:

Samples of experience entries with several names for jobs

Fintech Sectors

Assistant for Communications / October 2021 – March 2023

Intern in Communications, September 2020–October 2021

Contributed to the development and distribution of press releases, newsletters, social media postings, and website content, among other internal and external communications items.

followed and observed how the organization was covered by the media, gathering reports and doing trend analysis

helped create and implement marketing initiatives to raise engagement and brand recognition

An error that many job seekers commit is include a list of all the positions they have held on their CV. If you’re unsure of how far back to include on your resume, just include any relevant jobs from the previous ten or so years.

How to proceed if you lack job experience

Do you currently lack any employment experience to provide on your resume? You may still compose a strong part about your job experience.

To make your work experience section stand out, just rename it “Relevant Experience” and describe all of your relevant experiences in the same manner that you would for a full-time position.

If you’re a student, for instance, you may use this space to emphasize any of the following experiences:

11.4 LETTER OF APPLICATION

A one-page letter that you send with your resume to prospective employers to demonstrate your suitability for the position is called an application letter, sometimes referred to as a cover letter, application letter, or job application letter.

A letter of application can serve a variety of functions, but its main goal is to provide employers with additional details about you and your application.

Here is a sample of a straightforward letter of application for a job:

LETTER OF APPLICATION

4521 25th AVENUE
SAN FRANCISCO, CA 94122
(415) 768-4624
WILL.GRANT@GMAIL.COM
GITHUB.COM/WILLGRANT
LINKEDIN.COM/IN/WILLIAMGRANT

[Today's Date]

Georgina Ross
CodePros
66 Dakota Street
San Francisco, CA 94107
(415) 922-5181
georgina.ross@codepros.com

Dear Ms. Ross,

I'm thrilled to apply for the Junior Front End Developer role at CodePros, which I found on Monster.com. Having had an extremely positive experience completing CodePros online courses in 2017 and applying the skills I learned to my freelance work, I know how valuable online programming education is. My experience with CodePros increased my confidence to complete courses and gain more skills in React.js and JavaScript. I'd love to work for a company that gives students 24/7 support and excellent resources to learn programming skills.

In 2021, I freelanced for Climbers USA, a mountain climbing website in San Francisco, to produce a visually appealing website within 3 weeks. Using my time management and communication skills, I developed a single-page application for them using HTML, CSS, Javascript, and React.js. This project has generated over \$800,000 in revenue for Climbers USA to date. I hope to bring my coding abilities to CodePros, where building numerous user-friendly web applications for clients in a timely manner is of the upmost importance.

Besides my freelance work, I'm self-taught in the MERN Stack and am mentoring 2 new programmers to use it for generating user-friendly apps and websites. I also stay up to date on current industry trends and have published 30+ coding articles on Medium to help others on their coding journeys. It would be an honor to work with CodePros to further promote the joys of programming and self-development.

I look forward to meeting you in a future interview. You can reach me anytime at (415) 768-4624, or at will.grant@gmail.com. Thank you for your time and consideration.

Sincerely,

William Grant

An example of a one-page job application letter on a plain template with the contact information centered and the header text.

A business letter format is used for an application letter.

A strong application letter: explains the abilities, successes, and work experiences you wish to emphasize in more detail outlines your motivation for applying for the job.

How to write a letter of application

Before you start writing your letter of application, research the company and read the job posting carefully so you know how to describe your experience in a way that gets the employer's attention.

Once you've done your preparation, follow these steps to write a letter of application that lands interviews:

how-to-write-cover-letter

11.5 HOW TO WRITE A COVER LETTER

Dread writing cover letters? Read our guide to learn how to write a great cover letter that convinces hiring managers you're the ideal person for the job.

1. Put your contact information in your letter of application header

Your letter of application's header should match your resume header and provide your basic contact information to make it easy for hiring managers to invite you for interviews. Make sure to include your:

name

email address

phone number

Depending on the job, you can also include other professional online profiles such as your portfolio or LinkedIn profile to help hiring managers learn more about your past work.

This is an example of a good job application letter header.

Example of a letter of application heading, displaying the candidate's name and contact details.

2. Address the hiring manager

The next part of your cover letter is the contact person's information and a salutation (also called a greeting). To begin started, write the hiring manager's contact information at the top-left of your letter of application, including their name, company address, phone number, and email address. If the job ad doesn't list this information, search for it online or call the company to ask for the hiring manager's details.

Writing the date is optional in 2023. If you do include the date, place it above the employer's contact information and format it as [Month] [Day], [Year]. For instance, January 16, 2023.

In your job application letter's salutation, you should address the hiring manager by name to show that you've taken time to tailor your letter to the company. Use the format: Dear Mr./Ms./Mx. [Last Name]. If you can't discover the name, use a greeting like "Dear Hiring Manager" to avoid using the generic "To Whom It May Concern".

The employer's contact details and your salutation should look like this:

3. Grab the recruiting manager's attention with your introduction

According to hiring managers surveyed recently, 41% of them stated that, out of all the components of a job application letter, the introduction has the most effect on them. So start your application letter off strong by:

Describe yourself

explaining how you learned about the role

stating why you're applying

I'm excited to be applying for the Junior Front End Developer post with CodePros, which I spotted on Monster.com. Having had a really great experience finishing CodePros online classes in 2017 and using the skills I learnt there to my freelancing business, I realize how useful online programming education can be. My experience with CodePros enhanced my confidence to complete courses and learn more abilities in React.js and JavaScript. I would adore working for a firm that offers pupils first-rate tools and round-the-clock assistance to help them acquire programming talents.

If you're writing a cover letter for an internal position, you don't need to disclose where you heard about the post or go into your whole professional past. Instead, focus on a few of your successes throughout your tenure with the organization.

The hiring manager is drawn to this introduction since it is customized for the particular position and business. According to our poll, 46% of hiring managers said that when determining whether to invite applicants for interviews, personalizing an application letter is either moderately or extremely significant. Personalizing your cover letter gives companies more information about you than just proving you're a good match for the job.

genuinely desire to work for them
are attentive to detail
able to do research
are conscientious (and will give your job responsibilities the same level of effort)

Create a unique cover letter for every job, even if it's not necessary. In 2023, if you want to stand out from the competition, write an application letter because 73% of hiring managers from organizations that don't need them still read them.

4. In your body paragraphs, emphasize talents particular to your sector (supported by figures).

Next, include two to four body paragraphs that detail how your education, accomplishments, experience, and talents may support the target firm in realizing its objectives. The purpose of your body paragraphs is to demonstrate to the hiring manager why you would be a good match for the role, not to boast.

When deciding which of your hard and soft skills to emphasize in your job application letter, refer to the job ad. Hard skills and knowledge are technical proficiencies acquired via school, training, or practical experience. Hard talents include things like programming, data analysis, and user interface (UI) design.

Soft skills, on the other hand, are associated with emotional intelligence and inform employers about your interpersonal interactions at work. For example, your ability to operate both alone and collaboratively is demonstrated by your interpersonal, collaboration, and organizational abilities.

Many of your hard talents should already be listed in the skills section of your resume. Therefore, emphasize in your cover letter

the abilities you possess that are difficult to verify or that are not supported by the credentials or educational background listed on your CV.

In the body paragraphs of your application letter, it's just as crucial to utilize concrete figures as it is to quantify your accomplishments as you would on your CV. While most candidates merely briefly outline their qualifications, you may stand out from the competition by including numerical data in your application letter. Hard data may be used to quantify the amount of projects you worked on, the individuals you served, and the budgets you worked with.

Utilizing data also demonstrates to the hiring manager the breadth of your abilities. Thus, for instance, the first statement below indicates that you are more than capable of providing care for the patients of a smaller nursing home with only 50 beds, but the statement without specific figures is ambiguous:

Hard data

"I worked in a team of eight caregivers to deliver first-rate customer service in reception and recreation areas for over a hundred residents."

No precise figures

"I worked as a team to serve senior citizens with customer service."

5. Select captivating language for your letter of application.

The ideal length for your application letter is 250–400 words, or 3–4 paragraphs; this will allow you to make your point without drawing the reader in too much. Therefore, instead of employing buzzwords, make every word matter by utilizing strong action verbs and strong adjectives.

Buzzwords like “participated in,” “tasked with,” and “responsible for,” for example, are passive and give the impression that you have taken the duties verbatim from a job description. Alternatively, using verbs such as “spearheaded,” “managed,” and “executed.” The following passage from an application letter for a UX designer effectively employs action verbs and power adjectives:

I was the only UX designer employed at Sparklabs from 2015 to 2017 as a Senior UX designer. I carried out over four key design projects for our new website in Canada methodically and with little supervision. This included releasing ten prototypes based on various case studies and interviewing over fifty users. It was quite satisfying when my creative designs increased our marketing efforts by 92%.

Descriptive adjectives work well with action verbs to assist your cover letter create a tale, which is crucial because people are 22 times more likely to recall stories than just data. For example, to help hiring managers better understand a hotel manager’s customer service and people abilities, they could use words like “courteous,” “decisive,” and “tactful.”

Choosing appropriate words for your cover letter aids in the assessment of your suitability for the position by potential employers. Take note of how this nurse’s experience differs when power adjectives are included and when they are not:

Adjectives of power

During my more than seven years as a chief nurse at Grey’s Hospital, I treated more than 200 patients each week with great care and a compassionate bedside approach during urgent surgical operations. In the emergency department, patients felt more at ease because of my upbeat disposition.

Absence of powerful adjectives

I served more than 200 patients each week as a lead nurse at Grey's Hospital for more than seven years. I assisted physicians during urgent surgical procedures in the emergency department.

6. Put a call to action at the end of your application letter.

In closing, extend an invitation to the recruiting manager to schedule a meeting for an interview. If you want a hiring manager to contact you right away, provide your phone number and email address in your call to action.

Include a suitable closing for your application letter, such as "Sincerely" or "Best Regards," and then your name.

Regards,

Will Permit

It is optional to place a real or electronic signature in between your typed name and sign-off.

11.6 HOW TO FORMAT YOUR APPLICATION LETTER

Not sure how to format your application letter? The following four pointers will help you format your application letter so that employers notice it:

1. Select a suitable typeface and font size.

- A letter of application should have a font size of 10.5 to 12 points. Selecting an appropriate font size guarantees legibility and sufficient white space for a polished appearance throughout your text.

- Additionally, you have to select a formal letter of application typeface such as:
 - New Roman Times
 - Arial
 - Verdana
 - Georgia
- Applicant tracking systems (ATS), software that searches applications for keywords, may quickly assess professional typefaces. If you utilize unusual typefaces in your letter of application, an ATS might not be able to understand it.

2. Adjust your margins.

- Your application letter will be easier to read if the margins are appropriately sized and contribute to the ideal balance of white space and text. In Microsoft Word, the default size for application letter margins is 1". You may, however, change the margins between $\frac{1}{2}$ " and $1\frac{1}{2}$ ":
- It's acceptable to adjust your margins to $\frac{1}{2}$ " in order to fit more content on the page if you have a ton of relevant experience that speaks to the job advertising you are replying to.
- You may make your letter look longer by adjusting the margins up to $1\frac{1}{2}$ " if you don't have as much experience to share.
- Just remember that excessively tight margins make your application letter appear crowded, while too wide margins look professionally.

3. Save the document as a PDF.

- Always save your job application letters in a PDF file to make sure ATS software can quickly pick them up and forward them to potential employers. Additionally, PDFs prevent third parties from altering your program and preserve your layout.
- Save your letter as “First-Name-Last-Name-Application-Letter.pdf” or another suitable file name. Hiring managers will find it easier to locate your application in their desktop or email inbox if you choose a professional file name.
- Make sure you thoroughly read every job posting to find relevant keywords for your application. Including these keywords shows the company that you are a good match for the position and makes your application readable by the applicant tracking system (ATS).

4. Reduce the complexity of the formatting you use for letters transmitted in email bodies.

- When writing an email letter of application to an employer, there are a few things to keep in mind.
- Start by crafting a formal subject line that expresses your goals. Make sure the job title you’re applying for and your name are in the subject line of your email.

Example of an email subject line

Your Name - Applying at [Company Name] for [Job Title]

Secondly, since the hiring manager’s contact details and the date are already in the email, you don’t need to fill them out in an application letter sent by email. Therefore, start the email by addressing the recruiting manager with “Dear Mr./Ms./Mx.” [Name Last], “.

Example of an email salutation

Dear [Hiring Manager's Last Name], [Mr./Ms./Mx.],

Applying for [Job Title] at [Company Name] is a pleasure for me.

Third, include your contact details underneath your email signature before sending your application letter.

Contact details and an example of an email signature

Regards,

Name of You

Contact: (xxx) xxx-xxx

Write to your.name@gmail.com.

Go to www.linkedin.com/in/yourname on LinkedIn.

A cover letter and an application letter for a job are the same thing. When referring to a letter submitted to a hiring manager providing further information about your qualifications, recruiters and hiring managers sometimes use the phrases interchangeably.

11.7 LET US SUM UP

A letter of application, also known as a cover letter or job application letter, is a one-page document sent along with your resume to demonstrate your qualifications for a specific role, as per sources such as NBC News, Forbes, Yahoo, and Business Insider.

However, cover letters and application letters—also known as letters of application—for scholarships and academic programs are not the same. An application letter for academic reasons is different from a cover letter.

Resume.io allows you to search for jobs, save job openings that you'd like to apply for later, keep track of the jobs you've already applied for, review job offers you've received, and even look for potential errors in the jobs you've already applied for.

11.8 KEY WORDS

Cover Letter: The secret to crafting a strong cover letter is to demonstrate how your work history aligns with the requirements of the available position and the hiring organization's culture.

11.9 REVIEW QUESTIONS

Q 1. How to write a effective resume?

Q 2. What do you mean by application of letter?

Q 3. Are application and cover letters interchangeable?

11.10 REFERENCES

1. Yate, M. (2012). *Knock 'Em Dead Resumes: How to Write a Killer Resume That Gets You Job Interviews*. Adams Media.
2. Bolles, R. N. (2021). *What Color Is Your Parachute? A Practical Manual for Job-Hunters and Career-Changers*. Ten Speed Press.
3. Ryan, D., & Ryan, S. (2014). *The Resume Book: How to Write a Resume in College & After College*. College Survival.
4. Joyce, S. (2016). *Modernize Your Resume: Get Noticed... Get Hired*. Emerald Career Publishing.
5. Locker, K. O., & Kaczmarek, S. K. (2014). *Business and Administrative Communication*. McGraw-Hill.
6. Guffey, M. E., & Loewy, D. (2014). *Business Communication: Process and Product*. Cengage Learning.

BLOCK-IV: REPORT WRITING

UNIT 12: INTRODUCTION TO A PROPOSAL, SHORT REPORT AND FORMAL REPORT, REPORT PREPARATION

STRUCTURE

- 12.0 Objectives
- 12.1 Introduction
- 12.2 Introduction to a Proposal
- 12.3 How to Write a Proposal
- 12.4 Report Writing
- 12.5 The Purpose of a Report Writing
- 12.6 Types of Reports
- 12.7 Report Preparation
- 12.8 Let Us Sum up
- 12.9 Key Words
- 12.10 Review Questions
- 12.11 References

12.0 OBJECTIVES

After studying this unit, you should be able to

- acquaint you with the important writing report, especially English for business writing skills.
- help you realize, understand, and develop your writing abilities, which will help you enhance your interpersonal skills.
- make it possible for you to develop your business writing report.

12.1 INTRODUCTION

The four main components of language are listening, speaking, reading, and writing. To hold remarkable, meaningful, and sound communication, whether in writing or verbally, several crucial language abilities must be acquired. According to research, each skill—whether it be oral or written—has its own value in the development of effective communication. However, greater attention is placed on writing abilities since writing is a method that you use to convey the understood information when applying for jobs or when being evaluated as a student toward the conclusion of the term or semester. Additionally, it is increasingly clear that when it comes to business communication, employers look for employees who are proficient writers as well as speakers because routine intra- and inter-organizational communication relies heavily on written correspondence. Written reports, memoranda, notices, circulars, instructions, agendas, minutes, and other documents are examples of written communication.

Therefore, if you want to succeed in your professional career, you need become proficient in writing, particularly business and technical writing. The prospective student should keep a few important factors in mind as they develop their writing abilities, particularly their business writing abilities. The written draft should be well written, in-depth, thorough, and well-researched. It is crucial that the intended information be conveyed to the receiver in the same concise and clear manner as it was written.

The concepts must also be delivered delicately and in a linear format that adheres to the carefully planned arrangement. Care should be made to ensure that any numbers stated are supported by real facts, especially when they are cited rather than just expressing personal

views. Your written copy should be flawlessly prepared, which will also indicate that you are confident in yourself. Prior to forwarding or submitting the manuscript to another party, it should be proofread and amended, if necessary. The information it includes should determine the overall tone of the text or draft. Professional reports, for instance, are often written in a research-focused, straightforward, accessible, and compelling tone, while memos, circulars, instructions, agendas, and minutes might be written in accordance with the guidelines. With regard to any written task that is completed in English, basic details like grammar, spelling, punctuation, and appropriate hierarchy must always be taken care of.

12.2 INTRODUCTION TA A PROPOSAL

The introduction should first provide context for your study by outlining what is already known and what needs to be investigated further. You might emphasize in the introduction how your study will further scientific advancement and the body of information already known in your sector.

The hypothesis that guided the creation of the study design must also be included in the introduction. You can formulate this hypothesis by posing queries to yourself such as:

- What is the main issue with the research?
- What research subject is connected to that issue?
- Which techniques ought to be applied while analyzing the study problem?
- What is the relevance of this research, why is it significant, and how will the results impact the funder and society at large?

12.3 HOW TO WRITE A PROPOSAL

How to Compose an idea?

In order to properly convey your thoughts and goals to a target audience, writing a proposal entails a number of important processes. Below is a thorough explanation of each step:

Determine the Goal and Target Audience

- Make sure that your proposal's goal is clearly stated: What issue are you trying to solve, what remedy are you suggesting, or what end result are you trying to reach?
- Determine who your intended audience is: By whom will your proposal be read? Take into account their hobbies, history, and any particular needs they might have.

Perform Studies

- assemble pertinent data: Do extensive research to back up your proposal. To obtain the required facts and evidence, this may entail looking through previously published works, analyzing data, or conducting surveys and interviews.
- Recognize the situation: Become familiar with the circumstance or issue that you are trying to solve. Determine any pertinent opportunities, difficulties, or trends that might affect your proposal.

Create a Summary

- Make a logical and unambiguous structure: To help your readers navigate the content, divide your proposal into parts or titles.
- Examine the standard format for a proposal:
- First of all, Give a succinct summary of the issue, its importance, and the suggested fix.
- Background/Context: To aid readers in understanding the issue, provide pertinent background data and context.

- Goals and Objectives: Clearly identify the aims and purposes of your plan.
- Methodology/Approach: Give an explanation of the strategy or approach you'll employ to tackle the issue.
- Provide a thorough timetable or schedule that highlights the important dates and events.
- Resources/Budget: Indicate the amount of money and other resources needed to carry out your suggestion.
- Success/Evaluation Metrics: Describe the metrics you will use to assess the efficacy or success of your plan.
- In summary: Reiterate the advantages of your plan and summarize its key aspects.
- Compose the proposal.
- First of all,
- Draw focus: Start with an attention-grabbing remark or a succinct narrative to grab the reader's attention.
- Clearly identify the issue: Explain the importance of the problem or issue you are addressing and provide a clear definition of it.
- Give your suggestion a try: Explain why your suggested course of action is the best one while introducing your initiative, concept, or solution.
- Describe the aims and objectives: Clearly state the precise purposes or goals that your plan seeks to accomplish.

Body:

- Give evidence to back up your claims: Provide facts, figures, or examples to back up your assertions and explain your suggestion.
- Describe the process: Give a thorough explanation of the strategy, tactics, and/or technique you'll employ to carry out your suggestion.

- Address any possible issues: Provide rebuttals or mitigating tactics in response to any possible objections or difficulties the readers may raise.

In summary:

- Summarize the key points: List the main ideas you covered in the proposal in brief.
- Emphasize the advantages: Stress the advantages, benefits, or effects that your idea will bring about.
- Request for action: Indicate in plain English what you would like the readers to do—approve the idea, provide money, or work with you.

Examine and Edit

- Verify for coherence and clarity: Verify for punctuation, grammatical, and spelling mistakes.
- Verify the logical flow: Go over your proposal to make sure the concepts are clear and presented in a logical manner.
- Edit and polish: Make any adjustments to your proposal to make it clear, strong, and captivating.

Include supplemental information

- Include any pertinent documents: Add any supporting documents, such as study results, graphs, charts, or testimonies, that bolster your argument.
- Addenda: Include any other details that are not necessary to the proposal's primary body but would be helpful.

Presentation and Formatting

- Observe the rules: Respect any formatting requirements that the organization or institution to whom you are submitting the proposal may have specified.
- Adopt a formal tone and vocabulary: Make sure you write your proposal in an understandable, succinct, and expert manner.

- Make use of subheadings and headers: To make your proposal easier to understand, arrange the content with distinct headers and subheadings.
- Be mindful of the design: Employ suitable typefaces, font sizes, and formatting styles to enhance the visual attractiveness of your proposal.
- Add a cover page: Make a cover page with the proposal title, your name or organization, the date, and any other necessary details.

Request Input

- Ask mentors or dependable coworkers that you have shared your plan with for their input. If needed, take into account their recommendations for enhancement and apply them to your idea.

Complete and Submit

- Finalize any changes in light of the comments you've received.
- Make sure all necessary attachments, sections, and paperwork are there.
- Verify again for any mistakes in formatting, punctuation, or spelling.
- Send in your idea by the specified date and in compliance with the given submission standards.

12.4 REPORT WRITING

Reports are formal in style. These materials are well written, thorough, factual, organized, and well-researched. Before being submitted in its final form, every written declaration is double- and triple-checked. Reports are prepared using facts and in a clear, straightforward way. These papers could contain in-depth notes about the whole business/organization or concentrate on a specific scenario, occurrence, or event. Reports are often written in a detailed, objective format. In business or professional

communication, it is essential to avoid expressing subjective thoughts or viewpoints. The event, issue, or organization should be the major focus of a formal report, which should continue to be impartial and objective in character. An investigation of a chosen subject or event under discussion, a group of particular conditions, or financial activities relating to the overall monthly or yearly performance of the organization are all included in an official document like a report.

12.5 THE PURPOSE OF A REPORT WRITING

The investigator should keep in mind that the report is not a description of facts, events, or potential future scenarios as they occur while gathering evidence. For instance, if a report mentions “the possibility of change of work site,” its goal has not been fulfilled. nonetheless, the report should explore the need of altering the workplace and provide an explanation for why it is necessary.

Choose and suggest the best decision after weighing the relative merits of the various options. A report’s primary objective is to assist management in identifying the causes behind a certain circumstance. The issues that led to the issue, the optimal solution to the problem, together with the range of other solutions, are shown by a comprehensive examination of all relevant facts and variables. The primary objective of the paper is to offer specific conclusions about the presence of the issue and its resolution.

12.6 TYPES OF REPORTS

1. Information Report

Informational reports are the first on our list of reporting categories. This report kind strives to provide factual insights into a certain issue, as their name indicates. Performance reviews, spending reports, and justification reports are a few examples of this. These reports stand out because they are objective and just serve to inform; no answers or theories are put forward. Examples of typical informative reports for performance monitoring include yearly, monthly, and weekly reports.

2. Research Reports

Through a combination of qualitative and quantitative insights, real-time and historical data, and real-time and historical data, this report type includes a mix of relevant information to aid the decision-making process. In contrast to informative reports, which just attempt to educate readers on a subject, this report type also seeks to provide suggestions for the next actions and assistance with problem-solving. With this knowledge at hand, companies may develop plans based on analytical data rather than just gut instinct. Businesses may produce a variety of analytical reports, including precise predictions using predictive analytics technology, by using the correct BI reporting solution.

3. Operational Reports

These reports keep tabs on every crucial aspect of the business' operational activities, including its manufacturing procedures. Since they want to capture the moment, they are often brief reports. This kind of report is used by businesses to identify problems, define solutions, or find ways to improve in order to maximize operational effectiveness. Because they make it easier to monitor inventory,

output, and expenses, among other things, operational reports are often used in manufacturing, logistics, and retail.

4. Product Report

This report type is intended to track several elements of product performance and development, as its name would imply. Businesses often use them to calculate inventory, determine the kind of product that customers value the most, and monitor which of their goods or subscriptions are selling the best during a certain period of time. These studies are often used to explore the installation of new goods or the improvement of current ones. Let's examine it in more depth using a graphic illustration.

Examples of this kind of report include one on product innovation that may be used to inform product development and price choices.

5. Industry Reports

Industry-specific reports come next on our list of the most popular report kinds. These papers often include an overview of a certain market, industry, or sector along with definitions, important trends, top firms, and industry size, among other information. They are especially helpful for organizations trying to create performance goals based on typical industry values or for businesses looking to discover how competitive a certain market is before entering it.

6. Department Report

Each department or business function is covered by these reports specifically. They act as a medium for communication between team members and supervisors who must keep in touch and cooperate to achieve mutual objectives. This particular report type helps monitor and improve performance on a more in-depth level, whether it be in the sales department, customer service, logistics, or finances.

An illustration of how a customer care staff performed in a department report

7. Development Reports

Progress reports, which are a subset of informative reports, provide vital details regarding the state of a project. Employees or managers may create these reports on a daily, weekly, or monthly basis to monitor performance and optimize duties for the project's advancement. Progress reports are often used as visual aids in meetings and conversations. A KPI scorecard is a nice illustration.

8. Internal Reports

Internal reports refer to any sort of report that is utilized internally in a corporation, which includes many different types of reports on this list. To maintain communication about aims and corporate objectives, they pass information between team members and departments.

9. External Reports

Not all reporting is intended for use behind closed doors, even if the majority of the report types mentioned here are utilized for internal reasons. The purpose of external reports is to share information with external stakeholders, such as clients or investors, for the purpose of holding government agencies accountable for the budget or progress as well as for remaining in compliance with legal obligations.

10. Horizontal and Vertical Reports

Vertical and lateral reports are next in our list of report kinds. This reporting style describes the path that a report takes. A vertical report, like a management report, is designed to go up or down the hierarchy. A lateral report, on the other hand, facilitates coordination

and communication across teams that are situated at the same level of the hierarchy, such as the marketing and finance departments.

11. Research Reports

Without a question, reporting that is focused on research is one of the most important reporting kinds for any contemporary firm. You will have the resources to drive innovation while directly addressing the demands of your audience if you are able to gather, compile, and drill down into insights based on critical pockets of your client base or sector.

12. Strategic Reports

No matter how large or small the firm, strategy is an essential element. Of all the numerous sorts of company reports possible, strategic analytics tools are possibly the most inclusive and ubiquitous.

These specific tools provide top-level analytics on a number of activities or operations to assist you in understanding, exceeding, and regularly meeting your most important business objectives.

13. Project Reports

To keep a company going forward while maintaining innovation and development at the center of every strategy, communication, and campaign, projects are essential. But without the proper management tools, a project that may be game-changing could deplete resources.

A project management report provides an overview of the status and elements of a certain project. It is a visual tool that you may use to demonstrate the development of your project at various stages to partners, coworkers, customers, and stakeholders. Let's take a closer look at our example and explore it further.

14. Statutory Reports

Keeping your company's statutory affairs in order is essential to its continuous commercial health and success, even if it may not appear glamorous or exciting.

One tiny mistake might have significant consequences when presenting such important financial and non-financial information to government agencies. Working with statutory forms of report formats is therefore a foolproof method of maintaining your affairs and records while greatly lowering the possibility of human mistake.

12.7 REPORT PREPARATION

A proposal's format might change based on the particular guidelines that the institution or organization you are presenting it to has in place. Nonetheless, you might adhere to the following generic proposal format:

1. The title page

Add the proposal's title, your name or the name of your company, the date, and any other pertinent details that the rules specify.

2. Synopsis

Give a succinct synopsis of your proposal that highlights its main ideas and goals.

Provide an overview of the issue, the suggested fix, and the expected outcomes.

Since this part is frequently read first, it should grab the reader's attention. Keep it succinct and interesting.

3. Overview:

Clearly identify the issue or problem you are addressing and its importance.

Give background information to make the problem's significance and context more clear to the reader.

Clearly articulate the goals and purpose of your proposal.

4. Problem Synopsis:

Give a thorough explanation of the issue, emphasizing its effects and ramifications.

Employ evidence, figures, or examples to back up your statements and show why a remedy is required.

5. Suggested Resolution or Project Overview:

Give a thorough and concise explanation of the project or solution you have in mind.

Explain the problem that your solution solves and why it is the best course of action.

Provide details on the approaches, plans, or actions you plan to take in order to put your idea into practice.

Emphasize any special qualities, breakthroughs, or benefits that your plan offers.

6. Approach:

Give a detailed description of the methodology or strategy you propose to utilize to carry out your suggestion.

Provide a timetable or timeline that lists the important deadlines, assignments, and deliverables.

Clearly state what equipment, workers, or knowledge are needed for each project step.

7. Success Metrics and Evaluation:

Describe the metrics you will use to assess the efficacy or success of your plan.

Determine the precise measurements, indicators, or assessment techniques that will be applied.

Explain the process you will use to monitor your progress, get input, and make changes as necessary.

8. Spending Plan:

Provide a thorough budget that lists all of the money needed for your plan.

Add up all of the necessary expenditures, including staff, supplies, machinery, and any additional outlays.

Give an explanation for every budget item.

9. Final Thoughts:

Write a synopsis of your proposal's key ideas.

Summarize the advantages and successful results of putting your suggestion into practice.

Stress the importance and the effect it will have on the community or organization.

10. Addenda:

Add any other supporting information you have, such as study results, graphs, charts, or testimonies.

Please include any pertinent papers that supplement the main body of the proposal but do not provide new material.

Template for Proposals

You can utilize the following sample proposal to get ideas for your own proposal:

[Your Name or Name of Organization]

[Your Address]

[ZIP, State, City]

[Email Address]

[Telephone Number]

[Date] [Name of Recipient]

[Position of Recipient]

[Name of Organization]

[Address]

[ZIP, State, City]

Subject: [Your Proposal Title]

Dear [Name of Recipient],

I'm writing to submit a proposal for [explain the project's relevance and goal in brief]. This proposal provides an actionable strategy to accomplish the targeted goals and proposes a thorough solution to solve [explain the problem or issue].

I. Executive Summary: [Shortly describe your plan, emphasizing its main features, goals, and expected advantages.]

II. Introduction: [Give a thorough description of the topic or problem, including pertinent background data and an explanation of its importance.]

III. Problem Statement: [Explain the issue, its implications, and its solutions in detail. Draw attention to the necessity of a solution with the use of facts or instances.]

IV. Proposed Solution or Project Description: [Clearly and thoroughly describe your suggested project or solution. Describe how it solves the issue and why it's the best solution. Emphasize any special qualities or benefits.]

V. Methodology: [Explain the methodical strategy or technique you want to employ in order to carry out your suggestion. Provide a timetable or calendar that outlines the important deadlines and milestones. Indicate the people, equipment, or knowledge that are needed.]

VI. Success Metrics and Evaluation:

[Explain how you plan to assess the efficacy or success of your idea. Name certain metrics, signs, or assessment techniques. Explain the process for monitoring development and making changes.]

VII. Budget: [Offer a comprehensive budget outlining the funds needed for your plan. Provide a detailed cost breakdown and justification for every item in the budget.]

VIII. Conclusion: [Recap the key ideas in your plan and emphasize its advantages and disadvantages. Stress the importance and influence it will have.]

I appreciate you taking a look at this suggestion. I think putting this concept into practice would greatly advance the objectives of [the community or organization]. I'm willing to go over the plan in further depth whenever it's convenient for you. You may reach me at [your phone number or email address] at any time.

Sincerely yours,

[Your Name]

[Your Title/Position]

[Your Company]

Note: This template should be modified to match the particular specifications and instructions given by the institution or organization to whom you are submitting the proposal; it is just meant to serve as a starting point.

Sample Proposal

Here is an example proposal to help you with its structure and writing:

[Your Name or Name of Organization]

[Your Address]

[ZIP, State, City]

[Email Address]

[Telephone Number]

[Date] [Name of Recipient]

[Position of Recipient]

[Name of Organization]

[Address]

[ZIP, State, City]

Subject: Request for Program Development and Implementation in Environmental Education

Dear [Name of Recipient],

With great pleasure, I offer this proposal, which outlines a thorough strategy for implementing an environmental education program, for your consideration. In order to promote sustainability and a sense of responsibility, this initiative seeks to meet the community's urgent need for environmental education and awareness.

12.8 LET US SUM UP

A report is a nonfiction work that provides and/or condenses the information on a certain occasion, subject, or problem. The notion is that a good report will include all the information that someone who is not acquainted with the topic needs to know.

Reports make it simple to get someone up to speed on a topic, but producing one is far from simple. Therefore, we've included a little report of our own, all about report writing, below to assist you comprehend what to do.

The report is a special kind of written communication that includes research, analysis, and presentation to provide its reader the information they need. The report writer should employ a variety of approaches for research, data collecting, and information analysis.

12.9 KEY WORDS

Title page: When reading many reports, a title page helps the reader maintain track of them. Title pages are often used in official reports to keep information structured.

Table of contents: Just as in books, the table of contents enables readers to quickly go to the part they're interested in.

Page numbering: This customary practice ensures that the pages are in the correct sequence in the event of confusion or typos while producing lengthy reports.

12.10 REVIEW QUESTIONS

Q1. Give a very brief overview of this report.

Q2. Mention the reasons for taking up the survey.

Q3. Sum up the conclusions you draw from the report and give your recommendations.

Q4. Does the report contain all the necessary parts that help a reader understand it easily? Suggest the missing parts, if any.

12.11 REFERENCES

1. Sharma, R. C., & Mohan, K. (2012). *Business Correspondence and Report Writing*. Tata McGraw-Hill.
2. Bovee, C. L., & Thill, J. V. (2018). *Business Communication Today*. Pearson.
3. Guffey, M. E., & Loewy, D. (2014). *Business Communication: Process and Product*. Cengage Learning.
4. Gerson, S. J., & Gerson, S. M. (2017). *Technical Communication: Process and Product*. Pearson.
5. Locker, K. O., & Kaczmarek, S. K. (2014). *Business and Administrative Communication*. McGraw-Hill.
6. Day, R. A., & Gastel, B. (2012). *How to Write and Publish a Scientific Paper*. Cambridge University Press.

UNIT 13: SALES PRESENTATION, TRAINING PRESENTATION

STRUCTURE

13.0 Objectives

13.1 Introduction

13.2 Sales Presentation

13.3 Creating a winning sales presentation

13.4 Top sales decks consist of a few essential components:

13.5 Format for Sales Presentation

13.6 Training Presentation

13.7 Types of Training Presentation

13.8 Importance of Training Presentation

13.9 Let Us Sum up

13.10 Key Words

13.11 Review Questions

13.12 References

13.0 OBJECTIVES

After studying this unit, you should be able to

- develop your presentation abilities.
- describe the best ways to structure your business presentation, and demonstrate how to establish rapport with the audience.
- recognize the nature and significance of sales communication in interpersonal and commercial relationships.
- recognize when training presentation is preferable.

13.1 INTRODUCTION

Making presentations is a typical aspect of a business professional's life. While some presentations are convincing, others are informational. Others are virtual, while others are face-to-face. Some are presented to larger crowds while others are offered to smaller ones. Presentations may range from basic to sophisticated.

The goal of an oral presentation is to convey vast volumes of sometimes difficult information in a concise, understandable manner. Although the material has a role in the success, the speaker's ability to effectively convey the information to the audience plays a larger role.

13.2 SALES PRESENTATION

A strong sales presentation consists of more than just a straightforward pitch, demonstration, or tally of numbers. When used effectively and at the appropriate point in your sales process, it may be a useful tool for grabbing prospects' interest, creating a sense of urgency, and influencing them to make a purchase.

This book will teach you how to leverage storytelling's persuasive power to influence decisions and close more business. We'll also go over the essential components of a successful sales presentation approach, what should be in your sales decks, and useful delivery tips.

A sales presentation: what is it?

- During a live presentation, your team will highlight your product or service and explain why it is the greatest choice for your potential customer.

- A sales presentation and a sales pitch are not usually the same, even though the language used varies from business to business.
- Your sales staff spends their whole working day making sales pitches to clients in person, over the phone, or over Zoom.
- A sales presentation is a momentary occurrence that typically occurs when your sales team is attempting to complete a more lucrative deal—even though it's still a sales pitch. It's not just a phone conversation; frequently, there is a meeting and a demo involved.
- Sales presentations need extensive preparation and teamwork because you're probably speaking to a group of executives and senior decision-makers.

How (and why) to use narrative into your sales presentation

- Tell tales in your presentations to make your brand more memorable and relatable to the audience.
- When attempting to convince a potential consumer to become a client, statistics, facts, and numbers can be helpful, but they have greater impact if you can frame them with an engaging narrative.
- If you, for instance, share a customer success story with your prospect and add compelling facts to support it, they are more likely to pay attention and be curious to learn more.
- Humans and narrative are deeply connected. Audiences are moved, educated, and persuaded by stories in a sales situation.

- Stanford professor and co-author of *Made to Stick* Chip Heath uses an experiment to show his students the value of narrative. He splits them up into groups and gives them a minute to make a case for themselves using the information he just showed them.
- He invites the students to write down whatever memories they may have of the pitches after they are given. Despite the fact that most students utilize statistics rather than anecdotes, 63% of students recall the stories whereas just 5% recall a single data point.
- Stories are a good tool for creating an outline for a sales presentation because of their stickiness. They aid potential customers in comprehending and recalling the main ideas of your presentation and offering.
- A very effective way to avoid using internal “jargon” and help the consumer grasp the product or service in the actual world is to use analogies or related anecdotes.
- Sales Manager Thomas Dredge, Specific Audience

13.3 CREATING A WINNING SALES PRESENTATION

Although the solution you’re delivering your prospects is the focus of your presentation, it shouldn’t begin there. Rather, begin by stating the issue that your solution was intended to address.

Bradley Davies, Cognism’s business development manager, asserts that “value selling is crucial.” It’s critical to comprehend your

customer and design their journey around what you can accomplish for them.

In order to pinpoint their problems and demonstrate how your service addresses them, you must first ascertain what is driving people to engage in conversation. Every offer you make to a potential customer should be focused on what will be most beneficial to them.

You may decide to use a narrative in which your product is portrayed as the hero, aiding the client in defeating their pain point, which is the villain.

The problems that the prospects in the room are facing should be addressed in your tale. For instance, alterations to their industry, business, or technology.

Don't let a non-essential component of your service draw attention away from the elements that are crucial. Bradley continues, "It will keep them interested and assist in developing their user story.

Make them feel as though your product is in a hurry: It is a solution to their issue, but they risk missing out on a chance if they wait to take action. Recount a scenario that illustrates what may occur if your prospect stays the same, emphasizing the negative effects of inaction.

Pay attention to the results

If you're doing your job, your audience is nodding along after you've described the issue. It is now appropriate to discuss the solution.

That does not, however, imply that you should immediately begin highlighting the characteristics and advantages of your offering.

A strong sales presentation paints a picture for the buyer of what their life may be like if they start making alternative choices, rather than just showcasing your goods. How will their productivity or workload increase? With more time and resources at their disposal, what could they accomplish? How are they going to raise money and cut expenses?

13.4 TOP SALES DECKS CONSIST OF A FEW ESSENTIAL COMPONENTS

- A fantastic opening slide or cover photo. Your cover slide should pique the interest of the audience, much like the tale you introduce in your presentation.
- Information and salient features. Infographics, graphs, quotations, charts, and other data support your presentation. Rather of just summarizing your points, your slides should illustrate the information you're presenting. Metrics are available from your own sales dashboard or, if applicable, from other sources.
- case studies and endorsements from previous clients. A lot of social proof, such as quotes and success stories from previous clients who are ideally in the same field as your prospects, can be used to support your claims.
- competitive environment. It's likely that a potential buyer is considering other products besides yours. Astute salespeople

seize the chance to foresee complaints and proactively discuss how their product compares to that of their rivals.

- personalized material. You should customize your presentation for every meeting, even if it might be tempting to utilize the same information every time. Use statistics relevant to your prospect's market or industry, make use of their brand colors, or cite a previous communication. Using a visual design program like Canva, you may locate ready-to-use, customisable sales decks.
- A sneak peek at what comes next. Provide a slide with a clear call to action that offers next steps so that your prospects can see what new client onboarding entails. The training and customer service experience may be a value proposition in itself for certain businesses.
- A word about text in your sales deck: Make sure the slides are straightforward with little language. Your potential customers don't want to read a wall of text. Venngage data shows that 84% of presenters utilize visual data in their presentations, and for good reason—you don't want your audience to read a ton of text while they watch the demo, read your sales deck, and listen to you.

When adding text to your presentation, make sure the typeface and font size are legible for all audience members.

13.5 FORMAT FOR SALES PRESENTATION

Seven Slide Format Types for Your Sales Presentation

- Title slide: Topic, slogan, and company name

- The image from “before”: Three slides maximum, including pertinent visuals and data.
- The “After” image shows how your product has improved life. Make smiley faces.
- Describe your company’s mission and values (as they relate to them).
- The slide titled “Bridge”: Condensed goal statements enclosed in circles.
- Slides with social proof: One slide has the mission statement and the logos of customers. Pull a quotation from another.
- The “We’re here to help” slide Add a call to action and your contact details.

13.6 TRAINING PRESENTATION

Employee training and productivity optimization have increased thanks to blended learning and hybrid work environments. These days, corporate training consists of a variety of live online courses, SCORM courses that workers may do at their own leisure, and in-person group sessions.

Do you have training presentations that are challenging enough?

Managers of performance management, HR, and learning and development should pay notice. We’ll walk you through the whole process of creating a training deck in this tutorial. Additionally, some optimization advice and sample templates for training presentations that improve learning outcomes are included.

A training presentation: what is it?

A training presentation is a collection of slides designed to impart information on a particular subject or teach a skill. They are used

into development and training plans in businesses all around the world. Employees get the knowledge and abilities necessary to do their jobs more effectively and advance in their careers from the training presentation's slides.

Slides for training presentations can be made in a variety of formats. They should ideally have a clean appearance and visual cues that highlight the important points of the discussion. Using our 5-Topic Training PowerPoint Template, the design was produced.

13.7 TYPES OF TRAINING PRESENTATION

All learning and development programs in an HR department include training presentations. They serve one of two purposes: either to prepare workers for development and the future, or to prepare them for the work they do now.

1. Training for the Job: Employees receive training on the job to help them perform their designated duties and responsibilities. The competencies they acquire adhere to the brand, procedures, and organizational framework of the business.

As examples, consider:

- Orientation
- On-the-job instruction
- Exercise models
- Orientation
- Building Skills
- guiding

2. Training for the Growth: Employees are provided resources to enhance their skills, such as learning new technology or procedures, as part of training for growth. They pick up abilities that will benefit them in their future careers, getting them ready for a promotion

within the organization or lateral team changes in a different capacity.

Training for growth covers subjects such as:

- Soft skills
- modern technology
- Novel procedures or approaches
- Changing jobs
- Individual growth
- growth of a career

Using a training deck, an educator explains financial topics using charts and graphs.

In order to offer training presentations with higher-quality material, presenters should practice their presenting techniques.

13.8 IMPORTANCE OF TRAINING PRESENTATION

In a business context, there are several advantages to high-quality training and development efforts. The three most important ones are professional growth, corporate culture, and employee buy-in and retention.

Buy-in and Retention of Workers

Team members in People Management, Human Resources, Learning & Development, and DEI feel certain and pleased of their job in training other workers when they produce training presentations of a high caliber.

They accompany staff members on their training courses, thus it's preferable if they have a stake in the information they provide. In

order to establish a strong brand identity and a transparent corporate culture, comprehensive training facilitates buy-in from the start through an onboarding plan. Then carries on with consistent training programs that promote loyalty, contentment, and retention.

Organizational Culture

Brand equity is heavily influenced by an organization's corporate culture. However, a strong culture takes time to establish; team-building exercises, inspirational lectures, and fair training in all facets of the job are ways to help people internalize it.

Through the constant communication between trainers and trainees, company culture is transmitted. Building ties between teams and workers is facilitated via training days and group sessions. With the correct kind of instruction, one may acquire the quality of feeling invested.

Advancement of the Profession

For professional growth, every business has to provide high-quality training. Employee development training is just as important as on-the-job training for routine jobs.

Training for higher, or lateral, jobs is part of in-house professional development training. Providing future-focused training enhances staff professional growth and forges a solid organizational culture.

13.9 LET US SUM UP

Training is a company, just like any other, and planning and strategy are essential. The goal of your training presentation is clearly clear: to educate the entire business about the SCRUM framework. To

improve productivity and employee happiness, however, you'll need to find out what skills people need to acquire.

The goal of an sales presentation is to convey vast volumes of sometimes difficult information in a concise, understandable manner. Although the material has a role in the success, the speaker's ability to effectively convey the information to the audience plays a larger role.

This adage is applicable to many facets of life, but it is particularly relevant when creating an effective and memorable presentation. If you're wondering how to make a presentation outstanding, you should know that it all begins with picking a compelling subject angle, determining the goal of your presentation, and developing a strong framework and outline.

13.10 KEY WORDS

Size and value: A chart that groups housing cost variations by the value of individual homes.

Solution: Focused presentation on the issue of dwindling enrollment sales, like laying off employees.

Simple/complex: A lecture outlining corn's genetic engineering, from simple seed production to intricate gene insertion.

13.11 REVIEW QUESTIONS

Q 1. How to prepare an sales presentation?

Q 2. Explain some simple rules for making good sales presentations.

Q 3. How to prepare and deliver an effective sales presentation in an organization?

Q 4. What three goals should you accomplish in the introduction to your presentation?

Q 5. What do you mean by training presentation?

13.12 REFERENCES

1. Reynolds, G. (2011). *Presentation Zen: Simple Ideas on Presentation Design and Delivery*. New Riders.
2. Duarte, N. (2010). *Slide:ology: The Art and Science of Creating Great Presentations*. O'Reilly Media.
3. Heath, C., & Heath, D. (2007). *Made to Stick: Why Some Ideas Survive and Others Die*. Random House.
4. Rackham, N. (1988). *SPIN Selling*. McGraw-Hill.
5. Pink, D. H. (2012). *To Sell Is Human: The Surprising Truth About Moving Others*. Riverhead Books.
6. Kirkpatrick, D. L., & Kirkpatrick, J. D. (2006). *Evaluating Training Programs: The Four Levels*. Berrett-Koehler.

UNIT 14: CONDUCTING SURVEYS, SPEECHES TO MOTIVATE

STRUCTURE

- 14.0 Objectives
- 14.1 Introduction
- 14.2 Why are surveys used
- 14.3 How to carry out a survey
- 14.4 Speeches to motivate
- 14.5 The All-Time Greatest Motivational Speeches
- 14.6 Let Us Sum up
- 14.7 Key Words
- 14.8 Review Questions
- 14.9 References

14.0 OBJECTIVES

After studying this unit, you should be able to

- identify the population you want to target.
- determine the required number of respondents.
- help to study the perceptions of the community related to the topic.
- used in market research, social sciences, and commercial settings.
- select the ideal time to carry out a survey.

14.1 INTRODUCTION

One common primary data gathering technique that may be applied to many kinds of study is the survey. A survey with pertinent questions related to the study topic is created by a researcher. After the participants are chosen, the questionnaire is sent to them via mail

or online. There are both open-ended and closed-ended questions in it.

14.2 WHY ARE SURVEYS USED

The advantages of doing surveys come in handy when you need to decide on a course of action that will impact your sales demographics, enhance internal workflow, and boost sales. All things considered, survey research aids in learning about the beliefs and inclinations of a certain population. This kind of useful information can help you better understand your consumers.

Generally, there are four categories of research:

Demographic research is the examination of demographic and economic statistics. You may identify an audience that is probably interested in your product or service by conducting demographic research.

An examination of your staff members' attitudes, ideas, and opinions about work- and industry-related topics is known as employee research.

Market research is the study of consumers or the industry to find out how your company compares to rivals or what the general public thinks about a certain issue.

Customer research is gathering input from those who use your company's goods and services.

It's one thing to realize that surveys are necessary. The task of conducting your own poll is a whole other ballgame. To get the

knowledge you need, you must ask the appropriate questions. It is also crucial to ask these questions in the appropriate manner. It could be harder than you think to do both in your surveys. By offering a library of example templates for a range of use cases, Survey Monkey simplifies the process for those who create surveys.

Examine our most well-liked survey creation features.

Compare plans to find out which features best suit your need.

View every plan

Benefits of doing surveys

Employing surveys may help you gain a deeper knowledge of your team, clients, merchandise, industry, and rivals. If no one is purchasing your good or service, it's possible that you're not reaching the correct customers or that your item is defective. It's possible that although everyone wants your good or service, sales are slow. The issue in this instance might be internal. Gaining understanding of these problems can be facilitated by properly conducting surveys.

14.3 HOW TO CARRY OUT A SURVEY

1. Consider your motivation for sending it.

Prior to creating a survey, you should first determine why it is being sent out in the first place. What kind of information are you seeking, and what would support your decision-making? This will impact the questions you ask and provide you with the most accurate information.

Let's take an example where you would like to discover what people think about milk. You must first determine your motivation for wanting to discover what the public's opinion is on milk. Is it

because you want to know how many new cows to buy this year as a dairy farmer? Or is it that you are a pharmaceutical business assessing the market for a product meant for individuals who are lactose intolerant? Or is it your desire to sell your new soymilk as efficiently as possible?

Make a list of all the things you need to know about your company. It's also helpful to compile a list of any issues your business may be experiencing.

2. Identify your target audience

Determine who you will be asking to complete your survey before deciding on the best design and distribution strategy. Prior to making any judgments regarding your survey, determine who your target demographic is. Possess more than one category? You may choose to administer many surveys.

For instance, in determining how well a piece of apparel fits, an athletic apparel firm may question women differently than men. This might include sending out whole separate surveys or modifying the questions and skip logic in your surveys.

When attempting to identify a demographic, there are just too many factors to take into account. Although it's an option, speculating might be costly if you're incorrect. With the use of Survey Monkey, you can create an audience panel and ask the ideal questions to get the greatest outcomes.

3. Determine how many responders are required.

Making sure you have enough individuals to ask is the next stage in conducting a survey once you've decided who to ask. Determining the required sample size for your survey—a term used in the survey

industry to describe the number of respondents—will ensure that any analysis you perform on the data you gather provide solid foundations for sound decision-making. For this “sample” of people to accurately represent your desired demographic, it must be large enough. Try our calculator for margin of error.

To get a representative sample of American men’s opinions, you need to ask them questions like “How often do you wear ties?” A sufficient number of men must answer. Thus, what number is sufficient? Since there are about 150 million males in the country, 385 American men would be needed to estimate the population of that magnitude. Uncertain about the size of your population? Generally, we advise using a default sample size of 400 individuals. (If you’re interested in learning more about the mathematical enigma around these figures, see these suggestions for determining your sample size.)

The audience panel you choose will depend on the item or service you are trying to market. That good or service could be unique to a certain area. For example, the west coast of North America and Australia will see larger sales of suntan lotion than the Midwest and Great Britain. Therefore, it is advisable to survey individuals who reside in non-seasonal places for the greatest findings on suntanning goods.

Advice: How many representatives from each area ought to be on an audience panel? Here’s when Survey Monkey comes in handy. To establish the size of your panel, create a survey using this sample size calculator.

4. Select the ideal time to carry out a survey

Who responds to your survey will depend greatly on when you decide to send it out. This might be expensive for you because a poorly timed survey launch can result in a lower response rate. The time of a survey's publication can also affect the responses you receive, which can alter the choices you make. Not sure precisely when the appropriate individuals will be present? You may make sure you're bringing in a diverse mix of respondents and viewpoints by gathering survey results for a minimum of one week.

Surveys pertaining to the rental of designer dresses, for instance, are probably going to receive more responses during the days leading up to the Oscars than they would at other times of the year. Alternatively, it's not a good idea to send out a survey on a Friday night if you're aiming to reach 18–21 year olds who enjoy going out to clubs because they'll probably be out. The responses you get might also be influenced by surveys. When the same surveys on how yummy people believe dumplings are given out at 9 a.m. and 9 p.m., it is probable that different people will respond to them and that the results will vary as well. In a similar vein, responses to a poll asking people how much they desire to quit their work on a Monday and a Friday will differ.

5. Create and distribute the questionnaire

Understanding the need for surveys is not the only thing that goes into learning how to conduct them. Distribution and design constitute yet another crucial phase. Find more inspiration for creating surveys, including ideas for themes and colors. Let's review some of the finest practices that will aid in designing the perfect survey:

Examine the finest techniques.

Choose the appropriate program.

It's crucial to have the appropriate survey software to help you create the finest survey possible and get the data you need to grow your company. We respond to over 20 million survey inquiries every day, which makes SurveyMonkey the most popular survey platform in the world. We also make it simple for you by giving you pre-made surveys and example questions.

Speak with your group

You might not have thought about the new viewpoint that your team can provide. Including management in the survey-building process can help you get the most out of it by adding additional value. Working together on surveys as a team is simple.

Choose the demographic you want to target.

You can create a custom audience panel in case you don't have any responders for your surveys. This is particularly helpful if you're researching the market. A reliable panel of respondents drawn from more than 130 nations worldwide is available through SurveyMonkey Audience. As an alternative, you may depend on one of our numerous connectors or import your contacts into SurveyMonkey for answer collecting if you know who you are sending your survey to, such as customers or workers.

Make a compelling survey.

The abundance of information that is easily accessible through mobile devices might lead to short attention spans. For this reason, designing attractive surveys is beneficial. Multimedia and graphics undoubtedly aid in maintaining interest. Use these five ideas to make surveys more interesting.

Characteristics

The most popular categories of demographic information that are gathered are age, education, gender, income, marital status, and race. Seeking advice from a specialist who is skilled at posing inclusive questions is great practice. Make sure you include a choice for those who would prefer not to respond to these kinds of inquiries. For example, offer a selection of options, such as “Prefer not to answer,” in place of asking someone how old they are.

Not closed-ended

Open-ended inquiries should only be used rarely and with specific wording. Posing a query such as “What is your favorite feature of this product?” may culminate in an unproductive tirade. Asking open-ended questions is a good way to get a response on a certain topic. As an example, how can we enhance Product X? limits the answer and offers pertinent criticism. Additionally, when it comes time to examine the data, it helps to formulate questions that just demand a single or two-word response.

closed-ended

Binary responses, such as “yes” or “no,” are usually required for closed-ended inquiries. This type of inquiry is very useful for gathering demographic data. Select lists, radio buttons, and checkboxes are in handy when answering questions that take more than a few sentences to complete. It’s also a clever method of limiting the length of responses that would otherwise be necessary.

Typical techniques for distribution

It’s time to disseminate your well crafted strategic questionnaire to a targeted demographic population, complete with precise and systematic questions. You have the following choices here:

- Email: The majority of people own an email address. If you've created a strong email directory, this is a fantastic choice.
- Social media: There are many different social media platforms available. Make sure the platform you select fits both your business's identity and the kinds of goods and services you provide.
- Platforms for online surveys: This is going to be the most effective choice. You may create an eye-catching survey using the correct survey platform that will enable you to get the information you want. Read more about the best approach to obtain survey data, or find out how SurveyMonkey operates.
- What comes next when a survey is completed
- After completion, the survey was given to a panel of chosen audience members. The real job will start once the replies start to trickle in.

Examine the information

The results of the survey are received right away. All of a sudden, you have a ton of data. Although it might seem overwhelming, if you're willing to accept it, it doesn't have to be. Make a table to help you assess your data and draw useful conclusions. To arrange and handle the findings of the survey, create a spreadsheet or utilize a template.

Make a strategy of action.

Count the total number of surveys that are submitted, viewed, and answered first. Your survey's questions will determine further metrics. The way you use the results of your survey might help your business in a number of ways, depending on your objectives.

Make the necessary adjustments and retest.

The best course of action is to compile your findings into a report, however ultimately it is up to you how to use survey data. Next, respond to any comments that raise issues with your company. After addressing those issues, do a follow-up survey to see if the adjustments you made had an impact.

With these five easy procedures under your belt, conducting a survey should no longer be as difficult! Just make sure you follow these instructions carefully. Ultimately, every one of them has the potential to impact the answers you receive and the choices you ultimately choose.

14.4 SPEECHES TO MOTIVATE

For leaders, motivational speeches are akin to the nuclear option. Additionally, they usually belong in the toolset of every competent leader. A great tool for inspiring and energizing an audience to take action and achieve a certain set of goals is the motivational speech. The motivating speech cuts through the unnecessary details and talks straight to people's hearts and minds, getting to the core of the issue.

Having said that, it's likely that you've come here in search of some inspiring content to utilize in your own inspirational speeches to coworkers and team members. Alternatively, perhaps you want to pursue self-leadership and are here to intentionally listen to inspiring talks that will motivate you to take action. Whatever the cause, one thing is certain: this is the place where you may find the most inspirational speeches ever given.

14.5 THE ALL-TIME GREATEST MOTIVATIONAL SPEECHES

Note: The ranking of these inspirational speeches is based on how many lives they have impacted, or how many views they have amassed over time. Our ranking counts down from 10 to the speech that has received the most views.

Les Brown, “It’s Possible” 10.

Les Brown’s greatest hits: IT’S POSSIBLE

2.8 million views in 2014

Setting: One of the most well-known motivational speakers in the world, Les Brown is a famed coach, motivator, and author. Despite the fact that he has delivered hundreds of talks worldwide, this inspirational speech is one of his most well-liked ones. Les uploaded the video to YouTube on the day of publication, even though the speech was probably delivered years earlier. Nevertheless, this is one of our all-time favorite passages from his speech:

“Live out your dream as though it were your last.” Why? Since it does. — Les Brown

“Harvard Commencement Speech” by J.K. Rowling

Author J.K. Rowling Harvard University Commencement 2008 |
Harvard Commencement Speech

7.5 million views in 2008

Setting: J.K. Rowling, the creator of the bestselling “Harry Potter” book series, is undoubtedly one of the most well-known and prosperous writers in the world. Rowling discussed the value of

invention and the advantages of failure in this graduating speech from Harvard. Nevertheless, her address continues to rank among the most well-liked inspirational speeches of all time, which is why it was included in our selection. Our favorite passage from her speech is this one:

“I rebuilt my life on a solid foundation that I found at rock bottom.”
— J.K. Rowling

[To Tweet, Click Here](#)

8. “Inches” on Any Given Sunday

The finest speech by Al Pacino, from Any Given Sunday in 1080p HD

Year: 1999; 10.1 million views

Setting: Al Pacino’s “Inches” speech from the popular film “Any Given Sunday” is unquestionably one of the most potent motivational speeches ever delivered in a motion picture. Although there are speeches in other films that may compete, this one really hits home since it talks to life rather than simply athletics.

That being said, here is our top motivating speech quotation:

Gentlemen, I promise you that we are currently in hell. Additionally, we are free to remain here and get the shit out of us. alternatively we may struggle to go back into the light. One inch at a time, we can escape hell. - Tony D’Amato, coach

[To Tweet, Click Here](#)

7. “You Owe You” by Eric Thomas

Motivational Speaker | YOU OWE YOU | ERIC Thomas

Year: 2015; 11.7 million views

Setting: Eric Thomas is a very well-known educator, motivational speaker, and author whose straightforward advice on what it takes to achieve in life has benefited millions of people worldwide. This “You Owe You” lecture, which he delivered during one of his seminars in New Zealand, is really his most famous speech. It’s also among his greatest love speeches ever. Our favorite passage from his speech is this one:

“Become a winner instead of a victim.” — Eric Thomas

To Tweet, Click [Here](#)

6. Rocky Balboa, “Rainbows and Sunshine”

Rocky Balboa’s Inspiring/Motivating Speech to Son in 1080p

Year: 2006; 20 million views

Setting: This powerful statement is taken from “Rocky Balboa,” one of the many outstanding films produced as a part of the incredibly successful Rocky film series. While there are undoubtedly more outstanding speeches in all of the Rocky films, this one stands out as a classic. Having said that, this is our favorite quote from this succinct yet heartfelt message of inspiration.

“All I have to say is what you already know.” It’s not always sunshine and rainbows in the world. No matter how strong you are, it will bring you to your knees and hold you there forever if you allow it. It’s a really cruel and ugly place. — Rocky Balboa

To Tweet, Click [Here](#)

5. “Rules of Success” by Arnold Schwarzenegger

2018 Arnold Schwarzenegger - The Most Inspiring Speech Ever -

The Speech that Broke the Internet

Year: 2009; 31 million views

Setting: In 2009, during USC's commencement speech, Arnold Schwarzenegger delivered his famous "Rules of Success" speech. His speech is so well-liked that, throughout the years, innumerable additional motivational montages have been created using parts of it; they are not included in the 31 million views that the video has received. Nevertheless, it is without a doubt among Arnold's best-ever motivating talks. Here's one of his speech's best quotes:

"I was on a quest to become a champion. Naturally, the first guideline is to always believe in yourself, regardless of what or how others may see you. —Schwarzenegger, Arnold

To Tweet, Click [Here](#)

4. "How To Stop Screwing Yourself Over," by Mel Robbins

How to Quit Behaving Badly | Mel Robbins | TEDxSF

2011 - Total views: 31.2 million

Setting: Former attorney Mel Robbins is now a motivational speaker after a career as a television personality, best-selling book, and speaker. Millions of her publications have already been sold, the most well-known of which is "The 5 Second Rule." That being said, before she rose to fame as a success idol, this was one of her initial Ted Talk motivating presentations. The following is our favorite passage from this speech:

"Those who talk to you the way you talk to yourself are not people you would hang out with." — Mel Robbins

To Tweet, Click Here

3. Denzel Washington’s “Put God First” Commencement speech, which is inspirational and motivating

Year: 2015; 34 million views

Setting: One of the most well-known and admired performers in the world is Denzel Washington. People are curious about what 60 different films, three Golden Globes, two Academy Awards, and a Tony Award winner has to say. Thus, Denzel received an invitation to deliver a graduation address at Dillard University in 2015. And it was to prove to be one of the most influential motivating speeches in history. Our favorite passage from his motivational speech is this one:

“Prioritize God in all that you do. Everything you perceive to be in me. Everything I’ve achieved, everything you believe I own—and I do possess a few things. I have all I have by God’s favor. Recognize that. It’s a present. — Denzel Washington

2. Steve Jobs, “Stanford Commencement Speech” (2005) Click To Tweet Stanford Graduation Speech

Year: 2005; 46 million views

Setting: Steve Jobs was Apple’s innovative CEO and founder. Before he passed away, he built a few additional businesses, invented the personal computer, and amassed a multibillionaire fortune. Nevertheless, he served as an inspiration to many and was asked to deliver the Stanford commencement address in 2005. The speech has the potential to almost bring down the internet. Our favorite passage from this inspirational speech is this one:

“The dots can only be connected by looking past; you cannot link them by looking forward. Therefore, you must have faith that in the future, the dots will somehow join. You must have faith in something, be it life, karma, destiny, or your instincts. This method has changed my life completely and has never let me down. - Steve Jobs

To Tweet, Click Here

1. “Make Your Bed,” Admiral William H. McRaven, University of Texas at Austin Admiral William H. McRaven’s 2014 commencement speech

Year: 2014; 51 million views

Setting: The United States Special Operations Command’s ninth leader was Admiral William H. McRaven. McRaven delivered the graduation address to the UT Austin class of 2014. His address would become widely shared online, making it one of the most watched motivational talks ever. Our favorite passage from this stirring speech is this one.

14.6 LET US SUM UP

Whether it’s the start of a new week or the end of a long, challenging one, we have obligations as professionals with goals to meet, tasks to oversee, and expenses to settle. And that’s the exact moment when a well-crafted motivational speech pays off, encouraging us to overcome any mental and physical obstacles standing in the way of our objectives.

People are fascinating because, no matter what outside factors may affect our constitution, our attitudes may always have an impact. You can suddenly access a secret resource and get back up with

fresh concentration and energy if your superiors or coworkers can encourage you.

14.7 KEY WORDS

Survey: The advantages of doing surveys come in handy when you need to decide on a course of action that will impact your sales demographics, enhance internal workflow, and boost sales.

14.8 REVIEW QUESTIONS

Q 1. What is survey?

Q 2. Why is survey important?

14.9 REFERENCES

1. Dillman, D. A., Smyth, J. D., & Christian, L. M. (2014). *Internet, Phone, Mail, and Mixed-Mode Surveys: The Tailored Design Method*. Wiley.
2. Groves, R. M., Fowler, F. J., Couper, M. P., Lepkowski, J. M., Singer, E., & Tourangeau, R. (2009). *Survey Methodology*. Wiley.
3. Fowler, F. J., Jr. (2014). *Survey Research Methods* (5th ed.). Sage.
4. Bryman, A. (2016). *Social Research Methods* (5th ed.). Oxford University Press.
5. Carnegie, D. (2009). *How to Win Friends and Influence People*. Simon & Schuster.
6. Heath, C., & Heath, D. (2007). *Made to Stick: Why Some Ideas Survive and Others Die*. Random House.

BLOCK-V: PRACTICES IN BUSINESS COMMUNICATION

UNIT 15: GROUP DISCUSSION, MOCK INTERVIEWS, SEMINARS, EFFECTIVE LISTENING EXERCISES

STRUCTURE

15.0 Objectives

15.1 Introduction

15.2 Group Discussion

15.3 Goals for the Group Discussion (GD)

15.4 Different types Group Discussion

15.5 Mock Interviews

15.6 Seminars

15.7 Effective Listening

15.8 Principles of Effective listening

15.9 Factors that affecting listening exercises

 15.9.1 Not Paying Attention

 15.9.2 Different Statuses

 15.9.3 Affect of Halo

 15.9.4 Complexes

 15.9.5 An Isolated Mind

 15.9.6 Lack of Retention

 15.9.7 Abstracting

15.10 Guidelines for Improving Listening Skills

15.11 Let Us Sum up

15.12 Key Words

15.13 Review Questions

15.14 References

15.0 OBJECTIVES

After studying this unit, you should be able to

- to determine what people generally believe about a certain subject.
- understand how listening is an essential component of communication and management.
- know the internal and external causes of poor listening.
- know some guidelines for improving listening skills.
- understand how to craft reflective and clarifying responses that demonstrate good listening skills.

15.1 INTRODUCTION

Group Discussion (GD) is a strategy in which participants discuss a topic for a certain amount of time while exchanging ideas and perspectives. Businesses carry out this assessment procedure since managing a firm is fundamentally a team endeavor and collaborating with others is a crucial aspect of organizations.

To listen is to carefully consider what is being said. It is a conscious choice to listen intently while someone is speaking. It is the mental act of giving what is heard complete focus. Hearing, which is only the physical process of senses receiving noises, is not the same as listening. While the ears are involved in hearing, the eyes, heart, and mind are also involved in listening. It's true what they say: listening is a crucial part of communication. It is impossible to have successful communication without this component. When the communication's recipient wants to learn from, be influenced by, or be transformed by the message, listening happens. Someone is listening when they are actively engaged in what they are hearing.

15.2 GROUP DISCUSSION

Group Discussion provides an organization with the chance to assess a candidate's knowledge, improvisational and quick-thinking abilities, listening comprehension, leadership, and social skills. Eight to twelve participants and two or more assessors are normal for a GD. The assessors take seats where they can hear and see each candidate well.

They keep track of how each member acts during the group conversation. They then choose a small number of applicants from the group after comparing the documented observations to the required qualities.

Definition of Group Discussion (GD)

A group discussion is a communication process in which participants share information, ideas, and views. It is an effective tool for making decisions, solving problems, and coming up with new ideas. - Stephen P. Robbins, "Organizational Behavior" author

A group discussion is an interactive process in which members of the public gather to share knowledge, insights, and ideas on a certain subject. Reaching a consensus or solution that the group as a whole can support is the aim of a group discussion. The Institute of Technology in India (IIT)

A small group of individuals gather together to discuss a subject or issue as part of a group discussion technique. To find a solution or make a choice that is best for the group as a whole, the members of the group exchange ideas and viewpoints. - American Association of Psychologists (APA)

A group discussion is a useful tool for delving into and evaluating complicated problems, producing original ideas, and reaching consensus among members. It gives people a forum to share their opinions, elucidate their understanding, and absorb other people's viewpoints. NIST, or the National Institute of Standards and Technology

15.3 GOALS FOR THE GROUP DISCUSSION (GD)

Discussions in groups are held for a variety of reasons. During this two-way communication process, candidates may clarify their ideas, beliefs, and viewpoints while recruiters can evaluate the candidates' soft skills.

Some of the goals of a group discussion exercise are as follows:

- To gather information
- to cultivate new concepts and get feedback from a specific set
- To determine how to solve a certain issue or problem
- To choose a candidate that a business wants to hire
- choosing a prospective student for admission to a school
- To reach an understanding about a shared issue

15.4 DIFFERENT TYPES GROUP DISCUSSION

During a group discussion, a candidate's participation, demeanor, and contributions are discussed. Three primary categories of GDs exist:

- Subject-based GDs
- Case-based GDs
- Article-based GDs

1. Subject-based GDs

These are centered around a few real-world issues, such as the damaging impact of plastics on the environment or the requirement for a college degree to pursue business. These GDs can be divided further into:

Factual GDs: These are educational GDs that call for in-depth subject matter expertise. Take India's economic expansion following its independence.

Controversial General Debates (GDs): These GDs center around contentious issues and assess a candidate's capacity for crisis management, self-control, patience, and critical thought. Take the contrast between an arranged and a love marriage.

Abstract General Development Questions (GDs): These GDs are designed to assess a candidate's analytical and creative thinking skills based on certain conceptual issues. For instance, the difficulties mankind faces.

2. Case-based GDs

Members of the group are given a case study to read and analyze within a set amount of time during these GDs. To resolve the presented problem, candidates must confer among themselves on the case study and come to an agreement. This aids in assessing their capacity for problem-solving, analysis, critical thought, and creative thought.

3. Article-based GDs

Applicants are given an article on any topic—politics, sports, technology, etc.—and asked to address the scenario.

15.5 MOCK INTERVIEWS

An interviewee might get a sense of what to anticipate in a genuine interview by practicing with a mock interview. It facilitates developing strong answers to possible interview questions, familiarizing oneself with the interview environment, and enhancing nonverbal communication abilities.

All you need is someone who can give you feedback and a list of pertinent questions to build a mock interview. A career counselor or a professional in your area would be the best candidates to interview since they can provide insightful comments. If you are still unable to locate someone, you may always practice mock interviews online for free.

You may practice different interactions from the job interview during mock interviews to ensure you are ready for the real one. They can set your performance level and give you more confidence, much like study sessions.

A few advantages of doing practice interviews are as follows:

1. lowering anxiety and tension

It might be hard to attend an interview, and it's difficult to do your best work when under duress. Making use of a practice interview, either in person or virtually, helps people get over their nervousness.

2. Increasing self-assurance

Being confident is essential for a job interview to go well. Being self-assured makes it simpler to recall all the details that would improve your chances of landing a job. People who lack confidence frequently overlook experiences and abilities that are pertinent to the position.

3. Receiving constructive criticism

Mock interviews are beneficial because they may clarify answers to specific questions by pointing out areas of weakness and suggesting changes. In genuine interviews, the interviewees don't receive feedback.

4. Prepare for inquiries about conduct.

Among all the interview questions, behavioral questions are the most important and challenging to respond to. To assist you psychologically prepare for these questions, conduct a practice interview.

5. Practicing

To become perfect, one must practice, practice, practice. Do as many practice interviews as you can to get the answers just right. In contrast to the actual interviews, these ones do offer the applicants an opportunity to improve.

15.6 SEMINARS

A seminar course is an online or in-person event that small business owners or large companies offer with the primary goal of teaching clients about new goods, reoccurring issues, or just sharing company expertise.

Describe a Seminar: Goals and Structure

Ensuring that clients or consumers receive new knowledge that will improve their life is the primary goal of these seminars. Knowledge might be problem-solving, industry-driven, or just pushing details that will improve the experiences of the clientele.

The formal seminar will mostly follow a professional framework. The host or hostess must make sure that the guest is seated precisely and is made to feel welcome. It's usually good to start the seminar with an introduction and some background on the firm, the cause, or other relevant facts. The guest speakers will then be able to impart the knowledge that all of the attendees were hoping to hear.

To guarantee that the data is gathered and the customers are able to concentrate on the conference at all times, there will be breaks. To make sure that everyone is aware of the significance of the material presented, there has to be an opportunity for questions and discussion following the full session.

Seminar Types

1. Seminars in Academics

An academic seminar focuses on the lifelong learning of students who have completed a course or degree. These seminars seek to provide their pupils with more knowledge as the sector develops or as new information becomes available. The target audience will

receive educational knowledge from the speakers that they may apply to their respective areas. Academic institutions typically host these instructive lectures.

2. Expert Lectures

Professional seminars concentrate on the elite members in a given industry. The primary goal of a professional seminar is to gather insights from the most brilliant minds in the business while disseminating recently discovered information or research. In order to make sure that the new subject and material are thoroughly addressed and comprehended, these seminars have set aside debating times. An excellent example would be a business lecture on a thorough budget.

3. Open Lectures

The public is invited to attend public seminars. Typically, the only topic covered in these workshops is environmental challenges in the neighborhood. The session will cover topics and offer precise, realistic answers that help foster a stronger sense of community.

The public seminars aim to provide people with no prior knowledge of a topic with the tools they need to understand how they may play a significant role in the future. They are frequently free to attend. Seminars on marketing or personal finance are two examples of this kind of content.

15.7 EFFECTIVE LISTENING

Listening is an active process. The auditory nerve transmits information to the brain that is intentionally focused on sound waves. The listener begins the listening process by concentrating on the communication's most important elements. He or she attempts

to comprehend, interpret, and record what is received at the same moment. It is challenging to give full attention to what someone is saying, and without adequate focus being paid to improving listening abilities, many individuals continue to be ineffective listeners.

We have two ears but only one tongue naturally, according to an Indian proverb. As a result, we should say less and listen more. Like speaking, reading, and writing, listening is a talent that may be significantly strengthened with practice. Therefore, we will cover some fundamental aspects of listening in this chapter, including the whole process from hearing to conceptualizing, reasons why people don't listen well, and some methods for making listening a more positive voluntary behavior.

15.8 PRINCIPLES OF EFFECTIVE LISTENING

The ear naturally absorbs sound throughout the hearing process. Humans, however, have a propensity to ignore most noises they hear. Conversations are sometimes included in this. Consider yourself on a packed bus. The person sitting next to you is making a noisy phone call. After some time, you start to tune out the noisy chatter and concentrate on anything else. You physically heard the whole talk, but when you got off the bus, none of it came to mind. You weren't consciously listening; you were just hearing. There are some important principles of effective listening, which can be defined as follows:

6. When someone else is speaking, avoid speaking.

Even though it seems apparent, this is one of the most important aspects of listening well. Be sure to pay close attention while

someone is speaking. To properly answer, keep your attention only on their message. To make sure you have understood the other person's message accurately, you might express your opinions or ask for clarification after they have completed speaking.

Some individuals find it difficult to sit through someone else's speech. They want to cut off the speaker in order to make their point. But keep in mind that a listener's job is to do that—listen.

7. Make the speaker comfortable

Some well-known talk show presenters quickly put their guests at ease. They make their famous visitors feel at ease so they can open up. Even commoners who have never been on television feel at ease in their company. This demonstrates how crucial it is to give the speaker the freedom to express themselves.

Nod and provide additional verbal and nonverbal cues to the speaker to continue, whether you are in a serious conversation with a friend or at a business meeting. The speaker will feel more at ease as a result, which will tremendously improve the discourse.

8. Remove Distractions

Concentrating on the speaker and their words is one of the fundamental listening rules. Distracted listeners or viewers make speakers lose motivation. Consider a period when you had to give a presentation at work or in college. How would you have felt if you had seen your friends looking at their phones or gazing out the window while you were speaking? Feeling dejected and disrespected?

A distracted listener lessens the impact of the message in two ways, per the principles of effective listening. First, a disengaged listener

gives the speaker the impression that you find their message boring or uninteresting. A speaker who is disheartened will talk less and convey less clearly. Second, being preoccupied interferes with hearing and makes it harder for the listener to comprehend what is being said.

9. Acknowledge The Speaker's Pain

One of the guiding principles of effective listening is empathy. It's not only about paying attention when you're listening. Empathy allows you to listen to someone without passing judgment on what they have to say. Even if their ideas and experiences diverge from your own, you appreciate them anyway. When the speaker is in a vulnerable situation, empathy is more crucial. Consider that you are attending a corporate meeting that has been convened to address the weak profits for the quarter. The top management is outlining the several errors committed that resulted in the company's terrible quarter. You must sympathize as a listener. Similar to this, it's crucial to listen empathically when a close friend confides in you their dread and concern about their sick parent.

By paying close attention, utilizing the appropriate nonverbal signs to show your comprehension, and refraining from interrupting the speaker, you may demonstrate empathy. Remember that it's not only about what you say when you do answer. It matters how you pronounce it as well.

10. Pay Attention To Ideas, Not Just Words

Effective communicators know how to choose words that reflect their intentions. Nevertheless, you can find yourself listening to someone whose verbal choices do not effectively communicate their intentions. There could be a number of causes behind this. Maybe the speaker is using a language that they are not very familiar with.

They could be anxious. They may be struggling to express their argument because they are trying to convey something complicated.

The concept that words are only a vehicle for a bigger thought or idea is one of the fundamental listening principles. Thus, while someone is speaking, try not to focus only on their words. Make an effort to decipher the speaker's underlying meaning. In this manner, you won't forget about their suggestion and you'll have a more meaningful exchange.

These are only a handful of the main tenets of good listening. The list of listening skills fundamentals, however, is endless. The ABC Framework of Active Listening is a framework for effective listening used in Harappa Education's Listening Actively course. The affective, behavioral, and cognitive aspects of listening are discussed in this paradigm. You will be astounded by the excellent, intelligent conversations you have as you practice developing your listening abilities.

15.9 FACTORS THAT AFFECTING LISTENING EXERCISES

Being able to listen well might be hindered by internal or external factors since listening is a choice behavior that is readily influenced by them.

15.9.1 Not Paying Attention

Many times, listeners find it difficult to focus on what is being said. There might be for a number of causes. External causes could be to blame for the failure to pay close attention. For instance, there can be background noise or loud music playing played close by. There are various methods to turn off this outside noise. However, the

internal factors that interfere with attention in the listener's thinking are more significant and tough to control or prevent. Once the listener has some experience, they may be overcome is informed that they pose an issue.

Some causes of inability to focus include:

Hearing more quickly than speaking: Humans typically speak at a rate of around 120 to 125 words per minute, while the brain can process 500 to 600 words per minute. As a result, the listener's brain must cope with word gaps, which are often filled by other ideas and imagery. This phenomenon makes it difficult to concentrate. For instance, some religious leaders or political orators take significant pauses between phrases or sentences while speaking. They can be emphasizing their message by employing the pauses as a rhetorical tactic. These pauses, however, may alternatively cause the listener to lose focus by allowing him or her to think on the speaker's fluency or halting speech, or completely irrelevant topics like what they had for breakfast. There may not be much a listener can do in these circumstances to pay attention. However, the inclination of the mind to wander might be much reduced if he or she maintains unwavering eyes on the speaker.

Paying attention to the speaker rather than the speech: Listeners often make mistakes in their understanding because they are preoccupied with the speaker's appearance, attire, or delivery style, much as we can be preoccupied with a dancer's attractiveness and miss the beauty of the dance if he or she is very attractive. As a result, it's crucial to concentrate on the speech itself and its points rather than irrelevant outside elements.

Paying too close attention: The goal of listening is to understand what is being stated in its entirety. The key notion that underlies all

of the speaker's words as well as nonverbal cues and signals may be found. Therefore, if a listener attempts to pay attention to every word and detail being spoken by the speaker, he or she may get lost in the minutiae and miss the main idea.

15.9.2 Different Statuses

There are official and informal status levels in companies that influence how well face-to-face oral communication works. A subordinate would often say less and listen more while conversing with a superior. Due to the speaker's higher status, the subordinate's hesitation prevents them from exchanging ideas. Oral communication that is directed upward is uncommon in companies. Information does not freely flow upward because people are afraid of the speaker's higher standing. This hinders the impartial and open exchange of ideas.

15.9.3 Affect of Halo

Listening is influenced by the listener's regard for the speaker. If the speaker is well respected and regarded in high regard as an honest person, people are more likely to believe what they say to be true. Thus, the listener's perceptions about the speaker's eminence influence spoken communication. The efficacy of such communication depends on the listener's perceptions rather than the message's inherent value. For example, because of the halo effect, purchasers can rely on the opinion of a reliable vendor rather than their own assessment of a product's quality.

15.9.4 Complexes

A lack of self-assurance or a perception of superiority may make it difficult for people in various situations to interact effectively. A person may sometimes have feelings of inferiority and as a result choose not to initiate or participate in conversations, dialogues, or

other spoken forms of communication. Similar to this, some people believe they are too important to speak to others politely. These are often erroneous ideas of one's own value, but they do prevent speech communication.

15.9.5 An Isolated Mind

To a significant part, listening is reliant on one's desire to learn new things. Some people think they are experts in whatever they are studying. Their brains are resistant to learning new things. Additionally, some people are too content with the way things are going to change or even consider fresh ideas. Oral communication is hampered by a closed state of mind since it requires the listener to be open to engaging in conversation.

15.9.6 Lack of Retention

A logical flow of thinking is crucial for effective communication in conversation or two-way spoken communication. One has to know the order of thoughts in order to communicate properly and fully comprehend. Arguments must be understood and kept by the listener in order for them to make sense. To fully understand the message, the listener must remember the signals that mark the change from one group of thoughts to another. When retention is low, the listener has trouble connecting new information to what they have already heard. Furthermore, because there is no written record of the talk, it is possible that the listener won't remember earlier conversations and the whole exchange will be forgotten.

Rapid analysis and hasty conclusions To correctly comprehend an oral communication, one must patiently wait until the speaker has finished making their case. By assuming the speaker's intentions in advance, assuming the message's intended meaning, giving the argument a new twist based on his or her own assumptions, or just

selecting out a few key details, the listener might misinterpret the speaker's intended meaning. These mental processes might hinder listening and interfere with the proper sharing of information.

15.9.7 Abstracting

The act of abstracting is the mental process of assessing concepts based on their relative weight within the context of the communication as a whole. Only by paying attention to the whole message is this feasible. When a listener approaches a message from a certain point of view and concentrates his or her attention on particular facets of the discourse, abstracting works as a barrier. This prevents two people from fully comprehending what they are saying to one another.

15.10 GUIDELINES FOR IMPROVING LISTENING SKILLS

The ability to talk clearly is correlated with effective communication, yet effective communication is impossible without attentive listening. Only when the uttered word is properly heard, comprehended, interpreted, and recorded in the listener's memory can it serve its intended function.

Both good speaking and excellent listening are essential to successful communication. In order to effectively communicate, the speaker's words must be well-articulated and well-received at the same time. The tips provided here should be useful for enhancing one's listening abilities.

Neither can hear the other when two individuals are speaking at once. When one person wants to talk, the other must remain silent and listen in order for the discourse to be fruitful. Talking and

listening cannot occur at the same time. Teachers often advise pupils to stop chatting in class so that they can concentrate on the lecture. Similar to this, the instructor pauses when a pupil wants to speak.

1. Speak less and listen more: Listening is done to understand what the speaker is trying to convey or to pick up knowledge from the speaker. In that it makes use of the wisdom and experience of others, listening is a cooperative action. Therefore, it is in our best interests to spend more time listening than speaking.

2. Avoid being a sponge: You don't have to focus on everything the speaker says. Finding the key topic, subject, or point of contention and focusing on it are more crucial. Smaller details don't matter as much.

3. Pay attention to body language: Good listeners are aware of how things are stated as well as what is being said. Based on the speaker's body language, they may infer his or her emotions, attitudes, and sentiments.

4. Pay attention to the speaker: Facing the speaker and establishing eye contact with him or her conveys interest in what they are saying to the speaker.

5. Distinguish the speaker from the ideas: Good listeners resist the need to be too impressed by the speaker's position, notoriety, charisma, or other physical or identifying characteristics. They distinguish between the individual and their thoughts. Effective communicators are able to concentrate on the subject matter being discussed without getting distracted by their own biases and opinions.

6. Listen for what is left unsaid: Pay close attention to what is not said in addition to what is stated, since this may reveal a lot about the speaker's thoughts and attitudes on the topic at hand.

7. Refrain from becoming emotional: Good listeners keep their composure and refrain from getting worked up or thrilled by the speaker's remarks. It's difficult for the listener to reply or express themselves honestly and reasonably when they are very furious or thrilled.

8. Do not jump to hasty conclusions: Refrain from drawing premature assumptions and give the speaker time to make their argument. They should only attempt to understand and react to it after that. Rapid assumptions could not accurately reflect the speaker's intentions.

9. Develop empathy for the speaker: Good listeners remember the speaker's perspective by paying attention to the overall picture, background restrictions or limits, unique needs, and the speaker's emotional condition.

10. Respect the speaker as a person: It's crucial to listen to others respectfully. Avoid making the speaker feel offended, disregarded, or insulted.

15.11 LET US SUM UP

This chapter has shown how to use written communication skills to create resumes and how to use oral and nonverbal communication skills to engage in group discussions and interviews. Three important steps are a resume, an interview, and a group discussion.

- A resume is a self-introduction that focuses on the qualifications and experiences of the candidate. It provides an outstanding, simple-to-read summary of the applicant's training, skills, experience, accomplishments, and personal information for the employer to take into account.

Although its structure might change to reflect each candidate's professional background and experience, all CVs normally include the following information: personal information, education, work experience, references, and a job goal or summary.

- A cover letter that serves as a preamble for the CV is linked to the resume. Most letters finish by requesting an interview opportunity.
- In essence, a job interview is a face-to-face communication activity that necessitates the employment of effective oral and nonverbal abilities.

This chapter teaches what it means to listen, which is to give close attention to what someone is saying. Listening intently is a crucial management ability, and the ability to listen carefully should be developed by managers. The listening process include paying close attention to the speaker, hearing, comprehending, and interpreting their words, as well as assessing their nonverbal cues comprehending and feeling what the speaker is saying. A number of variables have a negative impact on listening, including: lack of focus and the speaker's uneven standing a closed mind, a complex or halo effect, and listener inadequate recall, early appraisal, abstracting, language, cognitive dissonance, and biases or slant barriers.

Reducing speaking and increasing listening are some suggestions for developing listening skills concentrating on the speaker, and feeling sympathy for them. There are two fundamental types of reactions: simply said the fundamental reaction to clarification and

the reflective response. The speaker's comments are paraphrased in a reflective response, and confirms to the speaker that they have been heard clearly. A clarification "assumes" the speaker's internal frame of reference, expands on the speaker's ideas to reveal the Unspoken feelings and ideas of the speaker.

15.12 KEY WORDS

Active hearing: An invaluable talent in and of itself is active listening. You'll probably improve your interpersonal connections and actively engage audiences during presentations if you pay attention to what others are saying and intelligently reply to them, whether in conversation or during a presentation.

Abstracting: Abstracting is the mental process of evaluating concepts based on their weight within the context of the entire communication.

Mock Interview: You may get ready for a genuine interview by practicing with a fake one. To feel at ease during the interview, the applicants might rehearse in a real-world environment.

Presenting expertise: Consider sitting among your colleagues at a large meeting that your firm is hosting or in the audience of a TED Talk.

15.13 REVIEW QUESTIONS

Q 1. “Listening is hearing with thoughtful attention.” Discuss.

Q 2. What is the advantage of being a good listener for a business executive?

Q 3. Describe some methods of improving the listening ability of a person.

Q 4. Explain how a reflective response facilitates listening.

Q 5. Bring out the difference between “clarifying” listeners” and “interpretative” listeners.

Q 6. What do you understand by the term “responsive listening”?

15.14 REFERENCES

1. Adler, R. B., & Rodman, G. (2016). *Understanding Human Communication*. Oxford University Press.
2. Brownell, J. (2012). *Listening: Attitudes, Principles, and Skills*. Pearson Education.
3. Guffey, M. E., & Loewy, D. (2017). *Business Communication: Process and Product*. Cengage Learning.
4. Robbins, S. P., & Judge, T. A. (2019). *Organizational Behavior*. Pearson Education.
5. Carnegie, D. (2009). *How to Win Friends and Influence People*. Simon & Schuster. (Original work published 1936.)
6. Dampier, R., & Wood, C. (2015). *Group Discussion Skills and Techniques*. Routledge.

UNIT 16: INDIVIDUAL AND GROUP PRESENTATIONS, ORAL PRESENTATION STRUCTURE

- 16.0 Objectives
- 16.1 Introduction
- 16.2 Oral Presentations
- 16.3 Purpose of an Oral Presentation
- 16.4 Types of an Oral Presentation
 - 16.4.1 Individual Presentation
 - 16.4.2 Group Presentation
- 16.5 Importance of Oral Presentation
- 16.6 Presentation Plan
- 16.7 Power point presentation
- 16.8 Using Visual aids
- 16.9 Let Us Sum up
- 16.10 Key Words
- 16.11 Review Questions
- 16.12 References

16.0 OBJECTIVES

After studying this unit, you should be able to

- recognize the nature and significance of oral communication in interpersonal and commercial relationships.
- speak or write effectively, persuasively, and convincingly.
- recognize when oral communication is preferable than writing communication.
- develop your spoken communication abilities.
- describe the best ways to structure your business presentation, and demonstrate how to establish rapport with the audience.

16.1 INTRODUCTION

Making presentations is a typical aspect of a business professional's life. While some presentations are convincing, others are informational. Others are virtual, while others are face-to-face. Some are presented to larger crowds while others are offered to smaller ones. Presentations may range from basic to sophisticated.

The goal of an oral presentation is to convey vast volumes of sometimes difficult information in a concise, understandable manner. Although the material has a role in the success, the speaker's ability to effectively convey the information to the audience plays a larger role.

16.2 ORAL PRESENTATIONS

A common requirement of many academic courses is for students to present knowledge in front of their lecturers and classmates. This often takes the form of a brief speech that may or may not include visual assistance like a power point. When given the chance to speak in front of a group, students often experience anxiety.

- A novice should read each section in its entirety as they could have little to no experience.
- Review the portions you believe need improvement for the intermediate student who has some experience giving oral presentations.
- If you are a seasoned presenter, you may want to refresh your knowledge on the fundamentals or learn some new techniques.

16.3 PURPOSE OF AN ORAL PRESENTATION

Oral presentations often include public speaking, either alone or in a group, with the intention of informing, entertaining, persuading, or educating the audience. Oral presentations are often graded assignments in a classroom context. Therefore, the ability of pupils to talk and convey pertinent information within a certain duration is examined. In contrast to a speech, an oral presentation often uses visual aids and may entail audience participation. Ideas are both shown and discussed. Contrarily, a speech is a formal spoken discourse delivered to an audience without the use of visual aids or active audience engagement.

16.4 TYPES OF AN ORAL PRESENTATIONS

16.4.1 Individual Presentation

- Breathe, and keep in mind that speaking in front of an audience makes everyone anxious. You have the power. You can do this.
- Understand the subject. Knowing what you want to say and how you want to express it is the key to a successful presentation. Write it down and practice it until you are comfortable and confident, speaking without a lot of help from notes.
- Avoid using “umms” and “ahhs” during oral presentations. Speak clearly and slowly, pausing where necessary. It is not a competition to see who can finish their presentation the quickest or squeeze the most information into the allotted time. A human can say 125 words per minute on average. As a result, if you have a 10 minute speaking requirement, you will need to

compose and rehearse 1250 words. Make sure you accurately time yourself.

- Make sure you adhere to the grading standards, which includes having effective nonverbal communication abilities. Keep a straight posture, maintain strong eye contact with the audience, and avoid fidgeting.
- Be aware of the language restrictions. Find out whether you are allowed to write in a more informal, conversational style and using first-person pronouns, or if a more official, academic style is required.

16.4.2 Group Presentation

- Any of the aforementioned rules still apply while working in a group. What therefore should you do while working in groups?
- First, pick individuals based on their availability and accessibility if your lecturer or teacher has not already allocated you to a group. You may plan online meetings if face-to-face encounters are not possible.
- Learn about one another. Working with friends is simpler than with strangers.
- Think on everyone's advantages and disadvantages as well. This may need debate, and it will often result in the group assigning tasks or roles, but the labor should be distributed equally among all members.
- Some team members could be more concerned with writing the script, which will include a segment designated for each team member to speak. Others could be more adept at modifying and perfecting power point slides to make them suitable for the presentation. They may also have greater expertise with

presentation software. For the whole group, use one visual aid (one set of PowerPoint slides). Present thoughts and facts one at a time.

- Be understanding of one other's personalities and learning styles. Never make assumptions about members of your group based on their physical characteristics, sexual preferences, gender, age, or cultural upbringing.
- Practice in a group setting repeatedly. Practice your speaker transitions until they are smooth. Make careful to acknowledge the speaker before you and introduce the person speaking after you. Try to arrange some face-to-face time so you can physically practice utilizing the campus's technologies and classrooms if you are practicing virtually but must present in person.

16.5 IMPORTANCE OF ORAL PRESENTATION

Oral presentations are significant because:

- They provide a quick way to share and receive information.
- They provide the listener a greater opportunity to comprehend the speaker's context.
- By observing audience emotions and body language, they enable the presenter to get immediate feedback for their work and study.
- They encourage more active engagement in class discussions, a stronger desire to learn, the exploration of fresh ideas that could not otherwise be discussed, and the development of speaking and presenting abilities.

- They enable learners to communicate their knowledge and comprehension of a subject and record a variety of cognitive and transferable abilities.

16.6 PRESENTATION PLAN

Just like any other project, approach the oral presentation work in the same manner. To make sure you can speak on the subject for the right amount of time and in-depth, go over the possible subjects, read up on them, and do some research. The written speech must match the visual assistance, which is where it varies from writing an essay. As a result, whenever you create a new idea, concept, or piece of information, consider how it may be graphically represented using little words and sporadic use of pictures. Continue to write down your thoughts in full, but remember that not all of it will fit on a power point presentation. In the end, you are the one presenting, not the power point. A tiny portion of the evaluation of your presenting abilities may focus on the visual aid itself. Additionally, since each student gets a unique rating for the presentation, it is crucial that **EVERYONE** has a chance to speak.

16.7 POWER POINT PRESENTATION

It is crucial that presentations have a consistent structure and are well-organized while designing them. A logical outline makes it easier for the audience to follow you and better retain the important details. It is crucial for the presenter as well, since a strong presentation structure aids in maintaining composure, staying on topic, and avoiding embarrassing pauses.

Here, we demonstrate how to arrange your presentation effectively and what makes a solid foundation.

1. Make a presentation plan

Always brainstorm before you begin writing your presentation. Consider the subject and jot down all of your thoughts. Consider your message, your objective, and what you want your audience to take away from the presentation.

Consider who your audience is so that you may speak to them most effectively. Starting your presentation with a few surveys to better understand your audience is one option. You may then slightly modify your presentation in light of the findings. Use Slide Lizard's poll feature to have quick access to all the results. With Slide Lizard, you can seamlessly include polls into your PowerPoint presentation, saving you from having to jump back and forth between the presentation and the interactivity tool. As the votes are cast, you may monitor the outcomes and decide whether you wish to publicize them or not.

Additionally, be certain about the kind of presentation you want to make. Must it be:

- an educational
- an enjoyable
- an encouraging
- or an argumentative speech?

2. Standard Presentation Format

Actually, a presentation's fundamental format never changes and should include the following:

- Introduction
- main section
- Conclusion

An effective presentation should include an introduction, a body, and a conclusion.

Make sure your presentation's structure is simple and straightforward. The audience would be able to follow it better if it is easier.

Introduction

Personal Statement: It is advisable to introduce yourself quickly at the beginning of your presentation in order to establish a relationship with your audience straight away.

Describe the subject: After that, introduce the subject, identify your presentation's goal, and provide a quick rundown of the key themes you'll be covering.

Mention the duration: Mention the estimated duration of the lecture in the introduction, and then make sure you adhere to it.

Duration: A thorough summary of the subject should be provided in the introduction, which shouldn't last more than two slides.

Introductory polls: Studies show that audiences only have a 10-minute attention span on average, so it's critical to grab their interest straight away and maintain it throughout the presentation. For instance, a few icebreaker surveys may be an excellent place to start. They brighten the atmosphere immediately away, giving you the opportunity to grab your audience's attention right away.

Learn about your audience: As was previously said, it is always helpful to consider who your audience truly is. At the outset, quiz them on their prior knowledge of the subject of your presentation. Use SlideLizard for this so that you can see the answers clearly in a summary. You may include both multiple-choice and open-ended

questions in your presentation, for instance, and show the results as a WordCloud.

Add a quotation: A quotation is usually a smart move to add excitement to your presentation's opening (or conclusion). We have chosen some motivational quotations for your PowerPoint presentations.

Main Section

Describe your subject: The major body of a presentation should thoroughly describe the subject, establish the facts, support the facts, and provide illustrations. Observe all the commitments you made in the introduction.

Structure and Length: About 70% of the presentation should be taken up by the major section, which should have a defined organization. Clearly state your points and then rationally support them. It ought to be arranged chronologically, by importance, or by subject. The transition between the various difficulties need to be seamless. However, it's also crucial to utilize words that indicate the beginning of a new subject. Here is a collection of some presentation-friendly words.

Images: To emphasize facts, visualize data and statistics and display images. If you're still seeking for high-quality pictures, check out these 5 sites where you may download them for free.

Prioritize the crucial things: Concentrate on the most crucial points and briefly restate them. Because your audience won't recall everything you say about a subject, you don't have to say everything. Avoid using complex language structures since the audience won't be able to read anything again if they don't comprehend it.

Interactive presentations are preferred: To retain the audience's interest, make your presentation interactive. Include polls using SlideLizard so that your audience may respond by smartphone and debate the results as soon as you've gathered all the votes. More audience interaction advice is available here as well.

Conclusion

Reiterate the key points: The most crucial critical elements should be summarized in the conclusion. Reiterate your important points, state what the audience should have learnt, and describe how the new knowledge will be useful in the future.

Including a Q&A segment: To guarantee that no queries are left unanswered, provide a Q&A section at the conclusion. Utilizing programs like SlideLizard is a smart idea. If there isn't enough time, your audience may submit anonymous questions, and you can respond to them later. More information on how to create a question slide in PowerPoint properly may be found [here](#).

Get Opinions: Receiving feedback after your presentation is crucial if you want to keep getting better. After your presentation, you may use SlideLizard to solicit anonymous feedback from your audience via star ratings, number ratings, or open texts. The replies may then be exported for subsequent Excel analysis.

16.8 USING VISUAL AIDS

Use visual aids, like as slides, to keep your audience interested and help them remember what you have to say.

Make sure the following while creating your presentation's slides:

- Any text is condensed, correctly grammatized, and simple to read. Font size should be big (18–20 points), with spaces between the lines and dot points.

- The backdrop color gives sufficient contrast, and the color scheme is straightforward.
- Avoid using dark slides with light-colored fonts; it is difficult on the eyes.
- When supporting your key ideas using graphics and graphs, they should not overpower the textual material.

Graphs and images

Images and graphs are fantastic ways to swiftly convey information to your audience, which will help you get their attention. They aren't always suitable or required, however.

When selecting photos, it's crucial to look for photos that:

- aren't only ornamental; they also complement your presentation.
- Despite the fact that they are of great quality, employing several huge HD photo files may make the power point file too large to submit via Turnitin.
- You have permission to use (under a Creative Commons license, without a fee, using your own photographs, or having paid for them).

This serves as an overview. There can be differences in the precise requirements for your course. Make sure you thoroughly understand any assignment criteria, and if you're unclear how to satisfy them, contact your lecturer or instructor.

Utilizing Visual Aids Successfully

Too often, students create a powerful power point but lack the knowledge to utilize it to improve their presentation.

- Practice with the power point.
- Slides should be updated in accordance with your presentation; do so as necessary.
- Observe the details on the slides. Point out specifics, provide commentary on photos, and make note of facts or statistics.
- Make sure the power point isn't simply playing in the background while you talk.
- To specify when to switch slides or which slide number the information relates to, use comments in your script.
- Maintain a steady pace throughout the presentation to avoid spending an excessive amount of time on slides at the beginning and rushing through them at the conclusion.
- Develop your skills by practicing.

16.9 LET US SUM UP

The speaker's capacity to convey information to the audience determines the effectiveness of an oral presentation. From their personal experiences and blunders, Lucia Hartigan and colleagues discuss what they have learned about giving an excellent scientific oral presentation.

The goal of an oral presentation is to convey vast volumes of sometimes difficult information in a concise, understandable manner. Although the material has a role in the success, the

speaker's ability to effectively convey the information to the audience plays a larger role.

This adage is applicable to many facets of life, but it is particularly relevant when creating an effective and memorable presentation. If you're wondering how to make a presentation outstanding, you should know that it all begins with picking a compelling subject angle, determining the goal of your presentation, and developing a strong framework and outline.

16.10 KEY WORDS

Size and value: A chart that groups housing cost variations by the value of individual homes.

Importance: A presentation outlining some reasons why a business should relocate its headquarters to a certain city, arranged by the most crucial factor to the least crucial.

Solution: Focused presentation on the issue of dwindling enrollment sales, like laying off employees.

Simple/complex: A lecture outlining corn's genetic engineering, from simple seed production to intricate gene insertion.

16.11 REVIEW QUESTIONS

Q 1. How to prepare an oral presentation and a conference?

Q 2. Explain some simple rules for making good oral presentations.

Q 3. How to prepare and deliver an effective oral presentation in an organization?

Q 4. What three goals should you accomplish in the introduction to your presentation?

16.12 REFERENCES

1. Barber, J. (2020). *Speaking Skills for Business Presentations*. Routledge.
2. Lucas, S. E. (2019). *The Art of Public Speaking* (13th ed.). McGraw-Hill Education.
3. Reynolds, G. (2012). *Presentation Zen: Simple Ideas on Presentation Design and Delivery*. New Riders.
4. Guffey, M. E., & Loewy, D. (2017). *Business Communication: Process and Product*. Cengage Learning.
5. Duarte, N. (2010). *Resonate: Present Visual Stories that Transform Audiences*. Wiley.
6. Hamilton, C. (2018). *Communicating for Success*. Routledge.

UNIT 17: PRINCIPLES OF ORAL PRESENTATION, FACTORS AFFECTING PRESENTATION

STRUCTURE

- 17.0 Objectives
- 17.1 Introduction
- 17.2 Principles of Oral Presentation
- 17.3 Presentation Techniques
- 17.4 Factors affecting Presentation
- 17.5 How to get more proficient at presenting
- 17.6 Let Us Sum up
- 17.7 Key Words
- 17.8 Review Questions
- 17.9 References

17.0 OBJECTIVES

After studying this unit, you should be able to

- speak or write effectively, persuasively, and convincingly.
- recognize when oral communication is preferable than writing communication.
- develop your presentation abilities.
- describe the best ways to structure your business presentation skills.

17.1 INTRODUCTION

Making presentations is a typical aspect of a business professional's life. While some presentations are convincing, others are informational. Others are virtual, while others are face-to-face.

Some are presented to larger crowds while others are offered to smaller ones. Presentations may range from basic to sophisticated.

The goal of an oral presentation is to convey vast volumes of sometimes difficult information in a concise, understandable manner. Although the material has a role in the success, the speaker's ability to effectively convey the information to the audience plays a larger role.

17.2 PRINCIPLES OF ORAL PRESENTATION

Some guidelines for delivering a compelling oral presentation are as follows:

1. Well-planned:

Before presenting, the audience, the topics to be covered, the scheduling, and other aspects should be well prepared. Consequently, one has to be well-prepared while giving a speech.

2. Clear pronunciation:

Words must be spoken accurately and clearly for oral communications to be understood by listeners. There should never be a misunderstanding; otherwise, the communication would be unclear.

3. Brevity:

A message should be succinct to ensure effective oral communication. The recipient may not pay attention to a message if the speaker speaks slowly.

4. Precision:

Effective oral communication requires precision. A clear and concise message is preferable to vague terminology in order to avoid misunderstandings.

5. Natural voice:

Any type of artificial voice has the potential to misrepresent the meaning. Effective oral communication may be greatly enhanced by using a natural voice1.

6. Logical sequence:

To make a message appealing and communicative, ideas should be arranged logically. A logical flow of ideas produces obvious sense, whereas disorganized thoughts do not1.

7. Suitable words:

Words have varied meanings to various individuals in different contexts.

8. Courteous:

Courtesy costs nothing but can earn many things. When communicating verbally, a speaker should use common, easy, and familiar language so that the recipient can respond to the message without difficulty. Thus, a speaker ought to treat their audience with courtesy.

9. Attractive presentation:

This is another technique to make oral communication successful. It helps listeners form a positive image of the speaker1. In order to engage the listener in oral communication, a speaker should use a gentle and pleasant tone of voice.

10. Avoiding emotions:

Effective oral communication requires the speaker to regulate their feelings.

11. Emphasis:

The speaker needs to recognize which part of the speech they should emphasize. If they show too much emotion, it will distract them from the essential point. Highlighting crucial elements will aid in grabbing the audience's attention.

12. Regulating gestures:

Consciously or unintentionally, a speaker will frequently make gestures to convey their ideas or thoughts. Avoiding this habit is advised. If not, adopting such a practice might make the audience uninterested.

17.3 PRESENTATION TECHNIQUES

You need strong presentation abilities in both your personal and business life. Discover how to improve your presenting skills and provide more impactful presentations.

Presenting well is a must for a successful career, according to at least seven out of ten Americans. Though it may be easy to assume that they are just necessary for those interested in public speaking positions, they are essential in a wide variety of professions. For instance, you might have to inform your supervisor of the findings of your investigation.

Presentation abilities are also crucial in other contexts, such as teamwork and delegating, guiding customers through project concepts and schedules, and showcasing your accomplishments to your boss in performance evaluations.

No matter the situation, you only have three seconds, on average, to grab the attention of your audience and make your point while delivering information [2]. Presenting yourself in an effective way not only helps you connect with the audience you're speaking to, but almost all employers demand it.

Knowing what constitutes a presenting talent is only half the fight. To be an expert presenter in any situation and of any sort, you must refine your methods.

What do you mean by presenting skills?

The aptitudes and attributes required to develop and deliver an engaging presentation that successfully conveys concepts and information are known as presentation skills. They cover your speech, its organization, and any supporting resources you use, such as slideshows, films, or pictures.

Presentations are something you'll do throughout your life. As examples, consider:

- Delivering speeches at a conference, wedding, or other gathering
- toasting at a meal or occasion
- describing initiatives to a group
- presenting management teams with findings and outcomes
- instructing individuals in certain techniques or knowledge
- bringing up voting during neighborhood group gatherings
- introducing a fresh venture or idea to possible investors or partners
- IBM Training

Present with Intent: Craft and Deliver Powerful Presentations

Being able to design a presentation is an effective communication technique. A crucial component of every office or business-related profession is making presentations.

17.4 FACTORS AFFECTING PRESENTATION

Effective presenting skills are essential for both your personal and professional lives. Your presenting abilities will come in handy in a variety of situations, including making a speech, persuading your significant other to buy something, and discussing a pressing issue with friends and family.

These are the abilities that enable you to successfully communicate your ideas, persuade or convince people, and achieve success whether you're employing them in a personal or professional context. The following are some advantages that frequently come with honing your presenting abilities:

- improved abilities in both written and spoken communication
- Enhanced self-esteem and confidence
- Enhanced capacity for critical analysis and problem-solving
- Improved methods of motivating
- Enhanced ability to lead
- Increased creativity, negotiating, and time management

Your presentations will be more captivating if you have improved your presenting strategies. Additionally, there could be more chances for you to positively influence your life and career.

Powerful presenting abilities

While you go over this list of some of the best presenting techniques, these are some things to consider asking yourself.

Oral exchanges

Your audience's reaction to your presentation is largely dependent on the language you choose and the way you convey your ideas. Make sure everyone can hear you when you speak with confidence and clarity. Consider your words carefully, take breaks when needed, and adjust your delivery to best suit the needs of the people you are speaking to.

Body language

Many important components come together to form body language, including as posture, gestures, eye contact, emotions, and placement in relation to the audience. One of the things that can quickly turn an otherwise boring presentation into one that is engaging and exciting is body language.

Projection of voice

By enabling your audience to hear you when you speak, the ability to project your voice enhances your presentation. It also boosts your self-assurance to assist allay any residual anxiety and improves the interest level of your message. Take a comfortable stance with your shoulders back to project your voice. In order to project your voice and make sure that every syllable you say is clearly articulated, take deep breaths.

Position

Your body language and vocal projection are influenced by how you carry yourself. It also establishes the presentation's tone. Do not

slouch or appear extremely tense. Instead, remember the formality of the situation and continue to be honest, forthright, and flexible.

Narrative

A successful public speaker will often utilize narrative as an effective technique in their presentations. It has the ability to enliven your topic and spark the interest of the audience. Tell a personal narrative without holding back, elaborating on the tension or include a dramatic moment. Of course, to really make your argument, don't forget to conclude with a constructive insight.

Engaging in active listening

Even by itself, active listening is a useful ability. You'll probably strengthen your interpersonal bonds and actively engage audiences when you listen carefully and comprehend what you hear, whether it's in a discussion or during a presentation. As a component of your presenting skill set, it aids in grabbing and holding the audience's interest, decreasing inactive listening, guaranteeing the accuracy of the content, and promoting a call to action.

Stage presence

Exuding confidence will assist you keep your audience interested throughout a presentation. You can establish a connection with your audience and pique their interest by having a strong stage presence. Try adding a little passion to your everyday manner to make it seem more engaging. Exude confidence while maintaining the attention of your content.

As you present, keep an eye on your audience. You're probably making a good connection with them if you can keep their attention.

Self-knowledge

Being aware of your own feelings and responses will help you respond appropriately in a variety of circumstances. It enables you to manage criticism well and maintain your demeanor throughout your presentation. Being self-aware can help you perform better during presentations by calming your nerves.

Writing abilities

Writing is a way to communicate. You can master the presentation plan and stay on message and clear about your goals from start to finish by having strong writing abilities. Strong writing skills are also beneficial for making visually appealing slideshows and other materials.

Recognizing a target audience

You may plan your presentation around the requirements and interests of your audience when you are aware of them. As a result, you'll provide them the most for their money and improve your communication skills.

17.5 HOW TO GET MORE PROFICIENT AT PRESENTING

Speaking in public requires skill. This kind of art demands practice, just like any other. You may decrease misunderstandings, become more adept at managing your time, and become a better leader by honing your presentation skills. Here are some strategies for enhancing these abilities:

Improve your self-assurance

You communicate more authoritatively and plainly when you're confident. You might feel more secure if you take the time to prepare

your presentation with a powerful introduction and eye-catching visuals. Practicing positive self-talk, surrounding yourself with positive people, and refraining from comparing yourself (or your presentation) to others are some strategies to boost your confidence.

Create plans for conquering your fears.

A lot of people experience anxiety or nervousness before making a presentation. Anxiety and worry might be exacerbated by poor performance memories or low self-esteem. Practicing your presentation, anchoring yourself, and deep breathing are some go-to techniques that may help you turn that nervousness into extra energy for your stage presence.

Acquire grounding skills

Any kind of strategy that keeps you grounded and helps you shift your attention away from troubling ideas is called grounding. To ground yourself, place your feet shoulder-width apart and see yourself as a big, established tree with deeply ingrained roots in the ground. Just like the tree, you too can become unstoppable.

Develop your presentation-tool usage skills

Technical assistance and other visual aids may elevate an otherwise strong presentation to awe-inspiring levels. A few well-liked tools for presentations are:

- Canva: Offers customizable, easily-designed templates
- Powtoon: Animation software that facilitates quick and simple film creation
- Microsoft's well-known PowerPoint software is widely used for dynamic sales and marketing presentations.

Use breathing exercises

It might be simpler to overcome nervousness and pre-presentation jitters by using breathing exercises. It also aids in muscular relaxation and increases cerebral oxygen flow. You can take deep breathes, gently inhaling through your nose and expelling through your mouth, to help you relax before your presentation.

To avoid making your audience gasp, breathe in through your lips while speaking, keeping the back of your tongue relaxed. Keep your voice smooth and speak as you exhale.

Get expertise

You'll get better the more you practice. Your level of comfort level increases with the amount of work you put into an activity. The same applies to presentations. Regular practice of your own presentation gives you the chance to receive feedback from others and adjust your style and material as necessary.

Some advice to make your presentation shine

The content you are providing is what matters in your presentation, not you. It might occasionally be helpful to remind yourself of this before entering the stage so you can go outside of your thoughts and engage your audience in meaningful conversation. There are a lot of things you can do the day before your presentation, some of which are included here.

Make an early arrival

You could already be a little anxious about the presentation, so it's best to keep your travel tension to a minimum. Allow plenty of time for reaching your location, accounting for high traffic and other unanticipated circumstances. Arriving early also allows you to test

your equipment, speak with any on-site personnel, and make connections with individuals before the presentation.

Acquaint yourself with the room's configuration

You'll have more time to look around the room and choose your position if you arrive early. Try adjusting the acoustics to see how loud you should project your voice, and make sure all of your equipment is connected and appears correctly with the configuration that is available by testing it. This is a great time to resolve any last-minute issues and explore the area to get a better sense of your surroundings for a more polished on-stage appearance.

Pay attention to those presenting before you

You can get a sense of the lighting and acoustics of the space by observing other people in attendance. In order to make your presentation more interactive and interesting, you may also listen for any pertinent facts and go over it again while you speak.

17.6 LET US SUM UP

Strategic Planning is necessary before a presentation, including consideration of the audience, the subjects to be covered, the time, and other elements: So, before giving a speech, one needs to be well-prepared.

This chapter aims to help students calm their nerves by discussing the common anxiety students experience when presenting information in front of a group, often in the form of a short talk or visual aid.

17.7 KEY WORDS

Personal Demonstration: Understand the material. Knowing what you want to say and how you want to express it is the most important step towards a flawless presentation. Once you feel comfortable and competent and don't need to rely too much on notes when speaking, put it down on paper and practice it.

Collective Presentation: If your lecturer or tutor has not allocated you to a group, first pick your classmates based on their accessibility and availability. You can arrange online sessions if in-person encounters are not possible.

17.8 REVIEW QUESTIONS

Q1. What do you mean by principles of oral presentation?

Q2. Define factors affecting presentation in an organization.

17.9 REFERENCES

1. Lucas, S. E. (2019). *The Art of Public Speaking* (13th ed.). McGraw-Hill Education.
2. Reynolds, G. (2012). *Presentation Zen: Simple Ideas on Presentation Design and Delivery*. New Riders.
3. Duarte, N. (2010). *Resonate: Present Visual Stories that Transform Audiences*. Wiley.
4. Guffey, M. E., & Loewy, D. (2017). *Business Communication: Process and Product*. Cengage Learning.
5. Hamilton, C. (2018). *Communicating for Success: Effective Strategies for Personal and Professional Communication*. Routledge.
6. Anderson, C. (2016). *TED Talks: The Official TED Guide to Public Speaking*. Houghton Mifflin Harcourt.

UNIT 18: INTERVIEWING SKILLS: APPEARING IN INTERVIEWS; CONDUCTING INTERVIEWS

STRUCTURE

18.0 Objectives

18.1 Introduction

18.2 Interviewing skills

 18.2.1 Importance of interviewing skills

 18.2.2 Most important skills for an interview

18.3 Appearing in interviews

18.4 Top 5 interviewing strategies

18.5 Let Us Sum up

18.6 Key Words

18.7 Review Questions

18.8 References

18.0 OBJECTIVES

After studying this unit, you should be able to

- recognize the objectives, structure, and various interview formats, such as screening, individual, panel, group, sequential, and video interviews.
- be aware of what to do in advance of an interview, including using appropriate phone skills, learning about the prospective employer, practicing success stories, clearing your internet footprint, and overcoming anxiety.
- explain the proper way to conduct oneself during an interview, including how to manage nonverbal cues and respond to common interview questions.

- outline the steps to take following an interview, such as sending a thank-you note, contacting references, and sending follow-up emails.

18.1 INTRODUCTION

Interviewing has undergone significant shift in the digital era, just as job seeking has. That companies are recruiting is excellent news. A job interview has the potential to alter your life, whether you are just finishing your studies and looking for your first major job or are already working and trying to shift jobs. Everybody's life involves work in some kind, thus the job interview has immense significance.

A candidate's fitness for employment or entrance to a college or university is evaluated orally during an interview. Since the exam is oral, oral and nonverbal communication abilities are required to successfully pass it interviewers. There are several interview formats, including panel interviews, consecutive interviewing, including academic interviewing, personality interviewing, etc. Each kind needs the thoughtful use of a certain set of communication abilities.

18.2 INTERVIEWING SKILLS

The majority of individuals think that going on a first date or giving a speech are less stressful than going on a job interview. However, you'll experience less tension the more you understand the procedure and the more equipped you are. Additionally, a job interview is a two-way conversation. Judgment is not the only issue.

An interview for a job is an excellent opportunity to show off your personality, emphasize your advantages, and make a good impression on the hiring manager. Positivity, honesty, communication, and active listening are all interviewing abilities that may positively affect the employment choice. This implies that in order to get recruited for your preferred job function, it is crucial to practice some of the critical interview skills. In this post, we will define interview abilities, discuss their significance, look at ten instances of these talents, and discover the best interviewing approaches.

Your ability to communicate with the employer or interviewer and convince them that you are the best applicant for the position is known as your interviewing skills. An interviewer may learn a lot about your problem-solving and communication styles from your interview techniques. It also demonstrates your ability to listen intently and to be sincere in your job. Your future employers may determine how well you will fit into their workplace based on all these variables.

The interviewer may focus on your responses and any non-verbal indicators you use when responding to inquiries. For instance, tapping your foot while speaking may indicate nervousness. Therefore, this skill set enables you to emphasize the greatest qualities that may set you apart from other applicants with equivalent credentials and job experience.

18.2.1 Importance of interviewing skills

Interviewing abilities are crucial since they convince a prospective employer that you are capable of carrying out the job's requirements and achieving daily objectives. Additionally, the abilities you demonstrate during the interview aid an employer in deciding if your

credentials, experience, and personality match their needs. When interviewing for a position as a customer service representative, for instance, an employer could prioritize interview abilities like strong verbal communication and confidence since the position calls for the candidate to speak fluently with their clients.

18.2.2 Most important skills for an interview

Verbal communication is the most crucial interview skill since it enables you to tell a prospective employer critical details about your training, skills, and experience. A well-thought-out response may help you boost your chances of being employed, and good verbal communication skills can help you express it.

18.3 APPEARING IN INTERVIEWS

You have the chance to demonstrate to the interviewer the soft talents you possess that will make you a great addition to their business during the interview. You may utilize the following abilities during an interview:

1. Research capabilities

You do better in interviews if you are capable of conducting solid research. For instance, you may review and analyze the job description before tailoring your CV to it. Additionally, you must investigate the business before the interview. In this manner, you will be able to respond intelligently to interviewer inquiries such, “Why do you want to work for this company?” by demonstrating to the hiring manager that you are the greatest candidate for their organization and culture.

2. The preparation of interview questions

For practically every employment position, there are certain core interview questions. It's wise to practice these questions in advance of meeting prospective employers. The ability to prepare in advance for interview questions like "Tell me about yourself," "Why should we hire you?" "What are your greatest weaknesses?" and "Do you have any questions?" is crucial since it demonstrates your mindset and commitment to the position. Make a list of frequently asked technical questions for the position you are applying for if it is technical and practice answering them.

The more interview practice you have, the more effective your responses will be. Additionally, create your own responses rather than copying and pasting pre-written ones from the Internet.

3. Talking out loud

Employers can pay special attention to your tone and pitch during an interview. They are testing your ability to coherently and clearly express your views. You may come out as tense if you speak too quickly. Additionally, it hinders your ability to express your ideas effectively. You may improve your ability to talk quietly so that other people can understand you by exercising this skill.

4. Communicating via body language

Employers will observe your non-verbal signs carefully from the time you enter the interview room. Body language, posture, gestures, facial expression, and eye contact are all examples of non-verbal communication. For instance, if your arms or legs are crossed throughout the interview, it suggests that you are uncomfortable and tense. In order to succeed in an interview, you must be able to maintain eye contact and have a grin on your face.

5. Management of time

The ability to manage your time effectively demonstrates your ability to plan, organize, and prepare. Arrive at the interview location at least 10 to 15 minutes early, and keep note of how much time you spend responding to each question. Plan your means of transportation and route of travel in order to be at the interview on time. It's usually a good idea to allow extra time in case of heavy traffic or a flat tire.

6. Confidence

Being able to maintain your trust in your talents and abilities is a sign of self-assurance. This is a crucial ability since it demonstrates your self-confidence. Control your fidgeting, extend a handshake to the interviewer, speak gently, and keep your eyes on them to project a confident demeanor. Additionally, when you confidently respond to interview questions, the interviewer will feel more confidence in your abilities, background, and understanding.

7. Active hearing

Just as crucial as responding to interview questions is active listening. If you pay close attention to the employer's query, you will be able to determine precisely what they are seeking and tailor your responses appropriately. Additionally, it demonstrates your interest in and commitment to your career. For instance, when an employer asks you, "Do you have any questions?" offer questions that are specific to your interaction with the company rather than asking general inquiries. This may improve your prospects of employment.

8. Positive outlook

A pleasant attitude during an interview might favorably affect the employment choice. Saying unfavorable things about your former

employers is not a smart way to respond to queries about your reasons for leaving a job, for instance. So, concentrate on providing upbeat justifications for quitting a former work. Active verbs and positive connotations are other ways you may demonstrate your positive attitude when presenting your credentials to companies.

9. Politeness

Another essential interview skill is politeness. During the interview process, you will probably encounter a number of firm personnel in addition to the employer. For instance, you could speak with the receptionist, so be kind and nice. Additionally, don't forget to say thank you to the human resources specialist who escorted you to the interview location. Being amiable and kind to everyone is essential since it demonstrates your ability to blend in with the group and get along with others.

10. Honesty

Honesty is a quality that makes you an attractive applicant for a work position. Make sure that all the information you submit about yourself is accurate so that you can demonstrate your honesty throughout the interview process. There is no purpose in misrepresenting your experience, talents, and credentials since the majority of firms do background checks on new workers.

For instance, if you claimed on your application that you speak Spanish well, be prepared to use those talents during the interview. It's usually a good idea to tell the truth on your resume. You may win the employer's confidence by being honest.

18.4 TOP 5 INTERVIEWING STRATEGIES

The following top five interview strategies will increase your likelihood of landing a job:

- Make a good impression at first.
- Dress professionally.
- Boost your interviewing abilities.
- Answer questions using the STAR method.
- After the interview, thank the interviewer.

18.5 LET US SUM UP

You will often be questioned about any more questions you may have at the conclusion of the interview. Saying “no,” which conveys that you are uninterested in the job, is the worst thing you can do. Ask information-gathering questions instead to show the interviewer that you are smart and interested in the job. Do not forget that this interview is a two-way conversation. You must be excited about the possibility of working for this company. You want a job that fits your personality and skill set. Make the most of your chance to decide whether this position is suited for you. You don’t have to wait for the interviewer to ask you a question, so keep that in mind. Throughout the interview, you are free to ask questions to find out more about the business and the role.

18.6 KEY WORDS

Interview: A planned interaction in which one party asks questions and the other responds is known as an interview. A one-on-one chat between an interviewer and an interviewee is referred to as a “interview” in everyday speech.

Interview questions: For practically every employment position, there are certain core interview questions. It's wise to practice these questions in advance of meeting prospective employers.

18.7 REVIEW QUESTIONS

Q1. It is said that for converting an interview into an employment opportunity you have to do only one thing—prepare, prepare, and prepare. What should you prepare before the interview?

Q2. Comment on the importance of body language for success at an interview.

Q3. Do you think that the first impression is usually accurate?

Q4. Does the resume have to have an objectives section in the beginning? How is this section written?

18.8 REFERENCES

1. Bolles, R. N. (2021). *What Color Is Your Parachute? 2021: A Practical Manual for Job-Hunters and Career-Changers*. Ten Speed Press.
2. Carnegie, D. (1936). *How to Win Friends and Influence People*. Simon & Schuster.
3. Yate, M. (2018). *Knock 'em Dead: The Ultimate Job Search Guide*. Adams Media.
4. Ryan, R. (2011). *60 Seconds & You're Hired!* St. Martin's Griffin.
5. Doyle, A. (2019). *The STAR Method Explained: Winning Behavioral Interviews*. Career Press.
6. Gatewood, R., Feild, H., & Barrick, M. (2015). *Human Resource Selection* (7th ed.). Cengage Learning.